

How Marketers can create Positive Change through Sustainability



WHY MARKETING MATTERS

72%

of marketers believe that marketing has the ability to create demand for sustainable products and services



78%

of marketers also believe that consumers have an important role to play when it comes to sustainability



72%

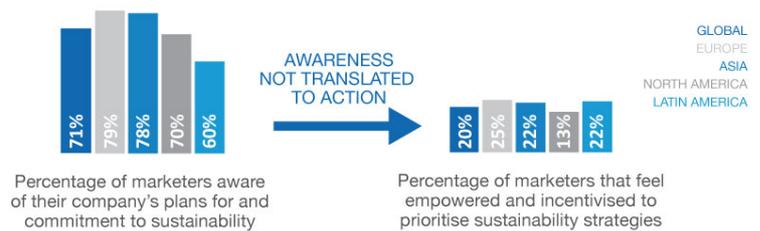
of consumers surveyed worldwide say they would be willing to buy sustainable products and services



17%

of consumers actually buy sustainable products and services

Marketers have the **opportunity** to bridge the **intention to action gap** of consumers by **influencing** them to make **sustainable choices** through inspiring and exciting **marketing programs embedding sustainability**.



Source: World Economic Forum's Engaging Tomorrow's Consumer project and Effie Worldwide Inc.

Sep 18, 2014 Global: Multi-Region

Positive Change Effie Award Opens Call for Entries in North America and Europe

Born from Davos: Effie Worldwide and World Economic Forum collaboration to celebrate brands that shift consumer behavior towards sustainability.

NEW YORK (September 18, 2014) – The Positive Change Effie Award, a collaboration of the World Economic Forum (the Forum) and Effie Worldwide, has opened its inaugural Call for Entries in North America and Europe. The Positive Change Effie Award celebrates brands that shift consumer behavior towards sustainability.*

The idea behind the Positive Change Effie Award emerged from the Engaging Tomorrow's Consumer project at the World Economic Forum's Annual Meeting in Davos last year. Business leaders recognized the opportunity to help bridge the gap between the intentions and actions of consumers, by rewarding brands for making sustainability a greater priority in their marketing programs. Effie Worldwide is known globally for championing the practice and practitioners of marketing effectiveness through the Effie Awards, the Effie Effectiveness Index and other initiatives.

"Marketers have the power to influence the future," said Sarita Nayyar, Managing Director, World Economic Forum USA. "When marketing products and services, marketers have an important role to communicate why the offering meets consumer needs and is desirable from both a functional and a sustainable lifestyle perspective. This award recognizes marketers for embedding sustainability in their marketing programs and moving consumers towards sustainable choices."

"Effective marketers wield great power in influencing consumers and shifting business," said Neal Davies, President and CEO of Effie Worldwide. "The Positive Change Effie will incentivize marketers to use their power for the good of our planet and their business."

The inaugural Positive Change Effie Award winners will be awarded in June 2015. The first deadline for the Positive Change Effie Award is December 4, 2014, with extensions available (with late fees) until January 12, 2015. The award will follow the rigorous judging criteria created by Effie Worldwide, with multiple rounds of judging by industry experts. Work that ran between September 1, 2012 - October 31, 2014 in the US, Canada or Europe will qualify for entry. For more information, visit www.effie.org.

[Download entry materials for the Positive Change Effie Awards.](#)

About Effie Worldwide

Effie Worldwide is a 501 (c)(3) nonprofit organization championing the practice and practitioners of marketing effectiveness. Effie Worldwide spotlights marketing ideas that work and encourages thoughtful dialogue around the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant insights into effective marketing strategy. The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with over 40 global, regional and national [programs](#) across Asia-Pacific, Europe, Latin America, Middle East/North Africa and North America. Effie initiatives include the [Effie Effectiveness Index](#), ranking the most effective companies and brands globally and the [Effie Case Database](#). For more details, visit www.effie.org. Follow [@effieawards](#) on Twitter for updates on Effie information, [programs](#) and [news](#).

About The World Economic Forum

The World Economic Forum is an international institution committed to improving the state of the world through public-private cooperation in the spirit of global citizenship. It engages with business, political, academic and other leaders of society to shape global, regional and industry agendas.

Incorporated as a not-for-profit foundation in 1971 and headquartered in Geneva, Switzerland, the Forum is independent, impartial and not tied to any interests. It cooperates closely with all leading international organizations (www.weforum.org).

**Sustainability in the context of the Positive Change Effie Award is as defined by the Brundtland Commission: "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs." World Commission on Environment and Development (WCED). [Our common future](#). Oxford University Press, 1987, p. 43.*

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