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TILLY KUMAR WINS INAUGURAL WILDFIRE FCF SCHOLARSHIP IN MARKETING COMMUNICATIONS AT BOURNEMOUTH UNIVERSITY

(Bournemouth, UK, 25th November 2025)—Wildfire and the Future Communicators Foundation (FCF) are proud to award **Tilly Kumar** with the inaugural **Wildfire Future Communicators Foundation Scholarship**. Thanks to the financial support of tech PR agency **Wildfire**, the **£2500 GBP** FCF Scholarship is awarded annually to senior undergraduates enrolled in Marketing Communications at **Bournemouth University**.

The Wildfire FCF Scholarship is focused around a yearly theme addressing communications strategies for sustainability and climate, with the 2025 theme focusing on “Communicating AI’s Climate Contradictions.” Students were tasked with designing a bold, low-cost campaign identifying the climate risks of AI while advocating for sustainable practices. Along with the £2500 GBP award, scholarship winners receive a one-hour mentor meeting with **Chris King, Joint Managing Director** at **Wildfire**, and future opportunities with the FCF.

Tilly Kumar won for her “**Stop the DrAln**” campaign, which encourages students to “stop and think before they decide to search on AI platforms,” with the aim of reducing AI’s negative impact on the climate, particularly fresh water and energy use. The campaign encourages students to “nurture their brains, reduce procrastination, and address memory loss” by engaging in social quizzes and talks around AI. Kumar’s campaign, backed by rigorous social science research, focused on how “AI should not be the first resort when feeling unsure,” as it uses roughly one litre of water per one hundred word response. Her campaign also emphasizes how AI hinders our ability to think for ourselves.



Tilly Kumar, 2025 Wildfire FCF Winner



"At Wildfire we believe that clear, responsible communication around tech and climate is essential. As a B Corp we're committed to helping the tech sector confront the environmental implications of emerging technologies, not just celebrate the upsides. Tilly Kumar's Stop the DrAI campaign does exactly that," says **Chris King, Joint Managing Director at Wildfire**. "Tilly impressed us with a level of rigour and imagination that cuts through the noise around AI's climate impact and turns it into something actionable. Her work challenges behaviour, sparks reflection, and shows the kind of thoughtful, responsible creativity our industry needs. It's a privilege to support her through the Wildfire FCF Scholarship and help shape the next wave of strategic communicators," he adds.

"A hearty congratulations to Tilly Kumar on being our first Wildfire FCF Scholar," says **Dr. Michael Sunderland, Associate Dean Global and Strategic Partnerships, in the Faculty of Media, Science and Technology at Bournemouth University**. "Tilly's Stop the DrAI campaign is inspiring, and she has clearly poured a lot of hard work and expertise into it. I'm sure Tilly will benefit immensely from the opportunities the FCF Scholarship will provide, including the guidance and mentorship of Chris King at Wildfire. I am grateful to Wildfire and the Future Communicators Foundation for establishing the scholarship," he adds.

"I'm delighted to congratulate Tilly on being awarded this scholarship. Her passion and intellectual curiosity realised in the quality of her work are truly impressive," says **Dr. Sae Oshima, Programme Leader for BA (Hons) Marketing Communications in The Media School at Bournemouth University**. "I'd also like to extend my heartfelt thanks to Wildfire and the Future Communicators Foundation for giving our students the opportunity to engage critically with such a vital topic. We live in an era where a rigorous and reflective approach to using AI is essential, and this initiative encourages exactly that. The Wildfire FCF Scholarship powerfully embodies our Marketing Communications degrees' vision of using creativity and communication for positive social change," she adds.



Tilly Kumar: Stop the DrAIIn

"I am so grateful to have been awarded the Wildfire FCF Scholarship for a campaign raising awareness about the climate contradictions of AI," says **Tilly Kumar, 2025 Winner of the Wildfire FCF Scholarship**. "It felt important to talk about the challenges with AI I see within the University and the damages AI can cause the environment, and potentially a graduate's future. With my Stop the DrAIIn campaign, I aim to positively influence my peers by demonstrating sustainable and smart AI use."

"Sustainability has always been important to me and therefore I wanted to grow my understanding and share both the dangers and opportunities that come with combining AI and education," adds **Tilly Kumar**. "My campaign aims to inspire like-minded students and ensure they develop long term and sustainable futures."



"Winning the Wildfire FCF Scholarship has validated my choice of career in Marketing Communications and has energised me to go further and engage in wider work around climate and sustainability," says **Tilly Kumar**. "I thoroughly enjoyed creating my campaign and I have a new confidence that I will continue to create impactful marketing in my future."



ABOUT WILDFIRE

Wildfire is an award-winning, 100% employee-owned growth PR consultancy for tech brands. We turn smart ideas into bold campaigns that get people talking, build trust, and spark demand. As a certified [B Corp](#) and [Great Place to Work®](#), Wildfire is committed to making a positive difference for society and the environment. Wildfire has received multiple awards, including being named one of the [2025 Best Places to Work](#) by the Sunday Times, [2025 Technology Agency of the Year](#) from [PRmoment](#), [B2B Campaign of the Year](#) from [the PRCA Dare Awards](#), and numerous awards from Great Places to Work®, including distinct recognition for [Development](#), [Wellbeing](#), and [Women](#). Visit us at [wildfirepr.com](#).

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: [http://futurecomms.org](#) | [http://theprtrust.org](#)

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