

Call for Entries: edcom x Ad Net Zero Student Competition 2026
Reimagine the Future of Advertising – Sustainably.

Edcom is Europe's leading institute for commercial communications education, connecting academics, students, and industry professionals across 46 academic institutions in 16 countries. Our mission is to foster excellence in education, research, and industry collaboration in a rapidly evolving communications landscape.

Ad Net Zero is a global initiative committed to reducing the carbon impact of advertising to net zero. In Europe, Ad Net Zero is active in Poland, Finland, Norway, Italy, the Netherlands, Belgium, Slovakia, and Türkiye, working with agencies and trade associations to implement sustainable change through its 5-Action Framework.

Why This Competition?

As advertising becomes a force for good, the next generation of creatives and strategists—**you**—must play a central role. This competition empowers edcom students to lead the industry's transformation by applying Ad Net Zero's sustainability framework to real-world challenges. Teams should consist of **1 or 2 students**.

Together, edcom and Ad Net Zero invite you to:

 **Create a 3 minute video** that educates and inspires, explaining Action 5 (sustainable behaviour) of the Ad Net Zero framework and communicates its significance, and explain the specific behavioral change you targeted, the insight or research (e.g., Kantar) that drove your creative direction. Explain how your video specifically targets the professional mindset of agencies/brands

What's in it for You?

Grand Prize

- 2 entries to the **Effie Day on the 3rd of December in Brussels**, including:
 - Access to **two industry conferences**
 - **Your winning video featured** in front of an exclusive audience of agency and brand leaders, offering a unique chance to showcase your work and connect with industry players during the **Ad Net Zero coffee break networking session**.
 - Entry to the **Effie Awards Europe Gala**
-  Travel stipend: €500 per participant (no matter where you travel from)
-  Industry visibility: Winning and runner-up videos will be shared across Ad Net Zero Europe's platforms

Who Can Apply?

 All currently enrolled students of **edcom academic member institutions** are eligible. Each University may submit a maximum of three entries (per campus).

Jury & Selection Process

The jury includes: representatives from Ad Net Zero Europe/UK and edcom.

Selection will take place in two rounds:

1. Preselection: Shortlisting top entries
2. Final round: Choosing the top 3 winning teams

 The **winning team** receives the Grand Prize.

 The **second and third place** will be celebrated across Ad Net Zero's channels and showcased during the Ad Net Zero intervention at the Effie Day.

Ready to Make a Difference?

Join us on **March 4th at 17:00 CET** for an informative webinar where we'll break down the Ad Net Zero framework, walk you through the **brief**, and answer all your questions in a live **Q&A**. Register [here](#).

Submit your entry by May 1st, 2026.

For more details, updates, and registration, stay tuned via edcom and Ad Net Zero Europe channels!