




CREATIVE CONSCIENCE



12

Years ...



... OF CREATING
POSITIVE SOCIAL +
ENVIRONMENTAL
IMPACT

01.06.23 - 30.05.24

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IMPACT

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we've worked on
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reach and connect with
through our community
and network

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We're all about...

...**IMPACT**



INTRODUCTION

Creative Conscience is a charity that empowers the next generation of creative thinkers and the design industry to apply their talents to socially valuable projects.

Promoting sustainability, freedom, social justice, health and well-being.

We change the world for the better by:

- Empowering and supporting young creative people
- Inspiring them to create purpose-driven, socially-valuable projects, both now and in the future
- Training and supporting creative thinkers to use their talents to build a better world
- Engaging with leading creative thinkers and organisations to realise the best of these projects
- Delivering positive social benefit and change, through the projects we inspire and support



CHAIRMAN

RAOUL SHAH

Our mission at Creative Conscience is to harness the power of creativity to make the world a better place through collaboration. Not simply to make the world look better, but to work better. Since 2012, Chrissy and our team have been an unstoppable force for good - using creativity in all its forms to make a positive social, societal and global impact. Through education, mentoring, online courses, Change Makers events and financial support, we want to empower our global community to create a fairer, healthier and more sustainable world for everyone.

The highlight of our year is the Creative Conscience Awards. This year we saw over a thousand entries and awarded over 100 creatives who demonstrated radical, progressive and truly inspiring thinking applied to a vast range of subjects including mental health, equality,

conscious consumption and the climate crisis.

Having celebrated our 10th anniversary in 2022, a milestone moment in our mission, we are more focused than ever to engage educators, industry leaders and commercial partners to help us extend our work and increase the support we provide for young people. Continued partnership and the spirit of collaboration will enable our charity to extend its reach and, most importantly, have a bigger impact on the issues that matter to us today, and to future generations.

I'd like to thank the whole Creative Conscience team for their relentless energy and enthusiasm, all our education partners, our generous advisors and brand ambassadors and our global network of creators and change makers whose immeasurable talent brings our mission to life.

KEY AREAS

Our five key areas of support and inspiration:

01. Advancing the education of young people

02. Conservation, sustainability and the protection of the environment

03. Equality, diversity and social inclusion

04. Physical + mental health and wellbeing

05. Promoting respect for human rights



Themes

CLIMATE CRISIS

COMMUNITY

CONSCIOUS
CONSUMPTION

ENVIRONMENT

HEALTH

HUMAN RIGHTS

EQUALITY

EDUCATION
& LEARNING

IMPACT

MENTAL HEALTH

RACIAL JUSTICE

SOCIAL JUSTICE

WAR & CRISIS

Disciplines

ADVERTISING

ANIMATION

ARCHITECTURE
& INTERIORS

DIGITAL & TECH

EXPERIENCE

FASHION
& TEXTILES

FILM &
PHOTOGRAPHY

GRAPHIC DESIGN

ILLUSTRATION

MOTION GRAPHICS

PRODUCT &
STRUCTURAL DESIGN

SERVICE DESIGN

TYPOGRAPHY



FOUNDER



CHRISSY LEVETT

This year we have focused on building our partnerships.

We continue to make positive impact, influencing and empowering young creatives within education, the creative industries and other organisations. Our community continues to grow, as does our ability to make real and positive change. There's loads of information here, so most of what we need to say is a massive thanks to anyone who has reached out and gets behind what we do, and why we do it.

A special thanks to our sponsors & partners:

L&Co Design, Exposure, Alliance of Independent Agencies, Linked In, Confetti Media, Nottingham and Trent University, a founding member, New Designers, and countless other collaborative partners and individuals.

It's extraordinary what can be achieved with very little, but with many connected souls. We have so much gratitude.

Thank you.

PEOPLE

The people who make Creative Conscience work. Our passionate team, trustees and ambassadors.

Change-makers who can spot a great idea. An idea that has the potential to go on and make real impact.

We wouldn't exist without this great community of individuals who make this organisation work year after year.

TRUSTEES



Tim Bourne
Co Chair
CEO and Co-founder of
The Casbah Group



Raoul Shah
Co Chair
CEO of Exposure



Nicole Yershon
Trustee
Founder NY Collective



**Professor Lawrence
Zeegen**
Trustee
Independent Creative
Education Consultant



Tom Savigar
Trustee
Independent
Creative Education
Consultant



Andrew Tapson
Finance Trustee
Founder Perle
Partnership

AMBASSADORS + TEAM

Creative Conscience wouldn't be what it is today without its team, all of whom share the passion of making positive change in the world through creative thinking. The names to the right summarise some key members of the team, but our real team is much bigger.

Thank you to our community of passionate volunteers, judges and speakers who often give their spare time to help us empower and grow, whether that be helping us to run our social media platforms, assisting at our events or simply being an advocate of our cause.

- Barlow**
Director
- James Bray**
Senior Digital Designer
UX+UI
- Linda McDonagh**
Head of Partnerships
- Eddy Altmann**
Training + Web Tech
- Aleksandra Wasacz**
Events + Marketing Manager
- David Hensley**
Director
- Chrissy Levett**
Co-Founder + Creative
Director
- Madani Sidibe**
Film + Digital Editor
- Libby Collar**
Designer + Social Media
Manager

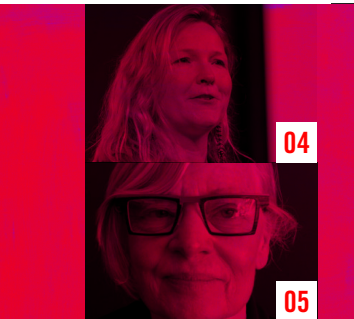


- 01 Prof. Helen Story MBE
- 02 Sir Quentin Blake
- 03 Adah Parris
- 04 John Paul Flintoff
- 05 Rosa Kim
- 06 Paola Delgado
- 07 Sir Jonathon Porritt
- 08 Jasmine Arthur
- 09 Michael Wolff
- 10 Tylar Edwards

JUDGES



- 01 BINE
- 02 Jim Reeves
- 03 John Brown
- 04 Sevra Davis
- 05 Stephanie Mills
- 06 Tom Savigar
- 07 Jo Godden
- 08 Carol Rose
- 09 Sophie Thomas
- 10 Umesh Pandya
- 11 Andrea Maloney
- 12 Amelia Noble
- 13 Tara Hanrahan
- 14 Jane Ni Dhulchaointigh
- 15 Dan Burgess



- 16 Matt Hocking
- 17 Merlin Nation
- 18 Nicky Kaur
- 19 Nicole Yershon
- 20 Islam Aboush
- 21 Dino Myers-Lampty



FACTS + FIGURES

OVER 7000

OVER

688

APPLICANTS

entered the 2023/24 awards

NATIONALITIES

took part

Nationalities of applicants include:

EGYPT

MEXICO

ARGENTINA

NORWAY

BRAZIL

SAUDI ARABIA

MOZAMBIQUE

ITALY

PERU

CHINA

JAPAN

AUSTRALIA

USA

ICELAND

RUSSIA

VENEZUELA

INDIA

UK

SOUTH KOREA

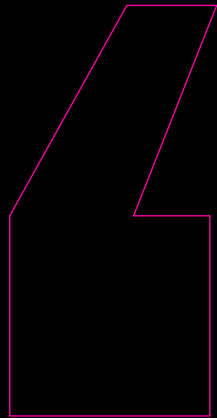
NIGERIA

AWARDS



The Creative Conscience awards welcomes projects from students and graduates (of up to two years) from any creative discipline. The awards are the perfect opportunity for creatives to push their curiosity and create the change they want to see in the world.

By entering, applicants will be directly supporting our work as a charity, helping to build a fairer, healthier, more sustainable and regenerative world.



I was first introduced to CC when they came into my uni to deliver a talk.

Everything changed for me - this is when I realised exactly what it was that I was meant to do”



“

That single hour completely changed the trajectory of my career.”



“

I felt compelled to create a project responding to the CC award briefs, and invested all my energy into that project which gave me a huge amount of fulfilment.

I am hugely grateful to CC for showing me that it is very much possible to create real-world impact using creativity.

Libby Collar - Manchester Metropolitan University

AWARDS NIGHT

The 2023 Creative Conscience Awards took place online on 19th September. The ceremony was hosted via Zoom from L&Co's studio in London. We were delighted by the standard of the projects that were submitted, even though many young creatives had been in lockdown across the world. The advantage of doing a virtual event was that we could engage with participants from all over the globe: from Britain to Brazil, the States to Singapore.

See the event film [HERE](#).

We continue to push and support these projects, to help realise ideas so they have a positive, social impact on the world.

Over...

850



2023

...participants took part:
the next generation of
creative thinkers taking
action from more than 68
nationalities

LIVE EVENTS

23

Throughout 2023-24 we attended, spoke at and hosted, various events as an advocate for positive social and environmental change. At these events, we engaged, empowered, inspired and trained audiences, institutions, industry creatives, students and graduates on the power of creative thinking for people and planet, instigating positive behaviour change.

This last year has seen even more engagement and events, talks and conversations on how to embed these principles into institutions across the country and around the world.

We continued to deliver our Design and Creative Impact talks and workshops to build positive social and environmental change and awareness.

Including:

‘Making a Difference’ Royal Society of Arts (RSA) London with Amlitude - May 2023

The Psychology of Climate Inaction - on line with Creatives for Climate.

BBC Radio Nottingham - Creative Change Makers 12.06.23

Creative Change Makers 2023 Nottingham - 15/16.06.2023

Creativity for the Health of People and Planet interview UAL 19.06.23

New Designers 2023 - 2 weeks 05/12.7.23

UK Creative Festival - talks and workshops 12/13.07.23

‘How to fix Parliament’ Royal Society of Arts (RSA) London - 25.10.23

TOPICS INCLUDED:

EQUALITY + DIVERSITY MENTAL HEALTH CLIMATE CRISIS SOCIAL JUSTICE AI FOR GOOD + DEMOCRACY



Creative Change Makers 2024 London LinkedIn HQ in partnership with Alliance of Independent Agencies - 21.02.2024

Creative Change Makers 2024 Nottingham - 21.02.2024

CHEAD Women in Leadership - 21.03.2024.

Link to CHEAD 2023 talk [HERE](#)

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EDUCATIONAL IMPACT

Throughout the year we hosted talks and workshops at colleges universities across the UK and around the world; in-person and online.

For each workshop, we tailored material for a variety of disciplines, themes and topics.

We provided the tools, advice, inspiration and encouragement needed for educational change - focusing on both students and staff. We created meaningful content to inspire educators and corporates - building ethically-driven purpose into curricula + institutions across the world.

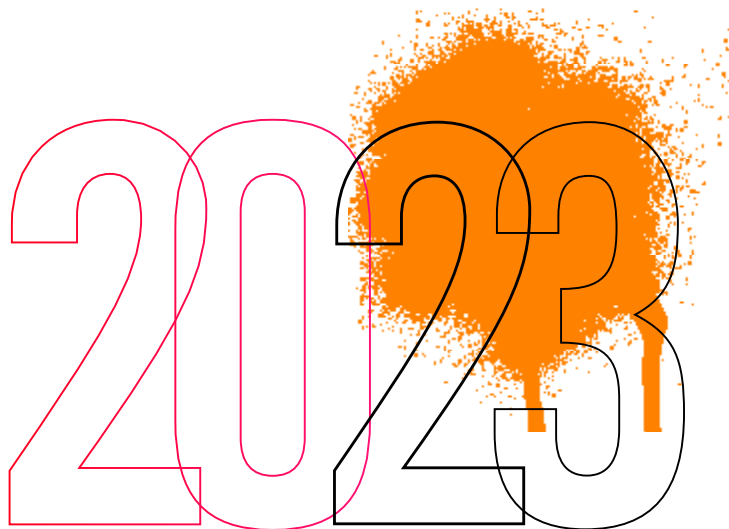
TRAINING + DEVELOPMENT WORKSHOPS AT:

- New Designers: judging, talks + workshops
- Collabs: Nottingham & Trent University 16.02.24
- London College of Communication (UAL) Digital Staff training Day 09.23
- Norwich Arts University Staff training Day 07.23
- Ravensbourne Staff Development Day - 11.01.24

Details on page **FINAL PAGE** no's

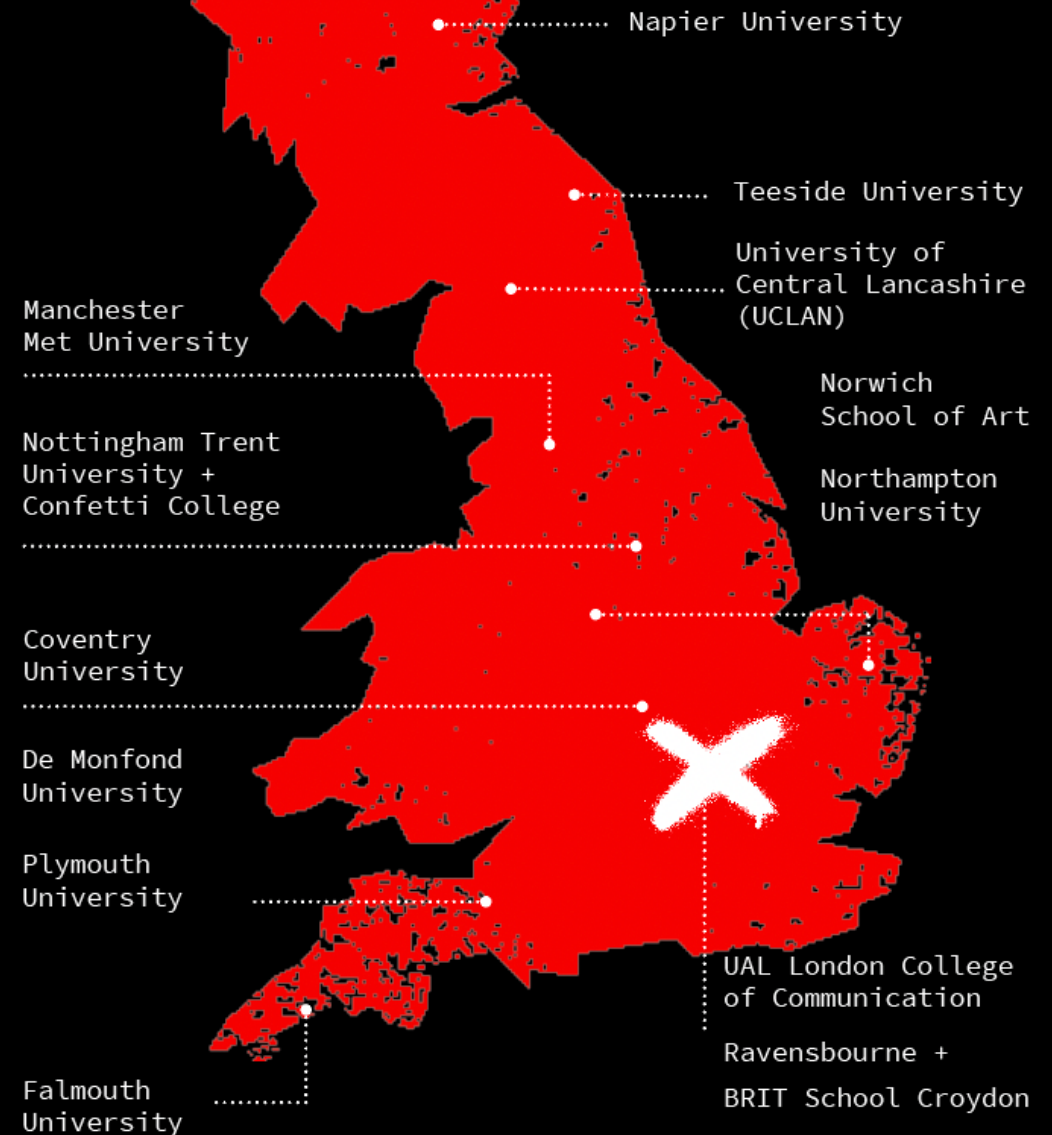
ADVISORY ROLES:

- Advisory Board Global Sustainability Partnership Network (GSPN) 2024
- Advisory UK Creative Festival 2024








Cumulus
International
Design
Education
Conference
College of
Creative
Arts
Detroit USA

24



SOCIAL MEDIA

-  ccchangemakers
-  Creative Conscience
-  ccchangemakers
-  Creative Conscience
-  Creative Conscience

Our social media following increased, we shared empowering work, stories + reels.

INSTAGRAM:

6,757

LINKEDIN:

4,550

Increased online community on LinkedIn, Facebook, YouTube, Instagram, TikTok + The Dots.

BLOGS

We also published many news stories to inspire our community to support action for positive change. These included:

- Interviews with winners
- Interviews with judges and industry experts
- Guest articles from our sponsors, and other advocates for the cause
- Posts supporting social entrepreneurs & start-up projects with shared values

FACEBOOK:

2,300

YOUTUBE:

375

THE DOTS:

18,024

LAUNCHED NEW BRAND

CREATIVE CONSCIENCE



TEES THAT PLEEZE!

Between November 23 and January 24 we bought a load of second hand pre loved tee shirts. We hand painted this with our brand colours then screen printed positive anti consumptive messages on them along side our new logo as a way of raising funds and inspiring creativing, circular design thinking and regeneration ideas.



During this year, we rebranded Creative Conscience logo with the help of **L&Co** our B Corp branding partner and sponsor.

See new branding blog [HERE](#).

Impact Report 2023/24

See one of our team [HERE](#) screen printing in a community workshop in East London.



... we're all about

IMPACT

Beyond the awards, Creative Conscience helps to support, and bring to life some of the brightest and most imaginative projects from our community.

By providing the tools, contacts and advice, we empower creative thinkers to build better, helping to create real, tangible impact in the world.

We create events, workshops and programmes focusing on behaviour change to influence society and, consequently, the future of our planet. These empowering events and workshops train groups and individuals to build impact in their world and the world around us.

See our 'Call to Action' film [HERE](#).

CREATIVE CHANGE MAKERS

OVERVIEW CREATIVE CHANGE MAKERS 2023 / 24

- **Creativity for a Better World** - Metronome Nottingham UK + globally on-line see below - 16.06.23 see [HERE](#)
- **Creativity, AI + a Better World** - 21.01.24 See [HERE](#)
- **Creativity for a Better World** - Metronome Nottingham UK + globally on-line see below - 24.02.24 see [HERE](#)



I've met people who really care, they're creative and they have a conscience, I recommend you become part of this movement and help make the world a better place"

Alan Pitchforth - Founder
Kamilian Creative



CREATIVE CHANGE MAKERS

CREATIVE CHANGE MAKERS FESTIVAL

Creative Conscience hosted yet another powerful Creative Change Makers event, this time in Nottingham. A day with over 20 speakers and panellists, with TED style talks, connections, commitment to actions and great conversations. An event focused on Creativity for Social + Environmental impact. Empowering and transformational, designed to build a fairer, healthier, more sustainable + regenerative world, through the power of creative thinking - city by city + community by community.

2023

Watch our past Creative Change Makers LIVE event in London [HERE](#) on our YouTube channel.

Watch an event summary [HERE](#) and read the blog post [HERE](#).

CREATIVE CHANGE MAKERS



Creative industry experts + change-makers, from local communities + beyond, came together to discuss and celebrate the power of creative thinking to solve social + environmental challenges. We showcased numerous successful initiatives that have achieved outstanding local + global impact. A diverse audience of around 300 participants, live at Metronome and online, enjoyed the day of moving stories and powerful actions around what we can do to build a better world. The day kicked off with Craig Chettle MBE – Confetti Media Group Founder + Chief Executive, key partner + sponsor, and Chrissy Levett – Creative Conscience Founder + Creative Director – both setting a powerful intention for impact actions to come from the event.

Our MC for the day was Mark Shayler – Ape, our speakers included: Sir Tim Smit – Co-Founder of the Eden Project, John Morgan & Steven Lane from Leonard Design Architects

– key partners + sponsor, alongside Penney Poyzer – the ‘Queen of Green’, Adam Pickering – Partnerships Manager + Environment Editor at LeftLion and Founder of the festival Green Hustle, Chrissy Levett, Wolfgang Buttress – award winning artist, Nicky Kaur, Raoul Shah – our Chair, Founder and Joint CEO of Exposure, John Brown – Founder of Don’t Cry Wolf, Stephanie Newton6*), Action Labs, Nick Ebbs, Cathy Mahmood / Challenge Nottingham, Wingshan Smith / Chaos Magic and a creative panel of NTU graduated, hosted by Amy Williams.

Creative Conscience award winners: Owen Sutton, Ella Oulton, Katherine Davies & Aaliyah Duberry. Plus a B-Corp panel with Barlow from L&Co, Michelle Pavey from Kind.

Notts TV attended and interviewed speakers, here with Penney Poyzer.

“You bathed Nottingham in the light of positive action yesterday. I’ve never attended a conference like this before, it was joyful!”

Penney Poyzer – Chair of Nottingham Good Partnership



Special thanks to all our crew, friends and supporters who bought tickets and made a collective commitment to positive change, individually and within their organisations.

Watch all the sessions Part 01 [HERE](#), Part 02 [HERE](#), Part 03 [HERE](#) + part [HERE](#) 04.

UK CREATIVE FESTIVAL +...

...CAREER FAIR

2023

I just wanted to send you over a **HUGE thank you** for all of your work at the UK Creative Festival last week and with running a session in the careers fair. **Your contribution is massively valued!**

Sara Maddocks - UKCF Head of Partnerships & Operations



The UK Creative Festival looks to supercharge the UK's creative industries. Be part of a network that inspires ideas-led thinking to foster a culture of daring creativity - for now and for the future. At the heart of the festival is the free-to-attend Careers Fair. This is where we engage with young creatives, enabling them to understand the opportunities and pathways available to them.

The 2023 talks featured a panel and workshops from our own, Chrissy Levett & friend Ben Akers. Plus fantastic big-name speakers such as Tracey Emin, Trevor Robinson OBE, Chaka Sobhani, Sam Delaney, Dane Baptiste, Tom Skinner, Jordan Rossi, Miranda Bowen and many more. It was a great event to be part of.

Creative Conscience was invited onto the stage for a discussion called "F*ck the System" on 12.07.23. See [HERE](#).

We also held a Creative Impact workshop at the event held at Dreamland in Margate, Kent, UK. See [HERE](#).

CREATIVITY + AI FOR A BETTER WORLD



1601 2024

We kick-started 2024 with a much anticipated and inspiring event. Held in the central London offices of LinkedIn, and in partnership with LinkedIn and Alliance of Independent Agencies, Creative Conscience hosted Creative Change Makers: Creativity + AI for a Better World.

Gathering together some of the most influential + creative minds in AI, we aimed to empower and engage creative thinkers using AI positively to build a better society, and world.

A diverse audience of around 100 participants joined us live (with many more online) to enjoy a day of stimulating and educational presentations. Creative industry experts showcased a variety of uses and insights into the emerging and ever-changing world of AI.

Watch our past Creative Change Makers AI LIVE event in London [HERE](#) on our YouTube channel.

Introductions from speakers Raffy Vita and Evan Healy (LinkedIn), Graham Kemp (Alliance of Independent Agencies), and from Creative Conscience: Rosa Kimosa, Eddy Altmann, and Chrissy Levett, started the day.

Fascinating video presentations followed from John Malik (Goodpoint), and Kadine James (Global head of generative AI Web3 at Artificial Rome)



CREATIVE CHANGE MAKERS - AI FOR GOOD

We listened to Matthew Blakemore, (AI Inventor + Digital Transformation Expert), who used a very helpful traffic light analogy to categorise and explain AI-related issues and opportunities; Niharika Hariharen (Design 3 founder), asked us as designers to consider 'How do we want to live life?', and not use AI simply to create faster and cheaper solutions; and Sevena Surana, below, (Co-founder Identity 2.0), discussed 'AI isn't smart, but we can be'.

Following lunch, we heard presentations from Raffy Vita (Creative Agency lead at LinkedIn); Omar Karim (Creative Director, AI Image maker), who gave a passionate

presentation from a Creative Director's perspective noting 'Creativity is not just the ability to create, it's about perspective, emotion and human experience'; Mark Winn (Life Coach), gave a captivating talk about the benefits of AI; Guy Gadney, below, (CEO of Charisma AI), talked us through his work where AI was used for important socially beneficial projects; Sophie Larsmon, below, (Immersive Director) who used AI to extend the theatre experience with focus on the pandemic of loneliness; and Ade Wright (AI image maker + designer), who ended his presentation by inviting attendees to take part in a Midjourney workshop.

Finally, Chrissy invited us to make a commitment to become more conscious about our individual, organisational and collective behaviours and to move towards building a better, sustainable and regenerative future for all, with or without the use of AI.

We would like to say a big THANK YOU to our partners at this event, to LinkedIn for your hospitality and organisation, and to Alliance of Independent Agencies for all your support.

Watch an event summary [HERE](#) and read the blog post [HERE](#).



CREATIVE CHANGE MAKERS

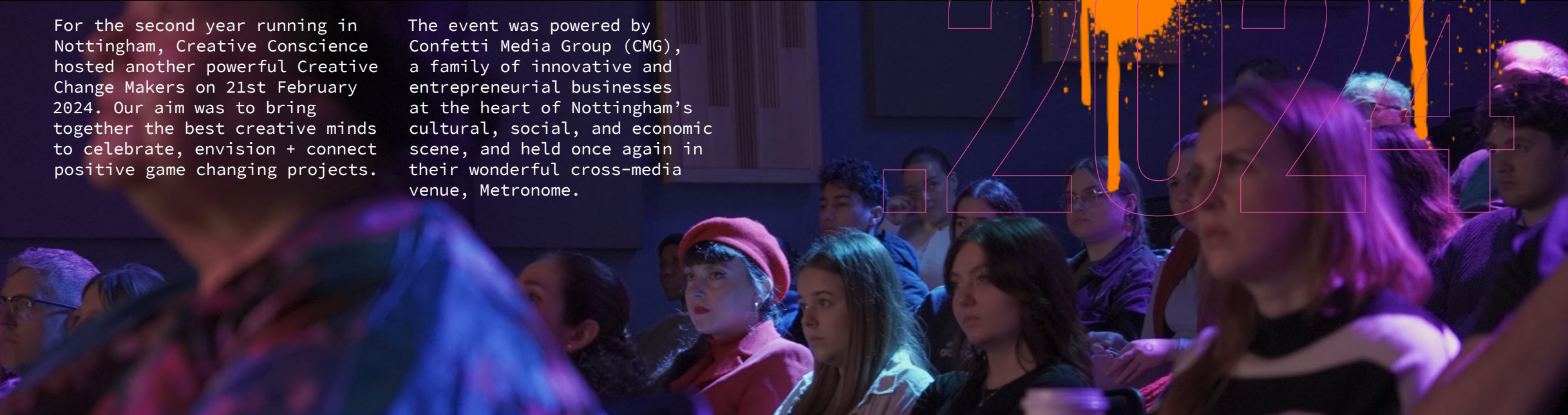
CREATIVE CHANGE MAKERS FESTIVAL

21022

2024

For the second year running in Nottingham, Creative Conscience hosted another powerful Creative Change Makers on 21st February 2024. Our aim was to bring together the best creative minds to celebrate, envision + connect positive game changing projects.

The event was powered by Confetti Media Group (CMG), a family of innovative and entrepreneurial businesses at the heart of Nottingham's cultural, social, and economic scene, and held once again in their wonderful cross-media venue, Metronome.



Watch our past Creative Change Makers LIVE event in London [HERE](#) on our YouTube channel.

Watch an event summary [HERE](#) and read the blog post [HERE](#).

CREATIVE CHANGE MAKERS

The event focused on different disciplines within the creative industries, creating impact through empowerment and collaboration by:

Sharing examples of projects and creativity that have and can build positive change.

Inspiring behaviour change for individuals, businesses and education.

Sharing examples of projects and creativity that have and can build positive practical tools and solutions.

Our MC for the day was Mark Shayler - Ape.

Speakers included: Awzeen Ramli - Senior Associate Leonard Design Architects - a key partner + sponsor; Steven Lane from Leonard Design Architects; Tim Bourne - Joint CEO of Exposure; Eddy Altman - Creative Conscience; Mat Hayward - Partnership Director at Kind, a B-Corp Agency. Presenting with Michelle Pavey; Abi Chapman - Creative Conscience Award Winner and founder of The Accessibility Project UK; Jonny Prest - Purpose lead Creative / Seed Creativity; Raoul Shah - our Chair, Founder and Joint CEO of Exposure; David Keyte - CEO Universal Works - a key partner + sponsor; Casey Soma - Artist + Founder Mad Truth, Chrissy Levett - Creative Conscience; Creative panel hosted by Libby Collar, featuring Creative

Conscience competition entrants of #WhyVote? Initiative: Beth Trim, Natalia Posnett (Nottingham and Trent University) + Poppy Scoffings (graduate from Northumbria); Si Beales - Creative Educator, Founder + Film maker; Nick Corston - Founder of STEAM Co. Jessica Fishman - Clean Energy Marketing Expert USA; Adam Pickering - Partnerships Manager + Environment Editor at LeftLion and founder of festival Green Hustle; Penney Poyzer - the 'Queen of Green' + Chair of the Nottingham Green Food Partnership.

Finally, we were all asked to make a commitment to taking positive action. To become more conscious about our individual, organisational and collective behaviours and to move towards building a better, sustainable and regenerative future for all.

Special thanks to Universal Works, Leftlion, The Green Hustle + Bird & Blend for kindly sponsoring and supporting us with their products and services.

Watch the four sessions [HERE](#), [HERE](#), [HERE](#) + [HERE](#) on our YouTube channel.



Creative Change Makers is an invaluable opportunity to meet some of the leading minds from industry, community organisations and education, and hear examples of projects that can build positive change.”

Craig Chettle MBE -
Confetti Media Group

IMPACT

NEW DESIGNERS

In July 2023, for the fourth year running, we partnered with **New Designers** at the Business Design Centre, London N1 . This was our largest collaboration with them to date. We set briefs and a competition for over 2,000 graduate designers and makers, all heading out into the creative industries. We worked across both weeks with two panels of judges. Thanks to **Paul Barlow, Linda McDonagh, Andrea Maloney, Sally Costen, Chrissy Levett, Ian Lambert, Annabel Totty, Charlotte Brandon and Cate Grundy.**

It's always a privilege to work with partner organisations who are supporting and promoting design and creativity. **New Designers** have given us the platform to bring social and environmental impact into the conversation.

We ran live talks as part of the event, to empower more young creatives to get involved in solving the world's most pressing challenges.

New Designers website [HERE](#).

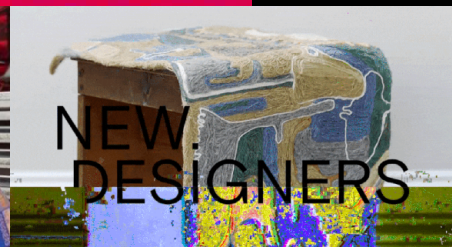
Learn more about the partnership and outcomes [HERE](#).

...what we have to grapple with now, and **Creative Conscience** has been really good at this, is the reality of how we sustain our energy, our love, our compassion through times which are really difficult”

Sally Bent –
Event Director Immediate



DESIGNERS



NEW DESIGNERS



NEW DESIGNERS



IMPACT

CREATIVE IMPACT PROGRAMME

Over the last few years, we've refined and developed our online **Creative Impact Programme**.

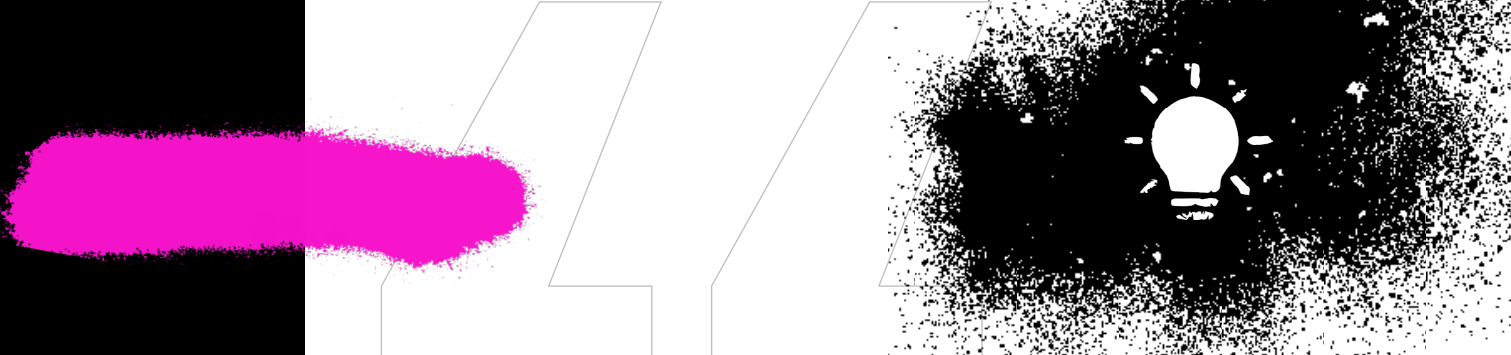
Since we started, we have trained over 70 creative individuals from different backgrounds and industries. Empowering and supporting people of all ages, genders, socio-economic backgrounds, and nationalities. This programme trains people in social entrepreneurship within the start-up and brand building space, but only focuses on ethical change. It's been designed for both graduates and industry professionals who want to learn how to hone their talents and skills to build a better society and world.

This course was developed from the learnings we gained from two previous pilot programmes, plus a year long cohort from 2021-22.

This time, using pre-recorded content hosted on Thinkific, an educational platform that sat alongside live bi-weekly coaching calls. All candidates worked with accountability partners. Course details and testimonials can be seen [HERE](#).

We designed, built + delivered two 3-month programmes.

24 participants from around the world took part in the programme during 2023-24, with some great results. The programme also involved live sessions with guest industry speakers.



The programme gave me the most warm, positive, expert guidance and support, I didn't realise I had been looking for.”

“

The Creative Impact Programme enabled me to pinpoint my true passion and purpose and to regain my confidence. To dare to dream and make it happen”

Sarah Cromwell - Head of Art TK Max

When it comes to something as important as the need to vote, powerful campaigns that really catch the eye and the mind can really make a difference”

ALASTAIR CAMPBELL - The Rest is Politics
Creative Conscience #WHYVOTE? Judge

Watch Alastair Campbell's interview with us [HERE](#).

IMPACT

#WHYVOTE FREE COMPETITION
+ CAMPAIGN LAUNCH 23/24

In August 2023 we partnered with the Politics Project (TTP) and The Democracy Classroom to launch a new and powerful initiative 'WHYVOTE?' a campaign to engage and empower young people across the UK and beyond to register to vote and have their voices heard.

We first designed and launched a social media campaign, employing Libby Collar, a CC award winner from the 2023 awards, who had created a project focused on democracy + politics. The project enrolled young creatives from across the UK and around the world in a free design competition that would be developed and used across the UK as a real campaign ahead of the UK general election.

Read the launch story [HERE](#).

The competition opened in October 2023, in the run up to the UK general election (July 2024), with two age categories: one for 16-18 year olds and one for 18+. Judging took place in January 2024 and we are thrilled to announce that Alastair Campbell was one of our judges, along with other high-profile experts from the world of politics, design + education.

IMPACT

#WHY VOTE CAMPAIGN

The aim of #WHYVOTE is to encourage political participation and educate young people on the importance of their vote. And what better way to do this than through creativity and reaching out to our own creative community?

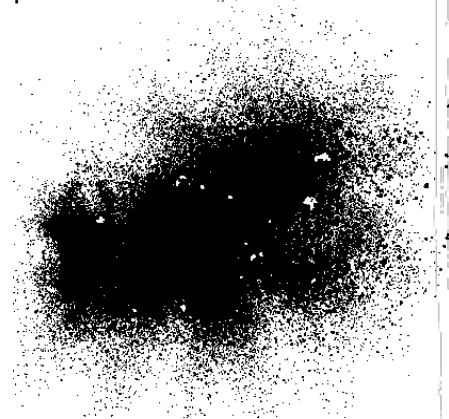
See the brief [HERE](#).

We were keen to be involved as we know that the UK is far behind most European countries when it comes to getting the youth vote. In the 2019 General Election, less than half of young people aged 18 to 24 voted. This compares to 75% of 65+ year olds. Meanwhile, trust in politics is at an all time low. When surveyed, 49% of the UK population said they did not trust the government (ONS 2022).

Many young people have never been told that their voice matters. This competition aims to amplify their voice. Young people will get involved in the political process by educating

themselves and their peers on democracy and its importance, meanwhile, having the opportunity to get creative and design with a purpose. Campaigns which are youth-led are much more attractive and engaging to young people. A successful voter engagement campaign could play a huge role in encouraging young people to vote. We are delighted to work with so many educational institutions across the country to get these voices amplified.

Watch our presentation on the #WHYVOTE campaign + youth panel [HERE](#).



The more young people are confronted with messaging which underlines the power in their hands, the better.”

Alastair Campbell - Author + Political Commentator

Politics: A Challenging Arena

Bill Clinton's former political strategist, Paul Begala, once said that "politics is show-business for ugly people."

The unprecedented scale of threat of murder, violent attack, personal abuse that Diane Abbott MP receives on a daily basis is powerfully illustrative of a deeply threatening 'political' culture that singles out and attacks Black leaders, across the political spectrum. British politics needs urgent and radical reform.

See the results [HERE](#).



VOTE FOR YOUR LIFE

In April 2024 we started working with another NGO, Operation Black Vote (OBV), the home of black politics. And with an independent Ad duo Steve Moss and Nick Simons.

OBV are on the a mission to amplify Black* and brown voices and ensure complete engagement in the national debate about how to build a better Britain founded on accessible citizenship, judicial rights, climate and racial justice, equality, and fairness.

**OBV defines Black as a politically-inclusive term that includes African, Asian, and Caribbean heritage communities and other non-white radicalised minorities living in the UK.*



Well done team. Thanks for all your hard work, the campaign looks great. Humble thanks ”

Lee Jasper – Co-Founder OBV

As we approached a turbulent election season, OBV & Creative Conscience were alarmed by the current state of our democracy. This campaign highlighted the critical importance of casting one’s vote and the significant consequences of failing to participate in the electoral process’, hostile, and aggressive arena.



The support from your team has been invaluable”

Steve Moss – Campaign lead OBV

On May 2nd, 2024, we had Mayoral, Combined Authorities and Police and Crime Commissioner elections taking place across London.

The perennial question among Black and Asians who are registered to vote, is whether they should bother to vote at all? And who can blame them.

Many would agree that party and Westminster politics in the UK has become an increasing ugly, hostile, and aggressive arena.

The unprecedented scale of threat of murder, violent attack and personal abuse that non-white male MP’s receive is powerfully illustrative of a deeply threatening ‘political’ culture. An important issue.

British politics needs urgent and radical reform.

See the social media campaign graphics [HERE](#).

Operation Black Vote website [HERE](#).

“ I liked the Creative Conscience stand”

Student – EGA School

GREEN CAREERS FAIR



We hosted a stand at Green Skills Career Fair at the Elizabeth Garrett Anderson (EGA) comprehensive secondary school for girls in Islington, London on 24th April 12:30 – 16:00.

The initiative was hosted by Love Design Studio.

Thinking about future careers can be tough and stressful for young people. We are frequently advised that to be successful in our careers, we must follow a certain path; however, we know this is not the case.

There are many twists and turns in life, and we frequently find ourselves in an interesting career that we never expected or even knew existed.

Unlike a traditional careers fair, this event dispelled what a Green Skills profession entails, showcasing the wide range of jobs available that are related to sustainability.

Special thanks to Libby Collar for running this session.

Images courtesy of Love Design Studio

TRAINING THE TRAINERS



We know “education is the most powerful weapon to have to change the world” *Nelson Mandela*

In 2023-24 we had the opportunity to empower and train tutors and leaders in higher creative education. Staff workshops and training sessions. The first of which was at Assembly House, Theatre Street Norwich. Norwich University of Arts. Then University of Arts

London (LCC), Ravensbourne University and finally New City College.

We worked with over 300 educators, training the trainers in creativity and social + environmental impact, on how can we better teach and empower the next generation for the future.

It was awesome.



Eddy Altmann from our team, was also asked to speak at the Global Sustainable Partnership Network, in Manchester. See [HERE](#).

TESTIMONIALS

The creative energy in the packed out room was dynamic and positively infectious and was a joy to be part of”

Zann Hoad – CEO Sharp Sharp Media

It made me realise we can actually make change, thank you so much”

Graduating student – NTU School of Architecture

I was evicted from my home with my two young sons after winning a Creative Conscience New Designers Award. I want to thank you so much again for all the help you gave me and sending the laptop. We are all doing great now”

Nomi Maci – Interior Designer Glasgow Scotland

“After being introduced to Creative Conscience with a university talk, I felt this overwhelming wave of passion and inspiration come over me. That is when I realised that design activism is what I was meant to do.

It’s rare to feel connected with an organisation instantly, but they showed me what integral design for change could look like and how it can be used to help make a fairer world”

Libby Collar – Graphics Graduate MMU



“Creative Conscience made me gain clarity and confidence in my career path. Despite the challenges, I now know I’m on the right track, doing what truly matters.

Through their individual coaching and supportive environment, I’ve gained understanding on my goals and received great strategies to overcome career obstacles. Before the course, I was struggling, but now my path is more clear thanks to their guidance and wealth of knowledge.

Thank you for empowering me to pursue my creative passions with purpose.”

Trixi Marx - Sugar Studio

Creative Conscience talks a lot about the power and importance of hope, turning that hope into action, secondly the power of anger and humour”

Sir Jonathon Porritt – CC Ambassador

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