See who won at the 2019 D&AD Impact Awards

The winners of the fourth annual D&AD Impact Awards were recently announced in New York.

Image credit: D&AD Impact Awards.

In total, 32 D&AD Impact Pencils were awarded to pioneering products, initiatives and campaigns from around the world that are addressing some of the globe's most pressing issues.

	All the D&AD Impact Awards winners	
	3 Oct 2018	

Technology makes an impact

D&AD Impact is a global initiative and awards programme that exists to showcase how creative thinking can be a force for good, in the belief that purpose can enhance business success and value, alongside promoting collective responsibility for the global sustainability agenda.

South Africa's North VCA was shortlisted in the sustainability category for its work on Polyco's 'Packa-Ching' campaign – which encouraged recycling efforts in exchange for money.

This year, the use of design and emerging technologies featured prominently within the top winning work. Both Black Pencil winners had a focus on 3D printing – with *Harmless Guns* tackling the proliferation of illegal firearms and *Ikea This Ables* making Ikea furniture more accessible for people with disabilities.

The use of AI was also a common theme within the lineup of projects that took home the top awards – being used both to help increase accessibility for people with special-needs and tackle issues such as racism.

2019 D&AD Impact Awards open for entries
25 Jun 2019

Four White Pencils, the premier accolade for creativity that has a positive social impact, were awarded.

Patrick Burgoyne, D&AD CEO, said: "Our winners, this year, showcase the power of creativity to make significant, positive impact in the world. From increasing accessibility to products and services, to changing policy and changing lives, this is work the whole industry can be proud of."

The impact of the future

The D&AD Impact Council, an esteemed group of business and thought leaders from across the creative, brand, investment, social impact, sustainability and NGO space, assembled on 5 November to decide which work was deserving of a Wood, Graphite, White or Black Pencil.

Their support for the programme continues on as part of the D&AD Future Impact programme, a new initiative for 2019 that exists to support creative ideas that have the potential to change the world.

At least 11 winning prototypes, products and projects, including personalised colouring books for dementia patients (*A Colourful Life*) and speciality paper from locally-sourced discarded pineapple leaves (*Pinyapel*), form this year's cohort.

The Future Impacters will receive access to a fund worth $150,000 that includes consultancy and mentoring, visibility and grants, and a place on the D&AD Impact Accelerator. This is a two-day masterclass, held at McCann New York from 6 to 7 November 2019.

Spearheaded by members of the council, the accelerator has been designed to help the cohort amplify their ideas, so they can start generating impact after launch.

The D&AD Impact Black and White Pencil winners are...

Award	Country	Winning Agency	Winning Organisation	Winning Work	Category
Black Pencil	France	TBWA\Paris	Dagoma	Harmless Guns	Community and Civic Engagement
Black Pencil	Israel	McCann Tel-Aviv	IKEA	IKEA ThisAbles	Equality and Diversity
White Pencil	Canada	FCB/Six	Black & Abroad	Go Back to Africa	Equality and Diversity
White Pencil	United Kingdom	FCB Inferno	Huawei	Story Sign	Educational and Financial Empowerment
White Pencil	Australia	FINCH	Mars Inc	The Lion's Share	Environment and Sustainability
White Pencil	United States	McCann New York	Microsoft	Changing the Game	Equality and Diversity

To see all the D&AD Impact 2019 winners, visit: https://www.dandad.org/en/d-ad-impact/#winners

For more, visit: https://www.bizcommunity.com