

Sustainable Development Goals Lions

2019 Shortlist

Sponsored by



Title	Brand	Product/Service	Entrant Company	Country
A01 (Poverty)				
AN POST - ADDRESS POINT	AN POST	ADDRESS POINT	WUNDERMAN THOMPSON DUBLIN	IRELAND
THE 1ST START-UP VILLAGE	AIRBNB	RURAL EMPOWERMENT PROJECT	AIRBNB CHINA BEIJING	CHINA
UCB AGROBANKING	UCB - UCASH, SHWAPNO	MOBILE BANKING SERVICE	GREY BANGLADESH DHAKA	BANGLADESH
THE MONTHLY	SHOPPERS DRUG MART	SHOPPERS DRUG MART	JOHN ST. TORONTO	CANADA
MILES FOR THE PEOPLE	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL SÃO PAULO	BRAZIL
A03 (Good Health and Well-being)				
SONON, TECHNOLOGY TO END THE WALK	HEALCERION	SONON	INNORED SEOUL	SOUTH KOREA
MEMORY LANE	STOCKHOLM EXERGI	MEMORY LANE	ACCENTURE INTERACTIVE STOCKHOLM	SWEDEN
ACCESSIBILITY MAT	FORD MOTOR COMPANY	FORD MOTOR COMPANY	GTB BRASIL SÃO PAULO	BRAZIL
BACK2LIFE	SAMSUNG	CORPORATE SOCIAL RESPONSIBILITY PROJECT (CPR)	CHEIL PENGTAI BEIJING	CHINA
THE BLIND VOTES	ORCAM	MYEYE	GITAM BBDO TEL AVIV	ISRAEL
CLEAR	DIAGEO	GUINNESS	AMVBBDO LONDON	UNITED KINGDOM
STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO LONDON	UNITED KINGDOM
THE BRIDAL UNIFORM	UN WOMEN	ANTI-CHILD MARRIAGES	BBDO PAKISTAN LAHORE	PAKISTAN
THE LIFE SAVING SOAP OPERAS	PERUVIAN MINISTRY OF HEALTH	PERUVIAN MINISTRY OF HEALTH	CIRCUS GREY PERU LIMA	PERU
SECOND CHANCES	DONATE LIFE CALIFORNIA	DONATE LIFE CALIFORNIA	CASANOVA/MCCANN COSTA MESA	USA
NEXT MINUTE LAW	MINISTERIO PUBLICO AND ABAP	INSTITUTIONAL	VMLY&R BRAZIL SÃO PAULO	BRAZIL
GENERATION LOCKDOWN	MARCH FOR OUR LIVES	MARCH FOR OUR LIVES	MCCANN NEW YORK	USA
A04 (Quality Education)				
KUPU	SPARK	SPARK	COLENZO BBDO AUCKLAND	NEW ZEALAND
DOT TRANSLATION ENGINE. THE FIRST AI BRAILLE TRANSLATION SOFTWARE	DOT INC.	DOT TRANSLATION ENGINE	SERVICEPLAN GERMANY MUNICH	GERMANY
THE OPEN DOOR PROJECT	THE MILLENNIUM SCHOOL	SCHOOL	FCBULKA DELHI	INDIA
A05 (Gender Equality)				
KOSHOGO	KLOOP	MEDIA & PUBLICATIONS	LEO BURNETT MOSCOW	RUSSIA
GRACIE AI	STREET GRACE	FIGHTING DOMESTIC MINOR SEX TRAFFICKING	BBDO ATLANTA	USA
ROMA SOCIAL IMPACT CAMPAIGN	PARTICIPANT MEDIA	ROMA	PARTICIPANT MEDIA BEVERLY HILLS	USA
THE UNBIAS BUTTON	ELAN	THE UNBIAS BUTTON	WUNDERMAN THOMPSON AMSTERDAM	THE NETHERLANDS
MIND THE GAP	BERLINER VERKEHRSBETRIEBE	BVG	SERVICEPLAN GERMANY MUNICH	GERMANY
LESSONS IN HERSTORY	DAUGHTERS OF THE EVOLUTION	EDUCATIONAL WOMEN'S HISTORY APP	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	SCHOLZ & FRIENDS BERLIN	GERMANY
AAGAH	FM 91 / AAJ / WOMEN ACTION FORUM (WAF)	AWARENESS OF WOMEN'S RIGHTS	SOC FILMS KARACHI	PAKISTAN
THE NO MEANS NO ATM	HSBC	INSTITUTIONAL	DAVID BUENOS AIRES	ARGENTINA
TOUR DES FEMMES	SKODA	SKODA	FALLON LONDON	UNITED KINGDOM
B01 (Clean Water and Sanitation)				
PLANET OR PLASTIC	NATIONAL GEOGRAPHIC	NATIONAL GEOGRAPHIC	MCCANN NEW YORK	USA
GLASSES OF DROUGHT	FINISH	FINISH QUANTUM	HAVAS ISTANBUL ISTANBUL	TURKEY
B03 (Sustainable Cities and Communities)				
ABSOLUT STREET TREES	PERNOD RICARD MÉXICO	ABSOLUT	ANÓNIMO MEXICO CITY	MEXICO
AN POST - ADDRESS POINT	AN POST	ADDRESS POINT	WUNDERMAN THOMPSON DUBLIN	IRELAND
ACCESSIBILITY MAT	FORD MOTOR COMPANY	FORD MOTOR COMPANY	GTB BRASIL SÃO PAULO	BRAZIL
VOLTS BY VOLVO	VOLVO	VOLVO	FAMOUSGREY BRUSSELS	BELGIUM
DIVERSITY IN DISASTER PREPARATION	YAHOO! JAPAN	YAHOO! JAPAN	DENTSU INC. TOKYO	JAPAN
CLOSED FOR MAINTAINANCE - OPEN FOR VOLUNTOURISM	VISIT FAROE ISLANDS	THE FAROE ISLANDS	MENSCH COPENHAGEN	DENMARK
B04 (Responsible Consumption and Production)				
MIMICA	MIMICA	MIMICA TOUCH	R/GA LONDON	UNITED KINGDOM
FIT PACK	CORONA	CORONA EXTRA	LEO BURNETT MÉXICO MEXICO CITY	MEXICO
VOLTS BY VOLVO	VOLVO	VOLVO	FAMOUSGREY BRUSSELS	BELGIUM
DO BLACK - THE CARBON LIMIT CREDIT CARD	DOCONOMY	DO BLACK	RBK COMMUNICATION STOCKHOLM	SWEDEN
PLANET OR PLASTIC	NATIONAL GEOGRAPHIC	NATIONAL GEOGRAPHIC	MCCANN NEW YORK	USA
SNAP PACK	CARLSBERG	CARLSBERG	CARLSBERG COPENHAGEN	DENMARK

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B05 (Climate Action)				
THE PEOPLE'S SEAT	UNITED NATIONS	CLIMATE CHANGE	GREY LONDON	UNITED KINGDOM
DO BLACK - THE CARBON LIMIT CREDIT CARD	DOCONOMY	DO BLACK	RBK COMMUNICATION STOCKHOLM	SWEDEN
THE CLIMATE CHANGE EFFECT	IKEA	IKEA	RETHINK TORONTO	CANADA
B06 (Life below Water)				
THE LION'S SHARE	MARS AUSTRALIA	THE LION'S SHARE	CLEMENGER BBDO MELBOURNE	AUSTRALIA
CORAL CRAFTERS	MICROSOFT	MINECRAFT	215 MCCANN SAN FRANCISCO	USA
LIVING SEAWALL	VOLVO CAR AUSTRALIA	VOLVO	WHITEGREY SYDNEY	AUSTRALIA
PLANET OR PLASTIC	NATIONAL GEOGRAPHIC	NATIONAL GEOGRAPHIC	MCCANN NEW YORK	USA
B07 (Life on Land)				
THE LION'S SHARE	MARS AUSTRALIA	THE LION'S SHARE	CLEMENGER BBDO MELBOURNE	AUSTRALIA
NO CEDAR. NO LEBANON.	LEBANESE BASKETBALL FEDERATION	SAVE OUR CEDARS	VMLY&R DUBAI	UNITED ARAB EMIRATES
C01 (Decent Work and Economic Growth)				
PAY IT FORWARD	THE BIG ISSUE	THE BIG ISSUE	FCB INFERNO LONDON	UNITED KINGDOM
UCB AGROBANKING	UCB - UCASH, SHWAPNO	MOBILE BANKING SERVICE	GREY BANGLADESH DHAKA	BANGLADESH
PROJECT FREE PERIOD	JOHNSON & JOHNSON, INDIA	STAYFREE	DDM MUDRA MUMBAI	INDIA
C02 (Industry, Innovation and Infrastructure)				
THE REBORN LIGHT PROJECT	NISSAN MOTOR CO., LTD	THE REBORN LIGHT	TBWAHAKUHODO INC. TOKYO	JAPAN
VOLTS BY VOLVO	VOLVO	VOLVO	FAMOUSGREY BRUSSELS	BELGIUM
WIND NEVER FELT BETTER	ABINBEV	BUDWEISER	DAVID MIAMI	USA
C03 (Reduced Inequalities)				
SOUND-FREE CONCERT	JAPAN PHILHARMONIC	CLASSIC MUSIC	HAKUHODO INC. TOKYO	JAPAN
AN POST - ADDRESS POINT	AN POST	ADDRESS POINT	WUNDERMAN THOMPSON DUBLIN	IRELAND
7:1 FURNITURE COLLECTION	HOMEPRO	HOMEPRO	BBDO BANGKOK	THAILAND
BLIND INTERVIEWS	REHABILITATION CENTER FOR BLIND ADULTS (CRAC)	INTEGRAL REHABILITATION	MCCANN COLOMBIA BOGOTÁ	COLOMBIA
MIND THE GAP	BERLINER VERKEHRSBETRIEBE	BVG	SERVICEPLAN GERMANY MUNICH	GERMANY
IMMIGRANT SONGS	BRAVOMIC	IMMIGRANT SONGS	WING NEW YORK	USA
STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO LONDON	UNITED KINGDOM
UCB AGROBANKING	UCB - UCASH, SHWAPNO	MOBILE BANKING SERVICE	GREY BANGLADESH DHAKA	BANGLADESH
TOMMY HILFIGER ADAPTIVE	TOMMY HILFIGER	TOMMY HILFIGER ADAPTIVE: ADAPTIVE CLOTHING FOR PEOPLE WITH DISABILITIES	WUNDERMAN THOMPSON NEW YORK	USA
ALLIED BRANDS	AMBEV	SKOL	AMBEV SAO PAULO	BRAZIL
LINKMETOO	AS.IT.O.I. ONLUS - ASSOCIAZIONE ITALIANA OSTEOGENESI IMPERFETTA	LINKMETOO - LINKEDIN CONTENT PLATFORM	MCCANN MILAN	ITALY
MORSE CODE FOR GBOARD	GOOGLE	EXTENSION FOR SMARTPHONE KEYBOARDS	GOOGLE CREATIVE LAB NEW YORK	USA
PROJECT FREE PERIOD	JOHNSON & JOHNSON, INDIA	STAYFREE	DDM MUDRA MUMBAI	INDIA
D01 (Peace, Justice and Strong Institutions)				
3D ACTIVIST	CHANGE THE REF	ACTIVIST FIGHTING FOR GUN CONTROL	ALMA MIAMI	USA
HARMLESS GUNS	DAGOMA	3D PRINTING	TBWA/PARIS	FRANCE
#MOVEFOREQUALITY	UNESCO & PLAY MAGNUS	EQUALITY AWARENESS CAMPAIGN	BBDO DÜSSELDORF	GERMANY
THE PEOPLE'S SEAT	UNITED NATIONS	CLIMATE CHANGE	GREY LONDON	UNITED KINGDOM
SPACE ON EARTH	BRAC	BRAC	OGILVY SINGAPORE	SINGAPORE
THE BLANK EDITION	AN-NAHAR	NEWSPAPER PUBLICATIONS & MEDIA	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES
E01 (Partnerships for the Goals)				
THE MOST VICIOUS CYCLE	MARCH FOR OUR LIVES	MARCH FOR OUR LIVES	MCCANN NEW YORK	USA
DO BLACK - THE CARBON LIMIT CREDIT CARD	DOCONOMY	DO BLACK	RBK COMMUNICATION STOCKHOLM	SWEDEN