

EthicMark® Awards Honor Best Sustainable, Environmental Advertising Campaigns of 2013

COLORADO SPRINGS, Colo., Oct. 28 /CSRwire/ - Royal Philips of the Netherlands and the University of Engineering and Technology (UTEC) in Lima, Peru are the winners of the 2013 EthicMark® Awards for advertising and media campaigns that uplift the human spirit and society.

Philips won in the for-profit category for its video “Philips Light Centers for Africa.” The video shows how Philips’ centers with solar-powered LED lighting have sparked community life. Each of the 1000m² centers, about the size of a small soccer field, can be used for communal activities such as sports, healthcare clinics, education, social events, and commercial transactions. The Centers are not dependent on the grid, and their batteries need replacing only once every 4-5 years.

UTEC, the winner in the nonprofit category, created a first-of-its-kind billboard that creates water out of air, as a means of recruiting socially-minded engineering students. Working as a team with its ad agency, Mayo Draftfcb Lima, UTEC created the billboard in a coastal desert with very limited water but very high humidity. The installation produces 100 liters of clean drinking water every day and has brought enormous visibility to UTEC, helping to significantly boost applications.

The Awards were announced on October 28, 2013 at the 24th annual [SRI Conference on Sustainable, Responsible, Impact Investing](#) at The Broadmoor in Colorado Springs, Colorado. The EthicMark® Awards, a project of the World Business Academy, seek to transform advertising by demonstrating the power of media campaigns to further both the public interest and legitimate private interests.

Hazel Henderson, president, Ethical Markets Media (USA and Brazil), founder of the EthicMark® Awards in 2004, said: “We had an exceptional group of nominations this year. I’m delighted to see the growing global commitment to use advertising to fuel essential social and economic change rather than the unbridled consumerism that is depleting the Earth’s resources. Both Philips and UTEC show what can be achieved when a commitment to the public good and innovative solutions are coupled with creative advertising.”

“By using their marketing to skillfully showcase new technologies that are vital to humanity’s survival in the climate change era, Philips and UTEC are educating the world about the potential for transformative change,” said Rinaldo Brutoco, the President of the World Business Academy.

In partnership with The SRI Conference, the annual EthicMark® Awards are co-sponsored by Ethical Markets Media, LLC; the World Business Academy; the University of Notre Dame Mendoza College of Business Marketing Department; Sustainable Brands; GlobeScan; Tomorrow’s Company; the TBLI Conference™; and ESPM, one of Brazil’s premier institutions of higher education in communication, marketing, and business management over the last 60 years.

About Ethical Markets Media (USA and Brazil)

[Ethical Markets Media](#), a multimedia B Corporation, works to reform markets and metrics while growing the green economy worldwide, tracked by its Green Transition Scoreboard®. Ethical Markets’ mission fosters the evolution of capitalism beyond materialism, maximizing self-interest, profit and competition, to serve both today’s needs and our common future.

About the World Business Academy

The [World Business Academy](#) is a non-profit business think tank and network of business and thought leaders founded in 1986. Led by its Founding President, Rinaldo Brutoco, the Academy's work and extensive publications address the challenge of innovation and values-driven leadership, renewable energy and climate change, sustainable business strategies, and global reconstruction.

About The SRI Conference

The SRI Conference (www.SRIconference.com) is the leading forum for the sustainable, responsible, impact (SRI) investors and investment professionals in North America. For more information about the agenda or sponsorship opportunities, please contact Krystala Kalil, at 888-774-2663 or krystala@SRIconference.com.

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