

CLARION
AWARDS 2007
WINNER



John Smythe joins Kevin Spacey, PD James and Moira Stuart as Clarion Awards Winner.

29 September 2007 – The International Visual Communications Association (IVCA) announced the winners of the IVCA 2007 Clarion Awards at the BFI Southbank in London. The awards celebrate the role of the media industries in promoting a sustainable world.

John Smythe won the Book Award in the Best Learning category for his book *The CEO, Chief Engagement Officer – Turning Hierarchy Upside Down to Drive Performance*.

Among the other winners were Procter and Gamble for their Ariel “Do a Good Turn” campaign; The Royal Navy for ‘The Abolition of Slavery 200’ and Accenture for ‘Minority of One’. Toyota, The WWF and The National Trust also collected awards for outstanding climate change communications.

During the ceremony celebrity winners such as Moira Stuart, Kevin Spacey, Julie Christie and PD James spoke about the importance of ethical communications.

Kevin Spacey, who was collecting an award for his Old Vic New Voices scheme, commented: “Our belief is that you can use the artists and the tools of the theatre to help give a kid a chance to stand on stage and discover for themselves what they’re capable of. These are, we believe, the first seeds of confidence and to have been given a nod by the Clarions for the work we have done so far is enormously encouraging.”

Wayne Drew, CEO at the IVCA, said: “At their best, communications can substantially increase understanding of corporate social responsibility and sustainable development. These

awards highlight the true importance of the work that communicators in business, the arts and media industries undertake.”

The Clarion Awards were launched five years ago and celebrate the finest examples of responsible communication on Sustainable Development, Cultural Aspiration, Social Inclusion and CSR.

Ends

About the IVCA

The International Visual Communication Association (IVCA) has been in existence for over 40 years and is the not-for-profit trade association that represents corporate and public sector communications throughout the UK and Europe. It is the largest independent body of its kind in Europe.

About the Clarion Awards

The Clarion Awards were founded five years ago and aim to promote the finest examples of ethical and inspiring communication across all types of media and audiences. From Corporate Communications to Broadcast Media they reward outstanding work that makes a significant positive contribution to our society. Previous winners include Aviva, Barclays, BT, the BBC, the Al Gore film *An Inconvenient Truth* and the feature film *United 93*.