

Sustainable Goals Lions Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional
A01 (Poverty)											
A01/016	00361	CHILD MARRIAGE PREVENTION LOAN	IPDC FINANCE LTD. & AMAL FOUNDATION	SERVICE	GREY BANGLADESH, Dhaka	BANGLADESH					
A01/020	00518	CHATPAT	SOS CHILDREN'S VILLAGES INDIA	SOS CHILDREN'S VILLAGES INDIA	FCB INDIA, Delhi / KINNECT, Mumbai / FCB CHICAGO	INDIA / USA	FCB INDIA Delhi / KINNECT Mumbai	LORD & THOMAS Chicago	KINNECT Mumbai	CUMULUS Gurgaon	
A02 (Hunger)											
A02/004	00104	GOODIE BOX	EVERYBODY EATS	TAKEAWAY BOX	DDB NEW ZEALAND, Auckland	NEW ZEALAND	DDB NEW ZEALAND Auckland	DDB NEW ZEALAND Auckland		MANGO COMMUNICATION S Auckland	
A03 (Good Health and Well-being)											
A03/025	00140	BERLIN'S HEART STANDS STILL.	BERLINER VERKEHRSBETRIEBE (BVG) - AÖR	BVG	JUNG VON MATT AG, Hamburg	GERMANY	JUNG VON MATT AG Hamburg / NOT A MACHINE Hamburg / RABBICORN FILMS Hamburg	DELI CREATIVE COLLECTIVE Hamburg	JUNG VON MATT AG Hamburg	JUNG VON MATT AG Hamburg	
A03/029	00282	THE BATTLE INSIDE	CRIS CANCER FOUNDATION	CANCER NGO	CHEIL WORLDWIDE, Madrid	SPAIN	SOMOS 5 Madrid				
A03/054	00422	QUEST FOR DYSLEXIA	SAMSUNG	SAMSUNG MOBILE	CHEIL WORLDWIDE, Beijing / CHEIL, Hong Kong	CHINA / HONG KONG	CHEIL WORLDWIDE Beijing / HOBA Beijing	CHEIL WORLDWIDE Beijing / HOBA Beijing	CHEIL WORLDWIDE Beijing	CHEIL WORLDWIDE Beijing	
A03/056	00474	BREAKCHAINS WITH BLOCKCHAIN	CHILDREN OF FEMALE PRISONERS' ASSOCIATION	NGO	HORIZON FCB, Dubai	UNITED ARAB EMIRATES	BLACK MADRE São Paulo / FILM DNA Cairo / HORIZON FCB Dubai / THE YOUTH Curitiba / VOX HAUS COMPANY ACTIVITY Novo Hamburgo		HORIZON FCB Dubai		
A03/061	00514	THE MISSING CHAPTER	P&G WHISPER	WHISPER SANITARY PADS	LEO BURNETT, Mumbai	INDIA			MEDIACOM Mumbai	MSL Mumbai	NETWORK18 MEDIA & INVESTMENTS LTD. Mumbai
A03/062	00512	DESPAIR NO MORE	TENA	TENA	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	ANGHAMI Dubai / BIG KAHUNA FILMS Dubai / TUNEFORK STUDIOS & MARC CODSI Beirut	THE FANTASTIC FILM FACTORY Beirut	ZENITH Dubai	IMPACT PORTER NOVELLI Dubai	
A03/073	00605	PALATE CARE DISPENSER	OPERATION SMILE COLOMBIA	NON-MANDATORY MEDICAL DEVICE	WUNDERMAN THOMPSON, Bogotá	COLOMBIA					OPERATION SMILE COLOMBIA FOUNDATION Bogotá
A04 (Quality Education)											
A04/011	00222	LIT IN COLOUR	PENGUIN BOOKS	EDUCATION INITIATIVE	PENGUIN BOOKS, London	UNITED KINGDOM					
A04/013	00194	#GIRLHELPSGIRL	ALWAYS	ALWAYS	PROCTER & GAMBLE, Sao Paulo / INTEGERIOUTPROM O, São Paulo	BRAZIL	INTEGERIOUTPROMO São Paulo	INTEGERIOUTPROMO São Paulo	INTEGERIOUTPROMO São Paulo	INTEGERIOUTPROMO São Paulo	
A04/021	00513	THE MISSING CHAPTER	P&G WHISPER	WHISPER SANITARY PADS	LEO BURNETT, Mumbai	INDIA			MEDIACOM Mumbai	MSL Mumbai	NETWORK18 MEDIA & INVESTMENTS LTD. Mumbai
A05 (Gender Equality)											
A05/039	00427	DATA TIENDA	WECAPITAL	DATA TIENDA	DDB MEXICO, Mexico City / DDB MEXICO, Ciudad de México	MEXICO	ESTUDIOS MACHINA Bogotá / LADOBLE Mexico				
A05/042	00471	THE EMANCIPATION LOAN	MIBANCO	MIBANCO	CIRCUS GREY, Lima	PERU	KUBRICK Lima	AGOSTO Barranco / KUBRICK Lima	OMD PERU Lima		

Sustainable Development Goals Lions Shortlist

A05/052	00521	THE PROTEST MATCH - THE FINALS THAT COULD HAVE HAPPENED.	GLOBAL ESPORTS	ESPORTS GAMING	ISOBAR INDIA, Bengaluru	INDIA	ISOBAR INDIA Bengaluru	ISOBAR INDIA Bengaluru	ISOBAR INDIA Bengaluru	ISOBAR INDIA Bengaluru
A05/054	00547	CYCLE	FREDA	CYCLE	McCANN SPAIN, Madrid	SPAIN	BLUR FILMS Madrid / CRAFT Madrid / GREAT GUNS London	CRAFT Madrid / GRADEPUNK Madrid		WEBER SHANDWICK London
A05/060	00503	I AM WORKING	STARBUCKS	I AM PROJECT	VMLY&R, São Paulo	BRAZIL	PILOTO São Paulo		VMLY&R São Paulo	VMLY&R São Paulo
A05/064	00613	MORNING AFTER ISLAND	GRUPO ESTRATEGICO GE PAE	WOMEN RIGHTS	OGILVY HONDURAS, Tegucigalpa	HONDURAS	14 AL CENTRO LATAM Tegucigalpa		OGILVY HONDURAS Tegucigalpa	OGILVY HONDURAS Tegucigalpa

B01 (Clean Water and Sanitation)

B01/014	00574	SINK THIS ISLAND	UN GLOBAL COMPACT	INSTITUTIONAL	ALMAPBBDO, São Paulo	BRAZIL	CABARET STUDIO Sao Paulo / COMPANIA São Paulo	COMPANIA São Paulo		
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B03 (Sustainable Cities and Communities)

B03/005	00268	ONE HOUSE TO SAVE MANY	SUNCORP GROUP	WEATHER RESILIENT HOUSING	LEO BURNETT, Sydney	AUSTRALIA	LEO BURNETT Sydney / REVOLVER Sydney	THE GLUE SOCIETY Sydney		
B03/017	00396	CEREAL SOCIAL BAR	NESTLÉ BRASIL	INSTITUTIONAL	NESTLÉ BRASIL, São Paulo	BRAZIL				GERANDO FALCOES - RUA NITEROI - VILA SANTA HELENA
B03/019	00556	RENAULT - PLUG-INN	RENAULT	PLUG-INN	PUBLICIS CONSEIL, Paris	FRANCE				PUBLICIS SAPIENT Paris / RENAULT Le Plessis-Robinson

B04 (Responsible Consumption and Production)

B04/001	00006	PIÑATEX	DOLE SUNSHINE COMPANY + ANANAS ANAM	PIÑATEX	L&C, New York	USA	SUITCASE PRODUCTIONS New York	AGOSTO Lima		ANANAS ANAM London / DOLE SUNSHINE COMPANY Singapore
B04/024	00243	THE TRASH COLLECTION 2021	IKEA	IKEA FURNITURE	TRY, Oslo	NORWAY	APARENT Oslo	APARENT Oslo		TRY Oslo
B04/042	00505	#TURNTOCOLD	PROCTER & GAMBLE - TIDE	TIDE LAUNDRY DETERGENT	SAATCHI & SAATCHI, New York	USA	BISCUIT FILMWORKS Los Angeles		PROCTER & GAMBLE Cincinnati	MARINA MAHER COMMUNICATION S New York
B04/047	00345	GLOBAL FIBRE IMPACT EXPLORER	GOOGLE	GLOBAL FIBRE IMPACT EXPLORER	GOOGLE, London / WWF, Solna	UNITED KINGDOM / SWEDEN	BEYOND London / GOOGLE London / WWF Solna			ACROSS THE POND Washington / GOOGLE London / STELLA MCCARTNEY London / TEXTILE EXCHANGE TX / WWF Solna
B04/050	00495	SMART FILL	UNILEVER	UNILEVER	VMLY&R COMMERCE INDIA, Mumbai	INDIA	VMLY&R COMMERCE INDIA Mumbai	VMLY&R COMMERCE INDIA Mumbai		
B04/052	00530	THE UNWASTED BEER	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan / PUBLICIS, Dublin	ITALY / IRELAND	D12 FILM CLUB Dublin			FOLDING WAVES Dublin / LE PUB Amsterdam

B05 (Climate Action)

B05/012	00156	THE PLANET VS ALL RISE	ALL RISE	THE PLANET VS BOLSONARO PETITION	ALL RISE, Vienna	AUSTRIA				
B05/037	00504	#TURNTOCOLD	PROCTER & GAMBLE - TIDE	TIDE LAUNDRY DETERGENT	SAATCHI & SAATCHI, New York	USA	BISCUIT FILMWORKS Los Angeles		PROCTER & GAMBLE Cincinnati	MARINA MAHER COMMUNICATION S New York

B06 (Life below Water)

Sustainable Development Goals Lions Shortlist

B06/007	00237	TAKE A DUMP IN THE OCEAN	RENT ØRESUND (A CLEAN ØRESUND STRAIT)	A CLEAN OCEAN (CAUSE)	MARVELOUS, Copenhagen	DENMARK	MARVELOUS Copenhagen	MARVELOUS Copenhagen	MARVELOUS Copenhagen	MARVELOUS Copenhagen	
B06/013	00456	PLASTIC FISHING TOURNAMENT	AB INBEV / CORONA	CORONA BEER	WE BELIEVERS, Brooklyn	USA	PRIMO CONTENT Mexico City / RELEVANT México D. F.	STEREO MONKEY STUDIO Miraflores			AB INBEV New York
B06/019	00448	CATCH OF THE DAY 2050	SEA SHEPHERD	CATCH OF THE DAY 2050	OGILVY SOCIAL.LAB, Amsterdam	THE NETHERLANDS	BBKK - TEBBERNEKKE Amsterdam / CHUCK STUDIOS Amsterdam	BBKK - TEBBERNEKKE Amsterdam / CHUCK STUDIOS Amsterdam	OGILVY SOCIAL.LAB Amsterdam	OGILVY SOCIAL.LAB Amsterdam	BESWEET FILMS Madrid / SEA SHEPHERD Amsterdam
B07 (Life on Land)											
B07/022	00357	THE INHERITANCE PASS	YELLOWSTONE FOREVER	YELLOWSTONE NATIONAL PARK	HAVAS, Chicago	USA	GETTY IMAGES Seattle	CARBON VFX Chicago / WHITEHOUSE POST PRODUCTIONS Santa Monica	HAVAS Chicago	HAVAS Chicago	
C01 (Decent Work and Economic Growth)											
C01/005	00358	ADELI	UNIPADS	UNIPADS REUSABLE SANITARY PADS	VMLY&R, Mumbai	INDIA	MONKEY ON HOT BRICKS Mumbai			SIMULATIONS PUBLIC AFFAIRS MANAGEMENT SERVICES Gujarat / VMLY&R Mumbai	UNIPADS india
C01/009	00470	THE EMANCIPATION LOAN	MIBANCO	MIBANCO	CIRCUS GREY, Lima	PERU	KUBRICK Lima	AGOSTO Barranco / KUBRICK Lima	OMD PERU Lima		
C02 (Industry, Innovation and Infrastructure)											
C02/002	00269	ONE HOUSE TO SAVE MANY	SUNCORP GROUP	WEATHER RESILIENT HOUSING	LEO BURNETT, Sydney	AUSTRALIA	LEO BURNETT Sydney / REVOLVER Sydney	THE GLUE SOCIETY Sydney			
C03 (Reduced Inequalities)											
C03/012	00051	BLACK BEAUTY IS BEAUTY	SEPHORA	BLACK BEAUTY PRODUCTS	R/GA, New York	USA	M SS NG P ECES Brooklyn	ROCK PAPER SCISSORS Santa Monica		DEVRIES GLOBAL New York	
C03/014	00105	ERASE THE LINE	THE CHRYSALIS INITIATIVE	HEALTHCARE	INTOUCH SOLUTIONS, Kansas City	USA					
C03/037	00291	E-NTERPRETERS	PILSEN CALLAO	PILSEN CALLAO	FAHRENHEIT DDB, Lima	PERU	KA&O FILMS AND CONTENT Lima	LUNATIC Lima / NATIVO POST Lima			AB INBEV Lima / FTW DDB PERU Barranco
C03/044	00392	MARK THE TIME	CLEAN SLATE	CLEAN SLATE	R/GA, New York / R/GA, London	USA / UNITED KINGDOM	R/GA New York	R/GA New York	R/GA New York		
C03/057	00362	CHILD MARRIAGE PREVENTION LOAN	IPDC FINANCE LTD. & AMAL FOUNDATION	SERVICE	GREY BANGLADESH, Dhaka	BANGLADESH					
C03/060	00426	DATA TIENDA	WECAPITAL	DATA TIENDA	DDB MEXICO, Mexico City / DDB MEXICO, Ciudad de México	MEXICO	ESTUDIOS MACHINA Bogotá / LADOBLE Mexico				
C03/065	00472	THE EMANCIPATION LOAN	MIBANCO	MIBANCO	CIRCUS GREY, Lima	PERU	KUBRICK Lima	AGOSTO Barranco / KUBRICK Lima	OMD PERU Lima		

Sustainable Development Goals Lions Shortlist

C03/077	00538	DOT GO. THE FIRST OBJECT INTERACTION APP FOR THE VISUALLY IMPAIRED.	DOT	DOT GO	SERVICEPLAN GERMANY, Munich	GERMANY	ALBERT COON Munich / DAMIANDAMIAN Hamburg / PAULUS.CO Seoul			HYPERINTERACTIVE Hamburg / SERVICEPLAN KOREA Seoul	
C03/078	00544	#WETHE15	INTERNATIONAL PARALYMPIC COMMITTEE	WETHE15	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London / KING HENRY LTD London / PENTAGRAM DESIGN London / PULSE FILMS London	750MPH London / SOUNDTREE MUSIC London / TENTHREE London	FUSE London	FLEISHMANHILLARD FISHBURN London / PORTER NOVELLI London / PORTLAND COMMUNICATION S London	C TALENT Los Angeles / GATEHOUSE COMMERCIALS Cape Town / INDOCHINA PRODUCTIONS Bangkok / KING HENRY LTD London / PULSE FILMS Milan
C03/083	00309	NO PATENT ON BEING HUMAN.	THE PEOPLE'S VACCINE	THE PEOPLE'S VACCINE	THJNK, Hamburg	GERMANY	THJNK Hamburg				
C03/089	00587	SEE MY SKIN	VASELINE	VASELINE	EDELMAN, New York	USA	EDELMAN New York / GIRL CULTURE FILMS Marina Del Rey / MINDSHARE New York	KYLE NYC New York / SONIC UNION New York / U-STUDIO Englewood Cliffs	EDELMAN New York	HUED, INC. Mahopac / VISUALDX Rochester	
C03/090	00590	CASH EVERYWHERE	SOULFTWARE SRL	BLINK	OGILVY, La Paz	BOLIVIA	MAKINA FILMS Santa Cruz De La Sierra	HOGARTH WORLDWIDE Mexico City / MAKINA FILMS Santa Cruz De La Sierra / SOUNDER STUDIOS La Paz			
C03/093	00612	MORNING AFTER ISLAND	GRUPO ESTRATEGICO GE PAE	WOMEN RIGHTS	OGILVY HONDURAS, Tegucigalpa	HONDURAS	14 AL CENTRO LATAM Tegucigalpa		OGILVY HONDURAS Tegucigalpa	OGILVY HONDURAS Tegucigalpa	
C03/094	00619	AS EARLY AS FIVE	DOVE UNILEVER	THE CROWN ACT	OGILVY, London / SWIFT, Portland	UNITED KINGDOM / USA	SANCTUARY CONTENT Los Angeles		MINDSHARE New York	EDELMAN New York	COLLECTIVELY San Francisco / JOY COLLECTIVE Washington

D01 (Peace, Justice and Strong Institutions)

D01/012	00276	THE PARLIAMETER	RIGHT TO KNOW FUNDATION	THE PARLIAMETER	GREY POLAND, Warsaw	POLAND	GREY POLAND Warsaw			OGILVY PR POLAND Warsaw
D01/022	00519	THE INEVITABLE NEWS	THE INEVITABLE NEWS	THE INEVITABLE NEWS	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA	BROOKLYN SPORTS PAGE New York / STELLAR PRINTING INC Queens	RITMIKA AUDIO ARTS São Paulo	AREA 23, AN IPG HEALTH NETWORK COMPANY New York	
D01/026	00371	THE LOST CLASS	CHANGE THE REF INC.	GUN VIOLENCE AWARENESS	LEO BURNETT, Chicago	USA	HUNGRY MAN Los Angeles / NEIL DACOSTA PHOTOGRAPHY Portland, OR	BEACON STREET STUDIOS Los Angeles / NO6 New York / PARLIAMENT VFX California / PRIMARY COLORS Los Angeles / UNICORNS & UNICORNS Los Angeles	MSL Chicago / TUSK STRATEGIES New York, NY	CHANGE THE REF, INC. Coral Springs, FL
D01/027	00469	THE TRUTH WINS	RSF	RSF	DDB GERMANY, Berlin	GERMANY	DAHUSE AUDIO Berlin / HYPERINTERACTIVE Hamburg / MOLLE&KORN GMBH Berlin			

E01 (Partnerships for the Goals)

E01/003	00033	MONOPOLY OF INEQUALITIES	L'OBSERVATOIRE DES INEGALITES	MONOPOLY OF INEQUALITIES	HEREZIE, Paris	FRANCE	HEREZIE Paris			HEREZIE Paris
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Sustainable Development Goals Lions Shortlist

E01/011	00270	ONE HOUSE TO SAVE MANY	SUNCORP GROUP	WEATHER RESILIENT HOUSING	LEO BURNETT, Sydney	AUSTRALIA	LEO BURNETT Sydney / REVOLVER Sydney	THE GLUE SOCIETY Sydney
E01/021	00332	THE BUDWEISER ENERGY COLLECTIVE	BUDWEISER	THE ENERGY COLLECTIVE	AB INBEV, New York / REVOLT, London	USA / UNITED KINGDOM	REVOLT London	ALLISON & PARTNERS New York

Total Shortlisted: 59

