

World Economic Forum Launches Online Resource for Best Practices in Social Issue Campaigns

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Georg Schmitt, Communications Department, Tel.: +41 79 5069920, E-mail: georg.schmitt@weforum.org

- Platform “ Creative for Good ” explores creativity and communications as a driver of social change
- Over 60 campaigns available as case studies for NGOs and other organizations with more to come
- “ Creative for Good ” is a project in collaboration with the US. Ad Council and Ketchum
- Learn more about the online resource and browse the individual campaigns [here](#).

Cannes, France 20 June 2013 – The World Economic Forum, in collaboration with the Ad Council and Ketchum, launched an online resource for case studies of effective public education campaigns. The platform, dubbed [Creative for Good](#) , brings together over 60 campaigns from around the world on social issues such as education, health and environment. This initiative was conceived and executed over two years by the World Economic Forum ’ [Global Agenda Council on the Future of Media](#), with the objective of helping smaller NGOs and organizations create their own public service campaigns. It does so by giving such organizations access to a range of successful campaigns from different regions, along with a user-friendly “ how to ” guide. The initiative also shares insights on success factors and connects users to the campaign sponsors and creators.

“ This initiative will help organizations with a strong social purpose but who have small communications budgets to make a bigger impact through the power of media and communications, ” said Diana El-Azar, Director for Media, Entertainment and Information for the World Economic Forum.

The platform attracted more than 100 submissions from around the world, which were vetted by an advisory committee made up 17 media, communications and social marketing executives. The campaigns featured on the platform included Hair for Hope, from Thailand, which serves to give hope to cancer patients; Operation Christmas, which encourages FARC guerrillas in Colombia to demobilize; Germany Will Find You, which raises awareness on missing children in Germany; and Bell Bajao, which aims to stop domestic violence in India.

“ Communications and PR can and should be a force for positive change, and we are delighted to be a part of this important new initiative in support of the World Economic Forum ’ s mission to improve the state of the world, ” said David Gallagher, Senior Partner and Chief Executive Officer of Ketchum ’ s European operations.

“ Creative for Good features inspiring and provocative case studies that will serve both as a catalyst and a guide for those who want to use their talents for social good. This initiative has the potential to help move the needle on many critical social issues, ultimately benefiting people throughout the world, ” said Peggy Conlon, President and Chief Executive Officer of the Ad Council.

The platform is available to the public, and campaign submissions will be accepted regularly. The official launch is today at a workshop in Cannes. The platform will be promoted again at the World Economic Forum [Summit on the Global Agenda](#) in Abu Dhabi in November 2013.

Notes to editors

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World Economic Forum, 91-93 route de la Capite, CH-1223 Cologny/Geneva
Tel. +41 (0)22 869 1212, Fax +41 (0)22 786 2744, <http://www.weforum.org>