

# A conscious move towards greatness

Issued by [Joe Public](#)

16 May 2017

Joe Public United is proud to have been selected as a finalist in this year's inaugural Conscious Companies Awards™. The awards programme celebrates the journey of human evolution and business leaders and focuses on building the value of business through business values.

"This is a great honour for us. It means we are truly living our purpose and our values towards our great vision – to grow our clients, people and our country towards greatness," said Pepe Marais, Group Chief Creative Office.

The Conscious Companies Awards™ recognises organisations across a variety of categories who:

- operate with a sense of higher purpose
- understand what it takes to be authentic
- integrate the interests of all stakeholders
- develop visionary leaders
- build a culture of trust, accountability, governance and caring
- encourage creativity and innovation
- are a responsible citizen in the communities in which they operate

Joe Public United was shortlisted along with only five other businesses within the category against 70 initial entries. The award ceremony was held on 11 May 2017 in Sandton.

"We're extremely proud to have been selected as finalists because we have always strived to operate with high levels of consciousness as it is key to being an authentic and purpose driven organisation. Having said this, the nomination would not be possible without the broader contributions of the team, who strive to live our purpose and values every day," concludes Gareth Leck, Group Chief Executive Officer.

To find out more about the awards and read more about individual category winners, visit:

<https://www.consciouscompanies.co.za/>

▪ **SheBeen campaign reimagines women's safety in taverns** 21 May 2024

▪ **Chicken Licken gives you the trick to make your family proud** 16 Apr 2024

▪ **Joe Public voted SA's Best Agency To Work For** 5 Apr 2024

▪ **When love is tough, Love Me Tender** 15 Feb 2024

▪ **Joe Public awarded overall Agency of the Year at the 2023 Financial Mail AdFocus Awards** 29 Nov 2023



**Joe Public**

We are a 100% independent and proudly South African integrated brand and communication group, with a philosophy grounded in the purpose of growth.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)