

Cannes Chimera to mentor 10 new Gates Foundation grantees

LONDON, UK: The Cannes Lions International Festival of Creativity and the Bill & Melinda Gates Foundation announced today, the first Cannes Chimera Gates Foundation grantees who will work to develop innovative approaches to changing the global conversation about the impact of development aid. The grantees are part of the foundation's [Grand Challenges Explorations](#) initiative that fosters innovation to overcome the most persistent challenges in global health and development.



The Cannes Chimera (made up of the 2011 Cannes Lions Grand Prix winners) will partner with each grantee and provide mentoring as they develop their winning ideas and prepare for a chance at US\$1m in additional funding from the Gates Foundation to execute their project.

"This is an amazing initiative for anybody to put the power of a creatively inspired communications idea to good use and help others less fortunate," said Philip Thomas, CEO of Cannes Lions. "It's also a unique chance to work with the Cannes Chimera - the best creative brand communicators in the world - and have the funding to see the idea put into action."

The grant programme, "Aid is Working. Tell the World", calls for creative ideas to help the public engage with the issues involved in overseas aid and understand that development investments are already paying off and saving lives. The 10 new grantees, from Australia, Italy, The Netherlands and USA, were selected from more than 900 entries submitted from 85 countries. Each grantee will receive US\$100,000 US to develop their idea. A review panel comprised of experts from the Cannes Chimera, winners of the 2011 Cannes Lions Grand Prix, and the Bill & Melinda Gates Foundation, selected projects based solely on merit - applicants' details are kept confidential.

"We believe new thinking and creativity can help influence the way we address really tough problems," said Tom Scott, director of Global Brand & Innovation at the Bill & Melinda Gates Foundation. "To change the way people look at development and to help share success stories, we have to do things differently. Thanks to our partnership with Cannes Chimera, people from around the world answered the call and channelled their innovative ideas to help with this challenge."

The first cadre of "Aid is Working. Tell the World" grantees will gather at the Gates Foundation's campus in Seattle mid-

November, with representatives from Cannes Chimera and the Gates Foundation, to further develop their ideas. Grantees then have the opportunity to apply for additional funding of up to US\$1 million US to bring their idea to fruition. Select grantees will be invited to present at the Cannes Lions Festival in 2013. For more information on all of the grantees please see below or visit www.canneschimera.com/results_2012.cfm.

To learn more about the Cannes Chimera, visit <http://www.canneslions.com/chimera>.

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