

For immediate release

ETHICMARK® Winners: “Do Right Initiative” and “Give Mom Back Her Name” Best Advertising Campaigns For 2016

Advertising campaigns showing the positive effects of community action in India and the importance of women’s identity in the Middle East were honored by sustainable investors at The SRI Conference.

Denver, CO (November 10, 2016) – Tata Capital from India and a UN Women campaign from Egypt are the 2016 winners of the [EthicMark® Awards](#) for advertising and media campaigns that “uplift the human spirit and society.”

Advertising is expected to reach \$579 billion globally this year. Out of this world-wide information overload, Ethical Markets Media and the World Business Academy announced the winners at the 27th annual [SRI Conference](#) on Sustainable, Responsible, Impact Investing in Denver, Colorado. Renowned futurist Hazel Henderson, President of Ethical Markets Media and Founder of the EthicMark® Awards, and Rosalinda Sanquiche, Managing Director, introduced the award-winning campaigns to over 650 investors and investment professionals working to demonstrate the positive impact of marketing to their sustainability mission.

The Non-Profit winner is [Give Mom Back Her Name](#). For men in the Middle East, it is taboo to say their mother’s name in public. Women become referred to as ‘The mother of her eldest son’. To eradicate the taboo, UN Women launched on Egyptian Mother’s Day a campaign urging appreciation for a lifetime of love “with one small gift”: recognizing mothers as incredible individuals, opening a larger, worldwide conversation on women’s rights and gender equality. “Where the individuality of women becomes blurred with her “duties” in the family, it is this notion that we are aiming to challenge”, says Mohammad Naciri, UN Women Regional Director for Arab States. The success of this campaign “continues to inspire us to think outside the box in our communication strategy.”

The [Do Right Initiative](#) from Tata Capital is the winner in the For Profit category. Tata Capital’s mission to “Do Right” provides the connection for two Indias — one progressing rapidly, and one still facing basic challenges. The extensive coverage of uplifting stories from some of the most remote areas in India turned into a viral media campaign to “crowdsolve,” bringing together celebrities, experts in agriculture and community development, donors, bloggers, and teachers with those most in need. “Tata Capital is delighted to win the EthicMark® Award,” says Managing Director and CEO, Praveen Kadle. “The Do Right Initiative stems from Tata Capital’s brand promise of ‘We only do what’s right for you’ and is a confluence of the brand’s purpose and positive societal impact. This prestigious Award is a validation of our efforts on a global stage.”

The EthicMark® Awards seek to transform advertising by demonstrating the power of media campaigns to inspire, focus on human potentials and further both public and private legitimate interests. Unlike other advertising and marketing awards, EthicMark® award-winning companies are recognized for the creativity of their message, the value of the product or service, and the quality of the company culture. This all-encompassing standard ensures the integrity of the Awards and the esteem accruable to winners’ reputations.

The [international panel of expert judges](#) base their decision on portrayal of healthy lifestyles and behavior for consumers; high standards of responsibility and trustworthiness; respect for diversity and human rights, and avoiding sordid, sensationalist, or degrading depictions. Winners model and publicize the

value of ethics in well-functioning markets while simultaneously promoting what is profitable for business, society, and the planet.

The EthicMark® Awards are presented annually at The SRI Conference and are co-sponsored by Ethical Markets Media (USA and Brazil), the World Business Academy, ESPM (Brazil's premier communication and marketing university), Sustainable Brands, GlobeScan, Tomorrow's Company, and TBLI Conference™, in cooperation with media partner, Where Good Grows.

ABOUT THE SRI CONFERENCE

The SRI Conference (<http://www.SRIconference.com/>) brings together leaders in the philanthropy and foundation worlds to participate in the largest, longest-running annual meeting of responsible investors and investment professionals. Conference participation is open to investment professionals, institutional investors, and related organizations and individuals working to direct the flow of investment capital in more positive, healthy, transformative ways—toward the creation of a truly sustainable future. The conference experience features educational sessions and a focused opportunity to network with hundreds of like-minded individuals, organizations, and industry leaders.

ABOUT FIRST AFFIRMATIVE FINANCIAL NETWORK

First Affirmative Financial Network, LLC (<http://www.firstaffirmative.com>) is a Registered Investment Advisor (SEC File #801-56587) offering investment consulting and asset management services through a nationwide network of investment professionals who specialize in sustainable, responsible, impact (SRI) investing. A certified B Corp, First Affirmative produces The SRI Conference (<http://www.SRIconference.com>).

ABOUT ETHICAL MARKETS MEDIA

Ethical Markets Media (USA and Brazil) is a multinational Certified B Corporation, whose mission is reforming markets and metrics while helping accelerate and track the transition to the green economy worldwide with the [Green Transition Scoreboard®](#), [Transforming Finance TV Series](#), [Principles of Ethical Biomimicry Finance®](#) and with reports, articles, newsletters, and analysis by Hazel Henderson, editor-in-chief, on [EthicalMarkets.com](#), focusing on best practices to raise global standards. [Ethicalmarkets.tv](#) streams original Ethical Markets productions and [video](#) gathered from around the world.

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