



Our first mission is to tackle the epidemic of LONELINESS



Because **What We See Changes What We Do**

For decades, powerful visual ideas have helped change how society behaves. They have shifted norms. Saved lives. Moved culture. But right now the power of art is not being harnessed to tackle social issues in a strategic way.

Art For Social Change exists to bring that power back - using creativity in combination with behavioural science to tackle major social challenges.

What you need to know:

- We are setting up a new global charity that will create visual imagery to help tackle the social issues by changing behaviour
- Backed by leading figures from advertising, behavioural science and education
- Building a global community of creatives who want their work to create real social impact
- **The Art For Social Change Awards is the competition at the core of the charity**, inviting submissions for a largescale public behaviour changing campaign
- The winning work will be judged on its ability to impact on negative social behaviour
- **Winning work will feature in a largescale public advertising campaign in major cities** - starting in London – our *proof of concept* city.



The Art For Social Change Awards

We are inviting you to enter the [Art For Social Change Awards](#).

We want you to create a **bold poster**, to change people's behaviour. A **behavioural nudge** designed for real streets and public spaces, that could make London feel more human, more friendly, more caring, more empathic.

All entries will be tested for their Behavioural Creative Energy (their unique ability to influence attitudes and actions), using a cutting-edge methodology, and the **50 ideas with the strongest potential impact will be shortlisted for The Art For Social Change Awards**.

The shortlisted works will be judged by leading creative industry figures and social change makers, including Sir John Hegarty, Sir Mark Thompson, Paul Bainsfair and Rory Sutherland - people whose work has already shaped culture and careers - and the Top 10 will be selected to become the **centrepiece of a major London behavioural change street campaign**.

Working with Bauer media the campaign will appear on flagship Adshel live poster sites and digital billboards, and it will launch on **Blue Monday 18 January 2027**, designed to reach at least 90% of London's adult population in multiple forms. The campaign will be seen by *millions* of people in our streets and online.

All 50 shortlisted works will become part of the [Art For Social Change Visual Databank](#) available for free to teachers, councils, NGOs and citizens worldwide to download and use.

Entry is free – as many entries as you wish. Deadline for submission is 31 July 2026. The Top 10 winners will be announced on 1 Oct 2026. The Campaign will launch 18 Jan 2027 – Blue Monday.



Full Creative Brief: Mission 1: Tackling Loneliness

The Epidemic of Loneliness: The Context for ACTION

- **33% of adults worldwide feel lonely regularly** (WHO, BMJ).
 - Anchor: Imagine over a third of your social media friends feeling isolated.
- **46% of men and 45% of women in the US report feeling lonely** (Cigna US Loneliness Index).
- **40% of young people globally (aged 16-24) experience loneliness** (BMJ).
 - Anchor: In the UK, this rises to 1 in 2 young people.
- **Nearly 50% of young adults say no-one has asked how they are doing in weeks** (Making Caring Common).
- **60% of university students report feeling very lonely** (American College Health Association).
- **Nearly 25% of adults aged 65 and older experience social isolation** (WHO).
 - Anchor: Think about one in four older adults in your community living in isolation.
- **Only 50% of people intervene to help someone in distress** (Nature, 2019).
- A 2025 study of three US cities by colleagues at Yale and Harvard showed we now walk faster, linger less and socialise less than we did 50 years ago – **revealing the thinning social fabric of our cities.**

“Something is thinning in public space. Pavements are still crowded. Parks still bustle. But if you look more closely (...) the texture of our interactions has changed.”



Tackling the Epidemic of Loneliness

The first mission of **Art For Social Change** is to create powerful, thought-provoking visual art to inspire individuals to act unselfishly, to be kinder, gentler, friendlier, more thoughtful and more empathetic to others.

We want you to create a bold visual poster that might change people's behaviour. Think about your poster acting as a behavioural nudge for people walking in streets and public spaces – to catch their attention, to make them think, feel or act differently. Your aim is to make London feel more human, more friendly, more caring, more empathetic. Remember, even small gestures or acts - a comment, a nod, a smile, a quick hello, a moment of concern - can create a ripple effect of kindness, empathy and connection. Create artwork to inspire connection, empathy, kindness or maybe just to make people smile or laugh. We want artwork that is powerful and thought provoking.

Keep in mind that the winning poster will become the centrepiece of a major London behavioural change street up media campaign, appearing on poster sites and digital billboards as well as the sides of buses and in shop windows! It will be seen by millions of people.

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Posters can be painted, drawn, collage, multimedia, photographic – they can be visuals with words, just visuals or just words, whatever you feel is right.

All posters must be your original work – you can use AI to help but you must hold the rights to the elements involved.



Entry and Submission Criteria:

You need to submit a single static visual image size A3 / A4

Artwork must be designed to work in public space as a poster – think digital billboards, bus sides, bus shelters

You may enter as many times as you like, but you may only submit one image per entry

Technical Requirements (Important but Simple)

Your image must be:

- At least A4 size at 300dpi (minimum 2480 x 3508 pixels)
- Clear and high resolution / not a mock up
- RGB colour
- JPG or PNG format
- Maximum 4MB
- Submissions must be uploaded via our digital [Art For Social Change](#) portal

Deadline

Deadline for submission is 31 July 2026 via the [Art For Social Change](#) portal.

Terms & Conditions

- You will need to agree T&Cs on submission – which will involve licencing the artwork to AFSC. This will not affect your commercial rights.
- AI-assisted tools are allowed but you must hold the rights to all elements used.
- Winning ideas will be displayed across London - on posters, in public spaces, on transport and across digital screens.
- If you are shortlisted, we may ask you to provide original artwork and potentially higher-resolution or editable version of your artwork so it can be prepared for professional production.
- Don't worry if you're not a production expert - our team will support you to ensure your work is ready for exhibition while preserving your original idea.



Inspirational Creative Angles To Start Your Thinking

Art can inspire connection, empathy and kindness by:

- Nudging individuals to reach out to others
- Fostering a sense of community
- Highlighting the importance of social connections and combating isolation
- Promoting friendship and addressing unkindness or hostility
- Motivating acts of kindness towards strangers
- Raising awareness of others' feelings and promoting empathy
- Encouraging greater awareness and consideration for others

Art can inspire connection, empathy and kindness by changing behaviour such as:

Smiling or connecting with strangers

Showing more patience and courtesy to others

Offering help without being asked

Prompting people to step in naturally

Insight: A fleeting smile or friendly eye contact is a tiny gift that breaks through the cold anonymity of a crowd.

Insight: One invitation can change a day, maybe even a life.

Insight: Patience is a tiny sacrifice that could mean a lot to someone else.

Insight: Unexpected help is a powerful micro-bond



Specific powerful behavioural acts to consider – how might your idea nudge the following?

A smile or a greeting with people you pass (it can transform cold spaces)

A nod or wave when you see a neighbour

To get someone to take their headphones off in their community – to listen, engage, smile

To give or share a small compliment - “nice coat!” or “love your dog!” - to break the ice.

To notice if someone seems alone or isolated and nudge inclusion – move people in from the edges

To inspire connection, inspire friendliness, inspire empathy

To make people sense this is a friendly place – a friendly zone

To encourage people to check in on others

To let someone off the tube or bus before you rush on (highly visible, ripples through crowd)

To hold the door an extra moment for the person behind you

To think about how you might start a positive ripple effect – a reciprocity wave



Leveraging Behavioural Science to SUPERCHARGE the impact of your ideas:

Saliency: Design striking visuals to highlight a lack of empathy to others or suggest small acts we can do every day that will make the world a friendlier, kinder, more empathetic place. Even saying good morning and smiling when you walk down the street can change the world by building reciprocity.

Anchoring: Use familiar, relatable starting points to draw viewers in and shift perceptions, making positive behaviours feel attainable. Recognise how the world around you can be an unfriendly, lonely place, lacking care and empathy and consider how you might inspire new behaviours, new awareness of these issues with your art.

Victim Identifiable Affect Bias: Use relatable individuals eg a single, identifiable victim, to evoke empathy and urgency. The person we just walked past sitting on their own looking sad, has a name and an identity. The neighbour you always see on their own but never say hello to.

Social Norms: If people sense others are doing something they are not or notice that there is a shift in behaviour or attitudes with which they are out of line, this creates a subconscious energy that prompts them to want to align their behaviour.

Framing: Experiment with 'gain' framing - how might you demonstrate the positive outcomes of kindness or empathy. But also look at how you might show negative outcomes of selfishness or empathy – that's 'loss' framing. Loss or gain can both be awesome ways to subconsciously power your art.

Loss Aversion: Highlight what we are actually losing out on; the emotional losses tied to selfishness and isolation and emphasise the richness gained from community and empathy.



Art For Social Change – The Change Team

Sir Mark Thompson - Internationally respected media leader, Chair & CEO of CNN Worldwide, and former CEO of *The New York Times Company* and Director-General of the BBC.

Sir John Hegarty - Co-founder and Creative Director The Business of Creativity. Co-founder and Creative Director The Garage Soho. Founder Creative BBH London.

Dr Juli Beattie OBE - Founder of At The Bus and The Art Room. Created The Beattie Method, an intervention using art as therapy, to support children with complex needs. It is designed to enhance their mental wellbeing, self-esteem and independence and avoid exclusion from mainstream schools.

Rory Sutherland - Vice Chairman of Ogilvy UK and one of the world's foremost thinkers on behavioural economics, creativity, and decision-making.

Pip Jamieson - Founder & CEO of *The Dots*, named one of *Computer Weekly's* Most Influential Women in Tech 2025 and a leading voice for inclusive, creative innovation.

Thom Noble - Director of CloudArmy and Founder of NeuroStrata and pioneering authority in applied neuroscience, uncovering the emotional drivers of behaviour for leading global brands.

Stephen Maher - Chair of The Gate (MSQ) and former Chair of *The Marketing Society* and DMA and recognised for uniting creativity, effectiveness, and social purpose in global marketing.

James Fairclough - Chair of BBC Children in Need, Furthr, Settlement Agreement Solicitors and Kindred. Trustee of Leukaemia UK and the AA Charitable Trust. Previously held senior executive roles at the AA, IWG, Sky and Simply Business.

Dan Cresta - Co-founder of Nurture and former Chief Strategy Officer across pioneering media organisations including PHD, Naked, CBS and the7stars; champion of big business partnering with start-ups and social enterprises to drive positive impact.

Dr Michael Smith - Behavioural science global leader and UC Berkeley scholar. Renowned speaker, adviser and strategist to global corporations.

Anna Hopwood - Chief Strategy Officer at VerityRI. Previously spent 20 years at leading advertising agencies including BMP and Adam & Eve DDB. Her passion for art led to a recent small diversion for an MA in Fine Art at Central Saint Martin's.

Darren Bridger - Co-founder of CloudArmy and trailblazer in neuromarketing, advancing the science of non-conscious measurement in global brand strategy.

Jayne Barr - Strategic marketing and transformation leader, former Interim MD of Marketing at *London & Partners* and Head of Brand & Creative at Middlesex University, with cross-sector experience spanning Shell, Aviva, and emerging AI ventures.

Mark Earls - Internationally recognised behavioural science pioneer, and speaker, *The HERDmeister*. Former Global Strategy Lead at O&M. A Fellow of *The Marketing Society*, *RSA*, and Honorary Fellow of the *IPA*. Described as "like Malcolm Gladwell on speed".



The Trustee Board

James Beaton - Chair of Trustees -Managing Partner at Cripps LLP since 2023, previously Founding Partner and Head of Corporate at Cripps Harries Hall LLP from 2004 - 2023

Sarah Cary (Jones) - PwC / LSE MPA - PwC specialist at applying behavioural insights to strategy, economics and public policy, former Senior Behavioural Scientist at the Cabinet Office, former strategy adviser Ofsted - co-developing strategy, former Global Behavioural Science Consultant at The Behavioural Architects.

Crawford Hollingworth - FMRS, FMS, FRSA - **Founder of Art For Social Change**, Founder and Global Chairman of The Behavioural Architects, Partner of Ad Agency Do Not Behave, former Founder and Global Exec Chair of The Futures Company WPP. Co-Author of How Your Brain is Wired: An Owner's Manual. Patron and adviser to AT The Bus.

Melanie Cunningham - Author of Becoming an Autism-affirming Primary School: How to listen to our autistic pupils to create meaningful change, published by Routledge 2024, Adviser on Inclusive Education, Assistant Head Teacher Richmond. Former head buyer for M&S

