

Internet Matters is an organisation committed to helping parents keep their children safe online.

Working with industry, experts and policy makers to reach UK families with the right tools and advice to help children benefit from connected technology smartly and safely.



WELCOME



Brittany Golob
Publishing editor, *Communicate* magazine

Having reported on corporate sponsorships, partnerships and CSR in *Communicate* magazine for almost seven years, the excellent, inspiring, world-changing work done by businesses across Europe has never been a surprise to me. But what has been pleasantly surprising is the shift in employee attitudes making the companies that strive to do good the most sought-after employers.

The organisations represented at tonight's Corporate Engagement Awards are setting the standard for developing excellent CSR programmes, community-improving partnerships and employee-driven collaborative change. I congratulate all of you for your hard work at making the world a better place, one company at a time.

This year's 'Grand prix' winners exemplify that across their communications activities. Companies like UBS, which have supported a local school for many years, or Samsung, which partnered with the Science Museum to affect change in STEM education, are seeking to make a difference to people at a young age. Others, like our 'Grand prix' winner, Warner Bros. Entertainment, as well as Enable Sweden and Hepsiburada are working through partnerships to benefit their respective communities.

The incredible work done by all tonight's winners has resulted in a business community that is focused on sustainable development, collaborative partnerships and business for good. Many congratulations to everyone recognised at the 2019 Corporate Engagement Awards!

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THE JUDGES



Dean Anderson, deputy director of philanthropy and partnerships, ActionAid

Dean has almost 25 years of experience in the charity sector, mainly in human rights and international development. His previous experience includes running high value partnership teams at Amnesty International and ChildHope. He joined ActionAid in October 2016 and is incredibly proud to be part of a dynamic, ambitious and passionate team that is committed to changing the world.



Lisa Basford, head of partnerships and social impact, O2 (Telefónica UK)

Lisa is head of partnerships and social impact at O2, managing social impact programmes including the core online safety strategy delivered in partnership with NSPCC. As part of her role, Lisa has global accountability for stakeholder engagement and CR marketing communications. Previously, Lisa was global director, corporate responsibility at IHG. She produced the annual IHG Responsible Business Report and managed fundraising, communications and engagement for the IHG Foundation. Prior to joining IHG, Lisa held roles at cahoot, Bourne Leisure and Tui.



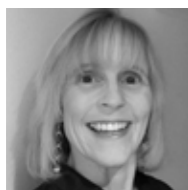
Sam Billett, senior communications manager, transparency & engagement, Vodafone

At Vodafone Group, Sam is responsible for the development and execution of the company's transparency and disclosure strategy. His brief includes the company's tax and economic contribution to public finances, gender pay gap and law enforcement assistance. Having started his career in political campaigns and policy, he spent seven years in agencies working on integrated communications campaigns for a range of multinational, FTSE 100 and SME companies. Prior to Vodafone he was the head of communications at the privacy and reputation law firm, Schillings, in which he oversaw the firm's brand and marketing communications, reputation management and stakeholder engagement.



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

Anna is CSR and sustainable procurement manager at London City Airport. Anna is responsible for managing the airport's corporate social responsibility programme focusing on education initiatives, community engagement, local employment, environment and sustainable procurement. Before joining the airport Anna worked for Includio, who operates in the Dutch social sector developing innovative social services projects in which public and private sector collaborate. Anna graduated from Utrecht University and Roskilde University with a Master's degree in global political economy, working with the United Nations Development Programme team.



Cath Cole, interim director of fundraising and communications, World Child Cancer

Cath has 20 years of charity experience and has spent three years in the corporate sector. She was the director of fundraising and communications at a national disability charity before becoming a consultant 12 years ago. As a consultant, Cath undertook a range of roles: from hands on fundraising, marketing and communications to strategic reviews, creation of action plans and stakeholder analyses. Cath has supported a wide range of organisations, from children's and education to health and disability charities. She is currently interim director of fundraising and communications at international charity World Child Cancer.



Jon Don-Carolis, head of sponsorship & sales, Fulham FC

Jon has 15 years of sports commercial business pedigree working across Premier League Football at Fulham FC and Southampton FC, Harlequins Rugby and also sports broadcast at talkSPORT radio.



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, harnessing the great breadth of opportunity the museum has to offer business, supporting the work of the museum, and delivering 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.



Russell Feingold, director of CSR, UKFast

Russell is director of CSR at technology brand, UKFast. Having previously worked at Key 103 Cash for Kids and Manchester United Foundation, Russell has eight years of experience in the charity sector. Russell is passionate about supporting UKFast founders Lawrence and Gail Jones' mission to deliver help and support for disadvantaged children within the Greater Manchester area. Russell has so far helped the firm to support initiatives including the Seashell Trust, the Rainbow Trust, Manchester Youth Zone, Bolton Lads' and Girls' club and Holy Name RC Primary School in Moss Side.



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. 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. David created for his PhD thesis, a mass balance model (MBM), to allow councils to plan over 25 years for a new system of technologies while meeting the pressures of legislation and public opinion. David set up SOENECS, an independent boutique research practice, in June 2014 to provide strategic advice and support to the public and private sectors.



James Hails, head of partnerships & philanthropic giving, Independent Age

Having worked in film and TV, theatre and dance in his native Newcastle, James moved to London and joined the charity sector in 2011. Working as head of corporate partnerships at the Stroke Association, British Heart Foundation, and Alzheimer's Society he has raised more than £25m through the teams he has led and has worked in partnership with brands including HSBC, Royal Mail, Iceland, M&S, Legal & General and Bayer Healthcare. James has recently taken up the role of head of partnerships & philanthropic giving at Independent Age, where he is responsible for building relationship based partnerships across corporate partnerships, major donors and trusts and foundations.



Simon Humphrey, senior manager, sustainability, ARM Limited

Simon is a senior manager in the sustainability team at ARM Limited where he has worked since 2013. He leads on external reporting and sustainability governance at ARM including local community investment strategy and charitable giving. Prior to ARM, he specialised in risk management at PricewaterhouseCoopers for 12 years working across Europe, Asia and Africa. Simon is currently the chair of trustees at the Cambridgeshire Community Foundation and on the board of trustees of the Engineering Development Trust. In March 2018, Simon was appointed a Prince of Wales ambassador for the Industrial Cadets in the UK.



Henrietta Jones, deputy head of corporate partnerships, British Red Cross

Henrietta has over 10 years of experience in the non-profit sector. Currently holding the role of deputy head of corporate partnerships at the British Red Cross, she leads the account management team overseeing the delivery and development of strategic partnerships, including the implementation of UK and international programmes. Prior to this, Henrietta developed and managed national, European and global partnerships at the British Red Cross, with brands including Aviva, Jaguar Land Rover, Canon Europe, Marsh & McLennan Companies and Tesco.



Matthew Leopold, formerly 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 – previously heading 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 made Swimming's assets work hard for British Gas. He led the development of innovative and technological activation campaigns that supported both the sport's and his objectives. Matthew speaks widely about how sponsorship and partnerships work and how they can grow engagement for consumers and employees.



Geraldine Mapp, group employee communications manager, National Grid

Geraldine has been a communications leader for over 25 years and is currently the group employee communications manager for the National Grid. She leads group-wide communications and is charged with making engaging connections for 24,000 employees across the UK and US. Prior to this, Geraldine was head of internal and external communications at Homeserve. Her career started in public relation as acting head of PR for npower in 2000. For eight years she worked for Midlands agency Barkers PR. She cut her teeth as press officer for Pilkington Glass in St Helens and Scania trucks in Milton Keynes in 1991.



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. 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, she 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.



Moses Sangobiyi, account manager, Realization

In 2015, Moses set up the Successful Failure and spent the next three years working with young people in London; reframing their perceptions of failure and success. He is now back into the sports world as an account manager with Realization, an ethical agency working with athletes and sports teams to leverage their platforms and ultimately build true brands. His career has seen him in roles at Bolton Wanderers, Chelsea FC and the Design Thinkers Academy. He is also a fellow of both the RSA and the Conduit.



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 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 (GOSH), has been responsible for raising well over £50m with her teams. Jacqui has a particular interest in empowerment, culture change and leadership within the voluntary sector and is part of the small team driving GOSH's internal leadership programme.



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

Edward oversees the corporate partnerships team for Help for Heroes one of the UK's military charities. Having worked for a number of national charities – including the RSPCA, RAF Benevolent Fund, the Eve Appeal and Help for Heroes – has given him good insight into the corporate world. In addition, he has worked in-house on partnerships including for Deutsche Bank and Nomura. Edward specialises in multi-tiered partnerships as well as cause-related marketing having worked with companies including Aston Martin, Breitling, P&G and HP.



Matt Sparkes, head of corporate responsibility, Linklaters

After running a small charity for three years, Matt made the move to Linklaters just as the financial crisis saw trust in business plummet. Since then, demonstrating that business can be a force for good has become increasingly critical and Matt's brief at Linklaters has expanded alongside. He now looks after the firm's responsible business activities globally as well as its award-winning pro bono and community investment programmes. He is active in a range of external networks including as chair of LBG – the community investment measurement tool – and is chair of trustees at an east London charity and school focusing on employability skills for young people.



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 relatively shoestring budget – by leveraging groundbreaking collaborative sponsorship opportunities to deliver tangible results across a number of metrics. She has picked up a number of communications awards and accolades along the way, including a Corporate Engagement Award in 2013.



Hina West, head of corporate partnerships management, WWF UK

With a career spanning the private, public and charity sectors 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. Hina has also spent working for New Zealand's Green Party combating social and environmental injustice, within communications for the iconic Mini, and raising youth's awareness of HIV/Aids with the British Red Cross.

WINNERS

PARTNERSHIPS

Best arts and culture programme

Gold – Warner Bros. Entertainment & AMPAS, BAFTA, BFI, Chickenshed, Glasgow Caledonian University, IADT, Into Film, NFTS, RADA, Ravensbourne, ScreenSkills & University of Hertfordshire

Silver – HighTide and Lansons

Bronze – Edinburgh International Festival and Edinburgh Gin

Best charity, NGO or NFP programme

Gold – The Daily Mile and Media Zoo

Silver – KPMG, National Numeracy and Forster Communications

Bronze – My Peak Challenge and Bloodwise

Best educational programme

Gold – UBS and The Bridge Academy

Silver – Young Citizens Charity and FTI Consulting

Bronze – Battersea Power Station Development Company and EdComs Ltd

Bronze – Wildfowl & Wetlands Trust and HSBC

Highly commended – Jazz Pakistan and VEON

Best environmental or sustainable programme

Gold – WWF UK and Coca-Cola Foundation

Silver – Barratt Developments plc and RSPB

Bronze – DP World FZE

Bronze – Smart Energy GB and Hill+Knowlton Strategies

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

Gold – Publicis Sapient

Silver – Fujitsu and Macmillan Cancer Support

Bronze – Dulux and AidCamps

Best sports and leisure programme

Gold – Enable Sweden, Gålö Foundation and Lundquist

Silver – Dulux and Threshold Sports

Bronze – DP World FZE

Highly commended – Heineken®, UEFA Champions League and Edelman

SPONSORSHIP

Best sponsorship activity to support or develop corporate reputation

Winner – Simplyhealth

Best alignment of brand values through a sponsorship activity

Winner – UBS and The Bridge Academy

Best engagement of an internal audience in a sponsorship programme

Winner – Great Ormond Street Hospital Children's Charity and Royal Bank of Canada

Most effective sponsorship of a single event

Winner – Heineken®, UEFA Champions League and Edelman

Most innovative sponsorship activity

Winner – Samsung, in collaboration with The Science Museum and Cheil UK

CORPORATE SOCIAL RESPONSIBILITY

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

Gold – Jazz Pakistan and VEON

Gold – O2 (Telefónica UK)

Silver – Battersea Power Station Development Company and EdComs Ltd

Bronze – Debenhams and Help for Heroes

Highly commended – AstraZeneca UK Ltd and Ashfield Meetings & Events

Best alignment of brand values during a CSR programme

Gold – Samsung, in collaboration with The Science Museum and Cheil UK

Silver – Young Citizens Charity and FTI Consulting

Bronze – AstraZeneca UK Ltd and Ashfield Meetings & Events

Bronze – Dulux Academy and Outward Bound Trust

Best community involvement during a CSR programme

Gold – Coca-Cola Great Britain, UKactive, Dundee, Glasgow, Newcastle, Manchester, Stoke-on-Trent, Nottingham, Birmingham, Swansea, London Newham, Southampton Local Authorities and StreetGames

Silver – Beeline Russia and VEON

Bronze – Coca-Cola European Partners GB and UK Youth

Bronze – Debenhams and Help for Heroes

Best engagement of an internal audience in a CSR programme

Gold – BT

Silver – AstraZeneca UK Ltd and Ashfield Meetings & Events

Bronze – Dixons Carphone and Threshold Sports

Highly commended – Internet Matters, BT Group, Sky, TalkTalk, Virgin Media, Google, BBC, Huawei, Facebook, Instagram, Three and Samsung

Best collaboration for a single event

Gold – Barclays and Unreasonable Group

Most innovative collaboration

Gold – Samsung, in collaboration with The Science Museum and Cheil UK

Silver – HighTide and Lansons

Best foundation

Gold – Wheatley Group and Wheatley Foundation

Silver – SITA, Computer Aid, PEAS and Wits Foundation

Bronze – Moto in the Community and Help for Heroes

TIME

Most effective one-off campaign

Gold – Campaign Against Living Miserably (CALM), Harry's, adam&eveDDB and ITV plc

Silver – NSPCC and O2

Most effective long-term commitment

Gold – NatWest MoneySense

Silver – Coca-Cola Great Britain, UKactive, Dundee, Glasgow, Newcastle, Manchester, Stoke-on-Trent, Nottingham, Birmingham, Swansea, London Newham, Southampton Local Authorities and StreetGames

Silver – Cotton Traders and Help for Heroes

Bronze – Internet Matters, BT Group, Sky, TalkTalk, Virgin Media, Google, BBC, Huawei, Facebook, Instagram, Three, Samsung and Goldbug

Highly commended – Moto in the Community and Help for Heroes

COMMUNICATION

Best stakeholder communications

Gold – Anglian Water and Spring

Best PR and external communications

Gold – Goldbug, Internet Matters, BT Group, Sky, TalkTalk, Virgin Media, Google and BBC

Silver – Dulux, Community RePaint and Resource Futures

Bronze – Simplyhealth

PROCESS

Best collaborative approach

Gold – NSPCC and O2

Gold – The Walt Disney Company, Great Ormond Street Hospital Children's Charity and Great Ormond Street Hospital for Children

Bronze – HighTide and Lansons

Best execution

Gold – Hepsiburada

Silver – The Daily Mile and Media Zoo

Grand prix

Winner – Warner Bros. Entertainment & AMPAS, BAFTA, BFI, Chickenshed, Glasgow Caledonian University, IADT, Into Film, NFTS, RADA, Ravensbourne, ScreenSkills & University of Hertfordshire

Great talent wants to work at great companies.

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BEST ARTS AND CULTURE PROGRAMME



Gold – Warner Bros. Entertainment & AMPAS, BAFTA, BFI, Chickenshed, Glasgow Caledonian University, IADT, Into Film, NFTS, RADA, Ravensbourne, ScreenSkills & University of Hertfordshire

Warner Bros. Creative Talent (WBCT) enables access into the creative industry for talented people from underrepresented groups, who may otherwise struggle because they do not have financial support, connections or opportunities. It supports scholars throughout their training and careers, providing them with key resources to help them succeed in the industry.

Together with partners, WBCT is generating social change by creating a more diverse talent pool for the UK and Ireland’s creative industries. Judges thought this was an excellent use of networks, opportunities and resources “The stand out submission in this category by a country mile,” said one of the judges. Another added, “This programme offers amazing – and life changing – opportunities in the creative industries.”



Silver – HighTide and Lansons

Through a partnership between Lansons and the HighTide theatre company, which engages new audiences in groundbreaking, stimulating theatre, writers and creatives of all backgrounds can access and succeed in the art world. One judge said the long-term approach was clearly paying off, adding, “It was clear that Lansons puts culture at the heart of its CSR programme.”



Bronze – Edinburgh International Festival and Edinburgh Gin

Edinburgh Gin sponsored a genre-defying programme of musical adventures, known as ‘Light on the shore,’ at Leith Theatre as part of the Edinburgh International Festival in 2018. “The fit is well explained and the whole application makes a clear and well-argued case for why the partnership works,” said one judge.



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BEST CHARITY, NGO OR NFP PROGRAMME

Gold – The Daily Mile and Media Zoo

The Daily Mile (TDM) is the UK's most successful children's fitness and wellbeing campaign. Media Zoo was recruited to help get TDM adopted in schools across the UK. A partnership with ITV granted TDM a primetime advertising campaign, featuring two ads created by Media Zoo, running in three tranches over 12 months – as well as features on Good Morning Britain and This Morning.

"A high-impact, wide-reaching and very scalable initiative," said one judge. Another added, "A simple but life changing campaign which will impact the health of future generations and lead to a reduction in health care costs and increases in personal fitness." One of the judges went further, saying, "In this era where children move less and less, this initiative is a really important one for the future health of Britain's people. Its wide stakeholder engagement with government and civil society is impressive."



Silver – KPMG, National Numeracy and Forster Communications

With a shared long-term vision for social change and complementary expertise, contacts and knowledge, KPMG and National Numeracy came together to change attitudes towards numeracy and improve individual skill. One judge said, "A very good match between the two organisations, linking their skills, and an impressive reach both in terms of awareness and participants."



Bronze – My Peak Challenge and Bloodwise

Founded by Outlander star Sam Heughan, My Peak Challenge has cultivated a dedicated community of over 10,000 'Peakers' across 38 countries, whose dedication has helped to raise \$2m for charity Bloodwise. One judge said, "A brilliant use of celebrity fame to create a programme of research for a less focused-on cancer."



BEST EDUCATIONAL PROGRAMME

Gold – UBS and The Bridge Academy

In 2003, UBS began sponsorship of a new school in Hackney – the Academy – which would help address an acute shortage of secondary school places and drive up school standards and performance. At the time, 37% of Hackney students were forced to attend school outside of the borough, which was ranked worst for English, maths and science.

The school opened in September 2007, providing a modern, functional learning environment, with pupils and curriculum at the heart of the school design. Judges were impressed with the clear rationale, strong results and focus on people from disadvantaged backgrounds. "A really inspiring programme which both organisations should be very proud of," said one judge. Another added, "A perfect example of a large corporate using its expertise to support its local community – a clear alignment of values and tangible outcome."



Silver – Young Citizens Charity and FTI Consulting

Since 2012, the partnership between the Young Citizens Charity and FTI Consulting has expanded its 'Experts in Schools' programme, by updating the existing employee volunteering programme to focus on Brexit and the economy. One judge lauded the "clear target audience and hugely relevant topic areas around politics, democracy, citizenship, Brexit, etc that is creative and focuses on building trust and solving problems."



Bronze – Battersea Power Station Development Company and EdComs Ltd

The Battersea Power Station Development Company approached EdComs to develop an experiential workshop for primary school pupils that would situate the changes taking place at the power station in a historical context, exploring its past, present and future. "An interesting collaboration, it was great to see how the programme helped to achieve both organisation's goals," said one judge.



Bronze – Wildfowl & Wetlands Trust and HSBC

The Inspiring Generations project – spearheaded by HSBC and the Wildfowl & Wetlands Trust – believes that providing opportunities for young people to spend time immersed in nature is critical to developing an appreciation of the natural world, and a desire to protect and restore it. Judges were inspired by this partnership, with one saying it had a "clear approach to a target audience and accessibility for students from poorest areas. The project is creative and has achieved great results."



Highly commended – Jazz Pakistan and VEON

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BEST ENVIRONMENTAL OR SUSTAINABLE PROGRAMME



Gold – WWF UK and Coca-Cola Foundation

WWF UK and the Coca-Cola Foundation partnered up to support farmers in East Anglia improve soil and reduce run-off and pollution. Through the project, the two organisations wanted to improve river health and natural habitats, while looking after the sustainability of the sugar beet crop in the east of England – one of Coca-Cola’s key ingredients.

As a result of this partnership, over 940m litres of water were replenished and over 2,500 local farmers were engaged in water sensitive farming. In addition, 1,000 hectares of land is farmed more sustainably to measurably improve English soil and water quality. “I really like this,” said one judge. “Large corporates are so often seen as ‘the enemy’ it’s really to see this kind of partnership activity happening. And that it will happen for another three years demonstrates the sustainability of the programme.” Another judge added that this was a “great example of the charity and corporate sector working in partnership”.



Silver – Barratt Developments plc and RSPB

Through hedgehog highways, wild bee-friendly planting and swift bricks, a partnership between Barratt Developments and RSPB tries to help all forms of wildlife and nature on new housing developments. “A brilliant fit between the two organisations and the initiative has been developed on a number of levels to meet our housing shortage and protect the environment,” praised one judge.



Bronze – DP World FZE

In June 2018, to mark World Oceans Day, DP World’s UK business units committed to eliminate the consumption of single use plastic over which they have direct control by the end of 2019. One judge said this was “a well-thought out programme that has shown some results for the supply chain.”



Bronze – Smart Energy GB and Hill+Knowlton Strategies

A partnership between Smart Energy GB and Hill+Knowlton Strategies took the ‘Campaign for a Smarter Britain’ to the nation and delivered a positive campaign to rally support for smart meters and a cleaner, greener Britain. “Engaging campaign and good use of celebrity ambassadors – impressive coverage and reach,” said one of the judges.

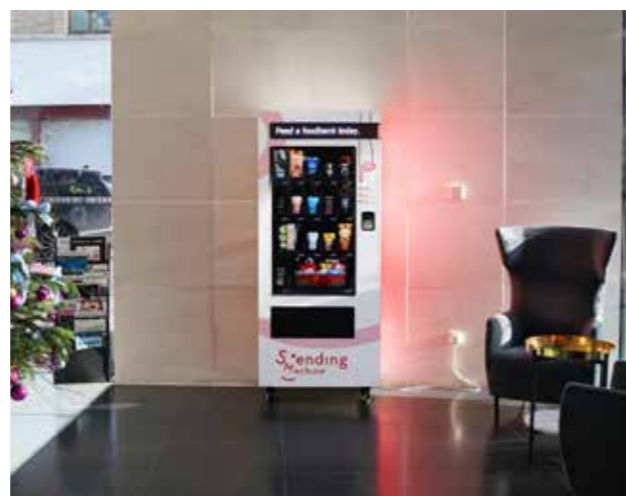
BEST PRO-BONO WORK FOR A CHARITABLE, SOCIAL OR ETHICAL CAUSE

Gold – Publicis Sapien

Through the creative use of technology and data, Publicis Sapien and Second Story built the 'Sending Machine' – a digital vending machine that doesn't dispense food, but sends it straight to the food bank. Food bank stock data is collected and analysed and the machine updates in real-time, reconfiguring itself to display the products that are urgently required.

Passersby are able to send what's really needed to those who really need it. Items are quickly purchased and donated using contactless payment technology. An online food retailer then delivers these items to the food bank.

"This is fantastic – really innovative and making a real, tangible difference," said one of the judges. Another added, "The video enhanced the application enormously. It's clear this is a massive step forward in food banks. I have been fundraising for 20 years and have never seen anything so amazing."



Silver – Fujitsu and Macmillan Cancer Support

The partnership with Fujitsu brought digital skills and expertise to Macmillan Cancer Support, allowing the charity to reach more people who need its support. Technology innovations such as contactless giving have genuinely transformed the way people interact with the charity, leading to an "excellent array of development across three focus areas," according to one judge.



Bronze – Dulux and AidCamps

In February, a team of 14 Dulux colleagues travelled to earthquake-damaged Nepal to rebuild a school, raising funds to supply all the building materials. "A great combination of employee engagement, fundraising and direct giving in terms of time and resources to support a worthy cause," said one judge.



BEST SPORTS AND LEISURE PROGRAMME

Gold – Enable Sweden, Gålö Foundation and Lundquist

Swedish football has been hampered by a charged fan culture, use of dangerous flares and episodes of public disorder, all of which has triggered a volatile, emotional public debate. Enable Sweden has established a sustainable, collaborative and knowledge-based model for making attendance of football games a safe, entertaining and positive experience for all. Its success lies in its use of dialogue to build trust among formerly conflicting parties.

Judges agreed the project identified a clear problem and worked collaboratively to deliver the solution. It had a "fascinating methodology and [was] very well thought out, with a strategic focus," said one judge. Another added, "A valuable piece of work addressing a significant issue within the footballing community in Sweden, developing best practices that can be applied in other countries to address similar issues."



Silver – Dulux and Threshold Sports

'London Revolution' continues to be a vital employee engagement initiative for Dulux, making a significant difference to the health and wellbeing of its team and raising money for the Outward Bound Trust. One judge said the partnership was a "strong entry that supports the business' wellbeing programme, fundraising drive and interventions, like its cycle scheme."



Bronze – DP World FZE

DP World Antwerp focused on building a healthier environment for its employees by partnering with Fitbees, which allows employees to have work-life balance and to improve mentally and physically, thereby becoming more productive at work. "A good example of an employer taking the initiative to support employees to improve their health," said one of the judges.



Highly commended – Heineken®, UEFA Champions League and Edelman

BEST SPONSORSHIP ACTIVITY TO SUPPORT OR DEVELOP CORPORATE REPUTATION

Winner – Simplyhealth

In 2017, Simplyhealth became title partner of the 'Simplyhealth Great Run Series,' the largest series of mass participation events in the world. As well as raising some £42m each year for charities across the UK, the partnership drives commercial benefits by offering Simplyhealth a direct route to some 262,000 active runners who have participated in one of its Great Run events. Activation of the Simplyhealth Great Run partnership was focused on bringing to life its strategic objective of 'supporting runners every step of the way.'

To consistently deliver this message, it developed a year-long communications strategy that was focused on the flagship events in Manchester, Newcastle and Portsmouth. It aimed to reach both seasoned runners and beginners, employing earned, owned and paid for media platforms to deliver an extensive campaign – including engaging 34 journalists who took part in the Great Run Series.



BEST ALIGNMENT OF BRAND VALUES THROUGH A SPONSORSHIP ACTIVITY

Winner – UBS and The Bridge Academy

Sixteen years ago, UBS identified a key issue in its London community. In Hackney, 37% of students were forced to attend school outside of their borough. At the same time, Hackney ranked poorly in English, maths and science education. UBS sponsored a new school in Hackney, the Academy, to address the shortage of school places and drive up standards and performance. Opening in 2007, the Academy provides a modern, functional learning environment and offers UBS a key opportunity to engage with the local community.

As the school and students have grown, so too has the partnership, and UBS continues to support the outstanding careers provision programme. Harnessing the time and skills of its employees through volunteering, it is able to provide work experience, mentoring, interview practice, careers insights and more. Financial commitments are designed to support the broader ambition to become an outstanding academy where enrichment provided by UBS is a key distinguishing feature.



BEST ENGAGEMENT OF AN INTERNAL AUDIENCE IN A SPONSORSHIP PROGRAMME

Winner – Great Ormond Street Hospital Children's Charity and Royal Bank of Canada

The Royal Bank of Canada (RBC) approached Great Ormond Street Hospital (GOSH) Children's Charity in 2009 to build a partnership. The resulting 'RBC Race for the Kids' is a global series of running events that take place in countries across the world, and RBC was looking for a UK version. The first RBC Race for the Kids took place in 2010 in Battersea Park, London and RBC recruited over 250 participants.

Following a challenging year for the event in 2017, the objective was for it to bounce back in 2018. And it did. RBC provided significant support to the event in advance of race day through its sponsorship fee and a substantial contribution to event costs and marketing. It brought an incredible 2,000 employees, families and friends; despite fears of fundraising fatigue in the ninth year of the partnership, RBC raised over £300,000 for the GOSH Children's Charity.



MOST EFFECTIVE SPONSORSHIP OF A SINGLE EVENT

Winner – Heineken®, UEFA Champions League and Edelman

Heineken's sponsorship of the UEFA Champions League in the 2017-2018 season was brought to life through its 'Share the Drama, Share the Trophy' campaign. It was based on the idea that while live football contains as much drama as a blockbuster film, the majority of fans won't get the chance to experience the games live. A variety of Heineken-sponsored activities took place – from an immersive launch event and screening to free-running competitions and live football hero engagements.

Heineken's sponsorship travelled the globe to unite fans from different countries, placing their passion for the competition at the heart of the story. The activation involved the co-creation of branded content with global media and influencers over four months, and across four continents. Heineken's sponsorship assets were used to secure the brand's messaging in earned content beyond traditional media interviews, while events tapped into social media influencers to deepen fan engagement and generate spontaneous conversations.



MOST INNOVATIVE SPONSORSHIP ACTIVITY

Winner – Samsung, in collaboration with the Science Museum and Cheil UK

Identifying a joint objective to encourage more people into STEM careers, particularly among students from working class families, the Science Museum partnered with Samsung on a joint initiative. The shared aim allowed the two organisations to develop and implement a touring educational outreach programme based on British astronaut Tim Peake's journey to the International Space Station. The touring exhibition featured as its centrepiece the scorch-marked Soyuz descent module from Peake's return journey to Earth in 2016.

The tour traveled across the UK for 18 months to engage with communities across the country. It was supported by national PR and marketing activity, including media previews, family launch events and multichannel promotions. Peake himself made a personal appearance, helping raise the programme's profile across all forms of media.

Judges loved the joint objectives exemplified by this project, lauding the way it brought two organisations together behind a shared goal and a creative, unusual sponsorship.



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



Gold – Jazz Pakistan and VEON

Jazz, part of the Veon Group, has launched Pakistan's first National Incubation Centre (NIC) to promote and support Pakistani entrepreneurs and startups. Pakistan is one of the largest and most dynamic evolving markets in the world and Jazz's goal in the region is to empower more people with the tools necessary to progress in an increasingly digital economy. The NIC has provided Jazz with the opportunity to engage with a wide range of key stakeholders to raise its profile as a responsible and innovative business, and a flagbearer for the digital revolution in Pakistan.

"An impressive programme with long term impacts, strong leverage and potentially transformative for those it reaches," said one judge. Another added, "This entry was a bit different to the rest which I liked. It had the best long-term prospects, delivered good press coverage and increased the profile of Jazz. It should leave a real legacy."



Gold – O2 (Telefónica UK)

O2 wants to demonstrate the power of mobile to drive change and create a more sustainable world. It is supporting the United Nations' Sustainable Development Goals 10, 11 and 12 through its youth, smart meter and carbon reduction programmes. And it is committed to playing its part in supporting the Paris Climate Agreement and the UK Government's Social Mobility Business Compact – adding its name to both international and national commitments.

In 2018, O2 recycled 280,000 phones, wearables and tablets through O2 Recycle and became the first telecommunications company to request suppliers remove all single-use plastics in the products, packaging and services by 2020. "I liked that it drew on key agendas and experiences set by UN Sustainable development goals, UK government goals and informed by Telefonica's experience," said one of the judges. Another added, "A brilliant partnership that continues to deliver results, backed up by a superb sustainability policy."



Silver – Battersea Power Station Development Company and EdComs Ltd

The Battersea Power Station Development Company worked with EdComs to create a bespoke experiential workshop for primary school pupils from the surrounding area. The programme was designed to educate young students about the changes taking place at the power station. "Great objectives and loved how, from the beginning, the scheme was authentic and not just a PR exercise," said one judge.



Bronze – Debenhams and Help for Heroes

As a result of a five-year partnership between Help for Heroes and Debenhams, some £2m has been raised in support of wounded veterans and their families. As one of the judges said, "It feels like a genuine collaboration borne out of need of the organisation but importantly the needs of the charity's beneficiaries."

Highly commended – AstraZeneca UK Ltd and Ashfield Meetings & Events

BEST ALIGNMENT OF BRAND VALUES DURING A CSR PROGRAMME

Gold – Samsung, in collaboration with The Science Museum and Cheil UK

Science, technology, engineering and maths (STEM)-related careers represent a viable route towards economic stability for those from disadvantaged backgrounds. Yet only a small percentage of those working in STEM fields are working class. The Science Museum Group (SMG) and Samsung found they had a shared objective to inform, inspire and engage interest in STEM fields. They presented 'The National Tour of Tim Peake's Spacecraft' – a touring exhibition and education outreach programme built around the Soyuz TMA-19M descent module.

One judge thought the use of a programme designed around a specific object was "brilliant in its simplicity." Another added, "A well-explained application that demonstrates the excellent fit between funder and programme. The overlap between Samsung and SMG is clear and the investment of time and money does seem to have delivered some very strong results."



Silver – Young Citizens Charity and FTI Consulting

A partnership between FTI Consulting and the Young Citizens Charity, 'Experts in Schools' has served as an ongoing relationship that allows FTI's employees to run volunteering programmes while educating students about issues related to the economy and to Britain's future. Since 2012, this has been "a simple and credible campaign, with clear metrics and outputs, that aligns with the brand values of FTI," according to one judge.



Bronze – AstraZeneca UK Ltd and Ashfield Meetings & Events

Ashfield Meetings & Events developed and proposed an activity for AstraZeneca that would see its employees co-creating a 20m by 20m piece of bespoke artwork, using donated items that would subsequently be given to its associated charities. One judge said, this was a "well-thought through and brilliantly executed campaign that clearly married brand values with a CSR programme."



Bronze – Dulux Academy and Outward Bound Trust

Dulux has a relationship with the Outward Bound Trust which sees it support the organisation and its audience while providing valuable employee engagement opportunities for employees. Dulux staff members benefit in terms of health and wellbeing, while the charity sees Dulux raise money and support for its work. Judges liked the partnership's clear objectives and the long-term engagement.



BEST COMMUNITY INVOLVEMENT DURING A CSR PROGRAMME



Gold – Coca-Cola Great Britain, UKactive, Dundee, Glasgow, Newcastle, Manchester, Stoke-on-Trent, Nottingham, Birmingham, Swansea, London Newham, Southampton Local Authorities and StreetGames

Over the past five years, ParkLives by Coca-Cola GB has helped people to recover from injury and illness, and those feeling isolated and lonely, as well as working with people through mental health challenges. It has upskilled and trained over 250 session leaders in the communities that need it most.

In 2018, ParkLives ran over 10,600 free activities in over 300 British parks, with attendance topping one million people. Starting in Birmingham, Newcastle and the London Borough of Newham, the programme has grown and partnered with 10 local authorities around the country. "Some great results and a commendable use of local people as community coaches – real community development," said one judge.

Silver – Beeline Russia and VEON

Beeline, a subsidiary of telecoms company Veon, donates its telecommunications infrastructure to Liza Alert. In 2018 alone, 10,789 searches were conducted and 8,514 missing people were found alive. "An example of what can happen when the best of technology is coupled with the best of a community to help those when most in need," praised one judge.



Bronze – Coca-Cola European Partners and UK Youth

The 'Reach Up' pilot project between Coca-Cola European Partners and UK Youth spanned four months and worked with 40 young people in the northwest of England to empower them with the confidence, skills and experience needed to feel ready for the workplace. One judge commented on how the activities were "imaginative and diverse," going on to say that it was good to see "the ambitious expansion planned for this year."



Bronze – Debenhams and Help for Heroes

Debenhams has supported Help for Heroes for five years, engaging its employees to volunteer and supporting the charity in its work with veterans and their families. One judge said this was a "great example of engaging with an internal community". "It is clear that Debenhams has worked very hard to get its employees involved in the partnership," said another.



BEST ENGAGEMENT OF AN INTERNAL AUDIENCE IN A CSR PROGRAMME

Gold – BT

BT decided to create a fun, engaging and personal campaign that would encourage its people to consider their plastics use and start to use more sustainable alternatives. 'Let's get drastic about plastic' came with a light-hearted launch video and a digital call to action for the campaign's widespread workforce, as well as a plastics pop-up that gave employees a surprise reward for answering its plastics quiz correctly.

The judges enjoyed the development of the 'Green Team' and 'Plastic Warriors' to ensure both a top-down and bottom-up approach. "A strong entry, with a fun, innovative approach," said one. "BT was mindful of staff fatigue with the messages and also on the problem of a top-down approach. Another judge added, "This is a current topic which needs to be addressed and 70% of the workforce being reached is a great result."



Silver – AstraZeneca UK Ltd and Ashfield Meetings & Events

AstraZeneca worked with Ashfield Meetings & Events on an activity that would see its participants co-create a bespoke art piece using donated items. The goods were then donated to the company's associated charities. Judges thought this was "an effective way to encourage collaboration among people from different functions in the business."



Bronze – Dixons Carphone and Threshold Sports

To ensure maximum uptake of its 'Race to the Stones' ultra-marathon, Threshold Sports suggested that Dixons Carphone offer free places for 200 employees and fundraisers, as well as a host of live event digital experiences, making for an "interesting juxtaposition between tech and wellbeing," according to one judge. "Good to see a company taking care of its staff outside of a tech setting."



Highly commended – Internet Matters, BT Group, Sky, TalkTalk, Virgin Media, Google, BBC, Huawei, Facebook, Instagram, Three and Samsung

BEST COLLABORATION FOR A SINGLE EVENT

Gold – Barclays and Unreasonable Group

'Unreasonable Impact,' created by Barclays and the Unreasonable Group, is the world's first international network of accelerators focused on scaling up entrepreneurial businesses that will help employ thousands worldwide while solving some of our most pressing societal challenges. The programme consists of intensive two-week accelerators held annually in the Americas, UK and Europe and Asia-Pacific. In October 2018, Barclays and the Unreasonable Group convened over 400 entrepreneurs, colleagues, clients and industry experts at the annual Unreasonable Impact World Forum.

Fast-paced, thought-provoking and inspiring, the forum showcased the impact that its entrepreneurs are having across the future of energy, food, water and agriculture, sustainable living and supply chains. It built connections across industries and sectors to facilitate their growth. It received positive feedback from Barclays' clients, the entrepreneurs and other key stakeholders – including Barclays employees.



MOST INNOVATIVE COLLABORATION

Gold – Samsung, in collaboration with the Science Museum and Cheil UK

Promoting STEM careers is a common goal for organisations operating in the science and engineering fields. Telecommunications providers, like Samsung, are no different. Yet, Samsung set out to achieve more with its work in the STEM education field. By partnering with the Science Museum, Samsung was able to create an interactive, educational programme that brought together science, modern technology and real-life astronauts.

The partnership's 'National Tour of Tim Peake's Spacecraft' reached students and families from working class backgrounds, allowing them to explore the opportunities available in STEM careers. With support by national media and Tim Peake himself, the partnership was a unique proposition, reaching people neither organisation was previously able to engage with. Judges were impressed by this programme's collaborative working as well as its achievement of joint objectives.



Silver – HighTide and Lansons

In 2008, corporate communications consultancy Lansons began working with the HighTide theatre company in a partnership that would shape the growth of both organisations. Offering the group free office space, IT and resource support, HighTide was able to focus on its work of bringing new voices into the arts. For Lansons, it has offered a key opportunity for employee engagement – particularly around volunteering and allowing employees to attend the HighTide Festival – while also giving Lansons a unique corporate hospitality proposition.





What does the online acronym PAVW mean?

Do you know? Or more importantly do your kids know? The O₂ NSPCC Parents vs Kids quiz is a fun way to find out which generation knows more about the online world – and it's designed to help start those tricky conversations about online safety.

Parents vs Kids has found it's way into homes all across the UK, and even won a 2019 Webby award in the Education and Reference category. It's played an important part in helping the O₂ NSPCC partnership start over 2 million conversations about online safety.

Search 'Parents vs Kids' and play now.

O₂

BEST FOUNDATION



Gold – Wheatley Group and Wheatley Foundation

The Wheatley Group is one of Scotland's major housing, care and property-management organisations. The Wheatley Foundation charitable trust was launched in December 2016 to help break the cycle of poverty and exclusion that many of its customers experience.

In 2018, the group launched 'Wheatley Works,' which boosts job and training places for people who may have never worked before. It was developed to help customers to become more confident, competitive and ready to succeed in the training and job opportunities that come through the group's huge programme of housebuilding.

"The standout submission of this category," said one of the judges. "It's about going further for existing clients, which in turn helps to build trust, with a view to addressing, at its root cause, the socioeconomic issues impacting its clients." Another judge added, "This is an excellent example of a foundation doing what it does best – contributing to and helping a community and furthering a business."



Silver – SITA, Computer Aid, PEAS and Wits Foundation

Since being established in 2014, the SITA Air Transport Community Foundation initiative has provided over 80,000 young people in Africa with access to ICT and education. "A very well-thought through foundation, with some very tangible and positive impacts, particularly when linked to the UN SDGs," said one of the judges.



Bronze – Moto in the Community and Help for Heroes

The Moto in the Community Trust (MITC) is the charitable arm of motorway service area provider Moto Hospitality. In 2018, it celebrated raising £5m for charities like Help for Heroes. "A commendable partnership, and one of the most detailed employee engagement campaigns I've seen around a CSR partnership," said one judge.

MOST EFFECTIVE ONE-OFF CAMPAIGN

Gold – Campaign Against Living Miserably (CALM), Harry’s, adam&eveDDB and ITV plc

It’s sobering to think that 84 men commit suicide each week in the UK – that’s 12 men every day. ITV and the Campaign Against Living Miserably (CALM) wanted to bring this tragic reality to life in a standalone campaign – Project 84 – which was launched in March 2018 live on This Morning. Replica statues of 84 British men who had taken their own lives were installed on to the rooftops of ITV’s office and studio in London, coupled with an extensive social media plan.

The programme covered the campaign over three days, with interviews with the families of these men, and experts from CALM, who introduced viewers to the support networks and charities available to help. The campaign reached 22 million people in markets as far as Australia – it was even mentioned in Prime Minister’s questions. Meanwhile, some 290,000 signed the online petition calling for a minister for suicide prevention to be appointed. And in October 2018, one was.

Silver – NSPCC and O2

With NSPCC’s reach into primary schools and O2’s customer engagement, over 6m actions have been taken by parents to help keep kids safe online. ‘Parents vs Kids’ is the first ever online safety game. Played on Amazon Alexa, it pits parents against their children to find out who knows more about the online world.



MOST EFFECTIVE LONG-TERM COMMITMENT

Gold – NatWest MoneySense

For 24 years, MoneySense has bridged the gaps in financial education, helping over 6.5 million young people to understand money. In 2015, Natwest’s MoneySense programme expanded its remit to include primary school children and set itself an ambitious challenge: to reach a further one million pupils in England and Wales by the end of 2018. With the support of teachers and the bank’s network of staff volunteers, it exceeded this target, reaching almost 1.8 million by the end of the year.

Judges said this was a great example of how a long-term commitment can have an impact. They lauded Natwest for identifying the issue, working toward its objectives and evolving to meet changing demands and needs. “A very good programme, importantly celebrating an anniversary this year,” praised one of the judges. “The scale of the reach is breathtaking, as is the extent of staff involvement. A great entry.”



Silver – Coca-Cola Great Britain, UKactive, Dundee, Glasgow, Newcastle, Manchester, Stoke-on-Trent, Nottingham, Birmingham, Swansea, London Newham, Southampton Local Authorities and StreetGames

ParkLives by Coca-Cola GB helps people recover from injury and illness, as well as supporting people through mental health challenges. “An excellent application, clearly setting out the scale of the project, its objectives and its impacts,” said one of the judges.



Silver – Cotton Traders and Help for Heroes

For the last eight years, Cotton Traders has produced a co-branded Help for Heroes menswear range, and recently added new supporter items such as Christmas clothing, accessories and homeware. One of the judges said this partnership was “a brilliantly simple initiative, whereby an allocation of profits is shared with the charity.”



Bronze – Internet Matters, BT Group, Sky, TalkTalk, Virgin Media, Google, BBC, Huawei, Facebook, Instagram, Three, Samsung and Goldbug

In 2014, Internet Matters was established by BT, Sky, TalkTalk and Virgin Media to help parents keep children safe online. In the last five years, brand awareness has grown, and it is now second only to industry giant NSPCC. “Great long-term commitment from partners on an issue that needs to be fixed industry wide,” said one judge.



Highly commended – Moto in the Community and Help for Heroes

BEST STAKEHOLDER COMMUNICATIONS

Gold – Anglian Water and Spring

Anglian Water has 4.3 million customers in the East Anglia region. Unlike other utilities companies, customers don't choose their water supplier, which presents a challenge for brand engagement. Spring was appointed to design a consultation that would both educate stakeholders on the importance of water resilience and provide research to form Anglian Water's five-year investment plan in line with Ofwat's tariff pricing plan. The H2OMG! brand was designed to inspire families to engage with Anglian Water during the height of summer 2017 in Norwich.

The funfair themed interactive stakeholder engagement event, staffed by Anglian Water volunteers, communicated the key issues around water resilience with its customers and captured their opinion on how best to tackle them. A huge success, the campaign exceeded its KPIs by three times. Over three million stakeholders in the region were reached, with 33,000 specific interactions with H2OMG!



BEST PR AND EXTERNAL COMMUNICATIONS

Gold – Goldbug, Internet Matters, BT Group, Sky, TalkTalk, Virgin Media, Google and BBC

Internet Matters needed to spread the message to UK parents that making their child's internet safe should be a priority at the most vital time of the year – when their children go back to school. Its multilayered PR campaign was less about spending big and more about reaching as many parents as possible. It was the result of four months of planning between PR teams across the partnership at a time when the issues around online safety makes headlines every day.

The suite of resources created for parents on the Internet Matters website were viewed more than 500,000 times, while the campaign video was watched by more than 1.2 million parents. Judges liked the fact that competitors were able to collaborate across the industry in support of this project. One said, "The development is explained well and the impacts are impressive, including a note referencing growth in the partnership as a result of the activity."



Silver – Dulux, Community RePaint and Resource Futures

To mark the 25th anniversary of the partnership, an eight-week campaign was launched by Dulux in September 2018 to highlight the community work achieved by 'Community RePaint.' One judge said, "A well-argued entry that presents some good results, not just in the very impressive external coverage, but also in the direct impact and internal engagement."



Bronze – Simplyhealth

Simplyhealth aimed to reach both seasoned runners and beginners, employing earned, owned and paid for media platforms to deliver an extensive campaign – including engaging 34 journalists who took part in the Great Run Series of events. This resulted in "good insights and delivery across paid, earned and partnership," according to one of the judges.



BEST COLLABORATIVE APPROACH

Gold – NSPCC and O2

O2 and the NSPCC have worked together for over three years to help keep kids safe online. The combination of the NSPCC's huge reach into primary schools and O2's engagement with customers has driven over 6m actions by parents. With a mix of questions about internet culture and online safety, 'Parents vs Kids' is an interactive quiz show experience played on Amazon Alexa that pits parents against their children to find out who knows more about the online world, making it the first ever online safety game.

"A really strong and innovative collaboration," praised one of the judges. "The objectives were clear, it executes a clear strategy, aligns with both parties' strategic aims, stands out and is clearly exceeding participation among target audiences." Another judge added, "A really contemporary initiative with an impressive reach. It is good to see that the initiative is evolving increasing accessibility for all users."



Gold – The Walt Disney Company, Great Ormond Street Hospital Children's Charity and Great Ormond Street Hospital for Children

In June 2017, the Disney Reef opened at Great Ormond Street Hospital. This outdoor underwater-themed space was the result of five years of planning and development, involving over 36 teams across the hospital, the Walt Disney Company and the hospital's charity. As a result, 619 seriously ill children from across the UK, who arrive at the hospital every day, can enjoy this vital outdoor space to spend time with family. The play area was designed for all ages and accommodates patients with a wide range of conditions, making it truly inclusive.

"Hats off for achieving this and taking everyone onboard the journey with you," praised one of the judges. Another added, "This is a really lovely project that meets a clear need and strategic objectives of both parties. There was a lot of consultation, collaboration and development of the final product, which was changed many times to meet user needs but also the high standards needed in a healthcare environment."



Bronze – High Tide and Lansons

Through this partnership, which engages new audiences around groundbreaking, stimulating theatre, writers and creatives of all backgrounds can enter and flourish in the art world. "A brilliant, lasting partnership, that while limited in its reach, has had a lasting legacy that the partnership can be proud of," said one judge.



BEST EXECUTION



Gold – Hepsiburada

To play its part in promoting female business owners in Turkey, Hepsiburada offers a broad range of resources, support, and affirmative placements to give their businesses visibility. In the 20 months since the 'Technology Empowerment' programme was implemented, Hepsiburada's female merchant participation rate grew from 4% to 31% of its total vendors. Output on Hepsiburada for women vendors has increased 44-fold, strengthening 72 communities across Turkey.

This programme has dramatically increased women's participation and ability to succeed in the Turkish retail industry, and the e-commerce industry in particular. But the impact of the 'Technology Empowerment' programme goes well beyond this. Every woman founder who reaches new markets and learns how to run a better business through Hepsiburada is building a future for her family and her community. It's also helping to shift the culture towards one that values women's contributions to local, national and global economies.

Silver – The Daily Mile and Media Zoo

The Daily Mile (TDM) is the UK's most successful children's fitness and wellbeing campaign. Media Zoo was recruited to help get TDM adopted in schools. A partnership with ITV granted a primetime advertising campaign, featuring two Media Zoo ads, as well as features on Good Morning Britain and This Morning.



GRAND PRIX

Winner – Warner Bros. Entertainment & AMPAS, BAFTA, BFI, Chickenshed, Glasgow Caledonian University, IADT, Into Film, NFTS, RADA, Ravensbourne, ScreenSkills and University of Hertfordshire

In the UK, the entertainment industry has become extremely difficult to break into, especially for those without the financial means to do so. People of diverse backgrounds are under-represented on screen and behind the camera, so diversity and inclusion have become some of the most important issues in the industry.

Warner Bros. Creative Talent (WBCT) enables access into the creative industry for talented people from underrepresented groups, who may otherwise struggle because they do not have financial support, connections or opportunities. It continues supporting scholars throughout their training and careers, providing them with key resources to help them succeed within the industry.

The organisation brings together key partners across film, games, television and theatre. In partnership with its major stakeholders – Bafta, BFI, Chickenshed, Glasgow Caledonian University, IADT, Into Film, NFTS, Rada, Ravensbourne, ScreenSkills and the University of Hertfordshire – it provides funding, paid placements, apprenticeships, mentoring and masterclasses.

And the results speak for themselves. The WBCT alumni base of over 300 people have forged careers in the industry, and to date, received over 35 nominations and awards, including Bafta nominations.

They have worked on some of the biggest movies of 2018, including Bohemian Rhapsody, Fantastic Beasts: The Crimes of Grindelwald, A Star is Born and the Favourite. Moreover, WBCT exceeds BFI inclusion targets for representation of women and BAME.

In addition to funding, its charitable and educational partners benefit from working with a major US studio. For Rada, for example, the 'Principal Partnership' with WB was the catalyst for the development of the academy's film and television department. Students now benefit from both stage and screen training, and each year six short films are funded by WB. Meanwhile, students learn about motion capture from Rocksteady, one of WB's games companies through which four scholarships are funded each year.

All the judges agreed that the programme offers amazing, life changing opportunities in the creative industries, and that part of its success is that it makes full use of networks, opportunities and resources, making it a standout winner of this year's Grand Prix award.



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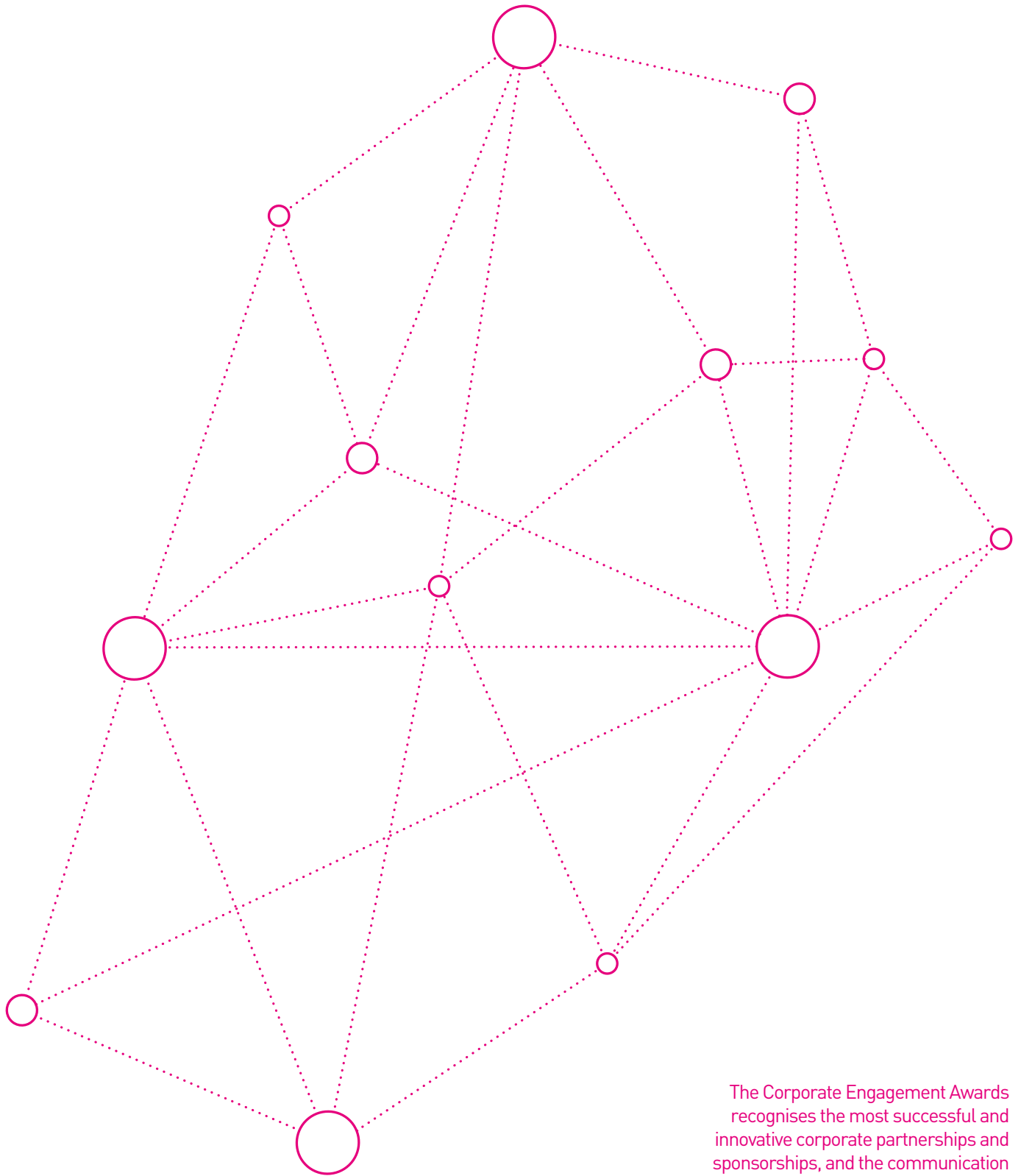
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