



IL VALORE DELLA DIVERSITÀ. Verso una nuova cultura di genere.
IX Conferenza Internazionale della Comunicazione sociale



Valorizzare la creatività: il progetto *Creative for Good*

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Creative for Good: Past, Present and Future

An idea is born...



Filling a need not addressed by current platforms

ACT
RESPONSIBLE


osocio



What is Creative for Good?

Campaigns

How to Use Creative for Good

Campaign Submissions & Guidelines

Campaign Tools & Tips

Tapitas — Plastic Bottle Caps ...

The aim of the Fundación from September 2010 to March 2011 was to generate increased participation in the plastic bottle cap collection program by doubling the average growth of the initiative compared to previous years. In other words, the ...

[South America](#) | [Health](#)

<p>Tapitas — Plastic Bottle Caps ...</p>	<p>VLCC Global Balance Program (United ...)</p>	<p>Chocolate — Schokolade (Austria)</p>	<p>Empty Pages (Peru)</p>
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What is Creative For Good?

When ideas are communicated and delivered in ways that move individuals, you begin to see change in communities and societies at large. Creative For Good is hosted by the World Economic Forum to highlight best practices in

How to Use Creative for Good

Creative For Good provides you with ideas and inspiration, as well as tools and resources, to create new campaigns promoting social causes.

We Have 61 Campaigns That Will Inspire You

Select Region(s)

- All Regions (61)
- Global (1)
- Africa (2)
- Asia (6)
- Europe (30)
- Middle East (4)
- North America (13)
- South America (5)

Select Issue(s)

- All Issues (61)
- Community and Social Justice (24)
- Education (1)
- Environment (2)
- Health (27)
- Safety (7)

Goal and mission

- **Help social issue campaigners around the world create more/better initiatives**
 - Showcase best practices
 - Provide “how-to”
 - Connect with campaign creators

Site Development Partners



Inspiring Change
Improving Lives



Role of International Advisory Committee

Naif Al-Mutawa, The 99

**Alberto Contri, Fondazione
Pubblicità Progresso**

Peggy Conlon, The Advertising
Council

Herve deClerck, Act Responsible

Diana El-Azar, World Economic
Forum

Cindy Gallop, If We Ran The World

David Gallagher, Ketchum

Craig Hobbs, The Media Alliance

Tina Hoff, Kaiser Family Foundation

David Kenny, The Weather Channel
Companies

Nancy Lee, Social Marketing
Services

Tim Love, Omnicom

Deborah Malone, The Internationalist

Yulia Koval-Molodtsova, AdLab

Linda Scott, Oxford University

Marina von der Heyde, Consejo
Publicitario

Marc van Gorp, Osocio

Selection Criteria

Strategy

Creative

Use of media

Results

Submissions statistics

101 campaigns received

61 accepted, including 5 Italian campaigns (Congratulazioni!)

- Integration Day CoorDown
- "Adotta una cellula"
- Either You Drink or You Drive
- **Work Safety**
- **The Organ and Tissue Donation Campaign**

Domestic Violence Prevention Campaign

Bell Bajao (India)



Another Communications Resource

<http://xchange.futureswithoutviolence.org>



Welcome to *The COMMUNICATIONS X-CHANGE* – a place where you can view and download communications from around the world aimed at ending violence against women and children.

Stop the violence. Start here.



CFG Campaign Launch

- Cannes panel to launch site
- PR reached more than 91.4 million unique monthly visitors of leading newspapers, magazines worldwide
- Posted more than 210 websites reaching 19.5 million viewers
- Site visits: 10,987
- Page Views: 28,998
- Time spent: 2:36

Moving forward

This fall:

- New submissions to be reviewed and added to the site
- Cannes winning NGO/charity campaigns

Next year:

- Build out interactivity
- Blogs, commentary, etc.
- More campaigns from other key awards programs (EFFIE, etc.)
- Continued submissions and review

The future:

- Conferences, programs, etc.

Comments and Questions

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Mille grazie!