

## Winner Announcement – 2025 Ad Net Zero Competition

Brussels, 1 December 2025: The European Institute for Commercial Communications Education (edcom) and the European Association of Communications Agencies (EACA) are delighted to announce the winners of the Ad Net Zero x edcom Student Competition, created to empower students across Europe to imagine bold, creative solutions driving the advertising industry's journey to net zero.

The Ad Net Zero Student x edcom Competition invites students to respond to a real sustainability-focused brief connected to the Ad Net Zero Action Plan, challenging them to develop innovative ideas that inspire behavioural change and demonstrate how advertising can support the transition to a low-carbon future. By merging creativity, strategic insight and environmental responsibility, the competition aims to nurture a new generation of purpose-driven communicators.

The team composed of **Rory Harrison & Lélia Bterrani**, from **ISCOM: Institut de Communication et de Publicité, Paris**, took **first place** in the 2025 edition of the competition, under the supervision of **Rebecca Dry**, Director of ISCOM's *International Communication Programme* and Senior Professor.

**Rory Harrison and Lélia Bterrani**, winners of the 2025 edition, shared:

*"Winning this competition has been incredibly rewarding, especially after several all-nighters on a tight deadline! We are truly proud to represent ISCOM and would like to thank Rebecca Dry, Edcom, and Ad Net Zero for giving us the opportunity to take part and put our creativity to work for such a meaningful cause. We are extremely grateful for the recognition."*

**Kirstie Riedl**, edcom President / Head of Master Programme Green Marketing at FH Wiener Neustadt, commented:

*"As this was the first-ever Ad Net Zero & edcom student competition, it has been fantastic to see such enthusiasm, creativity, and commitment from students across Europe. The winning team from ISCOM — Rory Harrison and Lelia Bterrani — truly impressed the jury with their fresh thinking and strategic approach to communicating sustainability. Well done!"*

**Mary O'Sullivan**, Director of Europe International Market at Ad Net Zero, added:

*"Seeing the exceptional quality of work coming from these students confirms the future is bright for our industry. It is through collaboration with our academic and industry partners that we can ensure sustainability is reinforced as a core professional skill for this industry. ANZ Europe is determined to be the leading force for sustainable change, and we are exceptionally proud to have played our part in this. We are determined to*

*continue to champion projects like this one to help shape the future of European advertising — and advertisers!”*

The winners of this year's competition will have the opportunity to present and share their work at the EACA All Hands Meeting on 10 December, before regional leading industry figures and EACA Members.

The 2025 jury brought together an outstanding mix of academic leaders and industry experts, all dedicated to advancing creativity and sustainability in advertising. The Grand Jury included respected figures such as Kirstie Riedl, edcom President and Head of the Master Programme in Green Marketing at FH Wiener Neustadt; Arnoud Versluis, edcom President and Programme Manager for Creative Business at Breda University of Applied Sciences; Charley Stoney, CEO of EACA; and Mary O’Sullivan, Director for Europe International Market at Ad Net Zero.

They were joined by representatives from major platforms like TikTok, leading agencies including WPP and TBWA, and sustainability advocates from Ad Net Zero across the world. Together, their combined experience ensured a fair and insightful review of this year’s submissions. Beyond celebrating creativity, the competition highlighted how students are actively engaging with sustainability and shaping ideas that will help lead the advertising industry toward a greener future.

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For more information, please contact Francesco Bottegal, Project Officer at [Francesco.bottegal@eaca.eu](mailto:Francesco.bottegal@eaca.eu).

#### *Notes to Editors*

#### **About Ad Net Zero**

Ad Net Zero is the advertising industry's global, five-point climate action program, with the European chapter determined to be the leading force for sustainable change across the region. Action 5 of the framework focuses on leveraging advertising's influence to support more sustainable consumer choices and behaviours, ensuring the industry is part of the climate solution.

#### **About Ad Net Zero x edcom Competition**

The Ad Net Zero Student Competition challenges university teams across Europe to develop creative, strategic, and sustainability-driven solutions inspired by the Ad Net Zero Action Plan. The competition aims to empower the next generation of communicators to shape a low-carbon future by demonstrating how advertising can reduce environmental impact, inspire behavioural change, and support the sector’s transition towards net-zero emissions.

#### **About edcom**

edcom is the European Institute for Commercial Communications Education. It strives to promote excellence in commercial communications education and research and to further exchanges between the European commercial communications sector and academic partners. Edcom was founded by EACA together with the founding academic partners in 2007. Find us on [Twitter](#), [Facebook](#) and [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 works closely with EU

institutions to ensure freedom to advertise responsibly and creatively. For more information, visit [www.eaca.eu](http://www.eaca.eu).  
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