

EACA and Effie Europe launch new award: Effie for Democracy

New category will recognise the power of advertising to promote civic engagement, inclusive institutions and democratic values

Lisbon, 27 March 2026 -- The European Association of Communications Agencies (EACA) and Effie Awards Europe are launching a new award category for this year's Effie Awards Europe to celebrate the role that effective advertising can play in promoting democratic values.

Launched at EACA's Spring Conference in Lisbon, the Effie for Democracy is designed to inspire the creative and communications industry to use their skills and platforms to positively impact civic engagement and participation, the institutions for justice, fairness and equal representation, media literacy and democratic values.

The new award will be formally launched by European Parliament First Vice President Sabine Verhayen at the conference, reflecting EACA's belief that advertising and marketing can help address some of society's big challenges.

"At a time when Europe is navigating profound technological, societal and geopolitical change, initiatives like this take on particular importance. The Effie for Democracy is not only an award — it is a signal. A signal that Europe's creative industries stand alongside Parliament in contributing to informed public debate, using their influence to strengthen the democratic engagement that is the very foundation of this institution. By recognising this work, we are not only celebrating excellence — we are also setting a direction for the future of European democracy.", VP Verhayen said.

The first Effie for Democracy prizes will be presented in Brussels on December 3 as part of the 30th anniversary celebrations for the Effie Awards Europe.

The ambition with the new prize is to recognise work from brands and NGOs that inspire people to care about human rights, free expression, fair representation, accountability and the essential freedoms that allow democracy to thrive.

"I'm a firm believer in the power of advertising and marketing to make our world a better place and this new award is designed to provide a platform for great campaigns that truly make a difference. Democratic values are under pressure like never before and celebrating work that strengthens them is a mission for our time," said Charley Stoney, CEO at EACA.

Work entered in the new Civic Engagement & Democracy category should motivate audiences to protect and advance democratic values, a local, national or regional level. And as with everything Effie, the results must also be measurable with proof of how the campaign inspired civic engagement or strengthening democratic values.

Examples of suitable campaigns include:

- **Youth engagement & future voices:** Celebrating young people shaping the democratic conversation, including collaborations between brands and youth that champion electoral participation, justice, inclusion and freedom of expression.
- **Protecting freedom of expression/equal representation:** Celebrating campaigns that stand up for fundamental rights — from free expression to equality, inclusion and representation.
- **Countering disinformation:** Honouring campaigns that confront false narratives, promote fact-based dialogue, and help audiences navigate today's complex information landscape.

- **Develop regional & local solidarity around peace, cooperation and democratic values:** Recognising creative work that builds bridges between communities and reinforces shared human and democratic values.

Entries for the new award are due by September 10, with the shortlist announced at the end of October. The winners will be revealed on December 3 at the Awards Gala.

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Notes to Editors

About the Effie Awards Europe

Introduced in 1996, the [Effie Awards Europe](#) were the first pan-European marketing communications awards to be judged based on effectiveness. Effie leads, inspires and champions the practice and practitioners of marketing effectiveness through education, awards, ever-evolving initiatives and first-class insights into marketing strategies that produce results. Effie recognises the most effective brands, marketers and agencies in Europe and is considered as global symbol of achievement, while serving as a resource to steer the future of marketing success. EFFIE® and EFFIE EUROPE® are registered trademarks of Effie Worldwide, Inc. and are under license to EACA. All rights reserved. Find us on [LinkedIn](#).

About EACA

The European Association of Communications Agencies (EACA) represents more than 2 500 communications agencies and agency associations from nearly 30 European countries that directly employ more than 120,000 people. EACA members include advertising, media, digital, branding and PR agencies. EACA promotes honest, effective advertising, high professional standards and awareness of the contribution of advertising in a free-market economy and encourages close co-operation between agencies, advertisers, and media in European advertising bodies. EACA works closely with EU institutions to ensure freedom to advertise responsibly and creatively. For more information, visit www.eaca.eu. Connect with us on [LinkedIn](#).

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