



PRESS RELEASE
For immediate release

FCB Inferno wins Grand Prix at Care Awards 2016

Brussels, 15 June 2016: FCB Inferno was awarded the Grand Prix at the Care Awards Ceremony last night. FCB Inferno touched the jury with the campaign “Change please”, launched in partnership with The Big Issue. This campaign brought a new approach to tackling homelessness; one that wasn’t just about raising awareness, but which gave them everything they needed to get off the streets and start a new life as street baristas with professional training, the London Living Wage, housing and social interaction.

On top of winning the Grand Prix, FCB Inferno received a Care Award for “This girl can” for Sport England. The other winners of this year’s Care Awards are ACG Advertising for “Hurts me too” for the Hungarian Interchuch Aid, FP7/DXB (part of McCann Worldgroup) for their “Project Akshar” for the SmartLife Foundation, Geometry Global and the “Priceless traps” campaign for the Colombia Ministry of Environment and Sustainable Development, Saatchi & Saatchi Wellness for “Street Fare”, a campaign for Crossroads Community Services, and WNP for the “I, AIDS” campaign for the AIDES association. All the winners received their trophies from MEP Dita Charanzová (ALDE), Jury Chair. The winning campaigns can be viewed in the ACT Responsible Care Awards [Gallery of Winners](#).

In total, campaigns from 17 countries worldwide were entered in all 5 categories: Non-profit Organisations and Non-governmental Bodies; Government Bodies and Related Organisations; Local and Regional Authorities; Corporate Governance and Healthy Lifestyle Promotion. This year’s entries covered issues as diverse as domestic violence, child abuse, homelessness and public health to name a few.

The main aim of the Care Awards, organised by EACA in cooperation with ACT Responsible, is to highlight the advertising industry’s specific contribution to society by selecting and celebrating the most powerful and relevant social marketing campaigns and to inspire, promote and federate the actors of the advertising communications industry around social responsibility and sustainable development.

A special Award to honour the work undertaken by MEPs in support of social, humanitarian and environmental causes was introduced last year as part of the Care Awards. MEP’s assistants and the general public were invited to nominate an MEP and nominations were considered by an independent panel composed of representatives of the ACT Responsible, the European Advertising Standards Alliance and EACA. MEP Javier Couso Permuy (Confederal Group of the European United Left - Nordic Green Left) received the MEP Care Award for his strong commitment to fighting for justice, defending human rights and promoting interests of rural communities affected by violence in Latin America, Africa and Asia.

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About the Care Awards

This creative Award aims to recognise excellence in social marketing as part of EACA's overall commitment to promote Corporate Social Responsibility and ACT Responsible's mission to inspire, promote and federate the actors of the advertising communications industry around social responsibility and sustainable development. For more information, please visit www.careawards.eu.

About EACA

The European Association of Communications Agencies (EACA) is a Brussels-based organisation whose mission is to represent full-service commercial communications and media agencies and agency associations in Europe. EACA aims to promote honest, effective advertising, high professional standards, and awareness of the contribution of advertising in a free market economy and to encourage close co-operation between agencies, advertisers and media in European advertising bodies. For more information, please go to www.eaca.eu.

About ACT Responsible

The non-profit association ACT Responsible federate, promote, and inspire responsible communication on sustainability, equitable development and social responsibility. Through a unique collection, ACT Responsible shows how advertising professionals from all continents can use their core talent -- creativity -- to play a positive role in addressing today's crucial world issues. ACT Responsible promotes its mission worldwide, through The Expo, a unique travelling exhibition, conferences, media partnership and on a unique, free database of advertising campaigns accessible at www.act-responsible.org.

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