

Sustainable Development Goals Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Media
<u>A01 (Poverty)</u>								
A01/003	00022	MBA FOR POVERTY	BEIJING EXPRESS HAND TECHNOLOGY CO., LTD.	KUAISHOU	MATCH, Shanghai	MAINLAND CHINA		
A01/012	00661	HEAVEN FISH	REGAL SPRING	FARMED FISH FOR EXPORT	OGILVY HONDURAS, Tegucigalpa	HONDURAS	14 AL CENTRO LATAM Tegucigalpa	
<u>A02 (Hunger)</u>								
A02/009	00519	THE PEOPLE'S TREASURY	RON FINLEY PROJECT	RON FINLEY PROJECT	BBDO LOS ANGELES	USA	BBDO New York	
A02/013	00614	LAY'S SMART FARM	LAY'S	LAY'S	LEO BURNETT, Mumbai / CROPIN, Bangalore	INDIA		
A02/014	00615	THE BIOCHAR PROJECT BY LAY'S	LAY'S	LAY'S	LEO BURNETT, Mumbai	INDIA		
<u>A03 (Good Health and Well-being)</u>								
A03/007	00101	UKRAINE WELCOME TEXT	UNSEEN UK	UNSEEN UK	BBD PERFECT STORM, London	UNITED KINGDOM		
A03/034	00462	CERTIFIED CARE	RAID	SC JOHNSON / RAID	ENERGY BBDO, Chicago	USA		PHD Chicago
A03/041	00278	SAMSUNG UNFEAR	SAMSUNG SPAIN	UNFEAR APP	CHEIL WORLDWIDE, Madrid	SPAIN	CHEIL WORLDWIDE Madrid / SOMOS 5 Madrid	CHEIL WORLDWIDE Madrid
A03/053	00115	ALIBABA HEALTH FONT	ALIBABA HEALTH	FONT DESIGN	ALIBABA HEALTH INFORMATION TECHNOLOGY LIMITED, Beijing	MAINLAND CHINA	ALIBABA HEALTH INFORMATION TECHNOLOGY LIMITED Beijing	
A03/054	00373	WELL-BEING INDEX (GDW)	NIKKEI INC.	WELL-BEING INDEX	DENTSU INC., Tokyo	JAPAN		DENTSU INC. Tokyo / NIKKEI INC. Tokyo
A03/066	00570	MOSQUITO VS MOSQUITO	QUINTOANDAR	QUINTOANDAR REAL STATE	GUT, Sao Paulo	BRAZIL	ESTUDIO BARCA Sao Paulo / JAMUTE Sao Paulo / SUGARCANE FILMES Sao Paulo	GUT Sao Paulo
A03/068	00063	MY FIRST POISON	CLOVIN	BRAND CAMPAIGN	FCB & THEMILKMAN, Warsaw	POLAND	JOHO Warsaw	MOBILE ROCKETS Warsaw
A03/076	00553	TRUCSS	TRUCSS	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	MISSION MUSIC Sao Paulo / MOSAICO FILMES Sao Paulo	
A03/078	00573	DOGS WITHOUT BORDERS	SFBO FRENCH-BRAZILIAN SOCIETY OF ONCOLOGY)	KDOG CANCER DETECT GROUP	VMLY&R, New York / VMLY&R, Sao Paulo / VMLY&R, Madrid	USA / BRAZIL / SPAIN	DIGITAL 21 São Paulo	
A03/085	00618	THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA	LANDIA Buenos Aires	

A03/093	00673	AIZOME ULTRA™ – AN INNOVATIVE METHOD TO CREATE TEXTILES WITH LASTING HEALTH BENEFITS.	AIZOME	TEXTILE DYEING TECHNOLOGY	SERVICEPLAN, Munich	GERMANY	OFF STUDIOS Munich	
A04 (Quality Education)								
A04/019	00437	ILLITERATE ADS	PEPCO	PEPCO BACK TO SCHOOL	VMLY&R, Bucharest	ROMANIA	LOOPS PRODUCTION Bucharest	
A04/030	00637	THE EVERYTHING BOOK	VEDANTU	E-LEARNING	DENTSU CREATIVE, Gurgaon	INDIA		DENTSU CREATIVE Gurgaon
A04/033	00663	ADLAM - AN ALPHABET TO PRESERVE A CULTURE	MICROSOFT	MICROSOFT 365	McCANN, New York	USA	ANTINOMY STUDIO Amsterdam / CRAFT WORLDWIDE New York / HUMAN WORLDWIDE New York / JAMRA PATEL Portland / SPIRIT MCCANN Cite Du Niger	
A05 (Gender Equality)								
A05/006	00058	UNVEIL THE FLAGS	THE VOICE OF WOMEN	THE VOICE OF WOMEN	TBWA GERMANY, Düsseldorf	GERMANY	PIRATES N PARADISE GMBH Dusseldorf	TBWA GERMANY Düsseldorf
A05/037	00264	SAKERHET	IKEA	IKEA	DDB, Milan	ITALY	KAREN FILM Milan	WAVEMAKER Milan
A05/041	00328	50 QUEENS	GOLDEN DAYS	CULTURE FESTIAL	ACCENTURE SONG, Copenhagen / GOLDEN DAYS, Copenhagen / META, Copenhagen	DENMARK	ARKITEKTURMINISTERIE T Copenhagen / BIG - BJARKE INGELS GROUP Copenhagen	GOLDEN DAYS Copenhagen
A05/057	00468	CORRECT THE INTERNET	TEAM HEROINE	CORRECT THE INTERNET	DDB NEW ZEALAND, Auckland	NEW ZEALAND	FINCH Auckland	
A05/084	10604	THE SMART LEGACY	IFTHEN. INC	THE SMART LEGACY	DDB CENTRO, Guatemala City / EL TAIER DDB, Guatemala	GUATEMALA	FILMICO Guatemala	
B01 (Clean Water and Sanitation)								
B01/003	00276	THE WALK TO THE WELL	JUST A DROP	CHARITY	VCCP, London	UNITED KINGDOM	GIRL&BEAR London	VCCP MEDIA London
B01/011	00586	SUVIDHA CENTRE	UNILEVER	UNILEVER	VMLY&R, Mumbai / VMLY&R COMMERCE, Mumbai	INDIA	LITTLE LAMB FILMS Mumbai	
B02 (Affordable and Clean Energy)								
B02/001	00192	OPTIVOLT: THE SOLAR PANEL THAT WORKS IN THE SHADE	OPTIVOLT	OPTIVOLT SOLAR PANEL	GRAVITIES, Berlin / OPTIVOLT, San Francisco	GERMANY / USA	GRAVITIES Berlin / OPTIVOLT San Francisco	

B02/004	00252	THE GREEN SEARCH	ANDEL	SUSTAINABLE ENERGY	ROBERT/BOISEN & LIKE-MINDED, Copenhagen	DENMARK	BACON X Copenhagen	
B02/007	00516	BEER POWER	HEINEKEN	HEINEKEN	LE PUB, Sao Paolo	BRAZIL		IPROSPECT Sao Paulo
B02/008	00498	TURNSTILE TURBINES	IBERDROLA	SUBWAY TURNSTILE	WEBER SHANDWICK, Paris	FRANCE		MEDIABRANDS Neuilly-Sur-Seine
B02/010	00557	SOLAR IMPULSE - PRÊT À VOTER	SOLAR IMPULSE	PRÊT À VOTER	PUBLICIS CONSEIL, Paris	FRANCE	THE JUICE BY PRODIGIOUS Paris	PUBLICIS MEDIA CONNECT Paris
B03 (Sustainable Cities and Communities)								
B03/016	00511	DIVERSITREE	CLARITIN	CLARITIN ALLERGY MEDICINE	ENERGY BBDO, Chicago	USA		TWELVENOTE New York
B03/023	00642	SELF-SUFFICIENT FOOD CART	CENTElsa BY NEXANS	CENTElsa SOLUTIONS	OGILVY COLOMBIA, Bogotá	COLOMBIA	MILA FILMS SAS Bogota / PLAN 9 MEDIA Bogota	
B03/029	00286	SHELLMET	KOUSHI CHEMICAL INDUSTRY CO., LTD.	SHELLMET	TBWA\HAKUHODO INC., Tokyo	JAPAN	QUANTUM Tokyo / ROBOT COMMUNICATIONS Tokyo	
B04 (Responsible Consumption and Production)								
B04/033	00445	VEHICLE OF CHANGE	VATTENFALL	VATTENFALL + CAKE	NORD DDB, Stockholm	SWEDEN	NORD DDB Stockholm	
B04/051	00062	MY FIRST POISON	CLOVIN	BRAND CAMPAIGN	FCB & THEMILKMAN, Warsaw	POLAND	JOHO Warsaw	MOBILE ROCKETS Warsaw
B04/057	00613	THE BIOCHAR PROJECT BY LAY'S	LAY'S	LAY'S	LEO BURNETT, Mumbai	INDIA		
B04/060	00660	HEAVEN FISH	REGAL SPRING	FARMED FISH FOR EXPORT	OGILVY HONDURAS, Tegucigalpa	HONDURAS	14 AL CENTRO LATAM Tegucigalpa	
B04/062	00675	AIZOME ULTRA™ – AN INNOVATIVE METHOD TO CREATE TEXTILES WITH LASTING HEALTH BENEFITS.	AIZOME	TEXTILE DYEING TECHNOLOGY	SERVICEPLAN, Munich	GERMANY	OFF STUDIOS Munich	
B05 (Climate Action)								
B05/002	00025	THE COPENHAGEN BENCH	TV 2 DENMARK	PUBLIC SERVICE	TV 2 CREATIVE, Copenhagen	DENMARK	TV 2 CREATIVE Copenhagen	TV 2 CREATIVE Copenhagen
B05/004	00085	THE FIRST DIGITAL NATION	THE GOVERNMENT OF TUVALU	GOVERNMENT	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	COLLIDER Sydney	
B05/015	30037	SOLAR BEEHIVE	HANWHA	HANWHA	INNOCEAN, Seoul	SOUTH KOREA	ELEMENT PICTURES Seoul / INNOCEAN Seoul / PLANIT PRODUCTION Seoul	INNOCEAN Seoul
B05/022	00446	VEHICLE OF CHANGE	VATTENFALL	VATTENFALL + CAKE	NORD DDB, Stockholm	SWEDEN	NORD DDB Stockholm	

B05/023	00432	NEST DOMES	BANANA BOAT	SOLAR PROTECTOR	WUNDERMAN THOMPSON COLOMBIA, Bogota	COLOMBIA		
B05/034	00555	SOLAR IMPULSE - PRÊT À VOTER	SOLAR IMPULSE	PRÊT À VOTER	PUBLICIS CONSEIL, Paris	FRANCE	THE JUICE BY PRODIGIOUS Paris	PUBLICIS MEDIA CONNECT Paris
B06 (Life below Water)								
B06/010	00431	NEST DOMES	BANANA BOAT	SOLAR PROTECTOR	WUNDERMAN THOMPSON COLOMBIA, Bogota	COLOMBIA		
B07 (Life on Land)								
B07/024	00387	THE COST OF GOLD	URIHI YANOMAMI ASSOCIAÇÃO	URIHI YANOMAMI	DM9, Sao Paulo	BRAZIL		
B07/036	00617	LAY'S SMART FARM	LAY'S	LAY'S	LEO BURNETT, Mumbai / CROPIN, Bangalore	INDIA		
C01 (Decent Work and Economic Growth)								
C01/010	00463	CERTIFIED CARE	RAID	SC JOHNSON / RAID	ENERGY BBDO, Chicago	USA		PHD Chicago
C01/013	00459	TR FOR TEACHER	NAVNEET	NAVNEET	FCB INTERFACE, Mumbai / FCB BRASIL, Sao Paulo	INDIA / BRAZIL	BASTA FILMS Mumbai	
C01/014	00372	WELL-BEING INDEX (GDW)	NIKKEI INC.	WELL-BEING INDEX	DENTSU INC., Tokyo	JAPAN		DENTSU INC. Tokyo / NIKKEI INC. Tokyo
C01/023	00629	WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND	McCANN POLAND Warsaw	MASTERCARD POLAND Warszawa
C01/025	00658	HEAVEN FISH	REGAL SPRING	FARMED FISH FOR EXPORT	OGILVY HONDURAS, Tegucigalpa	HONDURAS	14 AL CENTRO LATAM Tegucigalpa	
C01/027	00699	CORONA EXTRA LIME	CORONA	CORONA EXTRA LIME	DRAFTLINE, Shanghai / DAVID, Bogotá / DAVID, New York	MAINLAND CHINA / COLOMBIA / USA	DRAFTLINE Shanghai / MACARENA & CO Bogota	
C03 (Reduced Inequalities)								
C03/011	00021	PLAN (A)	AFRISAM, BLACKSTUDIO	AFRISAM CEMENT	PROMISE, Johannesburg	SOUTH AFRICA	BLACKSTUDIO Johannesburg	THE MEDIA SHOP Johannesburg
C03/016	00137	MAKING INACCESSIBLE ACCESSIBLE	ARIEL	ECOCLIC® BOX	LANDOR & FITCH, Hamburg / PROCTER & GAMBLE, Geneva	GERMANY / SWITZERLAND	LANDOR & FITCH Hamburg / PROCTER & GAMBLE Geneva	
C03/026	00261	RECLAIMYOURNA ME.DIC	ELIMIN8HATE	MICROSOFT WORD	CITIZEN RELATIONS, Toronto	CANADA		
C03/064	00411	TOUCH CARD	MASTERCARD	TOUCH CARD	McCANN, New York	USA		CARAT New York
C03/074	00342	A PROMO NO BODY'S HEARD OF	MCDONALD'S	MCDONALD'S	LEO BURNETT PANAMA, Panama City	PANAMA	LEO BURNETT PANAMA Panama City	LEO BURNETT PANAMA Panama City

C03/076	00403	MOUTH PAD^	AUGMENTAL	MOUTH PAD^	WUNDERMAN THOMPSON, Lima / AUGMENTAL, San Francisco	PERU / USA	D AVANT GARDE PUBLISHER Buenos Aires	
C03/086	00569	THE BLACK ELEVATION MAP	BLACK & ABROAD	THE BLACK ELEVATION MAP	PERFORMANCE ART, Toronto	CANADA	ALFREDO FILMS Toronto	INITIATIVE Toronto
C03/097	00572	DOGS WITHOUT BORDERS	SFBO FRENCH-BRAZILIAN SOCIETY OF ONCOLOGY)	KDOG CANCER DETECT GROUP	VMLY&R, New York / VMLY&R, Sao Paulo / VMLY&R, Madrid	USA / BRAZIL / SPAIN	DIGITAL 21 São Paulo	
C03/120	10603	THE SMART LEGACY	IFTHEN. INC	THE SMART LEGACY	DDB CENTRO, Guatemala City / EL TAIER DDB, Guatemala	GUATEMALA	FILMICO Guatemala	
D01 (Peace, Justice and Strong Institutions)								
D01/004	00170	EXHIBIT A-I	MAURICE BLACKBURN SOCIAL JUSTICE	N/A	HOWATSON+COMPANY, Sydney	AUSTRALIA	CARBON8 Sydney / DELOITTE DIGITAL Sydney / HOWATSON+COMPANY Sydney / SCOUNDREL Sydney	
D01/005	00148	WIKITRUTH	UKRAINIAN WITNESS	FACT-BASED PLATFORM THAT DOCUMENTS THE WAR IN UKRAINE	PUBLICIS GROUPE BENELUX, Amsterdam	THE NETHERLANDS	PUBLICIS GROUPE BENELUX Brussels	PUBLICIS GROUPE BENELUX Amsterdam
D01/014	00268	THE DICTATION	AMNESTY INTERNATIONAL CANADA	AMNESTY INTERNATIONAL PROTECTING HUMAN RIGHTS	COSSETTE, Montreal	CANADA	SEPTIEME Montreal	COSSETTE Montreal
D01/015	00282	BE BRAVE LIKE UKRAINE. USING COUNTRY BRANDING TO STOP AGGRESSION	UKRAINE	UKRAINIAN BRAVERY	BANDA AGENCY, Kyiv	UKRAINE	CARAT Kyiv / DENTSU London / POSTERSCOPE Kyiv	
D01/016	00345	THE PRIDE RESEARCH	HAVAIANAS	RESEARCH	MEDIA.MONKS, Sao Paulo	BRAZIL	INNERPLAY.IO Sao Paulo / INSTITUTO DATAFOLHA Sao Paulo	
D01/023	00450	THE SYSTEMIC RACISM PIN	AMNESTIE INTERNATIONALE CANADA FRANCOPHONE	HELPING PROTECT HUMAN RIGHTS	TAXI, Montreal	CANADA	ROMEO & FILS Montreal	
D01/031	00455	TORRENTS OF TRUTH	TORRENTS OF TRUTH	THE TRUTH OF THE WAR IN UKRAINE	72ANDSUNNY, Amsterdam	THE NETHERLANDS	COSMO STREET Los Angeles	
D01/037	00595	THE ELECTIONS EDITION	ANNAHAR NEWSPAPER	NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	DEJAVU Dubai	
D01/042	00703	COUNTERSTRIKE OF THE FREE PRESS	HELSINGIN SANOMAT	HELSINGIN SANOMAT NEWS MEDIA	MILTTON, Helsinki	FINLAND	FLC Helsinki / HELSINGIN SANOMAT Helsinki / MILTTON Helsinki	HELSINGIN SANOMAT Helsinki

E01 (Partnerships for the Goals)

E01/020	00628	WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND	McCANN POLAND Warsaw	MASTERCARD POLAND Warszawa
Total Shortlisted:		73						