

FUTURE COMMUNICATORS FOUNDATION LAUNCHES 2ND YEAR OF GLOBAL SCHOLARSHIP PROGRAM IN PUBLIC RELATIONS AND COMMUNICATIONS *WITH 11 SCHOLARSHIPS WORLDWIDE AT 6 UNIVERSITIES ON 5 CONTINENTS*

(EARTH, 25th September 2024)—The Future Communicators Foundation (FCF) has launched the second year of its [global scholarship program](#) that fosters communication skills around sustainability, climate, and social responsibility. By partnering with agency sponsors and universities from around the world, the FCF supports aspiring professionals with education funding and mentoring, while creating professional networks among students, faculty, and industry around sustainability initiatives that positively impact the planet.

In 2024, the FCF is delivering **eleven** scholarships for senior students in public relations and communications, in partnership with our six sponsoring agencies on five continents. The FCF Scholarships include two annual awards provided by **Adfactors PR** at ScoRE, India ([link](#)); two annual awards from **ICON** at RMIT, Australia ([link](#)); and annual awards from **FINN Partners** at FAMU, Florida ([link](#)); **Tucker/Hall** at University of Florida ([link](#)); and **SPRG** at CUHK, Hong Kong ([link](#)). The FCF itself sponsors four full-tuition scholarships at WIUC, in Accra, Ghana, partnering with **Mahogany Consult** ([link](#)).

The FCF Scholarship is producing **long-term impact** by creating an ever-growing network of students, faculty, and professionals that value social responsibility to climate and sustainability in the communications industry. The FCF is further impacting University education in public relations through the integration of the scholarship program into course pedagogy. Prestigious universities including **RMIT** (Australia) and the **University of Florida** (US) have incorporated the FCF Scholarship into their communications curricula, seeing it as an invaluable means to teach responsible ethics in professional practice. Students are also taking the initiative themselves to pay-it-forward—just like we all need to do for the planet. At **ScoRE**, in Chennai, India, the [2023 Adfactors PR winners](#) of the FCF Scholarship have used their funds to set-up a ScoRe Alumni Network Scholarship to support their fellow students, encouraging the growth of the profession in India's Eastern region.



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The FCF Scholarship is focused around a yearly theme addressing communications strategies for sustainability and climate initiatives. In 2024, competitions focus around fostering meaningful public action and measuring behavioural change. Each competition addresses the theme in ways particular to the region, from **“Communicating a Clean Energy Future in Australia”** (ICON at RMIT, Melbourne) to **“Protecting Paradise: Responsible Tourism and Environmental Stewardship”** (FINN Partners at FAMU, Florida). Regional campaigns include **“Behaviour Change for a Swachh Bharat (Clean India)”** (Adfactors PR at ScoRe, India); **“Smart Ideas for Engaging Citizens in Healthier Lifestyle Choices”** (SPRG at CUHK, Hong Kong); **“Behaviour change(s) that will contribute to sustainability and/or help curb the climate crisis”** (Tucker/Hall at University of Florida); and **“Communicating the Climate Crisis: Motivating and Measuring Behavioural Change”** (FCF Scholarship at WIUC, Ghana).

Student entrants are tasked with designing an inventive communications campaign that not only raises awareness of sustainability and climate challenges but also considers how to do so using low-cost and limited means. Students are required to create a campaign brief, short video, slide deck, and statement of purpose as part of their submission, focusing on one key action or behavioural change that can be implemented, and measured, in their community. Student videos from FCF competitions can be viewed on our [FCF Youtube](#).

OUR SPONSORS SPEAK TO SUSTAINABILITY

“We’re thrilled to partner with the Future Communicators Foundation and RMIT University to offer a scholarship that challenges the next generation of PRs to create inventive and practical communication campaigns addressing the climate crisis and social justice issues,” says **Joanne Painter, Co-Founder of ICON Agency**.

“Sustainability principles are the foundation of sustainable business and an integral part of corporate reputation. Our scholarships in partnership with The PR Trust and SCoRe are a small step in this direction,” says **Madan Bahal, Co-Founder of Adfactors PR**.

“The SPRG FCF Scholarship serves an excellent opportunity for students to apply their hard-earned communication skills and knowledge, combined with their passion, enthusiasm and



innovative spirit to develop a campaign that advances the environment, public health and social justice. Moreover, we trust that the programme will benefit the community since stakeholders can draw inspiration from the students, who are providing fresh perspectives on building a sustainable future for all of society,” says **Richard Tsang, Chairman of SPRG**.

“Our firm believes that the FCF’s mission of supporting students and young professionals entering the industry, while addressing sustainability and social responsibility in public relations, is an important one,” says **Bill Carlson, President of Tucker/Hall**.

“Sustainability is one of the most pressing topics in today’s society,” says **Allard W. van Veen, Founder of The PR Trust**, the 501(c)(6) non-profit organization that administers the Future Communicators Foundation. “I firmly believe that PR professionals can play a more prominent role in promoting sustainability. We hope that the FCF Scholarship will help to develop students’ social conscience and encourage them to make an impact, in terms of promoting a fair and sustainable world.”

ABOUT THE FUTURE COMMUNICATORS FOUNDATION

The Future Communicators Foundation (FCF) provides aspiring young professionals with scholarships, learning opportunities, and outreach programs that foster communication skills around social responsibility to sustainability and climate. The FCF is an initiative of The PR Trust, a 501(c)(6) non-profit organisation that provides knowledge and networking opportunities, student scholarships and awards programs that elevate and empower aspiring professionals and young leaders in communications. Learn more at:

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