

#CannesLions2022 focuses on driving action and progress

This year [Cannes Lions](#) will return with a strong focus on driving action and progress for people, business and society.



CEOs, CMOs, activists and the world's most awarded creatives will join the stage to not only celebrate excellent creative work that has driven the world forward – but engage the creative community through collaboration and interactive sessions.

The world's most creative minds will be brought together in an aim to solve some of the industry's biggest challenges and the world's most urgent problems.

The festival programme will be built around six priority areas where CEOs, CMOs, creatives, activists and world leaders will convene to collectively address them, take action, find solutions, and drive progress through creativity: Sustainability; DE&I; Talent; Data and Technology; Business Transformation and Creative Effectiveness.



Cannes Lions & One Club show support for Ukraine

Danette Breitenbach 7 Mar 2022



Attendees can expect to have a more interactive role in the festival programme, with the invitation to collaborate on brand new initiatives around these topics.

South African judges at Cannes

There are seven awarding judges selected to represent South Africa at the Cannes Lions Festival of Creativity in June 2022.

Showcasing South African talent this year, are Ryan McManus, Fran Luckin, Nkanyezi Masango, Neo Mashigo, Xolisa Dyeshana, Sibusiso Sitole and Tseliso Rangaka.

See the talent joining the stage for this year's festival [here](#).

For more, visit: <https://www.bizcommunity.com>