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2016 Positive Change Effie Awards Jury Chairs Announced

Bea Perez, Chief Sustainability Officer, The Coca Cola Company, Nigel Morris, CEO, Americas & EMEA, Dentsu Aegis Network and Kitty Lun, Head of Creative Shop, Greater China, Facebook

March 10, 2016 (Updated: April 14, 2016) -- Effie Worldwide announced the Jury Chairs for the 2016 **Positive Change Effie Awards**, a competition spotlighting brands and marketers who are effectively making environmental sustainability a greater priority in their communications, to the benefit of brands, consumers and the environment.

Kitty Lun, Head of Creative Shop, Greater China, Facebook will serve as the Positive Change Effie Jury Chair for Asia Pacific.

Nigel Morris, CEO, Dentsu Aegis Network Americas & EMEA will serve as the Positive Change Effie Jury Chair for Europe.

Bea Perez, Chief Sustainability Officer, The Coca-Cola Company will serve as the Positive Change Effie Jury Chair for North America.

Keith Weed, Chief Marketing and Communications Officer at Unilever will continue his role as the Positive Change Effie Global Program Chair.

The Positive Change Effie Awards are a collaboration between the **World Economic Forum** (WEF) and Effie Worldwide. Morris, Perez, and Weed were members of the Project Board of the World Economic Forum's Engaging Tomorrow's Consumer (ETC) initiative, which catalyzed the inaugural Positive Change Effies in Fall 2014 in Europe and North America.

For the 2016 competition, the program was expanded to the Asia-Pacific region with the support of Effie Worldwide's APAC regional partners - the Confederation of Asian Advertising Agency Associations (C4As)

and Tenasia Group.

Lun, Perez and Morris will preside over juries of executive-level marketer and advertising agency judges with knowledge and expertise surrounding marketing and sustainability.

The inaugural Positive Change Effie Award winners were announced in June 2015 and included: Intermarché and Marcel, Unilever UK and DLKWLOWE, Chipotle Mexican Grill and CAA Marketing, Kimberly-Clark and TRISECT, Greenpeace and The VIA Agency.

The World Economic Forum USA will host the North American Positive Change Effie Judging sessions in New York City, while the BT Group will host the European Positive Change Effie Judging sessions in London. The Asia Pacific Final Round Positive Change Effie judging session will be held at the Intercontinental Hotel Singapore.

The 2016 Positive Change Effie Awards is sponsored by in/PACT.