

**D&AD**

**Future Impact**

**Programme**

**2019**

**Beta Wood Pencil Winner  
2018: The Good Vibes Project**



# D&AD

D&AD is an educational charity that exists to stimulate, nurture and reward creative excellence in design and advertising around the world – and champion the power of creativity for good.

As a not-for-profit organisation we put all our surpluses back into the industry we serve, helping new talent prosper and campaigning for a fairer, more diverse, more sustainable industry.

85% of the world's most creative businesses are part of the D&AD network, which includes 1 million creative influencers & tastemakers. 68% of these belong to the millennial, Gen Z or Gen Y community.

 **D&AD Impact**

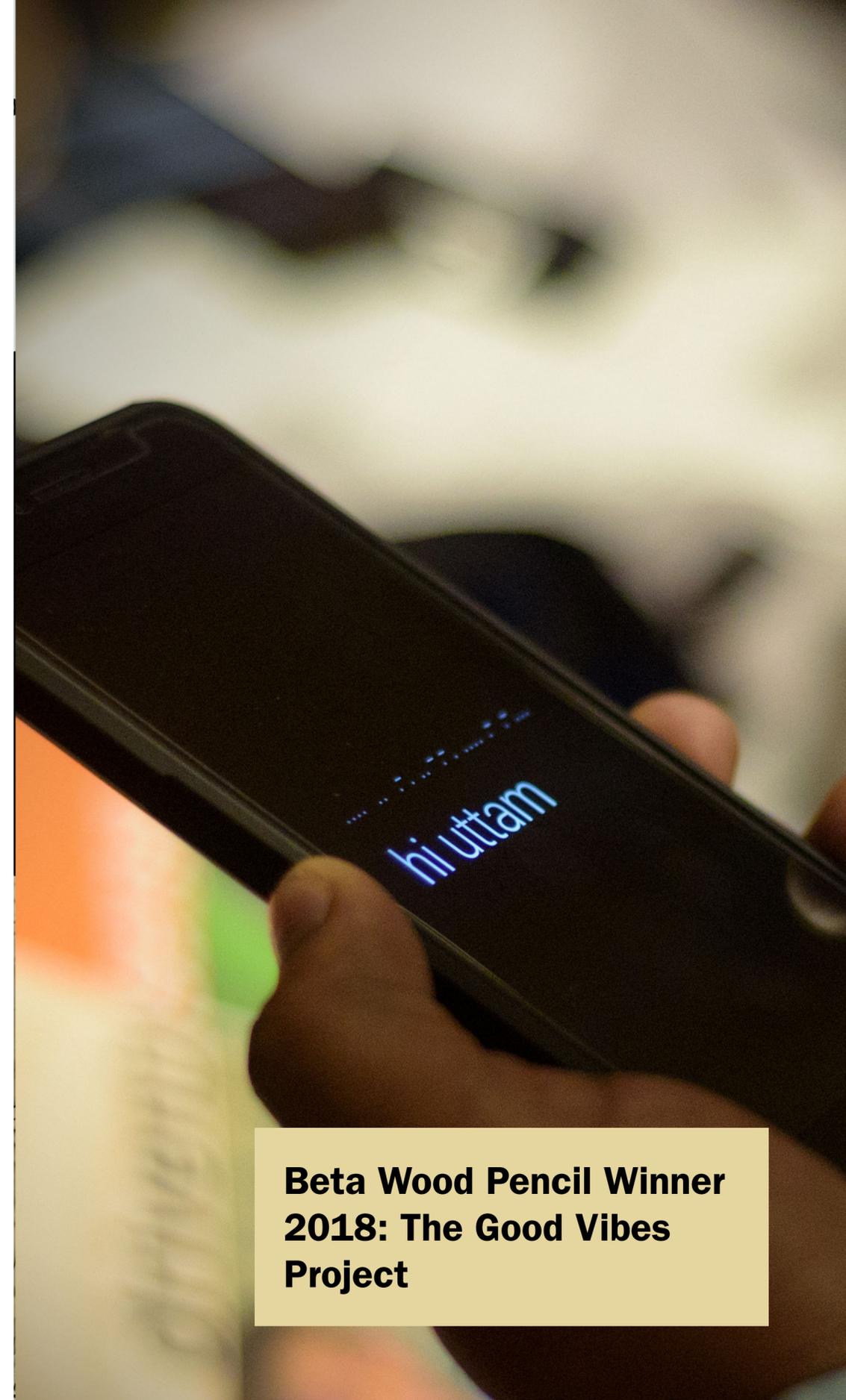
**Our industry helps create  
the world.**



# D&AD Impact

D&AD Impact exists to recognise creative ideas that are driving positive change. It does so in three ways:

1. Elevating the best products, initiatives and campaigns through the Impact awards
2. Accelerating innovative projects that demonstrate the potential for impact
3. Educating brands and entrepreneurs on how to incorporate purpose into their business strategy





**D&AD**

**Future Impact**

**Programme**

**Beta Wood Pencil Winner  
2018: NRMA Fireblanket**

**“The power of a new idea is the engine that transforms the way we live and think.”**

*Time*

The Future Impact Programme is designed to support the realisation and growth of work that demonstrates the **potential** for impact. A shared prize fund of \$150,000 combines mentoring, training, visibility and grants for up to 10 deserving winners, or ‘Future Impacters’.

The programme will be run by D&AD with the support of the D&AD Impact Council and D&AD Masterclass tutors. It will be delivered in three phases.

Our mission? To enable our first cohort of Future Impacters to deliver tangible impact in their category area within 12 months.

# D&AD Future Impact

## Programme

### Plan

**6 months**  
**November 2019 – April 2020**

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Future Impact Accelerator

Mentoring from the D&AD Impact Council

Peer mentoring from the Future Impacters

*Future Impact Focus* updates

Access to the D&AD Digital Campus

D&AD membership

### Pitch

**1 month**  
**May 2020**

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Presenting Creative Work Masterclass

D&AD Festival 2020 Future Impact Showcase

Peer mentoring from Future Impacters

*Future Impact Focus* update

Access to the D&AD Digital Campus

D&AD membership

### Perfect

**5 months**  
**June – October 2020**

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Free entry into Impact 2020

Peer mentoring from Future Impacters

*Future Impact Focus* updates

Access to the D&AD Digital Campus

D&AD membership

# D&AD Future Impact

## Prize Fund – \$150,000

- \$20,000 development grant fund
- \$10,000 travel bursary fund
- 10 x D&AD Future Impact Pencils
- 10 x places on the D&AD Future Impact Accelerator
- 100 hours of mentoring from the D&AD Impact Council
- Year-round mentoring from your Future Impact peers
- 10 x tickets to the Presenting Creative Work Masterclass
- 10 x annual memberships of the D&AD Digital Campus
- 10 x passes to the D&AD festival 2020
- The opportunity to pitch and present your work as part of the Future Impact Showcase
- 10 x free entries into the Impact Awards, valid for 3 years
- 10 x annual memberships of D&AD
- 12 months of exposure to a global audience through D&AD and third party press

A person is holding a smartphone in their left hand and a large wooden pencil in their right hand. The pencil has the D&AD logo on it. The background is dark blue with some text and graphics.

# Future Impact

# Pencils

**“To make an impact and drive change you need great innovative ideas but also resources and support. I love the wide scope of this award, allowing for unexpected and inspiring applications.”**

*Catarina Midby, H&M*

Since 1962, the D&AD Pencil has represented the very best in design and advertising. Winning a Pencil remains the pinnacle of many careers and the work it celebrates inspires others to study, debate, copy and reference its excellence. This year we've introduced a new Pencil for our Future Impacters; one that represents original and transformative ideas that demonstrate true potential for impact in their category area.

A woman in a pink shirt is presenting to an audience in a room. A large screen behind her shows a close-up of a young girl's face. The room has a speaker on a stand and a laptop on a table.

# Future Impact Accelerator

**“Winning D&AD Impact means your work is recognised for its ability to impact the world in a positive way. It stands out for its creative merit.”**

*Ben Cooper, Founder, Tricky Jigsaw*

The D&AD Future Impact Accelerator is a 2 day bootcamp, held from 6–7 November at McCann New York. It combines a unique blend of expert advice, practical workshops, ongoing mentoring, talks and peer-to-peer support all designed to help your idea flourish and your business thrive.

The accelerator will be open to winners of the Future Impact Programme and selected shortlisted entrants. When submitting your work you will be asked whether you would like to attend, what you hope to gain from participating, and what you can offer to your peers who will be in attendance. Shortlisted entrants will be invited at the judges’ discretion.

A full programme and list of speakers will be released in early September. For those who can’t attend, the resources will be made available to you through the D&AD Digital Campus.

# D&AD Impact Council

The D&AD Impact Council are an esteemed group of 70 business and thought leaders from across the globe. United by a passion for driving creativity, innovation and social change, their expertise spans the creative, investment, technology, sustainability, social impact and NGO space.

Our Council support the Future Impact Programme by judging the entries and providing mentoring to Future Impacters and Future Impact Accelerator attendees. Mentors have committed to a minimum of 10 hours of mentoring over a six month period. Each Future Impacter will be mentored by at least one Council member. If you are successful, you will be asked if you have a preference of who to be mentored by.



**Presenting**

**Creative Work**

**Masterclass**

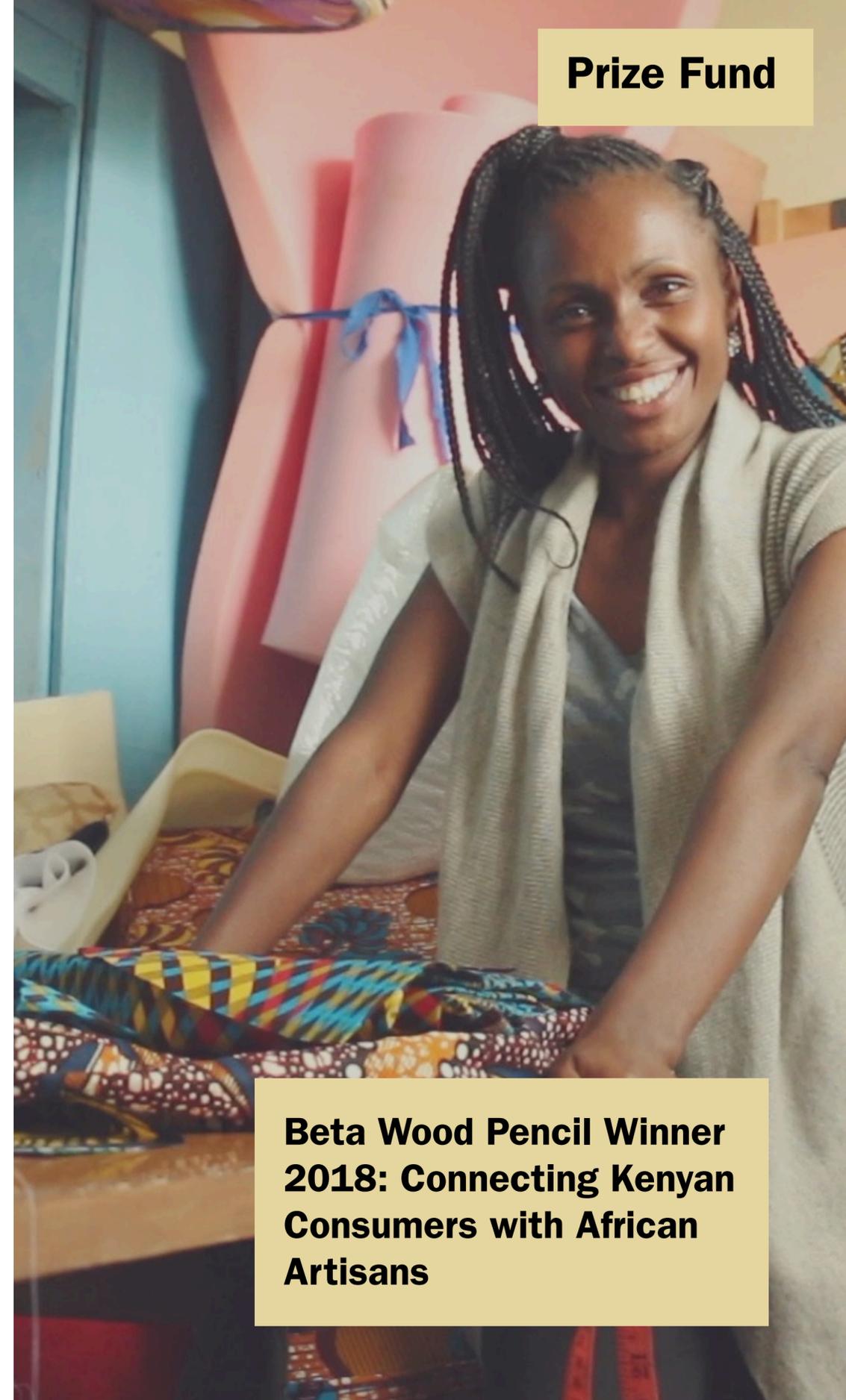
Presenting creative work can be a challenge for even the most experienced creative teams. This programme is specifically designed to help Future Impacters not only present their work, their company and their ideas, but how to do so persuasively.

Designed to increase the odds of ideas making it to the outside world, this session will cover how to structure an effective creative pitch presentation, how to present ideas with more confidence and authenticity and how to answer questions that are critical, handling objections in a tactful way.

The Masterclass will be held at D&AD's London HQ in April 2020. For those who can't attend, the session will be made available through the D&AD Digital Campus.

# D&AD Digital Campus

The D&AD Digital Campus combines the strength of D&AD offline Masterclasses with a self-serve digital platform. Whether you're in the creative industry or looking to embed the power of creativity into your business, the programmes are carefully developed to meet your needs and increase profitability. A 12-month membership will enable you to learn from the people behind the Pencils, as they share their thoughts, techniques and tips on creative success.



**Prize Fund**

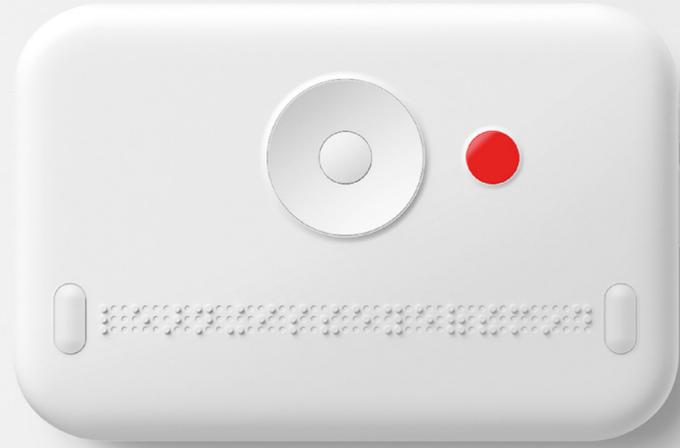
**Beta Wood Pencil Winner  
2018: Connecting Kenyan  
Consumers with African  
Artisans**



# **D&AD Festival 2020**

The D&AD Festival is a three-day creative spectacular celebrating the world's best in craft, creativity and culture. Hosted at The Old Truman Brewery, London on 19, 20 and 21 May 2020, the programme will include three days of keynotes, fireside chats, workshops, masterclasses and leadership courses.

The D&AD Future Impact Showcase will feature for the first time at the festival in 2020. You will be invited to display your work to an audience of around 3,500 festival goers from 56 countries, with festival coverage typically reaching a global audience of 323 million. You will also have the opportunity to pitch to an audience of VCs, press and senior creatives as part of the programme. Both you and your mentor(s) will receive complimentary three-day passes.



# D&AD

# Membership

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**Beta Wood Pencil Winner  
2018: Dot Mini**



So much more than just advertising and design awards, D&AD is a global community that celebrates and rewards excellence in the creative industry. All Future Impacters will receive:

- 12-month Awarded Membership, which includes exclusive access to members-only events globally
- A copy of the iconic D&AD Annual
- One President Lecture ticket
- Invitation to the New Blood festival private view
- Invitation to the D&AD Awards judging opening and closing parties
- 20% off all Masterclasses
- 20% off D&AD Awards Ceremony tickets



# The Judging

# Process

A jury of approximately 15 Council members will begin to judge entries from 26 September. A unique criteria will apply to entries in the future category, which the jury will use to make their decisions.

Judging will be done in two rounds and will complete on 10 October. You will be notified if you have been successful within 24 hours.

**If possible, please be available to answer judges' questions relating to your entry over email from 7 - 9 October, and by telephone on 10 October between the hours of 10am - 5pm (Eastern Daylight Time).**

# D&AD Future

## Ones To Watch List

The first judging round will determine the shortlist, known as 'The D&AD Future Ones to Watch' list. Shortlisted entrants will have their work displayed online. Some will be offered the chance to participate free of charge in the Future Impact Accelerator in New York, from 6 - 7 November 2019. This will be at the judges' discretion.

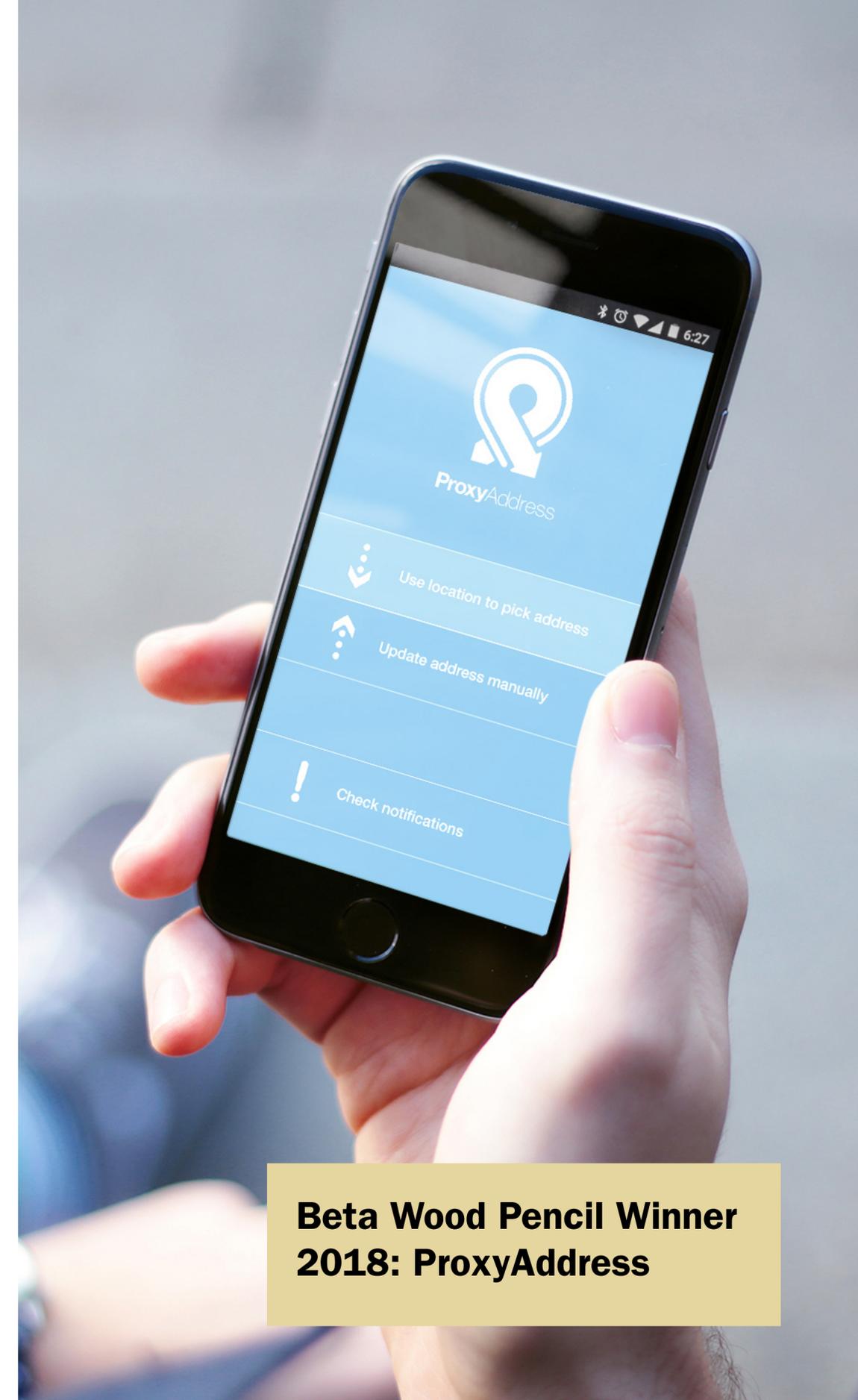
If you have been selected you will be notified week beginning 14 October. Please note there will be no travel bursary available for shortlisted entrants.



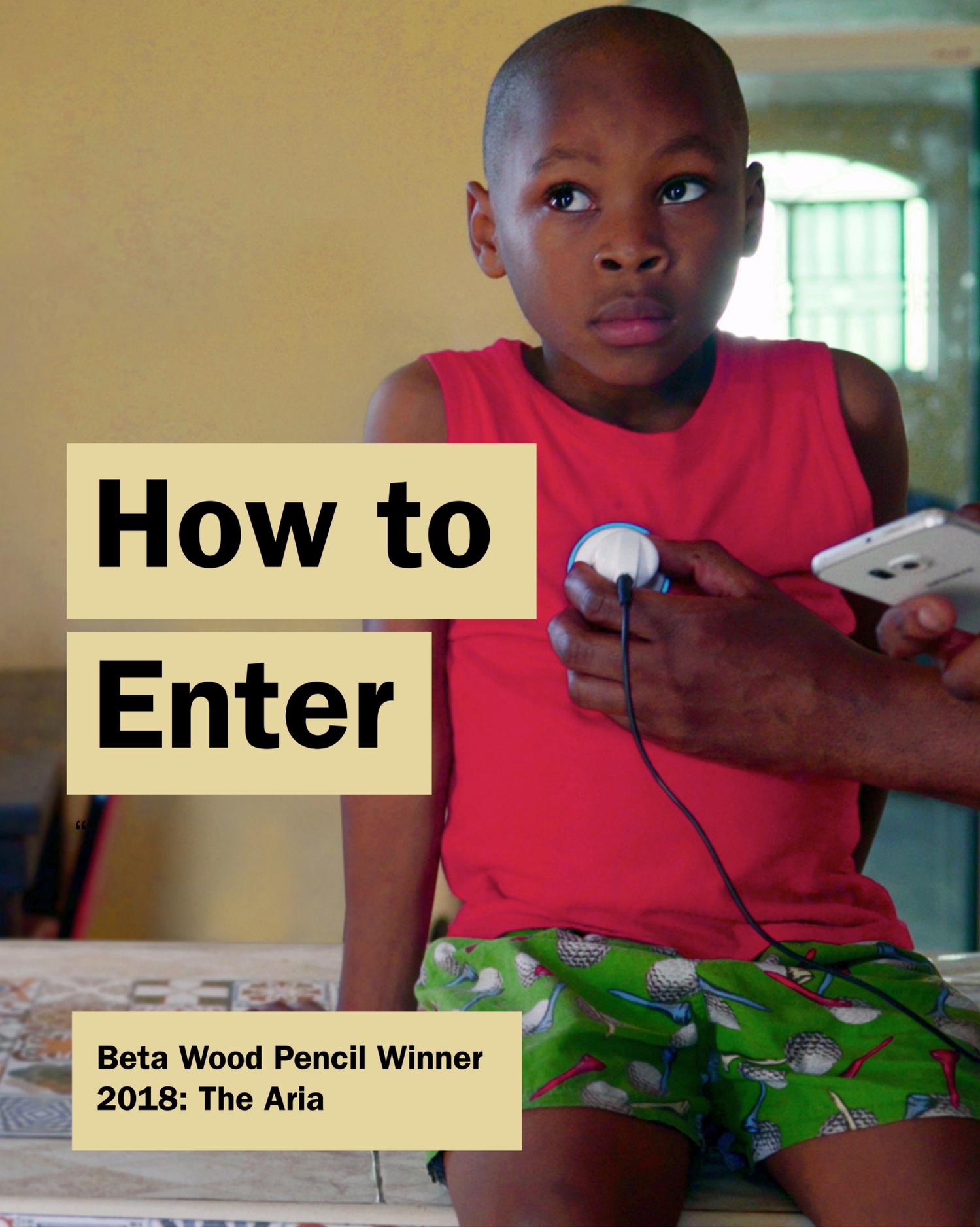
# Who Can Enter

Entry is open to everyone. From the creative with ambitions to change the world through their side hustle, to the student inventing cool shit in their garage. It's for anyone boldly leading the way to stimulate positive social and environmental change by using creative thinking.

Crucially, places are reserved for those who have so far been unsuccessful, or unable, to make an impact. Work should be conceptualised within the qualifying entry period of 1 April 2017 - 30 September 2019. You must be able to provide proof of concept **as a minimum**. Any entries that are ineligible for the scheme will be contacted by our operations team.



**Beta Wood Pencil Winner  
2018: ProxyAddress**



# How to Enter

**Beta Wood Pencil Winner  
2018: The Aria**

1. Download the [D&AD Impact Entry Guide](#).  
Translations are available in French, Spanish, Portuguese, Mandarin and Japanese.
2. Visit [www.dandad.org](http://www.dandad.org) to submit your work through our online entry portal. You have until midnight on **25 September 2019**.
3. Contact our dedicated Awards team if you have any questions by emailing [impact@dandad.org](mailto:impact@dandad.org) or calling +44 (0) 207 840 1140

# FAQs

## **When is the deadline for entries?**

25 September 2019. It will not be possible to extend the deadline, as judging begins promptly on 26 September.

## **Are concepts accepted?**

No. You should provide evidence to show the entry has moved beyond a conceptual idea.

## **How can I demonstrate proof of concept?**

This might be through focus group results, early stage testing, research or a business plan.

## **Can two people enter the same work?**

Two different entrants cannot enter the same work in the same category. If your project is a collaboration with other companies/individuals, check they haven't entered first. In case of duplicate entries, we will only accept the entry that was paid first.

## **If I am entering the Future Impact Programme as part of a team, how will the prize be distributed?**

Teams who enter into the Future Impact Programme will be able to share the prize e.g. all team members can participate in the online mentoring sessions and make use of their single D&AD Digital Campus log-in. The travel bursary will be allocated based on need. Up to two people can attend the Accelerator, Presenting Creative Work Masterclass and D&AD Festival.

## **I am still developing my idea, but it's making an impact already.**

### **Can I enter?**

When entering, state that your product has 'made an impact' before selecting whether this is on a local, national or international scale. You will be entering D&AD Impact for the chance to win one of our iconic D&AD Pencils, including the White Pencil. Unfortunately you won't be eligible for the Future Impact Programme.

# FAQs

## **When will the results be announced?**

The Future Ones to Watch list - aka the shortlist - will be announced on 9 October. Winners will be announced on 23 October.

If you have been successful we will send an official confirmation of results to the person registered as the main contact on 11 October. We will also send details of eligibility for a travel bursary to attend the Future Impact Accelerator in New York from 6 - 7 November. You will need to let us know no later than 16 October if you will participate.

## **Who decides how the grants are distributed?**

The D&AD Impact Council will meet on 6 November at the Future Impact Accelerator in New York, to decide how to allocate the development grant. It may be divided between one or all of the Future Impacters and will be done so at their sole discretion.

## **How are the travel bursaries distributed?**

D&AD will allocate the travel bursary fund amongst successful entrants in accordance with their needs. Decisions will be made based on information provided on entry (please note, further information may be required). The fund is to be used for the sole purpose of attending the D&AD Future Impact Accelerator in New York from 6 - 7 November.

You will be notified if you are due to receive some or all of the grant on 11 October. The bursary will be released to you on presentation of a valid receipt for travel, up to the value of the bursary granted.