

CSR News

Advertising for Good: Nominations Open for Ethicmark Awards

2017 EthicMark[®] Awards Call for Nominations; Winners Announced at 2017 SRI Conference



Submitted by: Ethical Markets Media

Categories: [Ratings & Awards](#), [Socially Responsible Investing](#)

Posted: Mar 22, 2017 – 04:25 PM EST

SAINT AUGUSTINE, Fla., Mar. 22 /CSRwire/ - Nominations are open until June 23, 2017, for the 2017 EthicMark[®] Awards for ads and media campaigns that “uplift the human spirit and society.” Winners judged by the Global Judges Panel will be announced at the 28th annual SRI Conference on Sustainable, Responsible, Impact Investing, November 1–3, 2017, in San Diego, CA (<http://www.sriconference.com/>).

The nomination period is open to ads and media campaigns. These can be produced by businesses, nonprofit organizations or individuals. Nominations are submitted on the EthicMark[®] website, where previous winning campaigns are showcased www.ethicmark.org.

The EthicMark[®] Awards seek to transform advertising by demonstrating the power of media campaigns to further both the public interest and legitimate private interests.

"We expect our 2017 Annual awards to highlight the power of advertising and global media to enlighten the public and inspire companies to new levels of creative responsible marketing worldwide," said Hazel Henderson, president of Ethical Markets Media, founder and co-chair of the EthicMark[®] Awards. The 2016 winners were the Do Right Initiative, from Tata Capital in India, and "Give Mom Back Her Name", a UN Women campaign from Egypt.

The annual EthicMark[®] Awards are co-sponsored by Ethical Markets Media, LLC, and the World Business Academy, whose president Rinaldo S. Brutoco, as co-chair said, “Ethical advertising is a critical characteristic of a healthy, long-term sustainable corporation that honors what it sells and the deeper values of its customers.” The Awards are in partnership with The SRI Conference and ESPM, one of Brazil’s premier institutions of higher education in communication, marketing, and business.

“The media has tremendous power to shape social attitudes and culture,” said Steve Schueth, president of First Affirmative Financial Network and producer of The SRI Conference. “The EthicMark® Awards recognize advertising that helps solve the pressing social, political, and environmental challenges of our time. Our theme for the 28th annual SRI Conference is #AllinForImpact, celebrating the idea that investment capital can catalyze the shift to a more socially equitable and environmentally sustainable economy. We welcome the EthicMark® Awards for honoring these same endeavors in the realm of mass media.”

ABOUT ETHICAL MARKETS

Ethical Markets Media (USA and Brazil), Certified B Corporation, is a global media micro-multinational with the mission of reforming markets and metrics while helping accelerate and track the transition to the green economy worldwide with the [Green Transition Scoreboard®](#), [Ethical Biomimicry Finance®](#), [Transforming Finance TV Series](#) with reports, articles, newsletters, and analyses from its global Advisory Board and Hazel Henderson, editor-in-chief, on www.EthicalMarkets.com, promoting systems thinking and best practices to raise global standards.

ABOUT THE WORLD BUSINESS ACADEMY

The World Business Academy (www.worldbusiness.org) is a 501(c)(3) non-profit think tank that has been researching, publishing and convening meetings globally on the leading edge of business since 1987. The Academy membership is supported by a group of approximately 90 Fellows who represent a broad cross-section of academic business thinking and social thought leaders. Areas the Academy specialized in are Building Sustainable Corporations, Corporate Governance, Alternative Energy, Nuclear Energy, advanced energy technologies, Microgrid Implementation and related subjects under the heading of “New Paradigms In Business.”

ABOUT THE SRI CONFERENCE

The 28th annual SRI Conference (<http://www.SRIconference.com>) will be held November 1–3, 2017, at the Hotel del Coronado in San Diego, CA. Produced in partnership with First Affirmative Financial Network, LLC and FOLIOfn, Inc., The SRI Conference is the largest, longest running, premier annual forum for investors and investment professionals engaged in sustainable, responsible, impact (SRI) investing.

For more information, please contact:

[Patrick Mitchell](#) The SRI Conference

Phone: (703) 276-3266

[Hazel Henderson](#) Ethical Markets Media

Phone: (904) 829-3140