

Nomination: 21214

adobo Year of Creative Sustainability: Leading the charge in uncertain times for the creative economy

**Page: General Information**

**Name of Organization / Company**

adobo Magazine

**Logo**

Download File (<https://asiastevieawards.secure-platform.com/file/33704/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjozMzcwNCwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImlnbkb7GpGulNCefs?adobo%20magazine%20logo-01%20%281%29%20%281%29.png>)

**Web Site Address**

<https://www.adobomagazine.com/> (<https://www.adobomagazine.com/>)

**Page: Entry Information**

**Entry Title**

adobo Year of Creative Sustainability: Leading the charge in uncertain times for the creative economy

**Category**

W01 - W03 - Thought Leadership > W02. Thought Leadership Campaign of the Year

**Submission Format**

An Essay of up to 625 Words

Essay

The world of creativity has undergone massive and rapid shifts: labour strikes, the massive push for content creation, and the widespread adoption of AI – trained on a wealth of human-generated work – have pushed creative still struggling to assert their value in the creative economy – to face threats in their jobs and livelihood.

As the Word on Creativity, adobo Magazine embraced a responsibility to help become a voice of reason and authority in uncertain times for the world of creativity. Thus, it declared 2024 as the Year of Creative Sustainability – shaping its editorial direction, programs, and initiatives towards helping explore how we can adapt to an ever-changing creative climate.

The goal was to serve as a guide to educate, enable, and empower creatives – helping connect them with more opportunities where they can shine and work for the creative economy at large. Adobo Magazine took a holistic approach to creative sustainability – including business and ways how creatives can sustain their lives and careers in ways that are fulfilling.

Thus, adobo embarked on a series of programs – from 2023 to 2024 – that have built up to the year of Creative Sustainability. Adobo built on a steady pipeline of stories and editorial content that focused on creative sustainability. Its content tackled Creative Industries Development Act and the UNCTAD’s Creative Economy Programme, and how they can lead to systemic improvements in creative fields. It also addressed concerns such as self-care, mental health, and work-life balance, creating safe spaces within our creative environments and inspiring a culture of inclusion and innovation among creative ranks. This also includes continuing to encourage diversity in creativity – such as uplifting the value chain of creative talent among women and the LGBTQ+ community.

- Beyond editorial work, adobo also shaped its initiatives around this theme:
- Women Arise: Forging a Sustainable Future for Creativity, featuring top creative figures and leaders, including Senator Loren Legarda and former Tourism Secretary Bernadette Romulo-Puyat;
  - The host of the first-ever Portfolio Night in Manila, the first time Manila joined 24 other cities in 16 countries for the renowned portfolio review program. Partnered with universities to put the spotlight on students and future creative professionals’ work, nominated by their university deans and reviewed by top talent – helping champion the next generation of creative talent and nurture a sustainable pipeline;
  - Adobo LIA Young Creative Competition revamped its usual mechanics of concept boards and individual entries to teams of pairs submitting real creative prototypes, such as a scale model or product design that aim to solve the world’s problems – going beyond the confines of a usual advertising creative competition. First-prize winners win an all-expenses-paid trip to the Creative LIAisons program in Vegas, meeting the world’s top creative minds; runner-ups would receive an exclusive virtual mentorship opportunity with the mentors of the Creative LIAisons program;
  - The adoboTalks Podcast launch, featuring high-level conversations with the Philippines’ and the world’s top creative figures on how creativity unleashes inventive solutions that fuel the economy. Guests included Filipino Pixar director Ronnie del Carmen, Rep. Toff de Venecia, and executive creative director for 180 Amsterdam Katrina Encanto, among others.

Adobo led pioneer partnerships, opening doors and forging a sustainable pipeline of opportunities for the local creative industry. These include partnerships with 4As Kidlat, Graphika Manila, Spikes Asia, ADFEST (APAC), Mad Stars (Korea), Cannes Lions, the Gerety Awards, the London International Awards, and D&AD – where adobo served as a strategic media partner, and its founder and editor-in-chief Angel Guerrero serving as panelist and moderator for their sessions.

Adobo’s series of programs for the Year of Creative Sustainability were widely acclaimed:

- Full attendance for each event
- Total online reach was over 1 million
- P4.5 million worth of media impressions

For this category please provide

An essay of up to 625 words describing the nominee’s innovative achievements in thought leadership since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Credits

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

**File 3****File 4**

No File Uploaded

**File 5**

No File Uploaded

**File 6**

No File Uploaded

**File 7**

No File Uploaded

**File 8**

No File Uploaded

**File 9**

No File Uploaded

**File 10**

No File Uploaded

**Do You Have Website URLs you would like to link to**

Yes

**URL 1****URL 2****URL 3****URL 4****URL 5****URL 6****URL 7****URL 8****URL 9****URL 10**

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**Terms and Conditions**

I Agree