

Effie Awards Europe Partners with Ad Net Zero and ACT Responsible to Champion Positive Change Categories

Brussels, 27 August 2024: Effie Awards Europe is excited to launch new partnerships with Ad Net Zero Europe and ACT Responsible for the 2024 awards, focusing on rewarding marketing campaigns that significantly advance environmental sustainability and social responsibility. Together, Effie Awards Europe, ANZ, and ACT Responsible will celebrate campaigns that make a meaningful impact on society and the environment.

ACT Responsible will sponsor the "Positive Change: Social Good" category, recognizing campaigns that effectively tackle social issues or enhance programs that benefit society.

Ad Net Zero Europe will sponsor the "Positive Change: Environment" category, celebrating campaigns that successfully shifted audience behaviour towards more environmentally sustainable choices.

Mary Sullivan, Ad Net Zero Europe Director said: *"Ad Net Zero Europe is delighted to partner with Effies Europe by sponsoring the Positive Change category and help drive and support meaningful change in the advertising industry. Recognising and celebrating sustainability through awards like Effies Europe is essential to fostering positive change and setting new industry standards. By partnering with this globally renowned event, Ad Net Zero Europe has the opportunity to support our partners across Europe and help amplify the importance of sustainability even further throughout our industry."*

Isabel Kurata, ACT Responsible Co-founder, commented: *"It's an honor to partner with the prestigious Effie Awards Europe on the Positive Change: Social Good category, as it aligns perfectly with ACT Responsible's long-standing mission to inspire and unite the advertising community around crucial causes. The advertising industry must take responsibility and serve as a megaphone for these issues to drive positive and sustainable impact on society"*.

Effie Awards Europe continues to champion effective marketing strategies that drive real, measurable change. Through these partnerships, we underscore the importance of cooperation for the greater good, demonstrating that ambitious goals can be achieved through collaboration.

Notes to Editors

About Effie Awards Europe Established in 1996, the Effie Awards Europe were the first pan-European marketing communications awards judged on effectiveness. Effie leads, inspires, and champions the practice and practitioners of marketing effectiveness through education, awards, and first-class insights into strategies that deliver results. Recognising the most effective brands, marketers, and agencies in Europe, Effie is a global symbol of marketing achievement and a resource for future marketing success. EFFIE® and EFFIE EUROPE® are registered trademarks of Effie Worldwide, Inc., under licence to EACA. All rights reserved.

About EACA EACA represents Europe's communication agencies and associations, promoting the economic and social contributions of commercial communications. EACA engages in policy debates, supports evidence-based regulation, forms industry coalitions, and promotes industry standards. EACA's members include advertising, media, digital, branding, and PR agencies, as well as national associations, representing over 2,500 organisations from nearly 30 European countries. For more information, visit www.eaca.eu.

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