

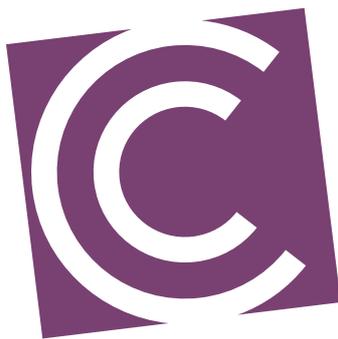
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The Corporate
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Awards 2018

Recognising the good in business

Communicate
magazine





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Welcome

Contents



I have always felt it a privilege to be involved with the Corporate Engagement Awards. Each year has seemed more memorable. Last year, an impromptu standing ovation for members of the London Fire Brigade at the awards dinner was a poignant, and moving moment, just weeks after the Grenfell Tower fire.

But more often, it's those more typical, and less reported, acts of heroism, partnership and collaboration that make the Corporate Engagement Awards so special. Each year, we are able to recognise those companies that are doing good within their communities, through partnerships, sponsorships and CSR. The stories that come from the awards are inspiring, exciting and truly collaborative.

This year is no different. With a 'Grand prix' going to an organisation fighting to ensure better mental health education and understanding among schoolchildren and the 'Best foundation' award going to a company fighting for economic benefits for coffee farmers around the world, this year's winners of the Corporate Engagement Awards set a new benchmark.

I congratulate all of tonight's shortlisted organisations and especially, this year's Corporate Engagement Awards winners, you are truly setting the standard for inspirational and creative collaborations designed, ultimately, for good.

Brittany Golob

Editor, Communicate magazine

- 04 Meet the judges
- 08 The winners

The awards

Partnerships

- 11 Best arts and culture programme
- 12 Best charity, NGO or NFP programme
- 14 Best educational programme
- 15 Best environmental or sustainable programme
- 16 Best pro bono work for a charitable, social or ethical cause
- 17 Best sports and leisure programme

Sponsorship

- 18 Best sponsorship activity to support or develop a corporate reputation
- 19 Best alignment of brand values through a sponsorship activity
- 20 Best engagement of an internal audience in a sponsorship programme
- 21 Most effective sponsorship of a single event

Corporate social responsibility

- 23 Best CSR activity or programme to support or develop a corporate reputation
- 24 Best alignment of brand values during a CSR programme
- 25 Best community involvement during a CSR programme
- 26 Best engagement of an internal audience in a CSR programme
- 27 Best collaboration for a single event
- 28 Most innovative collaboration
- 29 Best foundation

Time

- 30 Most effective one-off campaign
- 31 Most effective long-term commitment

Communication

- 32 Best stakeholder communications
- 33 Best internal communications
- 34 Best PR and external communications

Process

- 35 Best collaborative approach
- 36 Best management of a programme
- 38 **Grand prix**



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The judges



Anna Boss, CSR and sustainable procurement manager, London City Airport

Anna is CSR and sustainable procurement manager at London City Airport. She is responsible for managing the airport's corporate social responsibility programme focusing on education initiatives, community engagement, local employment, environment and sustainable procurement. Anna is also introducing new sustainability reporting methods and is designing and implementing the airport's sustainable procurement strategy. Before joining the airport, she worked for Includio, who operates in the Dutch social sector.



Becky Ettinger, head of corporate partnerships, Natural History Museum

Becky is head of corporate partnerships at the Natural History Museum where she leads the team responsible for securing and managing relationships with corporate partners. She harnesses the great breadth of opportunity the museum has to offer businesses, supports the work of the museum, and delivers a strong return on investment for all parties. Previously, Becky spent 13 years at Comic Relief where she led and developed the charity's long term strategic partnerships that encompassed sponsorship, merchandise development, cause-related marketing, employee fundraising and licensing.



Ed Fletcher, head of fundraising and communications, Hope for Children

Ed is the head of fundraising and communications at Hope for Children. Ed is responsible for the strategy and operations of both the fundraising and communications teams at the charity, delivering high-value partnerships with corporate supporters and philanthropic donors, both in the UK and around the world. In the last five years, Ed has worked closely with a broad portfolio of corporate partners to create and implement innovative partnerships that improve employee engagement, deliver strategic business goals, increase brand awareness, and fund lifechanging projects.



David Greenfield, managing director, SOcial, ENvironmental and EConomic Solutions (SOENECS)

David is a chartered waste manager, fellow of the CIWM and chartered environmentalist with over 16 years of leadership experience in public sector roles focused on waste strategy, planning and delivering efficiencies in the environmental space. He has an excellent track record in transformation facilitated by expertise in partnership working, procurement and strategic policy interventions. He is chair of the Institution of Civil Engineers (ICE) Resources Management Expert panel, a non-executive board director for the Anaerobic Digestion & Bioresources Association (ADBA) and acts as advisor to central and local government.



Sarah Harrison, business development manager, Instinctif Partners

Sarah has spent more than 20 years working in communications and engagement for consultancies such as Wardour, and most recently Instinctif Partners. She is responsible for adding new global brands to the client list, by matching their complex needs with Instinctif's innovative solutions. She believes corporate communications can make or break audience engagement and is due to join the UK Board of the International Association of Business Communicators this summer.



Matthew Leopold, brand reputation – partnerships, sponsorship, skills and education, British Gas

With a background in PR and branding, Matthew has been involved in shaping and implementing partnerships for most of his career, latterly heading up sponsorship and partnerships at British Gas and now as a Director of the European Sponsorship Association. Primarily focusing on the title sponsorship of British Swimming and its subsidiaries, Matthew was able to make swimming's assets work hard for British Gas. Matthew speaks widely about how sponsorship and partnerships work and how they can grow engagement for consumers and employees.



Anna Lovell, head of corporate partnerships, British Red Cross

Anna is head of corporate partnerships at the British Red Cross and has over 12 years of experience in shaping and delivering high profile, long term corporate partnerships, both nationally and globally. Working within the retail, legal, financial, automotive, FMCG and pharmaceutical industries, Anna has built successful and award winning partnerships through maximising collaborative opportunities to deliver impact across a range of metrics.



Freida Moore, head of corporate communications, Hays plc

Freida is head of corporate communications for Hays plc, the world's leading recruiting experts in qualified professional and skilled people. Here she is responsible for leading external and internal communications across the global business, working closely with the marketing and communications teams in 33 countries. Previously, Freida spent nine years as a financial public relations consultant at Citigate Dewe Rogerson, working for a range of listed and unlisted clients. She started her career as a financial and corporate consultant at GCI Focus.



Kerry North, senior community manager, O2 Telefonica UK

As O2's senior community manager, Kerry looks after the Think Big programme, which supports young people in developing and utilising their digital, entrepreneurial and employability skills. Kerry has previously worked across the field of sustainability with small businesses and local government, and thus has a rounded experience. She also leads on award entries for sustainability at O2.



Adam O'Kane, director of fundraising and communications, World Child Cancer

Adam has extensive fundraising experience gained from a wide range of charities including Guide Dogs for the Blind, Great Ormond Street Hospital Children's Charity, St Mungo's homelessness organisation and most recently within international NGOs working in children's healthcare in Africa and Asia. Much of his career has been working with sourcing and securing successful corporate charity partnerships, as well as helping individuals manage their personal philanthropy. Adam is currently leading the fundraising and communications functions at World Child Cancer.



Robert Powell, head of pro bono and CSR Weil, Gotshal & Manges LLP

Robert is head of corporate responsibility and inclusion (CR&I) at Weil, Gotshal & Manges LLP. He manages the full breadth of activities in the London office's award-winning CR&I programme which focuses on four priority areas: pro bono, inclusion, community and environment and wellness. During his time at Weil, Robert has increased employee engagement significantly, resulting in the average Weil London lawyer spending 65 hours a year on pro bono legal work and more than 75% of employees taking part in some form of volunteering activity.



Nicola Robson, marketing manager, Providence Row

Nicola started her career working in marketing for a hotel chain and then spent several years working as a marketing executive for a venture capital investment firm. She moved into the charity sector in 2010 and has worked in marketing and fundraising roles at the Children's Society, Barnardo's and Missing People. She currently works as marketing manager at east London homelessness charity Providence Row.

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Moses Sangobiyi, founder, The Successful Failure

Moses is the founder of the Successful Failure, a platform that challenges society’s stance on failure. Having a background in sports, Moses had to experience his own journey of ups and downs to fully appreciate the importance of bouncing back from failure. Through a combination of interviews, workshops and other live events, the Successful Failure has been able to work with some household names such as Unilever, TeachFirst, Mercedes-Benz and more. Moses has been heavily involved with community projects with roles at Bolton Wanderers, Chelsea FC and other community-centred organisations.



Jacqui Segal, deputy director of corporate partnerships, Great Ormond Street Hospital

With a fundraising career spanning nearly 20 years, Jacqui has worked at a number of sector-leading charities, including Macmillan Cancer Support, Shelter and Whizz-Kidz. Jacqui specialises in forging and delivering partnerships between the charity and corporate sector and, in her 10 years at Great Ormond Street Hospital, has been responsible for raising well over £50m. Key clients and past successes include Premier Inn and Restaurants, M&S, Butlins, ASK Italian Restaurants, Disney, Morgan Stanley and Credit Suisse.



Edward Sharman, senior manager – corporate partnerships, Help for Heroes

Edward oversees the corporate partnerships team for Help for Heroes one of the UK’s leading Military Charities. Whilst overseeing new business and account management teams he ensures all partnerships are delivered to the highest possible standards maximising income and guarantee success for both parties. Working for a number of national charities ranging from the RSPCA, RAF Benevolent Fund to the Eve Appeal and Help for Heroes has given him insight into the corporate world. In addition, he has worked in-house on partnerships including COTY for Deutsche Bank and Nomura, specialising in multi-tiered partnerships as well as cause related marketing.



Grace Shotbolt, membership and communications executive, The Funding Network

Grace is the membership and communications executive at the Funding Network (TFN), a charity that funds small, social change projects through live crowdfunding events and has raised £10.5m worldwide since 2002. Prior to joining TFN, she worked at a startup funding initiative set up by the British Government. Grace is the founding trustee of Hackney Wicked Women, a Women’s Institute group based in Hackney, that empowers women to share skills and strengthen their local communities.



Abigail Tompsett, head of appeals and partnerships, ITV

Abigail is head of appeals and partnerships at ITV and is responsible for managing the delivery of content across all channels which use ITV’s reach for the benefit of communities and causes. Over her seven years at ITV, Abigail has been a key part of the senior management team which delivered Text Santa, ITV’s charity Christmas appeal, that raised over £32m for 25 charities over five years, and Soccer Aid for Unicef, which so far has raised over £24m over 10 years. Abigail helps manage the long term strategic partnership with Unicef, which includes brand development, marketing, fundraising and donation mechanics.



Kesah Trowell, group head of corporate responsibility, Dixons Carphone

Kesah is group head of corporate social responsibility for Dixons Carphone and has over 23 years of experience in marketing communications, public relations, corporate social responsibility, employee engagement and sponsorship. Working within Europe’s biggest technology and electrics retailer, Kesah created a CSR function from scratch – and on a relative shoestring – by leveraging groundbreaking collaborative sponsorship opportunities to deliver tangible results across a number of metrics. She has won up a number of prestigious communications awards and accolades, including a Corporate Engagement Award.



Hina West, head of corporate partnerships management, WWF

With a career spanning the private, public and charity sector across multiple countries, Hina currently leads WWF UK’s corporate partnership management team – working with the private sector to forge shared-value partnerships and drive real change in business practices. Prior to this, Hina worked in a number of programmatic and partnership roles at Oxfam. Along with time spent working for New Zealand’s Green Party combating social and environmental injustice, within communications for the iconic MINI, and raising youth awareness of HIV/AIDS with the British Red Cross.

THE WINNERS

PARTNERSHIPS

Best arts and culture programme

Gold – Roundhouse and Universal Music UK

Silver – MullenLowe Group and Central Saint Martins

Bronze – Lansons and HighTide

Best charity, NGO or NFP programme

Gold – Inmarsat and Télécoms Sans Frontières (TSF)

Gold – O2 and NSPCC

Silver – Samaritans and Big Button

Bronze – Astellas Pharma Europe Limited and Fistula Foundation

Bronze – Simplyhealth

Highly commended – CEPI (Coalition for Epidemic Preparedness Innovations) and Formative Content

Best educational programme

Gold – NatWest MoneySense

Silver – Dove and EdComs Ltd

Bronze – Urban Land Institute and EdComs Ltd

Best environmental or sustainable programme

Gold – Barclays and Unreasonable Group

Gold – Severn Trent

Silver – WWF and Thai Union Europe

Bronze – Belazu Ingredient Company and Veris Strategies

Highly commended – Coca-Cola European Partners and Plastipak

Highly commended – Westfield Europe Ltd and Veris Strategies

Best pro-bono work for a charitable, social or ethical cause

Gold – FTI Consulting and Place2Be

Gold – Together for Short Lives and Clyde & Co

Silver – Dulux and The Outward Bound Trust

Best sports and leisure programme

Gold – Heineken, UEFA Champions League,

Bleacher Report and Edelman

SPONSORSHIP

Best sponsorship activity to support or develop a corporate reputation

Gold – Tata Consultancy Services

Bronze – Urban Land Institute and EdComs Ltd

Best alignment of brand values through a sponsorship activity

Gold – Macmillan Cancer Support and Marks & Spencer

Silver – Simplyhealth

Bronze – Severn Trent and WaterAid

Best engagement of an internal audience in a sponsorship programme

Gold – Simplyhealth

Silver – KPMG and EdComs Ltd

Most effective sponsorship of a single event

Gold – Dulux and The Outward Bound Trust

Gold – Macmillan Cancer Support and Marks & Spencer

Silver – Heineken, Formula 1, ANIA Foundation and Edelman

CORPORATE SOCIAL RESPONSIBILITY

Best CSR activity or programme to support or develop a corporate reputation

Gold – Simplyhealth

Silver – Shell International Ltd and Hopscotch Consulting

Bronze – Legal & General and EdComs Ltd

Bronze – Medidata and Cures Within Reach

Best alignment of brand values during a CSR programme

Gold – Vision Express and the International

Glaucoma Association (IGA)

Silver – Dove and EdComs Ltd

Bronze – Simplyhealth

Bronze – WWF and Sodexo UK and Ireland

Best community involvement during a CSR programme

Gold – Severn Trent Community Champions

Silver – ITV's partnerships with The Diana Award, Smuggle, Action for Children, Age UK, Carers UK, Contact the Elderly, Independent Age, the Royal Voluntary Service, Campaign to End Loneliness, The Silver Line and the Jo Cox Commission on Loneliness

Bronze – Simplyhealth

Bronze – StreetSmart and Deutsche Bank

Best engagement of an internal audience in a CSR programme

Gold – British Red Cross and Marsh & McLennan Companies

Gold – Severn Trent Community Champions

Silver – Hill+Knowlton Strategies and Do Nation

Bronze – Plan International and Study Group

Highly commended – Threshold Sports and Dixons Carphone

Best collaboration for a single event

Gold – London City Airport and East London Business Alliance

Silver – O2 (Go Think Big) and Boiler Room

Most innovative collaboration

Gold – Medair UK and Qlik

Silver – Barclays and Unreasonable Group

Bronze – O2 and NSPCC

Bronze – wagamama and Mind

Highly commended – Cancer Research UK and CASCAID Initiative

Best foundation

Gold – Costa Coffee

TIME

Most effective one-off campaign

Gold – Internet Matters supported by BT, Sky, TalkTalk,

Virgin Media, BBC, Google, Goldbug, Table19, MediaCom,

Anti-Bullying Alliance

Most effective long-term commitment

Gold – O2 and Go Think Big

Silver – Together for Short Lives and Hobbycraft

Bronze – British Red Cross and Marsh & McLennan Companies

Bronze – Internet Matters supported by BT, Sky, Virgin Media,

TalkTalk, BBC, Google

Highly commended – Royal Mail

COMMUNICATION

Best stakeholder communications

Gold – Tata Consultancy Services

Silver – Cisco Systems

Bronze – RSSB and Big Button

Best internal communications

Gold – Good Relations and Nationwide Building Society

Silver – Belazu Ingredient Company and Veris Strategies

Bronze – Cisco Systems

Bronze – Dr. Martens and Music Agency

Highly commended – Samaritans and Big Button

Best PR and external communications

Gold – Macmillan Cancer Support and Lloyds Banking Group

Silver – Tata Consultancy Services

Bronze – Internet Matters and Goldbug

PROCESS

Best collaborative approach

Gold – Macmillan Cancer Support and Lloyds Banking Group

Silver – Lansons and HighTide

Bronze – Together for Short Lives and Disney UK, eBay,

De La Rue, GREAT Britain Campaign

Highly commended – Sky Ocean Rescue

Best management of a programme

Silver – Samaritans and Big Button

Grand prix

Winner – FTI Consulting and Place2Be

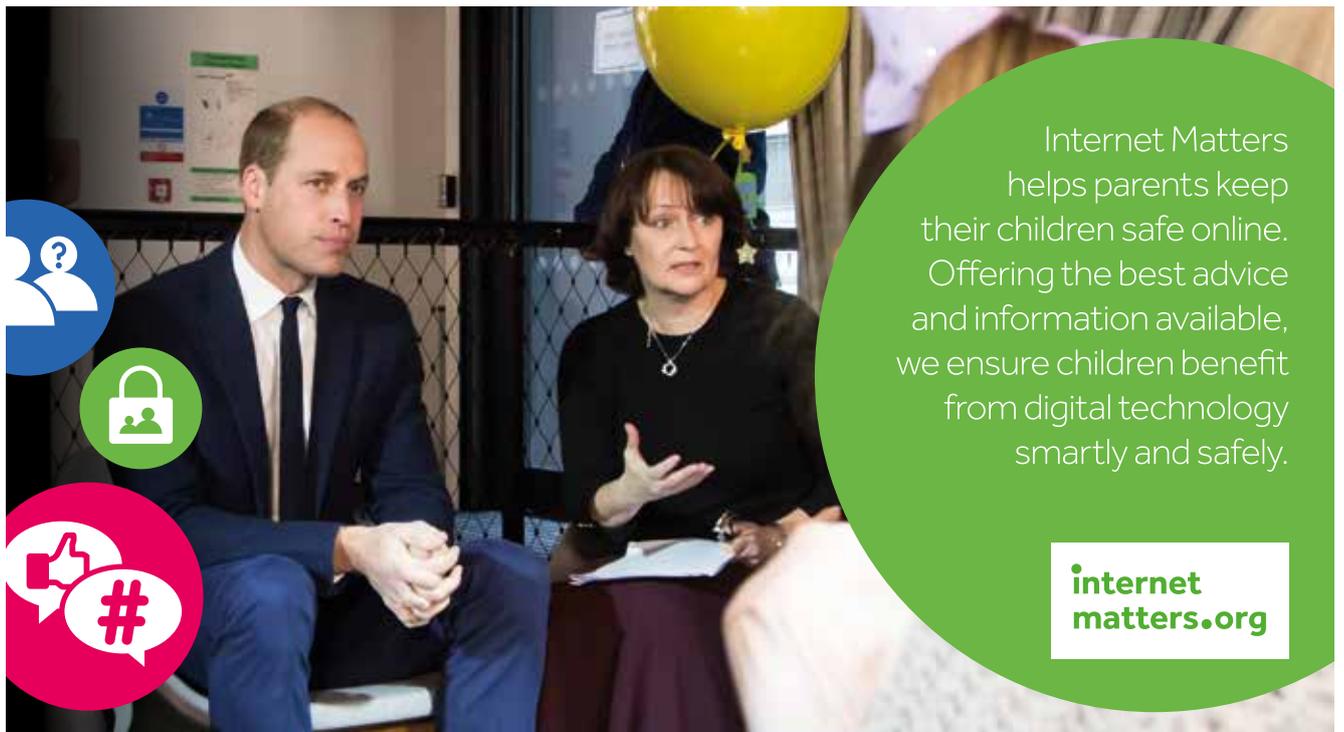


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BEST ARTS AND CULTURE PROGRAMME



Gold – Roundhouse and Universal Music UK

For the last five years, Roundhouse and Universal Music UK have forged a powerful partnership through their OnTrack initiative, combining Roundhouse's reputation as a home for counterculture and youth movements with Universal Music UK's mission to nurture music and foster artistry and self-expression. OnTrack opens the door to the nation's hard-to-reach young people, offering unique opportunities to reengage with education, employment and training through the universal language of music. Working together, the two organisations deliver intensive six week courses to disadvantaged young people, teaching them fundamental music performance and production skills.

As well as access to the Roundhouse's team of expert tutors and studio spaces, participants also engage with Universal's staff and associated professionals within the music industry through round table sessions and networking opportunities. OnTrack was music to our judges' ears who praised the project for its impressive results and social impact, describing it as "win-win-win" for the charity, company and students.



Silver – MullenLowe Group and Central Saint Martins

Since 2011, global communications network MullenLowe Group has partnered with leading art and design college Central Saint Martins to engage graduating students and industry leaders to support emerging talent, creative excellence and innovation. Through their joint initiative, the MullenLowe NOVA awards, the two organisations have helped to inspire, endorse and recognise some of the college's bravest and most creative thinkers, encouraging them to make the most of their remarkable talents.



Bronze – Lansons and HighTide

With a decade-long partnership behind them, HighTide and Lansons are a testament to the strength of combining the corporate and the creative. Hosted by Lansons in the agency's central London office, the theatre company has been able to invest in more innovative productions, while the strategic consultancy has benefited from the constant influx of new ideas and creative concepts.

PARTNERSHIPS

BEST CHARITY, NGO OR NFP PROGRAMME

Gold – Inmarsat and Télécoms Sans Frontières (TSF)

In 2000, Inmarsat, the leading provider of global mobile satellite communications services, became the first official partner of Télécoms Sans Frontières (TSF), an organisation that responds to the critical need for reliable emergency telecommunications services following conflicts or natural disasters. Inmarsat's airtime commitment, equipment and technology are essential for TSF to work quickly, reliably and effectively in the most hostile conditions, crucially enhancing their capacity to coordinate healthcare, repatriate victims, reconnect families and distribute life-saving supplies, including shelter and medication.

Together, Inmarsat and TSF have spent two decades providing urgent relief to organisations and individuals, encompassing 158 emergency deployments in 72 countries, delivering 1.3m calls in the aftermath of some of the world's most devastating natural disasters and harrowing conflicts. Our judges were overwhelmed by the social good of this entry and profoundly impressed, both by the importance of its mission and the level of its success. "Simply brilliant," said one.



Gold – O2 and NSPCC

As an expert in digital technology, O2 is profoundly aware of just how quickly life is changing for young people. For many, online life is akin to real life – and just like in real life, there are risks. That's why, since 2015, O2 has partnered with the UK's leading child protection charity, the NSPCC, to develop a groundbreaking initiative to help parents understand their kids' online worlds and keep them safe within them.

As well as producing a free online safety helpline, which gives parents access to online safety experts seven days a week, the partnership has visited schools, workplaces and communities across the UK delivering free workshops and offering in-store tutorials with fully-trained O2 Gurus.

The partnership has delivered more than 4m actions to keep children safe online, with over 30,000 parents attending workshops and tutorials and 1.7m users accessing online safety content. Our judges praised the partnership for its ability to engage with the audience, particularly in real time, and described the initiative as, "Grounded, clear in its objectives and crucially important."



Silver – Samaritans and Big Button

Samaritans enlisted Big Button to create a powerful video learning resource for the HM Prison and Probation Service suicide prevention strategy. Conveying simple yet inspiring messages, the videos, which feature interviews with experts alongside dramatic enactments, empower staff to help distressed prisoners find another way forward. The response to the initiative has been so successful that the Samaritans have now partnered with PwC to replicate the programme in the City of London.



BEST CHARITY, NGO OR NFP PROGRAMME



Bronze – Astellas Pharma Europe Limited and Fistula Foundation

Astellas Pharma Europe Limited and the Fistula Foundation partnered up to deliver 'Action on Fistula,' a life-changing medical initiative which has transformed the lives of more than 3,300 women in Kenya who suffer from obstetric fistulas.



Bronze – Simplyhealth

Simplyhealth has helped to put smiles on children's faces with the Teeth Team Programme. The behavioural change intervention initiative, which aims to improve inequalities in childhood dental health, engages local dental practises to visit schools, as well as encouraging system-wide change through reports and lobbying.

Highly commended – CEPI (Coalition for Epidemic Preparedness Innovations) and Formative Content

PARTNERSHIPS

BEST EDUCATIONAL PROGRAMME

Gold – NatWest MoneySense

For more than 23 years, NatWest has helped young people get ahead with MoneySense, the UK's longest serving bank-run financial education programme. Since the programme's inception, NatWest has helped over five million young people understand budgeting.

Historically, MoneySense targeted secondary school pupils, but research has shown that habits around how people manage money are formed far earlier – around age seven. That's why NatWest relaunched the programme in 2015, working alongside teachers, parents, education professionals and young people themselves to provide engaging and educational content for primary and secondary schoolchildren aged from 5-18.

The new classroom content links closely with the national curriculum and is continually updated with new content and activities. It is also independently accredited by the Personal Finance Education Group. Our judges were won over by the scale and success of NatWest's MoneySense initiative, describing it as, "Robust, impactful and truly essential for young people."



Silver – Dove and EdComs Ltd

While teachers understand the importance of instilling self-esteem in their students, many feel daunted by the prospect of tackling the topic. That's why Dove and EdComs stepped in to help with the 'Confident Me' programme, which provides training sessions for teachers, giving them the tools to deliver inspiring, effective, interactive and memorable lessons that promote self-esteem and body confidence.



Bronze – Urban Land Institute and EdComs Ltd

The Urban Land Institute has worked with EdComs to help more than 2,500 students in over 100 schools across the UK understand the fundamental forces that affect urban regeneration through UrbanPlan UK, a realistic, engaging and academically demanding classroom-based programme.



BEST ENVIRONMENTAL OR SUSTAINABLE PROGRAMME



Gold – Barclays and Unreasonable Group

Barclays and Unreasonable Group have teamed up to launch Unreasonable Impact, an innovative multi-year partnership that seeks to solve some of the most pressing social and environmental challenges through entrepreneurship. By helping to scale high-growth, high-impact businesses, the partnership will not only solve intractable problems across the globe, but provide employment for thousands of people while doing so.

Thus far, Unreasonable Group has worked with 57 exciting and innovative businesses, from Lanzatech, whose anaerobic microbes transform waste into fuel, to Memphis Meats, which is leading the 'clean meat' movement – producing real meat from animal cells without the need to breed, feed and slaughter livestock.

Unreasonable Impact has already proved an immense success. By the end of 2017, the 57 businesses the partnership works with collectively reached more than 140m customers in 180 countries, creating over 5,000 jobs. "A really groundbreaking partnership," said one judge.



Gold – Severn Trent

Providing over 1.8bn litres of drinking water each day, Severn Trent understands the crucial importance of protecting and conserving watercourses for the future. That's why its aim is to, by 2020, become the UK's most trusted water company, delivering an outstanding customer experience and inspiring environmental leadership. To support this ambitious goal, Severn Trent has collaborated closely with Natural England and the National Farmers' Union of England and Wales (NFU), developing a host of catchment conservation initiatives, most notably Severn Trent Environmental Protection Scheme (STEPS) and Farmers as Producers of Clean Water (FaPCW).

These initiatives, designed to help farmers work alongside Severn Trent to conserve vital water catchments for the future, have seen remarkable uptake levels. Severn Trent has engaged with over 2000 farmers and funded more than 620 STEPS grants, totaling more than £2.5m. Our judges were overwhelmed with this entry's great results and wealth of supportive data, as well as Severn Trent's commendable efforts to engage with stakeholders.



Silver – WWF and Thai Union Europe

As one of Europe's biggest seafood companies, Thai Union shares the World Wildlife Fund's vision of healthy oceans that can continue to provide food and livelihoods to hundreds of millions of people for generations to come. Since 2014, the business has been working alongside the charity, both to ensure sustainability in its supply chain and help to develop environmentally responsible livelihoods in small-scale and local fishing communities in east Africa.



Bronze – Belazu Ingredient Company and Veris Strategies

Belazu Ingredient Company doubled down on its sustainability strategy, partnering with Veris Strategies to go beyond zero waste to landfill and work within the business to enhance its positive environmental impact even further.

Highly commended – Coca-Cola European Partners and Plastipak
Highly commended – Westfield Europe Ltd and Veris Strategies

PARTNERSHIPS

BEST PRO-BONO WORK FOR A CHARITABLE, SOCIAL OR ETHICAL CAUSE

Gold – FTI Consulting and Place2Be

Though often overlooked and underserved, childhood mental illness is a crucial issue in the UK and elsewhere. In fact, 50% of adult mental health issues date from prior to age 14. Demand for help is rising; referrals to NHS services increased by 44% in the last four years alone.

Place2Be aims to tackle this issue at the source by ensuring that children in all UK schools have access to high quality, effective, evidence-based mental health support. Despite its good work and a host of positive case studies and anecdotal evidence, the charity needed help with data analysis and comparative skills to fundamentally confirm that it was making a significant impact and thus could raise further funding.

FTI Consulting stepped into developing a new machine learning model that could measure and validate effectiveness of Place2Be's mental health interventions. Not only did it work – proving the immense value of Place2Be's efforts – the model has also provided the charity with a wealth of data that can be used to help even more children.



Gold – Together for Short Lives and Clyde & Co

Since 2015, Together for Short Lives and Clyde & Co have come together in an incredible three-year partnership that has raised over £350,000 for local children's hospices and supported hundreds of seriously ill children and their families. Each Clyde & Co office is twinned with its local children's hospice and Clyde & Co colleagues are actively involved in raising funds and volunteering to support families in their local communities.

One of the most impactful ways Clyde & Co's lawyers have shown their support is through their pro-bono work on Together for Short Lives' Advocacy Service: Voices for Families. This project matches Clyde & Co lawyers with vulnerable families caring for a life-limited child. Clyde & Co's lawyers have been able to offer families free legal advice in person, at drop-in clinics, and over the phone, helping them deal with complex issues such as housing, benefits and care packages. "A remarkable and life-changing partnership," said our judges.



Silver – Dulux and The Outward Bound Trust

For more than 13 years, Dulux has been a proud partner of the Outward Bound Trust, aiding the charity in its mission to change the lives of disadvantaged young people through powerful, challenging, outdoor adventure courses. Every year, Dulux funds the participation of more than 400 young people in these courses, as well as offering skilled members of their business as mentors.



BEST SPORTS AND LEISURE PROGRAMME



Gold – Heineken, UEFA Champions League, Bleacher Report and Edelman

As a global brand, Heineken engages its audiences across the world, harnessing its passion points and providing them with exciting experiences that go beyond typical levels of brand engagement. One of the ways it does this is through its sponsorship of the UEFA Champions League (UCL), the most watched club football competition across the globe. Through the 'UEFA Champions League Trophy Tour presented by Heineken,' the brand gives fans around the world a unique opportunity to get close to the iconic UCL trophy as well as the legends of the game.

In 2017, for the first time in the tour's 10-year history, members of the global media were invited to document the tour across four continents. It was also the first time that Heineken set out to link each local market tour stop together telling a truly global story – one that focused on UCL fans based outside of Europe. The campaign scored an amazing goal for the brand, resulting in 3.5bn impressions, 84% key message penetration and 1,500 pieces of content across sport, lifestyle and general news publications.

SPONSORSHIP

BEST SPONSORSHIP ACTIVITY TO SUPPORT OR DEVELOP A CORPORATE REPUTATION

Gold – Tata Consultancy Services

Tata Consultancy Services (TCS) made the most of its first year as the European Business Summit's strategic partner, harnessing the buzz around the event to build on the brand's already impressive corporate reputation. TCS' approach was through #DigitalDirections, a platform built to celebrate the central role technology plays in powering innovation for business, as well as the various paths that business and government leaders are forging to navigate the digital era.

TCS worked with brand journalism agency, Formative Content, to develop a collaborative and integrated campaign. This involved creating a bespoke website, developing and writing long-form feature articles, thought-leadership blog posts, and video content. Using a targeted influencer campaign, these messages were amplified and shared across social media. This online activity was complemented with a live blog at EBS 2017, interviews with high-profile business and policymakers and event branding. The hard work more than paid off. Not only did TCS raise awareness of its brand, it also successfully highlighted a range of key, global digital issues to its audiences.



Bronze – Urban Land Institute and EdComs Ltd

Urban Land Institute partnered with EdComs to deliver UrbanPlan UK, a realistic, engaging and academically demanding classroom-based programme in which students learn about the fundamental forces that affect urban regeneration.



BEST ALIGNMENT OF BRAND VALUES THROUGH A SPONSORSHIP ACTIVITY



Gold – Macmillan Cancer Support and Marks & Spencer

Marks & Spencer has been the headline sponsor for Macmillan Cancer Support's flagship event, 'World's Biggest Coffee Morning' (WBCM) since 2010, helping the charity grow from £8m raised in 2010 to a remarkable £27.6 million in 2017.

Last year, M&S raised a staggering £3.5m for the charity, with £2.3m generated from the WBCM alone. The record-breaking total was achieved by collaborative activation through different marketing channels including Sparks (M&S loyalty card), store event zones and WBCM e-news. This impressive achievement was reached through strong alignment between the business and the charity's brand values, as well as close collaboration between teams, including senior buy-in on both sides to ensure Macmillan was fully incorporated into M&S' marketing mix.

A firm favourite with our judges, who said, "Great to see this partnership going from strength to strength, showing that there is real alignment between the brands. Continued growth is what counts with an annual event, and the figures are speaking for themselves."



Silver – Simplyhealth

Simplyhealth affirmed its commitment to helping people make the most of life through better everyday health. It used its role as title partner of the Simplyhealth Great Run Series, the largest series of mass participation running events in the world, to do so. From the 100m toddler dash to the Simplyhealth Great North Run, Simplyhealth supported over 32 events in 10 cities across the UK, encouraging amateurs and expert athletes alike to get active.



Bronze – Severn Trent and WaterAid

Both Severn Trent and WaterAid are strongly focused on providing clean, safe water and sanitation, so it's little surprise the two have enjoyed a close and fruitful partnership since the charity's inception in 1981.

SPONSORSHIP

BEST ENGAGEMENT OF AN INTERNAL AUDIENCE IN A SPONSORSHIP PROGRAMME

Gold – Simplyhealth

In 2017, Simplyhealth became title partner of the Simplyhealth Great Run Series, the largest series of mass participation running events in the world. It includes 32 events in 10 cities across the UK, from the 100m toddler dash to the world's biggest half marathon, and aims to inspire and encourage people to live active, happier and healthier lives.

To get its internal teams equally engaged, Simplyhealth launched in a multifaceted campaign that would touch every level of the business. Nominated advocates, the Simplyhealth Great Run Champions, spearheaded an internal campaign to encourage staff to take up running for the first time. Simplyhealth also offered employees the opportunity to take part in every event in the series.

The initiatives paid off; by the end of the first year of the Simplyhealth Great Run Series partnership, more than 25% of employees had actively participated in the partnership as runners, Great Run Champions, volunteers, supporters, Great Run Day participants and fundraisers.



Silver – KPMG and EdComs Ltd

KPMG harnessed the remarkable skills and expertise of its staff to introduce young people in UK schools to the often confusing and intimidating subject of careers education. Partnering with EdComs, KPMG delivered KPMG Work Ready: a two-hour intensive workshop comprising practical group tasks, discussion and table-based activities, led by volunteers from the global professional services company.



MOST EFFECTIVE SPONSORSHIP OF A SINGLE EVENT



Gold – Dulux and The Outward Bound Trust

As a leading paint provider, Dulux is keenly aware of the social change taking place in the apprenticeship market. While there is a growing industry need for apprentices, increasing numbers of young people don't have the life skills to make that first step into work. That's why Dulux's staff cycled up a storm to raise money for the Outward Bound Trust, an organisation which helps disadvantaged young people unlock their true potential through challenging outdoor experiences.

Dulux sponsored the Dulux Trade London Revolution, a 300km, two-day cycle ride in and around London, and built a team of 185 employees, customers, suppliers and decorators to take part. Throughout the event, Dulux raised more than £110,000, funding 121 places in Outward Bound Trust courses. The event was equally transformative for Dulux's team of participants: 96% said preparing for the event improved their overall health, 89% said the event inspired them to exercise more in the future, and 93% said it helped them foster closer relationships with their colleagues.



Gold – Macmillan Cancer Support and Marks & Spencer

Since 2010, Marks & Spencer has been the headline sponsor for Macmillan Cancer Support's flagship event, the 'World's Biggest Coffee Morning' (WBCM), helping the charity grow from £8m raised in 2010 to an incredible £27.6m in 2017. The partnership has proved a perfect fit for both brands, and the event has come to be a highlight of each organisation's calendar. Thanks to mutually agreed objectives and senior commitment from both sides, the event's reach and success has expanded year on year.

WBCM hosts are able to 'bake it or fake it,' with opportunities to buy pre-made cakes and cake mixes from their local M&S with a 10% donation to Macmillan, take part in exclusive WBCM competition experiences through their M&S Sparks Cards, and purchase limited-edition WBCM goodies, from cake slices to coffee mugs. "One of the greatest partnerships in this competition," said one of our judges. "A truly inspiring event which sees both organisations play to their strengths to create remarkable results year on year."



Silver – Heineken, Formula 1, ANIA Foundation and Edelman

Heineken shone a spotlight on its 'When You Drive, Never Drink' campaign, bringing together legends from football and F1 sponsorships to compete in a unique 'Champions of the Grid' pre-race event at the iconic Grand Prix circuit at Monza, Italy. The event proved a roaring success, generating 135 earned media articles, 5,000 social media posts and reaching 547m potential users across online media.

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BEST CSR ACTIVITY OR PROGRAMME TO SUPPORT OR DEVELOP A CORPORATE REPUTATION



Gold – Simplyhealth

Simplyhealth got its teeth into an often-ignored aspect of children's health, partnering with Teeth Team to improve inequalities in childhood dental health. The rationale was clear, both socially and economically. Hospital dentistry admissions are twice as high in deprived areas of England as the least deprived, while the proportion of five year-olds with missing, decayed or filled teeth ranges from 14% to about 57% across English authorities. Meanwhile, in 2015-16, the NHS spent £35.6m on general anaesthesia in children admitted to hospital for tooth extractions due to dental decay.

By partnering with Teeth Team, Simplyhealth hopes to reverse this trend, saving not just teeth, but government money as well. To achieve this, Simplyhealth hasn't only provided funding; it is also working through lobbying and reporting to encourage systemic change as well. "A perfect entry for this category," said our judges. "Great to see an initiative established from insight and an opportunity. This truly is CSR."



Silver – Shell International Ltd and Hopscotch Consulting

To help encourage more students into STEM careers and tackle the shortfall in engineering graduates, Shell launched the Bright Ideas Challenge (TBIC). The STEM competition invited secondary students aged 11-14 from across England, Scotland and Wales, to team up and devise innovative solutions to power cities of the future, ensuring they are vibrant, healthy and clean places to live, work and play.



Bronze – Legal & General and EdComs Ltd

Legal & General is proving its commitment to financial education and helping young people enjoy healthy and effective relationships with money through a sponsorship of 'Everyday Money,' a workshop that tours schools helping students explore all aspects of earning, spending and saving.



Bronze – Medidata and Cures Within Reach

Medidata, the leading global provider of cloud-based technology and data analytics for clinical research harnessed its employees' expertise to support Cures Within Reach, a non-profit organisation that focuses on catalysing drug-repurposing research.

BEST ALIGNMENT OF BRAND VALUES DURING A CSR PROGRAMME

Gold – Vision Express and the International Glaucoma Association (IGA)

For World Glaucoma Week (WGW) 2017, Vision Express teamed up with charity partner, the International Glaucoma Association (IGA) to put the spotlight on the eye condition, the biggest cause of preventable sight loss in the UK.

Vision Express commissioned its sophisticated mobile eye testing unit, the Vision Van, as part of the healthcare initiative. Targeting areas with suspected high prevalence of the condition, Vision Express worked with the IGA to take the campaign on the road and urge the public to take vision seriously. The national optical retailer gave free eye tests from the Vision Van and, via a downloadable voucher, in its stores across the UK.

Thanks to strong media coverage, as well as an inspiring web and social media campaign, the Vision Van was fully booked each day of its tour. Even more impressively, during WGW, Vision Express recorded a 100% year-on-year increase in online eye test bookings. "Simple and effective campaign between two well aligned organisations who share similar objectives," said one judge.



Silver – Dove and EdComs Ltd

Partnering with EdComs, Dove has been hard at work helping teachers to inspire confidence and self-esteem in students, offering free downloads to allow educators to run body confidence workshops in classrooms across the UK. Through the teacher training workshops, the partnership reached over 1,700 student teachers and qualified classroom practitioners, 97% of whom said they would recommend the workshop to their peers.



Bronze – Simplyhealth

Simplyhealth partnered with Teeth Team to tackle inequalities in childhood dental health, offering funding as well as influence at a government level. With hospital admission records showing that the most deprived areas of England have twice the proportion of dentistry admissions as the least deprived, this is an initiative sure to put smiles on faces.



Bronze – WWF and Sodexo UK and Ireland

Sodexo UK and Ireland has been working with the World Wildlife Fund since 2010, pairing the business' global market and operational talent with the charity's technical expertise and thought leadership to improve both health and sustainability outcomes in the contract catering sector.



BEST COMMUNITY INVOLVEMENT DURING A CSR PROGRAMME



Gold – Severn Trent Community Champions

To help give back to the communities in which they live and work, Severn Trent encourage all of its employees to spend two days a year volunteering as part of the Community Champions initiative. Partnering with seven river charities and organisations, Severn Trent has created a programme that meets the needs of a wide range of stakeholders and leads the way in corporate volunteering.

As well as its partners, Severn Trent has also encouraged local community groups to get involved, providing them with much-needed resources as well as allowing them to learn more about what the water company does. This includes community groups whose members number those not in work and whose participation in Severn Trent initiatives offers new skills and networking opportunities. To date, more than 40% of Severn Trent’s 6,000 employees have taken part as Community Champions, giving over 17,500 hours of their time and taking part in 145 different projects.



Silver – ITV’s partnerships with the Diana Award, Smuggle, Action for Children, Age UK, Carers UK, Contact the Elderly, Independent Age, the Royal Voluntary Service, Campaign to End Loneliness, The Silver Line and the Jo Cox Commission on Loneliness

Since last year, ITV has rallied millions of viewers to take part in a host of charitable initiatives across the UK, partnering with a range of organisations to increase its volunteer base. Since the initiative’s inception, viewers signed up to over 5,500 local volunteering opportunities with charity partners.



Bronze – Simplyhealth

Through the Simplyhealth Care Community, the organisation has provided a powerful tool for informal, unpaid carers. The platform provides a safe space to connect with those in similar positions, allowing carers to trade advice or simply talk about their experiences with their peers.



Bronze – StreetSmart and Deutsche Bank

StreetSmart, supported and funded by Deutsche Bank, offers diners an easy and efficient way to help tackle homelessness in the UK by adding £1 per table when they pay their bill during November and December.

BEST ENGAGEMENT OF AN INTERNAL AUDIENCE IN A CSR PROGRAMME

Gold – British Red Cross and Marsh & McLennan Companies

In 2015, Marsh & McLennan Companies (MMC) and the British Red Cross (BRC) committed to a five-year strategic partnership. MMC's work in risk mitigation and supporting communities with disaster preparedness strongly aligns with the BRC's mission of building resilient communities and responding to disasters.

This alliance formed the partnership's purpose: supporting preparedness, response and recovery projects through colleague fundraising, volunteering and business collaboration. One of MMC's CSR objectives under the theme of 'living the greater good' is to increase colleague engagement and morale. To support this aim, the partnership co-created a robust internal engagement plan, aiming to bring MMC's 8,192 UK colleagues across four operating companies together behind a common cause.

The results were truly impressive: MMC achieved 123% over its colleague participation goal, resulting in more than 5,800 hours of volunteering. Our judges described the partnership as, "A great staff engagement activity with a tangible end product – strong on implementation and results."



Gold – Severn Trent Community Champions

Severn Trent harnessed the charitable spirit of its 6,000 employees through the Community Champions initiative. The water company's employees rolled up their sleeves, working alongside community groups and organisations such as the Canal and River Trust, Waterside Care and Warwickshire Wildlife Trust, collaborating to make a difference through a huge range of activities. These include water quality monitoring, reed bed installation, watercourse improvements and more.

Initially, Severn Trent only aimed to enlist 20% of its employees to take part, but an overwhelming response saw all available volunteering places filled in just four weeks. This allowed the programme to expand, embracing more than 40% of staff. Since the inception of Community Champions, Severn Trent has recorded a 12% rise in employee engagement, with 94% of staff rating the scheme eight or above out of 10. As one judge said, "Great use of a relevant cause to engage employees. The demand to get involved demonstrated just how successful it was."



Silver – Hill+Knowlton Strategies and Do Nation

To reach its goal of becoming the first B-Corp certified communications agency, meeting rigorous standards of social and environmental performance, accountability and transparency, Hill+Knowlton Strategies teamed up with Do Nation. The platform, which helps users take small actions that add up to big impacts, empowered Hill+Knowlton employees to change the face of their workplace for the benefit of all.



Bronze – Plan International and Study Group

Study Group put the pedal to the metal, encouraging its employees to take part in the Global Cycle Challenge to help charity partner Plan International rebuild Shinhamati School in the Sindhupalchowk District of Nepal following the devastating earthquake of 2015.



Highly commended – Threshold Sports and Dixons Carphone

BEST COLLABORATION FOR A SINGLE EVENT



Gold – London City Airport and East London Business Alliance

London City Airport (LCY) and the East London Business Alliance (ELBA) partnered to inspire a new generation of east London students to take up careers in science, technology, engineering and maths through the 'STEM in Aviation' event.

During the event, more than 200 East London students from seven boroughs were given a unique insight into the application of STEM subjects in the aviation industry. The day included four business sessions delivered by key industry partners, including Bechtel, NATS and Accenture, as well as a challenge session, which offered the students a chance to design an app which could improve the airport's passenger experience.

The day proved a huge success for the partners. After the event, 76% of participants reported a better knowledge of STEM-related careers in the aviation industry and almost half said they would consider working in aviation in the future. The event also received positive feedback from a host of stakeholders, including teachers, local MPs and the aviation minister himself.



Silver – O2 (Go Think Big) and Boiler Room

Through its Go Think Big programme, O2 has made it a mission to empower young people to fulfil their career goals by harnessing their passions. Working in partnership with Boiler Room, the telecoms provider brought its music sponsorship experience to the forefront, offering young people an exclusive opportunity to be directly involved in putting on a coveted Boiler Room gig while learning how they could leverage their experience and enthusiasm to forge a career in the music industry.

MOST INNOVATIVE COLLABORATION

Gold – Medair UK and Qlik

The partnership between international aid agency Medair and global business intelligence software company Qlik was praised by judges for the partners' vision in bringing two remarkably different sectors together for great humanitarian benefits, as well as for the use of technology to enhance humanitarian work across the globe.

As part of the partnership, Qlik provides hundreds of thousands of pounds in financial donations as well as free use of its world-class suite of analytical software and technical consultation. The partnership has performed valuable work across the globe, showing how the power of business analytics technology can work to save lives on the ground during crises, allowing a much wider impact and boosting the speed, scale and scope of humanitarian intervention.

Perhaps nowhere has this been more evident than in the partnership's work with Syrian refugees in Lebanon. Through Qlik's sophisticated software, Medair has located thousands of settlements in the Bekaa Valley more precisely and identified their specific needs more accurately.



Silver – Barclays and Unreasonable Group

Barclays and Unreasonable Group joined forces to launch Unreasonable Impact, the world's first international network of accelerators to scale up entrepreneurial ideas that solve pressing global challenges while also helping to employ thousands worldwide. Already, the 57 businesses with which the partnership works have collectively reached more than 140 million customers in 180 countries, creating over 5,000 jobs.



Bronze – O2 and NSPCC

O2 teamed up with NSPCC to help keep kids safe online, developing a groundbreaking partnership to encourage parents to understand their children's online world and keep them safe within it.



Bronze – wagamama and Mind

Wagamama partnered with Mind to bring mindful colouring to its customers and wellbeing to its staff, by raising money for the mental health charity and broadening the brand narrative of the restaurant chain.



Highly commended – Cancer Research UK and CASCAID Initiative

BEST FOUNDATION



Gold – Costa Coffee

As the UK's largest and fastest-growing coffee shop chain, Costa Coffee is intimately aware of the challenges faced by the communities in which coffee is grown. That's why, in 2007, it launched the Costa Foundation, a charitable organisation which aims to improve the life chances of boys and girls in coffee-growing communities by providing the opportunity of a safe, quality education. Since its inception, the foundation has made extraordinary contributions to education worldwide, building facilities in remote, rural coffee-growing communities in 10 countries. It has also donated over £13m to fund 587 classrooms and 77 schools, educating over 65,000 children.

To fund these remarkable efforts, the foundation has developed and implemented an innovative fundraising scheme which enables individual employees and stores to be creative in their fundraising activities. The scheme has resulted not only in millions raised for the foundation, but considerable personal development for employees, with many building skills and capabilities far beyond their formal roles.

MOST EFFECTIVE ONE-OFF CAMPAIGN

Gold – Internet Matters supported by BT, Sky, TalkTalk, Virgin Media, BBC, Google, Goldbug, Table19, MediaCom, Anti-Bullying Alliance

Expansion in use of smartphone, tablet and social media technologies have transformed how children live their lives, but it is a sad reality that the reach of bullies has expanded too. According to Internet Matters research, cyberbullying is the number one issue children face online. To combat this, and to aid parents in helping their children cope with a new age of online bullying issues, Internet Matters joined forces with the Anti-Bullying Alliance and a host of industry leaders to launch an engaging and empowering one-off campaign.

'Bullying has changed. Your advice should too' emphasised the importance of talking to children about online issues and how trapped a cyberbully can make them feel. Through an online guide, the campaign offered parents a comprehensive look into the world of cyberbullying, providing vital guidance on how to initiate and work through these tricky conversations with their kids.

The results speak for themselves: the central video 'Sticks and stones' generated over 1.8m views, 365,000 people engaged with the online resources and more than 60% of visitors said they would talk to their children after looking at the site.



MOST EFFECTIVE LONG-TERM COMMITMENT



Gold – O2 and Go Think Big

O2 has been supporting young people since 2010, and while needs and priorities may have changed, the goal of providing positive social benefits hasn't. By 2012, youth unemployment had peaked at over a million. The young people O2 spoke with told the brand how difficult it was to even get an interview without experience, while employers were telling O2 that many young people did not have the skills to successfully enter the workplace.

O2 launched Go Think Big, inviting other companies to join them in openly advertising work experience opportunities which all young people could see and apply for.

Since then, Go Think Big has evolved even further. As well as offering work experience and skills opportunities with O2 and 45 other partners, the initiative offers funding and support to lead social innovations and make a difference, alongside exclusive experiences to help young people grow their confidence, self-awareness and resilience alongside their work experience, skills and passions.



Silver – Together for Short Lives and Hobbycraft

With a shared belief that arts and crafts can have strong therapeutic benefits, Hobbycraft and UK children's hospice charity Together for Short Lives make perfect partners. Since 2012, they've raised more than £168,000 through their carrier bag levy, had over 1m individual Pennies donations, raising £198,925 and covered more than 1,878 plus miles during sponsored fundraising events.



Bronze – British Red Cross and Marsh & McLennan Companies

Following a remarkably successful 18-month partnership, Marsh & McLennan Companies and the British Red Cross committed to a five-year strategic relationship, drawing on their mutual expertise in preparing for and responding to crises within communities.



Bronze – Internet Matters supported by BT, Sky, Virgin Media, TalkTalk, BBC, Google

Since 2014, BT, Sky, Virgin Media, TalkTalk, the BBC and Google have joined forces to create Internet Matters, an industry-wide coalition dedicated to making the UK's parents and children knowledgeable and engaged in the world of online safety.

Highly commended – Royal Mail

BEST STAKEHOLDER COMMUNICATIONS

Gold – Tata Consultancy Services

With 2017 marking its inaugural year as the European Business Summit’s strategic partner, Tata Consultancy Services (TCS) knew this was an opportunity to raise the bar for communications around key issues for businesses in Europe, while also building new customer and stakeholder relationships.

To achieve this goal, TCS built a proactive communications campaign that could create high-profile brand awareness and generate engaging content both during and after the summit. This approach included a dedicated campaign platform, #DigitalDirections, a range of speaking engagements for TCS executives, thought leadership content on AI and the business sector in Europe, media engagement, social media activation and senior policy maker engagement.

During the summit, the site received over 223,475 views, with content viewed on average for five minutes per article – more than most newspaper pieces. In the words of our judges, it was “engaging, multifaceted and very slick.”



Silver – Cisco Systems

To help allay internal concerns about Cisco’s ability to compete in the networking space in the new digital era, the company launched a comprehensive internal communications strategy to energise and inspire its workforce. Key to the approach was the creation of a compelling story and experience that would engage employees around Cisco’s technologies, innovation and culture.



Bronze – RSSB and Big Button

Since 2001, the Rail Safety and Standards Board (RSSB) has partnered with Big Button and its host of stakeholders to produce an ongoing series of videos that act as essential briefing tools for the UK’s frontline railway workers.



BEST INTERNAL COMMUNICATIONS



Gold – Good Relations and Nationwide Building Society

Nationwide Building Society partnered with Good Relations to drive innovation and efficiency from within, developing the Arthur Webb Challenge Cup as an inspiring and engaging means of motivating staff to excel. Named for Arthur Webb, a widely admired and devoted employee who sat on Nationwide’s Board for over 50 years and led the society during two world wars, the cup encourages Nationwide staff to work together to come up with sustainable ways of driving efficiencies across the society, then deliver them as project teams over the course of the year.

The initiative has delivered unprecedented business and engagement success for Nationwide. In the first six months of the challenge, teams from across the society delivered over £2m of efficiency benefits with the potential for many millions more over the coming months and years.

It also became Nationwide’s most engaging internal communications campaign to date, being the first employee engagement campaign to trend as number one on Nationwide’s employee social media hub, NBS Social.



Silver – Belazu Ingredient Company and Veris Strategies

Veris Strategies helped Belazu Ingredient Company take staff engagement to the next level with the ‘Our Planet Matters’ campaign. Challenging preconceived notions that sustainable behaviours are a chore, the campaign united Belazu’s employees around support for green practices. Through a creative and inspiring education initiative, Belazu has ensured that every layer of its business is infused with sustainability credentials.



Bronze – Cisco Systems

Cisco took more than 10,000 people-managers offline at once for Leader Day, a first-of-its-kind event that saw managers from across Cisco’s business focus on what it means to be a leader and how they inspire, engage and communicate with their staff.



Bronze – Dr Martens and Music Agency

Dr Martens inspired its staff with a music-themed campaign that captured the rebelliousness of the brand. The highlight was literally putting the company’s brand framework ‘on the record’ by imprinting it on a seven-inch vinyl, complete with artwork, sleeve design and notes.

Highly commended – Samaritans and Big Button

BEST PR AND EXTERNAL COMMUNICATIONS

Gold – Macmillan Cancer Support and Lloyds Banking Group

On average, cancer patients are £570 worse off each month due to their diagnosis. In fact, Macmillan’s Support Line receives 25 times more calls about financial worries than it does about dying. Despite this, only 11% of cancer patients go to their bank for help. To remedy this, Macmillan Cancer Support teamed up with Lloyds Banking Group, building on the financial institution’s existing support for vulnerable customers to develop the Cancer Support Team, a specially trained group of advisors, capable of providing tailored help for cancer patients.

The initiative was rolled out alongside a campaign that included media events, reports and news releases, also benefitting from insights by media intelligence specialist Gorkana, which helped the partnership target media that people affected by cancer favour. The response was immediate and impressive; there was a 250% increase in calls to Lloyds, with 2,300 people now receiving support from the bank. “A creative, genuine and impactful campaign that produced tangible results for LBG, Macmillan and people with cancer,” said one of our judges.



Silver – Tata Consultancy Services

To capitalise on its inaugural year as strategic partner to the European Business Summit, Tata Consultancy Services (TCS) delivered an inspiring and proactive communications campaign. The centrepiece was a dedicated campaign platform called #DigitalDirections, a microsite which offered users a host of stories from TCS, its partners, industry influencers and policymakers on the main challenges and opportunities facing business and society in the digital era.



Bronze – Internet Matters and Goldbug

Goldbug created a range of engaging and informative resources for Internet Matters, designed to support parents in keeping their children safe online. Alongside a toolkit for parents, Goldbug also developed a PR campaign that brought the issue to life, more than doubling traffic to Internet Matters’ website.



BEST COLLABORATIVE APPROACH



Gold – Macmillan Cancer Support and Lloyds Banking Group

Macmillan Cancer Support and Lloyds Banking Group partnered up to make money one less worry for Lloyds customers living with cancer, empowering them to get back to the things that matter most in life. They developed a dedicated Cancer Support Team (CST), specially trained to understand cancer and the financial implications of a diagnosis, which could provide support to all customers of Halifax, Lloyds Bank and the Bank of Scotland. This includes helping customers manage their finances through specialist support tailored to their individual needs, as well as practical support and options on key products and services.

By developing a reciprocal referral process, the two organisations are able to work in tandem, providing financial, emotional and clinical support together, creating a one-stop shop to aid cancer patients in all aspects of their life. "A superb example of the private and third sector joining forces to co-create a product and service which has a positive impact on all stakeholders – very well thought out and delivered," said one of our judges.



Silver – Lansons and HighTide

For a decade, Lansons has hosted the HighTide theatre company and charity within its central London offices and the two organisations have built a remarkable, unique and almost symbiotic relationship. The funds HighTide has saved on paying overheads has allowed it to invest more into its various productions and outreach programmes, while Lansons has benefitted hugely from the constant influx of creative ideas in and around its offices.



Bronze – Together for Short Lives and Disney UK, eBay, De La Rue, GREAT Britain Campaign

Disney UK and Together for Short Lives joined forces with four other organisations, leveraging the iconic Star Wars brand to both showcase the creativity and innovation of British industry and raise funds for the children's hospice charity.

Highly commended – Sky Ocean Rescue

BEST MANAGEMENT OF A PROGRAMME

Silver – Samaritans and Big Button

Samaritans partnered with Big Button to develop an emotional and inspiring video series that could help prison staff engage with prisoners they believe may be at risk of suicide. Including a short but powerful drama to introduce the complex subject, the series also includes five documentary films featuring interviews with experts from Samaritans and prison staff, as well as striking reconstructions and information on how to identify those at risk of suicide and how best to provide help.



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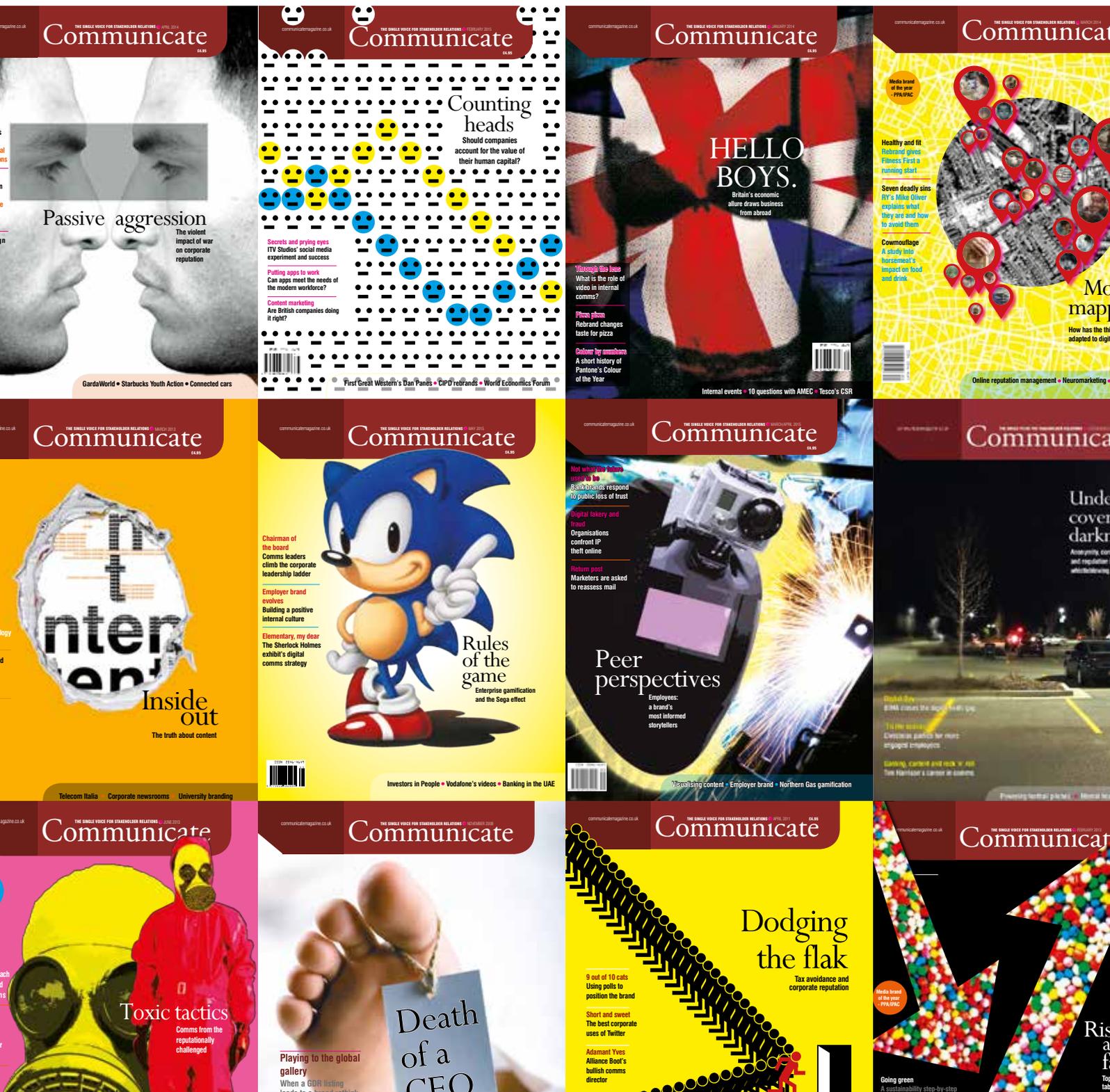
Despite the crucial importance of treating childhood mental illness, 50% of adult mental health issues date from before the age of 14. Demand is rising; referrals to NHS services increased by 44% in the last four years and there is a high level of unmet need. That's why Place2Be provides schoolchildren across the UK with high quality, effective and evidence-based mental health support, ensuring they get the help they need when it can do the most good.

Unfortunately, despite a wealth of positive case studies and anecdotal evidence, the charity needed help with data analysis and comparative skills to fundamentally confirm that its use of the SDQ (strengths and difficulties questionnaire, the most common way to measure child mental health in the UK) was reliable. It also needed to demonstrate that the current programme of support children, parents and teachers with mental health in schools had a significant impact. This lack of quality analysis and hard evidence was affecting its ability to secure funding from the Education Endowment Foundation (EEF) and other bodies, hampering their growth. In addition, it was preventing the charity from creating a long-term evidenced based strategy.

FTI Consulting stepped in to help, developing a new machine learning model which could measure and confirm the impact of Place2Be's mental health interventions – one that would have cost more than £86,000 if paid for commercially.

To develop the model, FTI worked alongside Place2Be to understand the mechanics of the SDQ measurement programme and the elements of the programme such as treatment duration and school population. Using this knowledge, FTI selected a set of techniques borrowed from previous work in signal processing, geology and generally measuring things difficult to quantify. The model proved tremendously successful. FTI's analytical approach allowed Place2Be to provide complete evidence of its programme's effectiveness without an expensive longitudinal study, empowering the charity to access significant levels of funding. Just as importantly, the analysis has also helped Place2Be refine its long-term strategy as the model determined that interventions are just as successful regardless of length, allowing the charity to reach more children in less time.

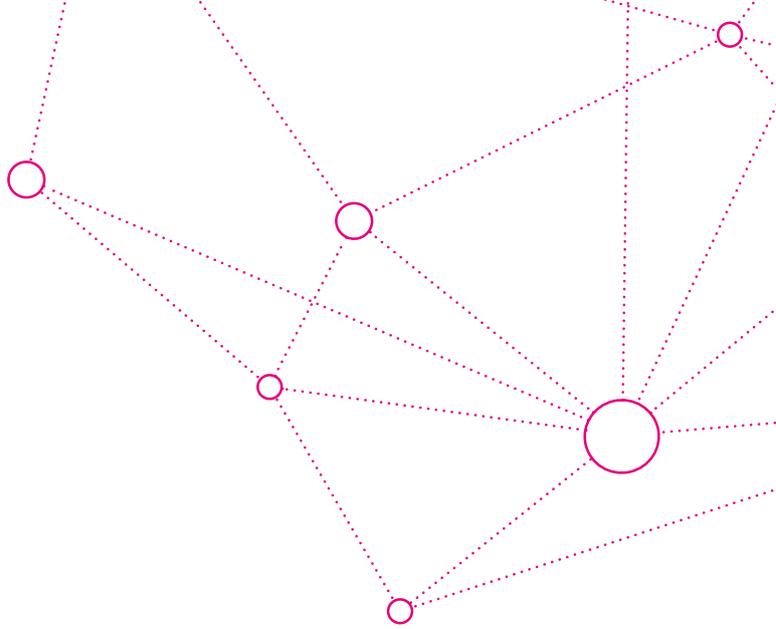
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