

## Sustainable Development Goals Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media
<b><u>A01 (Poverty)</u></b>									
A01/004	00146	ADDRESS THE INVISIBLE	TECHO & GOOGLE	TECHO & GOOGLE	ARCHER TROY, Mexico City / TECHO, Mexico City	MEXICO	ARCHER TROY Mexico City / ONIRICA FILMS Mexico City	ONIRICA FILMS Mexico City	GOOGLE THE ZOO Mexico City
A01/005	00307	RESCUESHIP	SMH (SALVAMENTO MARÍTIMO HUMANITARIO)	SMH (SALVAMENTO MARÍTIMO HUMANITARIO)	OGILVY, Madrid	SPAIN	HOGARTH WORLDWIDE Madrid / ROMA Madrid		
A01/009	00414	THE E-COMMERCE OF TRUST	GAHR WECAPITAL	THE E-COMMERCE OF TRUST	DDB MEXICO, Mexico City	MEXICO	WHISKY FILMS Mexico City		
A01/013	00581	FILTER CAPS	FILSA COLOMBIA	FILTER CAPS	OGILVY COLOMBIA, Bogotá	COLOMBIA			
<b><u>A02 (Hunger)</u></b>									
A02/009	00418	THE E-COMMERCE OF TRUST	GAHR WECAPITAL	THE E-COMMERCE OF TRUST	DDB MEXICO, Mexico City	MEXICO	WHISKY FILMS Mexico City		
<b><u>A03 (Good Health and Well-being)</u></b>									
A03/010	00054	AIZOME WASTECARE™ INDUSTRIAL WASTE - CERTIFIED AS SKINCARE.	AIZOME	TEXTILES	SERVICEPLAN, Munich	GERMANY	OFF STUDIOS Munich		MEDIAPLUS GERMANY Munich
A03/023	00193	THE MISSING REVIEW	AMIGOS FOR KIDS	AMIGOS FOR KIDS	REPUBLICA HAVAS, Miami	UNITED STATES	EL LIVING Miami / MDS DIGITAL Santa Monica / TWINS MUSIC Buenos Aires		

## Sustainable Development Goals Shortlist

A03/030	00211	ILLUSTRATE CHANGE	JOHNSON & JOHNSON	ILLUSTRATE CHANGE	DELOITTE DIGITAL, New York / JOHNSON & JOHNSON, New Brunswick	UNITED STATES	NORTE Sao Paulo		
A03/036	00271	HEAR MY LAST WISH	TAIWAN ORGAN SHARING REGISTRY AND PATIENT AUTONOMY PROMOTION	HEAR MY LAST WISH	LEO BURNETT, Taipei	TAIWAN			STARCOM Taipei City / ZENITH Taipei
A03/038	00276	SAMSUNG IMPULSE	SAMSUNG	SAMSUNG GALAXY WATCH6	CHEIL WORLDWIDE, Madrid	SPAIN	CHEIL WORLDWIDE Madrid	CHEIL WORLDWIDE Madrid	CHEIL WORLDWIDE Madrid
A03/041	00286	WAITING TO LIVE	NHS BLOOD AND TRANSPLANT	NHS BLOOD AND TRANSPLANT	VML, London / WUNDERMAN THOMPSON, London	UNITED KINGDOM	JULIAN WARD PHOTOGRAPHY London / WUNDERMAN THOMPSON London	HOGARTH London / SONICBRAND London	WAVEMAKER London
A03/045	00330	KIKI, VIRTUAL HUMAN INTERPRETER	NHK ENTERPRISES & NHK GLOBAL MEDIA SERVICES	WEB PLATFORM	MEDIA.MONKS, Hilversum	NETHERLANDS	MEDIA.MONKS Hilversum	MEDIA.MONKS Hilversum	
A03/054	00379	RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA	456 STUDIOS Toronto / SUNEEVA Toronto	ALTER EGO Toronto / CITIZEN MUSIC New York / OSO AUDIO Toronto / SCHOOL EDITING Toronto	
A03/067	00451	THE HUMAN SPONSORSHIP	BANK OF AMERICA	BANK OF AMERICA PRESENTING PARTNERSHIP OF THE 128TH BOSTON MARATHON®	GROUPECONNECT, Boston / LEO BURNETT, Chicago / STARCOM, Chicago	UNITED STATES	ANONYMOUS CONTENT Los Angeles / BOSTON GLOBE MEDIA STUDIO/Boston / JOHNNIE IZQUIERDO PHOTOGRAPHY Nashville / THE SPRINGHILL COMPANY Los Angeles / WCVB CHANNEL 5 Massachusetts	BARKING OWL Los Angeles / CARBON VFX Chicago / HARBOR PICTURE COMPANY Chicago / PXP STUDIOS New York / WHITEHOUSE POST Chicago	STARCOM Chicago
A03/069	00513	PERIOD SCIENCE FOR	P&G WHISPER	SANITARY NAPKIN	LEO BURNETT, Mumbai	INDIA			

## **Sustainable Development Goals Shortlist**

A03/081	00582	FILTER CAPS	FILSA COLOMBIA	FILTER CAPS	OGILVY COLOMBIA, Bogotá	COLOMBIA			
A03/082	00552	TEST-ICLES	FUNDACIÓN DE ALBA, A.C.	CANCER FOUNDATION	OGILVY, Mexico City / OGILVY HEALTH, New York	MEXICO / UNITED STATES	BELIEVE TV Santiago		
A03/089	00598	ANDES HENS	LA CALERA	LA CALERA EGGS	CIRCUS GREY, Lima / GREY, Sao Paulo	PERU / BRAZIL	CALIFORNIA Lima	LANZA ESTUDIO Buenos Aires / PERROLOBO STUDIO Buenos Aires	
A03/094	00603	FIT MY FEET	BUCKAROO FOOTWARE	FIT MY FEET SLIPPERS	McCANN, Gurugram	INDIA			
<b><u>A04 (Quality Education)</u></b>									
A04/010	00111	UNDERLINE UNTRUTH	GAZETA.PL	GAZETA.PL	180HEARTBEATS+JUN G V MATT, Warsaw	POLAND	PANOWIE PROGRAMISCI Warsaw		
A04/012	00306	LEGO BRAILLE BRICKS	THE LEGO GROUP	LEGO BRAILLE BRICKS	THE LEGO GROUP, Billund	DENMARK	THE LEGO GROUP Billund	THE LEGO GROUP Billund	THE LEGO GROUP Billund
A04/017	00387	BANNED BOOK CLUB	DIGITAL PUBLIC LIBRARY OF AMERICA	DIGITAL PUBLIC LIBRARY OF AMERICA	FCB CHICAGO	UNITED STATES	456 STUDIOS Chicago	456 STUDIOS Chicago	FCB CHICAGO
A04/020	00512	PERIOD SCIENCE FOR	P&G WHISPER	SANITARY NAPKIN	LEO BURNETT, Mumbai	INDIA			
<b><u>A05 (Gender Equality)</u></b>									
A05/004	00040	WELCOME TO THE GROUP	CAMBIEMOS LA REGLA	LAW PROJECT 22,421	PHD, San Jose / TBWA\RIOT, San Jose	COSTA RICA	KAIJU San Jose		PHD San Jose
A05/042	00312	UNSILENCE THE VIOLENCE	TERRE DES FEMMES	TERRE DES FEMMES	SCHOLZ & FRIENDS, Hamburg / 2030 KOMMUNIKATION, Munich	GERMANY	STEREO FILMS Berlin / STEREO FILMS MEDIENPRODUKTION GMBH Munich / TONY PETERSEN FILM Hamburg		HYGH AG Berlin
A05/049	00300	TRANSITION BODY LOTION	UNILEVER	VASELINE PRODERMA TRANSITION BODY LOTION	OGILVY, Singapore	SINGAPORE	DOUBLE Y Bangkok / SOLDATS FILMS Paris		MINDSHARE Bangkok

## **Sustainable Development Goals Shortlist**

A05/051	00413	RAINBOW WASHING DETECTOR	CAPAXIA	RAINBOW WASHING DETECTOR	DDB MEXICO, Mexico City	MEXICO	HABITANT Mexico City		
A05/061	00554	PINK CHIP	DEGIRO, UN WOMEN	PINK CHIP INDEX	AKQA, Amsterdam	NETHERLANDS	AKQA Amsterdam / THEMATIC CAPITAL San Francisco	AMP AMSTERDAM	
A05/066	00521	E-POLICE STATION	WONDER WOMEN TECH	E-POLICE STATION	ALMAPBBDO, Sao Paulo	BRAZIL	CABARET Sao Paulo / MONSTER FILMS Sao Paulo		
A05/068	00595	DABBA SAVINGS ACCOUNT	ESAF SMALL FINANCE BANK	ESAF SAVINGS BANK ACCOUNT	McCANN, Gurugram	INDIA			

### **B01 (Clean Water and Sanitation)**

B01/004	00147	BOOMERANG 104	QUITO SIN MINERÍA	QUITO SIN MINERÍA	MARURI, Guayaquil	ECUADOR			
B01/012	00583	FILTER CAPS	FILSA COLOMBIA	FILTER CAPS	OGILVY COLOMBIA, Bogotá	COLOMBIA			
B01/013	00262	AMUNAS RECOVERY	CUSQUEÑA	ALCOHOLIC DRINK	BACKUS - AB INBEV, Lima / PUBLICIS PERU, Lima	PERU	PUBLICIS PERU Lima	PUBLICIS PERU Lima	

### **B03 (Sustainable Cities and Communities)**

B03/016	00435	REWILDING MODE	HUSQVARNA	HUSQVARNA AUTOMOWER®	PRIME WEBER SHANDWICK, Stockholm	SWEDEN	GIANT & TOYS Stockholm / PRIME WEBER SHANDWICK Stockholm	GIANT & TOYS Stockholm	PRIME WEBER SHANDWICK Stockholm
B03/018	00433	SIGHTWALKS	SOL CEMENT	SOL CEMENT	CIRCUS GREY, Lima	PERU	CANICA FILMS Lima / DINAMO Lima / PUNTOAPARTE Lima / REBECA Lima	AGOSTO MUSIC AND SOUND CRAFT Lima / NATIVO POST Lima	APOYO COMUNICACION Lima
B03/019	00455	IMPROBABLE HOUSEMATES	MEO	WEBSITE	DENTSU CREATIVE, Lisbon	PORTUGAL			

### **B04 (Responsible Consumption and Production)**

## **Sustainable Development Goals Shortlist**

B04/004	00069	CONTRAILS: MAKING FLYING MORE SUSTAINABLE WITH GOOGLE AI	GOOGLE	GOOGLE RESEARCH	GOOGLE, Mountain View / GOOGLE CREATIVE LAB, New York	UNITED STATES	GOOGLE CREATIVE LAB New York	GOOGLE CREATIVE LAB New York
B04/034	00563	THE MOVE TO -15	DP WORLD	DP WORLD	EDELMAN, London	UNITED KINGDOM		
B04/048	00590	DROPS OF JOY	LAY'S	LAY'S	LEO BURNETT, Mumbai	INDIA		

### **B05 (Climate Action)**

B05/004	00070	CONTRAILS: MAKING FLYING MORE SUSTAINABLE WITH GOOGLE AI	GOOGLE	GOOGLE RESEARCH	GOOGLE, Mountain View / GOOGLE CREATIVE LAB, New York	UNITED STATES	GOOGLE CREATIVE LAB New York	GOOGLE CREATIVE LAB New York	
B05/025	00447	SEEDING SONGS	VEJA FOOTWEAR & FARFARM	AGRICULTURE	VML, Kansas City / VML, New York	UNITED STATES	ANTFOOD Sao Paulo / SANTE MUSIC AGENCY Sao Paulo / STUDIO ARADO Sao Paulo / SUGARCANE FILMES Sao Paulo		
B05/033	00322	WEATHER KIDS	UNITED NATIONS DEVELOPMENT PROGRAMME	UNITED NATIONS DEVELOPMENT PROGRAMME	ACTIVISTA, New York	UNITED STATES	THE ARTERY New York	CANJA AUDIO CULTURE Curitiba / THE ARTERY New York	INTERNATIONAL COMMUNICATION S CONSULTANCY ORGANISATION London
B05/034	00561	THE MOVE TO -15	DP WORLD	DP WORLD	EDELMAN, London	UNITED KINGDOM			
B05/040	00488	ROCKSEEDS	TBS	CLOTHES BRAND	CHANGE AN FCB ALLIANCE, Paris	FRANCE			
B05/044	00399	THE PARITY SHELLTERS	BANANA BOAT	THE PARITY SHELLTERS	VML, Bogota	COLOMBIA			

### **B06 (Life below Water)**

B06/004	00086	FORTUM+FISHHE ART	FORTUM	FISHHEART	TBWA/SCREEN, Helsinki / FISHHEART, Helsinki	FINLAND		TBWA/SCREEN Helsinki
---------	-------	----------------------	--------	-----------	---	---------	--	-------------------------

### **B07 (Life on Land)**

B07/010	00151	BOOMERANG 104	QUITO SIN MINERÍA	QUITO SIN MINERÍA	MARURI, Guayaquil	ECUADOR		
---------	-------	---------------	-------------------	-------------------	-------------------	---------	--	--

## Sustainable Development Goals Shortlist

B07/018	00364	THE WILD ALGORITHM	INSTITUTO AMPARA ANIMAL	THE WILD ALGORITHM	EDELMAN SPAIN, Madrid	SPAIN	NELSON JIMENEZ ORTIZ DE ZARATE Sao Paulo	
B07/022	00449	SEEDING SONGS	VEJA FOOTWEAR & FARFARM	AGRICULTURE	VML, Kansas City / VML, New York	UNITED STATES	ANTFOOD Sao Paulo / SANTE MUSIC AGENCY Sao Paulo / STUDIO ARADO Sao Paulo / SUGARCANE FILMES Sao Paulo	

### C01 (Decent Work and Economic Growth)

C01/007	00237	THE HOT RESIGNATION	MENOPAUSE INFORMATION PACK FOR ORGANIZATIONS	THE HOT RESIGNATION	TBWA\HEALTH COLLECTIVE, New York	UNITED STATES	SNYDER New York	TBWA\HEALTH COLLECTIVE New York
C01/012	00377	INPLOYABLE	CDSS	CDSS	FCB TORONTO	CANADA	SUNEEVA Toronto	GRAYSON MUSIC INITIATIVE Toronto / MARRIED TO GIANTS Toronto
C01/013	00381	BEER RETIREMENT ACCOUNT	POKER BEER	POKER BEER	MEDIA.MONKS, Hilversum	NETHERLANDS	PRIMO CONTENT Bogota	
C01/024	00515	RENAULT - CARS TO WORK	RENAULT	MOBILITY RIGHTS	PUBLICIS CONSEIL, Paris	FRANCE	DIVISION Paris	FIRM STUDIO Paris / PRODIGIOUS Paris
C01/025	00564	REVIEWS	HEINZ	HEINZ	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	PUNCH AUDIO Sao Paulo / SILVIO MEDEIROS Sao Paulo	

### C02 (Industry, Innovation and Infrastructure)

C02/002	00432	SIGHTWALKS	SOL CEMENT	SOL CEMENT	CIRCUS GREY, Lima	PERU	CANICA FILMS Lima / DINAMO Lima / PUNTOAPARTE Lima / REBECA Lima	AGOSTO MUSIC AND SOUND CRAFT Lima / NATIVO POST Lima	APOYO COMUNICACION Lima
C02/005	00468	OUT OF HOMES	JOOD	EARTHQUAKE RELIEF	VML, Casablanca / WUNDERMAN THOMPSON, Casablanca	MOROCCO	MINDSHARE Casablanca	THE CELL FILMS Casablanca	

### C03 (Reduced Inequalities)

## **Sustainable Development Goals Shortlist**

C03/011	00168	GIVING A VOICE TO THE UNHEARD	ISLAM ALIJAJ	SWISS NATIONAL COUNCIL ISLAM ALIJAJ	FARNER PR, Zurich	SWITZERLAND	FARNER PR Zurich / Yoveo Zurich	NEWTMRRW Stuttgart
C03/031	00334	ABSURD PROMISES	ASDRA	DOWN SYNDROME ASSOCIATION OF ARGENTINA	VML, Buenos Aires	ARGENTINA		
C03/037	00378	INPLOYABLE	CDSS	CDSS	FCB TORONTO	CANADA	SUNEEVA Toronto	GRAYSON MUSIC INITIATIVE Toronto / MARRIED TO GIANTS Toronto
C03/039	00385	LITERACY PEN	WORLD LITERACY FOUNDATION	LITERACY PEN DEVICE	MEDIA.MONKS, Hilversum	NETHERLANDS	EMERGE Beijing / PRIMO CONTENT Bogota	VOX HAUS Petropolis
C03/043	00386	BANNED BOOK CLUB	DIGITAL PUBLIC LIBRARY OF AMERICA	DIGITAL PUBLIC LIBRARY OF AMERICA	FCB CHICAGO	UNITED STATES	456 STUDIOS Chicago	456 STUDIOS Chicago / FCB CHICAGO
C03/047	00431	SIGHTWALKS	SOL CEMENT	SOL CEMENT	CIRCUS GREY, Lima	PERU	CANICA FILMS Lima / DINAMO Lima / PUNTOAPARTE Lima / REBECA Lima	AGOSTO MUSIC AND SOUND CRAFT Lima / NATIVO POST Lima / APOYO COMUNICACION Lima
C03/058	00553	PINK CHIP	DEGIRO, UN WOMEN	PINK CHIP INDEX	AKQA, Amsterdam	NETHERLANDS	AKQA Amsterdam / THEMATIC CAPITAL San Francisco	AMP AMSTERDAM

### **D01 (Peace, Justice and Strong Institutions)**

D01/001	00013	THE HUMANITY CHECK	AMNESTY INTERNATIONAL ITALIA	CEASEFIRE NOW PETITION.	AMNESTY INTERNATIONAL, Rome	ITALY		
D01/002	00089	RIGHTS AGAINST THE RIGHT - THE FIRST TRADEMARK THAT STOPS TRADING NAZI MERCH.	LAUT GEGEN NAZIS	THE FIRST TRADEMARK THAT STOPS TRADING NAZI MERCH	JUNG VON MATT AG, Hamburg	GERMANY	SEHSUCHT Berlin	
D01/016	00528	E-POLICE STATION	WONDER WOMEN TECH	E-POLICE STATION	ALMAPBBDO, Sao Paulo	BRAZIL	CABARET Sao Paulo / MONSTER FILMS Sao Paulo	

### **E01 (Partnerships for the Goals)**

## Sustainable Development Goals Shortlist

E01/002	00009	PLASTIC FARMING	MGI	MGI	ASIATIC MARKETING COMMUNICATION LTD., Dhaka	BANGLADESH			
E01/008	00143	ADDRESS THE INVISIBLE	TECHO & GOOGLE	TECHO & GOOGLE	ARCHER TROY, Mexico City / TECHO, Mexico City	MEXICO	ARCHER TROY Mexico City / ONIRICA FILMS Mexico City	ONIRICA FILMS Mexico City	GOOGLE THE ZOO Mexico City
E01/021	00527	FLYING GUARDIANS	PLANET LABS PBC & GREENPEACE	INSTITUCIONAL	ALMAPBBDO, Sao Paulo	BRAZIL	ALMA 1111 AUDIO Sao Paulo / BARI FILMES Sao Paulo / BRAND GAMING Porto Alegre / VETOR ZERO Sao Paulo		
E01/026	00562	THE MOVE TO -15	DP WORLD	DP WORLD	EDELMAN, London	UNITED KINGDOM			

**Total Shortlisted: 70**



**PR**                      **Additional**

---

TECHO Mexico City

---

ZIPZAP Madrid

---

PORTER NOVELLI ESTUDIOS MACHINA Bogota  
Mexico City

---

CRUZ ROJA COLOMBIANA -  
DIRECCION NACIONAL Bogota /  
FUNDACION BAYLOR  
COLOMBIA Bogota / GRUPO  
FILSA Bogota

---

---

PORTER NOVELLI ESTUDIOS MACHINA Bogota  
Mexico City

---

MATERIAL INC.      ASTRAL KREATIV Munich /  
Tokyo                  DEMO DESIGNMODELLBAU  
Munich / DRUCKEREI VOGL  
Zorneding / EFFECTIV TEAM SFX  
SPEZIAL EFFEKTE Hamburg /  
FORM-HAMBURG HAMBURG /  
HAKUHODO INC. Tokyo /  
MASSIVEVOICES Berlin /  
PAUL+PAUL Gilching / SQUARE  
FILM Hamburg /  
WORKBYWORKS STUDIO New  
York

---

---

BCW New York / BRIGHTSPOT  
Virginia / NATIONSWELL  
HEADQUARTERS New York /  
PEANUT London / THE  
ASSOCIATION OF MEDICAL  
ILLUSTRATORS Lexington

---

MSL Taipei      DIGITAS TAIWAN Taipei

---

BCW London      NHS BLOOD AND TRANSPLANT  
Bristol

---

MEDIA.MONKS  
Hilversum

---

CURRENT      ADIDAS Portland  
GLOBAL London

---

BCW New York      BANK OF AMERICA Charlotte /  
BOSTON ATHLETIC  
ASSOCIATION / IHEARTMEDIA  
San Antonio / JESS OLDHAM  
Arlington / NESN Boston /  
OCTAGON Stamford / TPN New  
York

---

P AND G WHISPER Mumbai

---

CRUZ ROJA COLOMBIANA -  
DIRECCION NACIONAL Bogota /  
FUNDACION BAYLOR  
COLOMBIA Bogota / GRUPO  
FILSA Bogota

---

OGILVY Mexico City FUNDACION DE ALBA Mexico City

---

TOC ASOCIADOS  
LIMA

---

THE LEGO GROUP  
Billund  
CURRENT  
GLOBAL Chicago

---

P AND G WHISPER Mumbai

---

SHIFT PORTER OMD San Jose  
NOVELLI San Jose

---

SCHOLZ & GERMAN WAHNSINN Hamburg /  
FRIENDS Berlin X& Berlin

---

EDELMAN Bangkok  
/ OGILVY Singapore

---

PORTER NOVELLI Mexico City /  
Mexico City BONICA TV Mexico City /  
ESTUDIOS MACHINA Bogota

---

DEGIRO Amsterdam

---

ESAF SMALL FINANCE BANK  
Thrissur / VIRTUAL EYE FILMS (V  
EYE FILMS) Kochi

---

MARURI Guayaquil

---

CRUZ ROJA COLOMBIANA -  
DIRECCION NACIONAL Bogota /  
FUNDACION BAYLOR  
COLOMBIA Bogota / GRUPO  
FILSA Bogota

---

TALKABILITY Miami

---

PRIME WEBER  
SHANDWICK  
Stockholm

---

LLYC Lima

---

---

---

EDELMAN London

---

PEPSICO Gurgaon

---

---

INTERNATIONAL UNITED NATIONS New York  
COMMUNICATIONS  
CONSULTANCY  
ORGANISATION  
London

---

EDELMAN London

---

---

---

TBWA|SCREEN FORTUM OYJ Espoo  
Helsinki

---

---

MARURI Guayaquil

---

EDELMAN SPAIN  
Madrid

---

---

MENOPAUSE INFORMATION  
PACK FOR ORGANIZATIONS  
(MIPO) Glasgow

---

GLOSSY PR Toronto	CANADIAN DOWN SYNDROME SOCIETY Calgary
----------------------	---

---

DRAFTLINE Bogota

---

RENAULT GROUP SIEGE  
SOCIAL Paris

---

BORDERLESS CITIZEN Curitiba

---

LLYC Lima

---

JOOD NGO Casablanca / OMD  
Casablanca

---

FARNER PR Zurich

---

VIOLETA MUSIC Buenos Aires

---

GLOSSY PR CANADIAN DOWN SYNDROME  
Toronto SOCIETY Calgary

---

BELIEVE TV Santiago / WORLD  
LITERACY FOUNDATION  
Melbourne

---

CURRENT  
GLOBAL Chicago

---

LLYC Lima

---

DEGIRO Amsterdam

---

---

REDGERT COMMS 02100 DIGITAL Hamburg / LAUT  
Berlin GEGEN NAZIS EV Hamburg

---

---

---

TECHO Mexico City

---

PLANET LABS San Francisco

---

EDELMAN London

---