

Paris, 16 June, 2009

ACT Responsible in Cannes

For the 8th consecutive year, ACT Responsible will be present at the Palais des Festivals, for the 56th International Advertising Festival and feature a new edition of "The Expo":



CLIMATE CHANGE, HUMAN IMPACT, CREATIVE CHALLENGE

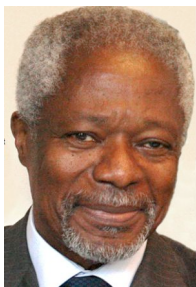
June 21-26, 11am-7pm. Palais des Festivals, beachside entrance. Free admission, Open to all.

The Expo focuses on the best recent social and environmentally themed advertisements created around the world and shows how advertising professionals use their core talent – creativity – to play a significant role in addressing today's crucial world issues. Open to the general public and industry professionals, this one-of-a-kind exhibition attracted over 5,500 visitors in 2008.

The featured ads, in majority new to the public, were created for NGOs and public institutions, as well as for companies committed to corporate social responsibility. *"The Expo allows the general public and professionals to grasp the complexity of Sustainable Development, making it accessible to all and giving tools to start acting and adopting behaviors respectful of future generations"*, explains Sophie Guérinet, Expo Wizard.



2009 is a crucial year for ACT Responsible who has invited Mr. Kofi Annan to speak to the Festival delegates. *« The Copenhagen Summit in December make our mission even stronger. For these reasons, it seems essential to show how involved our industry is in taking on this challenge. The role of advertising is simply fundamental in such a context and it is, more than ever, time to take action to save our children. »* says Hervé de Clerck, Dream Leader, ACT Responsible and AdForum.com Founder.



KOFI ANNAN TO DEBATE ON CLIMATE JUSTICE

Friday, 26 June at 11am, Debussy auditorium, Palais des Festivals

What role can the creative community play in changing the notion of "Climate Change" to "Climate Justice"? Kofi Annan, former Secretary General of the United Nations, President of the Global Humanitarian Forum, Bob Geldof, Founder of Live Aid and David Jones, Global CEO of Havas Worldwide, CEO of Euro RSCG Worldwide and co-founder of One Young World, will debate on the "human face" of climate change, an event hosted by Hervé de Clerck.

CANNES ACT TRIBUTE Friday, 26 June at 5pm, The Expo Terrace.

ACT Responsible is proud to welcome Bernard Brochand, MP, the Mayor of Cannes, as well as ACT Responsible's sponsors and partners of 2009 will hold a "Tribute" ceremony to honor responsible campaigns elected by exhibition visitors.

THE PURE PICNIC EVENING Thursday, 25 June from 8.30pm onwards

Meet and mingle with the ACT Responsible Community. How to join us? Reserve your spot at the organic picnic dinner on www.act-responsible.org or directly at The Expo **before Wednesday 24th**. The Pure Picnic partners are AACC, AdForum, Adwiser, Ayrine, CBNews, Non Stop Media/ Cart'Com, Wine Event and Arôme Piment.

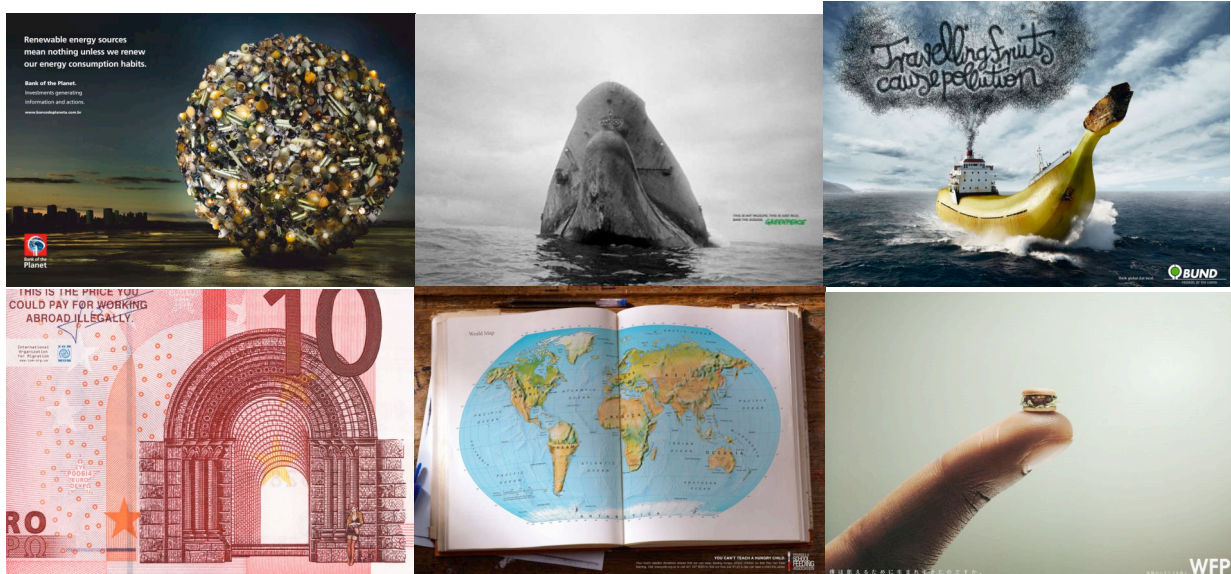
Examples of campaigns from The 2009 Expo...

Environmental ads

- *Preserving resources*: Neogama – Bank of the planet, Brazil
- *Taking care of our planet* : Euro RSCG Worldwide, Greenpeace, Spain
- *Pleading for a Green living*: McCann Frankfurt – Traveling fruit, Germany

Social Ads

- *Taking care of humankind*: Leo Burnett Kiev- International Organization for Migration, Ukraine
- *Adopting an ethical behavior*: DraftFCB Cape Town - Peninsula School Feeding Association, South Africa
- *Taking care of others*: Dentsu Tokyo – World Food Program, Japan



The complete 2009 collection and the list of participating agencies are both available on the website. www.act-responsible.org A selection of visuals will be available for download on the website in the Press Center.

THANKS TO OUR SPONSORS, PARTNERS & SUPPORTERS

ACT Responsible is a non-profit association supported by **AdForum.com** and sponsored by **Euro RSCG Worldwide, McCann WorldGroup, Draftfcb, Leo Burnett Worldwide.**

ACT'ive Partners, actively participating in the Cannes Event:

- Agencies: **Ayrine Creative Concept Office, G2 Paris, Akasha Europe, Newsbroker**
- Media: **ADV Express, CB News, euronews, J.C. Decaux, Non'Stop Media**
- Associations: **AACC** (French Association of Communication Agencies), **EACA** (European Association of Communications Agencies) and **IAA** (International Advertising Association) and **WWF**.
- The Café partners : **Alter Eco, Ben&Jerry's, Foucaud, Malongo**
- Special Thanks : The **Cannes Lions Festival & the Cannes City Hall.**

ACT Responsible Supporters:

ACIDD, AdCouncil, Added Value, Agence Limite, Alternative Channel, ArabAd, AdWiser, ARPP, Cannes Lions, Club NG'Ad, DDB Group France, Dubai Lynx, Epica Awards, Eurobest, ESPM, Festival de Méribel, French Environmental Ministry, Golden Drum & The Cup, Green Awards, Group Novembre, Gettyimages, IAA Local Chapters, International Freecard Alliance, New York Advertising Week, United Nations Environment Programme, World Federation of Advertisers.

Where to find ACT Responsible in Cannes:
PALAIS DES FESTIVALS - 21-26 June 11am-7pm
Beachside entrance - Free admission and open to all

Press Contact: Isabel KURATA - isa@act-responsible.org

