



# CEA

The Corporate  
Engagement  
Awards 2016



Communicate  
magazine

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## Welcome

The Corporate Engagement Awards honours the best in corporate collaborative working.

There are many reasons for different companies to work together – charity driven philanthropy, corporate social responsibility, sponsorship projects to improve brand awareness or perhaps a campaign that aims to enhance an organisation's reputation. No matter what the benefit of the collaboration, the hard work, creative thinking and dedication of the teams that carefully build, maintain and manage these relationships should be rewarded.

The Corporate Engagement Awards not only benchmarks the best work but also rewards the teams and provides a platform to showcase the exceptional work being done. The judges, comprised of those specialising in corporate partnerships, CSR and sponsorships have worked hard to determine the standard-bearers in this area.

Winners tonight represent the best in collaborative working, CSR, partnerships and sponsorships and communications. The premier winners – Primark and Channel 4, Scope, MediaCom and 2LE Media – excelled at both creating a strong programme and communicating about their work to the relevant audiences. Primark's work with female smallholders in India sets the bar for sustainable farming programmes in the retail sector. Channel 4 and Scope's disability awareness television programme and campaign highlighted a strong partnership and effective communications campaign.

We're proud to honour the 2016 Corporate Engagement Awards winners for their excellence in CSR, collaborations, partnerships and sponsorships. Congratulations to all!

### Brittany Golob

Editor

*Communicate magazine*

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## Meet the judges



**Fiona Bartosch, head of partnerships and engagement, Prime Minister’s Office**

Fiona is head of partnerships & engagement at the Prime Minister’s Office. Her team leads cross-Whitehall and corporate digital engagement and performance optimisation on the prime minister’s priority campaigns. Fiona has spent over 20 years in communications, including roles with the BBC, BIS and as managing partner of corporate communications agency SCB London.



**Vijay Bedarkar, global programmes analyst, Barclays**

Vijay has worked with Barclays for five years spanning both corporate banking and citizenship and reputation. He has worked directly with Barclays’ three global community investment programmes across 13 countries: the partnership with the Football Foundation to develop 200 sustainable community sports sites, the employability and enterprise partnership with UNICEF, and the savings-led micro-finance programme, Banking on Change, with Plan and CARE.



**Kate Clough, senior consultant, Instinctif Partners**

Kate specialises in sustainability communications and wider stakeholder engagement and believes effective communication drives change, builds trust and is integral to business success. Over her 20 year career, she has advised clients on topics such as securing licences to operate, sourcing ethical ingredients, and reporting and embedding sustainability strategies. She has worked across the food & drink, FMCG, industrial, energy and renewable energy sectors.



**Catherine Colloms, former director of corporate affairs, Paddy Power**

Catherine is the former director of corporate affairs at Paddy Power. She was responsible for devising and implementing the company’s corporate communications strategy, including media relations, public affairs, corporate responsibility and responsible gambling strategy. Prior to this, Catherine spent six years at Brunswick Group working in retail, FMCG and manufacturing. She started her career in the Foreign Office where she worked for eight years on post-conflict and policy issues in London, Gibraltar and Sarajevo.



**Graham Duxbury, chief executive, Groundwork UK**

Graham was appointed Groundwork UK’s chief executive in March 2014. He has nearly 20 years of experience helping public and voluntary sector organisations reach new audiences and deliver strategic communications and development campaigns. He was previously Groundwork’s director of development – responsible for building national relationships and partnerships, generating income, developing national programmes and leading policy and strategic communications. Graham joined Groundwork UK in 1998.



**Joséphine Edwall-Björklund, senior VP corporate communications, SCA**

Joséphine is the senior vice president of corporate communications at SCA. She has over 25 years of experience working as an in-house communications professional. Prior to SCA, she worked for Ericsson AB and was vice president and head of communications, in the global services business unit. While working for Ericsson Response, Ericsson’s non-profit organisation, Joséphine was a board member and head of communications in a team that contributed to humanitarian relief work during natural disasters.



**Kate Goldman, director of partnerships & philanthropy, Unicef UK**

Kate is director of partnerships & philanthropy at Unicef UK with responsibility for leading its philanthropy, foundations and corporate engagement. She is defining and leading the organisation’s partnerships and relationships agenda by bringing together some of the world’s leading businesses, foundations and philanthropists with Unicef. Prior to joining Unicef UK, Kate led corporate engagement strategies at Save the Children and the NSPCC and supported the establishment of venture capital firm, Ariadne Capital.



**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 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.



**Stephanie Harvey, fundraising manager, Providence Row**

Stephanie has 15 years of experience in fundraising and has worked at Providence Row for six years. As the fundraising manager, she works alongside frontline teams and supports the development of new initiatives alongside funding for core support services. Corporate partnerships are an integral part of Providence Row. The organisation believes that having strong relationships within its local area means it is able to work collaboratively to tackle the root causes of homelessness.



**Olivia Highland, head of corporate development, The Old Vic Theatre**

Olivia is head of corporate development at the Old Vic – one of the only theatres in London with such a prized and international reputation not to receive any regular government subsidy. Olivia leads the corporate fundraising team in defining the corporate fundraising strategy, stewarding partner relationships with a range of businesses and brands across multiple sectors, seeking and securing new business and realising the corporate revenue target – amounting to 45% of the organisation’s overall revenue fundraising target.



**Rowena Howell, partnership services manager, Macmillan Cancer Support**

Rowena leads the cancer information and support area of the corporate partnership between Macmillan Cancer Support and Boots UK. She has worked in the field of cancer information and support for over 10 years, first at the NHS within the Mount Vernon Cancer Network. She moved to Macmillan Cancer Support to lead the expansion of its Mobile Information Service in the southeast region, before joining the Boots Partnership team in 2011. Previously, she worked in production and communication roles at the BBC.



**Matthew Leopold, head of partnerships, 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 sponsorship and partnerships at British Gas. Primarily focusing on the title sponsorship of British Swimming and its subsidiaries, Matthew has been able to focus on making swimming’s assets work for British Gas. He has led the development of innovative and technological activation campaigns that support both the sport’s and his objectives.



**Geraldine Mapp, head of corporate communication, National Grid**

Geraldine leads the corporate business partner team for National Grid. She is charged with making engaging connections that positively impact business outcome, working with British and American stakeholders on behalf of the company’s corporate functions. Geraldine’s 25-year communications career includes roles as head of internal and external communications at Homeserve, acting head of PR for npower and senior manager at Barkers PR, working in banking, fashion, pharmaceutical, pharmacy, food and manufacturing.



**Kate Marsh, chief executive, City Funding Network**

Kate is the chief executive of the live crowdfunding charity the Funding Network (TFN). Prior to joining TFN, Kate was responsible for fundraising at the Royal Hospital Chelsea. Starting her third sector career at charity CRASH Kate saw first-hand how effective CSR can positively engage organisations and their employees while adding real value to society. She is an advocate for strategic partnerships that focus on delivering a positive impact for both organisation and charity alike.



**Karen Millen, UK operations manager, the Funding Network**

Karen joined the Funding Network (TFN), the UK’s pioneering live crowdfunding charity, in October 2011 and became UK operations manager in August 2012. Responsible for the entire London events programme, Karen also works with the TFN groups operating across the UK and Ireland. As a result, over the last five years, she has helped support nearly 400 grassroots projects. Karen is an avid theatre fan and a founding trustee of a small charity based in south London that supports families facing fuel poverty.



**Kerry North, senior community manager, Telefónica UK (O2)**

Kerry is O2’s senior community manager, looking after its Think Big programme to support young people develop and apply their digital, entrepreneurial and employability skills. She has previously worked across the field of sustainability with small businesses and local government and has a rounded experience. Kerry also leads award entries for sustainability at O2.



**Gwen O’Toole, partnerships manager, The Guardian**

Gwen looks after the SME business portfolio for The Guardian’s ‘Professional Network.’ Launched in 2012, the network is a dedicated platform and resource for SME professionals to educate, interest and unite this market. She works with brands to create bespoke partnerships which target this audience through editorial and multimedia content and live events. Prior to this, she published business reports in the Times and managed the process from conceptualisation to editorial commissioning and commercialisation.

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**John Palser, head of corporate partnerships, National Army Museum**

John has held roles in both the public and private sector and has been involved in establishing significant corporate partnerships for over 11 years with employers such as the UK Government, the U.S. Chamber of Commerce London and the Industry and Parliament Trust. John has engaged with a variety of senior contacts, from c-suite executives and philanthropists to government officials, diplomats and members of Parliament. He has been the stakeholder manager in sectors including financial services, law, aerospace & defence.



**Paul Riddell, head of strategic communications, AXA Wealth**

Paul is head of strategic communications, AXA Wealth, part of the global AXA Group. Paul looks after both external and internal relations, and includes the company's social media, corporate responsibility, corporate sponsorship and events and brand strategies. Reporting to the CEO, Paul sits on AXA Wealth's executive board. Paul holds a diploma in marketing communications from the London College of Communication, and a diploma of higher education in corporate strategy and business administration from Reading.



**Bianca Shead, senior manager – sustainable development advocacy and policy, SABMiller**

Bianca is the senior manager of sustainable development advocacy and policy at SABMiller, leading sustainability communications, stakeholder engagement and the role of advocates and partnerships in delivering SABMiller's sustainability strategy. She has been at SABMiller for eight years, having embarked on her brewing career at Molson Coors UK in Burton upon Trent. Prior to this, she worked as a regional broadcast journalist for GWR (now Capital Radio).



**Andy Smith, head of media relations, Santander**

With over 20 years of experience, Andy has worked both in-house and at agencies for some of the biggest UK financial services brands, including Virgin, Scottish Widows, Prudential, Direct Line Group and Alliance & Leicester. Since 2009, he has been head of media relations at Santander. Andy has led the media relations strategy for the rebrand of Abbey, Alliance & Leicester and Bradford & Bingley to Santander, launched the 123 account and overseen growth in corporate and commercial banking. Andy is also a qualified teacher.



**Danielle Smith, communications officer, Anglia Ruskin University**

Danielle moved into the education sector in 2014 as the communications officer at Anglia Ruskin, working with corporate and faculty colleagues to engage current students, staff and external stakeholders. She is involved with a number of projects aimed at improving the student experience, ensuring fair access to education and encouraging social mobility. Danielle started her internal communications career in the housing sector after gaining a place on the Gem Programme.



**Laura Solomons, corporate and events officer, School-Home Support**

Laura works for School-Home Support (SHS), building strategic partnerships with companies to provide intensive support to disadvantaged families, to overcome barriers to learning. She has developed a range of opportunities for employees to engage directly with the work of SHS, such as aspirational trips to companies, reading groups and pen pal schemes. She is also a trustee of the Peter Minet Trust, which awards grants to community projects that improve the quality of life for inner-city families in southeast London.

The winners

Type

Best arts and culture programme

Gold – The Children’s Society and Hampstead Theatre

Silver – HighTide Theatre and Lansons

Bronze – NatWest and Southbank Centre with support from M&C Saatchi

Sport & Entertainment and SPEED Events

Highly commended – KPN, N=5, Born05, CS Digital Media, Digined, Mindshare, Fresh Bridge and Rijksmuseum

Highly commended – UBS and Annie Leibovitz

Best charity, NGO or NFP programme

Gold – Channel 4, Scope, MediaCom and 2LE Media

Silver – Barrie Wells Trust

Silver – NatWest and The Prince’s Trust

Silver – Vision Express and the Stroke Association, with Tonic Communications

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

Gold – Deloitte, the Alzheimer’s Society, Mind and Prostate Cancer UK

Silver – Living Group and Christ Church Primary School

Best educational programme

Gold – FTI Consulting and the Citizenship Foundation

Silver – Channel 4, Scope, MediaCom and 2LE Media

Silver – Pop Up Projects CIC and Linklaters LLP

Bronze – BP Educational Service and EdComs

Highly commended – OMV Group, Siemens, Borealis, Microsoft, ÖBB and RHI

Best environmental or sustainable programme

Gold – Primark

Bronze – Veris Strategies and Melton Foods

Highly Commended – P&G with Ketchum

Best sports and leisure programme

Gold – Deutsche Bank and Sported

Bronze – Coca-Cola Great Britain and Synergy

Bronze – IBM with Ketchum

Highly commended – McDonalds, Red Consultancy, Leo Burnett London and Aiken PR

Best combined programme

Gold – Women Ahead and Ricoh UK

Highly commended – Edison SpA, Alessandro Rosso Group, Bonsaininja, Piano B, My Events and Havas Worldwide

Time

Most effective long-term programme

Gold – Dentsu Aegis Network and GlobalGiving

Silver – HighTide Theatre and Lansons

Silver – NatWest and The Prince’s Trust

Bronze – Deutsche Bank and Globe Education

Highly commended – Élan Hair Design

Sponsorship

Best sponsorship activity to raise brand awareness

Gold – Edison SpA, Alessandro Rosso Group, Bonsaininja, Piano B, My Events and Havas Worldwide

Best alignment of brand values through a sponsorship activity

Gold – KPN, N=5, Born05, CS Digital Media, Digined, Mindshare, Fresh Bridge and Rijksmuseum

Bronze – Edison SpA, Alessandro Rosso Group, Bonsaininja, Piano B, My Events and Havas Worldwide

Most effective sponsorship of a single event

Silver – Jaguar and CAA Sports Consulting

Silver – Macmillan Cancer Support and Marks & Spencer

Most innovative sponsorship activity

Bronze – Edison SpA, Alessandro Rosso Group, Bonsaininja, Piano B, My Events and Havas Worldwide

Corporate social responsibility

Best CSR programme to raise brand awareness

Silver – P&G with Ketchum

Best alignment of brand values during a CSR programme

Gold – Aldermore Bank plc and Visionpath Education

Gold – Police Mutual

Best community involvement during a CSR programme

Gold – Costa Coffee

Bronze – Deutsche Bank and Sported

Highly commended – SGN Ltd and Seamab School, Kinross

Best collaboration for a single event

Gold – Land Rover, The International Federation of Red Cross and Red Crescent Societies and The Born Free Foundation

Silver – Macmillan Cancer Support and Marks & Spencer

Highly commended – Barrie Wells Trust

Highly commended – RBS

Most innovative collaboration

Gold – Macmillan Cancer Support and Nationwide Building Society

Silver – National Grid and Public sector & utility companies

Bronze – Camden Town Unlimited, Mayor of London and HS2

Highly commended – Barrie Wells Trust

Highly commended – Samsung Electronics UK

Communication

Best stakeholder communications

Gold – Veris Strategies and Westfield Europe Ltd

Best internal communications

Silver – Cisco Systems Inc and internal groups

Silver – RBS and The Leith Agency

Best PR and external communications

Gold – MasterCard with Ketchum

Silver – Ella’s Kitchen (Averting a Recipe for Disaster & Down Town Babby)

Bronze – Ella’s Kitchen (Hungry Peter Pan)

Bronze – Land Rover, The International Federation of Red Cross and Red Crescent Societies and The Born Free Foundation

Best evaluation

Silver – Samsung and EdComs

Process

Best collaborative approach

Gold – Camden Town Unlimited, Mayor of London and HS2

Gold – Primark

Silver – Channel 4, Scope, MediaCom and 2LE Media

Silver – HighTide Theatre and Lansons

Silver – Women Ahead and Ricoh UK

Best execution

Gold – Channel 4, Scope, MediaCom and 2LE Media

Silver – Cisco Systems Inc and internal groups

Bronze – RBS, NatWest, Ulster Bank, Royal Bank of Scotland and PNE Group

Best management of a programme

Silver – Cisco Systems Inc, Levi’s Stadium Management Company, Freeman XP Communications,G5 Talent Management and Cisco internal groups

Silver – Amazon and In Kind Direct

Best team effort

Channel 4, Scope, MediaCom and 2LE Media

Grand Prix

Primark



Best arts and culture programme

**The Children’s Society and Hampstead Theatre**  
**Gold**  
Every year, The Children’s Society assists hundreds of children and young people, either at risk of or victims of sexual exploitation. In collaboration with the Hampstead Theatre, the society launched Firebird, an uncompromising production that explores how teenagers are sexually exploited. Designed to raise awareness and support for the delicate yet devastating issue, Firebird was the result of a bold and innovative strategic partnership. It was not only artistically successful but also tremendously important in garnering support for the society’s cause. Cross-promotion across a range of social media channels, Q&A sessions and video content all played a crucial role in promoting the production and its emphatic, core message. The wide-ranging strategy hit its mark, both at the ticket office and in the hearts and minds of audiences. Judges praised the achievements of the partnership and its emotive nature. More than 10,000 people have now seen Firebird, and The Children’s Society has benefitted greatly from the exposure; its tweets now reach an audience of over three million and blogs themed around the production are attracting record numbers of readers.



**HighTide Theatre and Lansons**  
**Silver**  
The HighTide Theatre and Lansons have forged an eight-year partnership which has seen the strategic consultancy and theatre company learn and grow together. By providing HighTide with a bespoke base of operations in Lansons’ London office, the agency has in turn gained an artistic ally, providing engaging opportunities for staff and clients.



**NatWest and Southbank Centre with support from M&C Saatchi Sport & Entertainment and SPEED Events**  
**Bronze**  
The powerful combination of NatWest, Southbank Centre, M&C Saatchi Sports & Entertainment and SPEED Events came together to create an unforgettable ‘Family Fun Zone’ that brought a warm glow to the Southbank’s winter season.



**Highly commended** – KPN, N=5, Born05, CS Digital Media, Digined, Mindshare, Fresh Bridge and Rijksmuseum  
**Highly commended** – UBS and Annie Leibovitz

Best charity, NGO or NFP programme

**Channel 4, Scope, MediaCom and 2LE Media**  
**Gold**  
Following the success of its 2014 campaign, ‘End of Awkward’ – featuring adverts starring the Last Leg actor Alex Brooker – disability charity Scope realised video was a powerful way to engage and raise awareness among new audiences. Partnering once more with Channel 4 and agency MediaCom, Scope created a series of six short films to be hosted on Channel 4’s popular online platform, All 4. Designed to tap into the awkwardness people sometimes feel around disability, the films harnessed humour to build understanding, tackling issues head-on without seeming preachy or paternalistic. Generating over 900,000 views across channels and platforms, the films helped establish Scope as the leading disability charity in the UK. Described by our judges as, “Innovative and clever,” and a, “Wonderful partnership,” the campaign proves the power of great content combined with spot-on targeting to capture engagement and drive awareness.



**Barrie Wells Trust**  
**Silver**  
Powered by its entrepreneur-founder and philanthropist, the Barrie Wells Trust brightens the lives of ill and disabled children and their loved ones. Box4Kids carries that vision out by providing the best seats in the house and the VIP treatment to ill children at major sporting and entertainment events. It has become a major charitable force, holding more than 80 events in 2015 alone and collaborating with 71 different clubs, companies and box holders.



**NatWest and the Prince’s Trust**  
**Silver**  
The Enterprise initiative gets to the very heart of the Prince’s Trust’s goal of helping disadvantaged young people forge new skills and start their own business. Now sponsored by NatWest, which has pledged millions of pounds in support, Enterprise has already helped over a 100,000 young people reach their potential, leading to 1,164 new businesses.



**Vision Express and the Stroke Association, with Tonic Communications**  
**Silver**  
A collaboration between Vision Express, the Stroke Association and Tonic Communications has led to clear results for the partnership’s quest to educate the public about strokes and their potential to cause sight loss. In-store events, fundraising initiatives, charity events and a mobile eye testing unit all played a part in the success of the initiative, raising over £150,000.



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

Deloitte, the Alzheimer’s Society, Mind and Prostate Cancer UK  
Gold

In 2013, accounting giant Deloitte selected the Alzheimer’s Society, Mind and Prostate Cancer UK as its National Charity Partners. Since then, the partnership has grown from strength to strength – surpassing fundraising targets and raising awareness of three important health issues including dementia, mental health and prostate cancer. Deloitte has provided extensive expertise to its three charity partners, with 68 employees working across 14 projects, donating 4,998 hours and providing £660,000 in pro bono work to date. Volunteers have also played a part, contributing an additional 1,596 hours of work. Lead partners at Deloitte have taken up a significant role as well, working closely with charity CEOs to develop innovative strategies to build further success. Described by our judges as, “A consistently strong partnership that puts pro bono work at the heart of the collaboration,” the charitable initiative has assisted the delivery of pivotal projects. From helping Mind with its ‘Workplace Wellbeing Index’ to developing IT and digital strategies for Prostate Cancer UK, this has been a powerful partnership for good.



Living Group and Christ Church Primary School  
Silver

Christ Church Primary School has long been a proud part of London’s Brick Lane and wanted to reach out further into the community. Brand agency Living Group helped the school energise its brand, building a vibrant identity that engages the community and attracts more families from the local area.



Best educational programme

FTI Consulting and the Citizenship Foundation  
Gold

The aftermath of the 2008 financial crisis is still felt, but research shows that 67% of UK students have learned nothing about it at school due to its absence in the national curriculum. To remedy this, global business advisory firm FTI Consulting teamed up with the Citizenship Foundation to create ‘Boom, Bust & Crunch.’ Written and developed by FTI Consulting’s experts, together with the educational charity, ‘Boom, Bust & Crunch’ was designed to teach students and volunteers the reasons for the growth and contraction of the British economy from 2000 to the present day. Taking the form of three, one-hour interactive sessions, the programme harnesses the knowledge of FTI Consulting’s employees to teach students key economic terms, concepts around personal finance and how to examine their own financial behaviour – filling a critical gap in their learning. Our judges called it, “An innovative solution to a contemporary issue,” and students seem to agree; 91% said the programme had given them a better understanding of the economy and 87% felt confident discussing the causes of the financial crisis – up from 25% before the programme.



Channel 4, Scope, MediaCom and 2LE Media  
Silver

Disability charity Scope partnered up with Channel 4 and MediaCom to create a series of six short films designed to address and ease the awkwardness people sometimes feel around disability. Hosted on Channel 4’s popular online platform, All 4, the films used humour to cut through and drive awareness – generating over 900,000 views.



Pop Up Projects CIC and Linklaters LLP  
Silver

Community interest company Pop Up Projects collaborated with Linklaters LLP to deliver an innovative programme to 15 schools across Hackney, London, designed to transform the way students understand, engage and interact with reading and literature. The initiative was a huge success, building the foundations of a lifelong love of reading in over 800 east London classrooms.



BP Educational Service and EdComs  
Bronze

The BP Educational Service and EdComs combined forces to inspire a new generation of scientific minds. With over 1,200,000 page views and more than 70,000 resources downloaded, the programme has proved to be a hit with students and teachers alike.



**Highly commended** – OMV Group, Siemens, Borealis, Microsoft, ÖBB and RHI



Best environmental or sustainable programme

**Primark**  
**Gold**  
Cotton is tremendously important to the clothing industry and everyday life, but the public goes largely unaware of the challenge of sourcing cotton from sustainable producers. To promote awareness and educate consumers, Primark teamed up with agricultural experts CottonConnect and the Self-Employed Women’s Association (SEWA) to create ‘Primark’s Sustainable Cotton Programme.’ The programme was delivered to 1,251 female smallholder farmers in India, who, due to their gender, often miss out on opportunities to learn and develop their skills. Designed around classroom sessions, in-field training and learning groups, the initiative helps farmers to produce cotton sustainably, increase the quality of harvests and improve their livelihoods by boosting income. The programme has already delivered strong results, increasing yields, improving water efficiency, lowering pesticide use and helping farmers to make the most of their crops. Our judges called it, “A great programme with a clear impact,” so it’s little surprise that Primark is planning to reach another 10,000 farmers over the next six years.



**Veris Strategies and Melton Foods**  
**Bronze**  
Melton Foods, provider of sandwich products to major UK retailers, partnered with Veris Strategies to serve up Cultivate, a campaign to successfully reduce its waste and put sustainability at the heart of the business.



**Highly commended** – P&G with Ketchum

Best sports and leisure programme



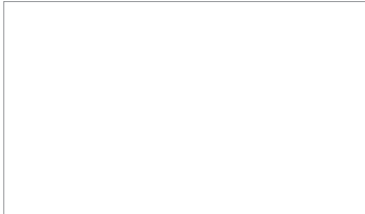
**Deutsche Bank and Sported**  
**Gold**  
Deutsche Bank and Sported, the UK’s leading sport for development charity, kicked a winning goal with sporteducate – an initiative to change young lives for the better through sport. The pioneering programme, now in its fourth year, has delivered funding, training and management support to 33 London community sport clubs, helping them to run education and employability activities alongside their core offerings. Targeting 11-18 year olds at high risk of exclusion or leaving school too early, the programme provides extracurricular support, skills and mentoring, helping young people get back on the right track. Through core-curriculum and non-curriculum supplementary classes, homework clubs, employability workshops and one-to-one and group mentoring, troubled young people are shown what they can do to improve their own lives – and all in the familiar and welcoming atmosphere of the local sports club. Our judges called it, “A really powerful concept with a clear theory of change,” and the results speak for themselves – boosting academic performance, attitudes to learning and career aspirations across the board.

**Coca-Cola Great Britain and Synergy**  
**Bronze**  
Coca-Cola Great Britain and Synergy teamed up to invest in public health through ParkLives, a grassroots campaign encouraging the use of parks as hubs of physical and mental wellbeing.



**IBM with Ketchum**  
**Bronze**  
IBM and Ketchum served up business success by harnessing the excitement around the annual Wimbledon Championship. The court-side campaign generated record media interest and a wealth of social media engagement for the IT giant.

**Highly commended** – McDonalds, Red Consultancy, Leo Burnett London and Aiken PR





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## Best combined programme

### Women Ahead and Ricoh UK

#### Gold

Up-and-coming social enterprise Women Ahead joined forces with Ricoh UK to deliver a transformative mentoring scheme targeted at women in the sporting world. Based around the core belief that parity between men and women in both sport and business will benefit individuals, organisations and society as a whole, the initiative was designed to raise equality, opportunity and aspiration through mutually beneficial partnerships. By pairing female professional athletes and women with business roles in sport alongside senior business leaders, the programme provided a unique opportunity to learn and develop together. One-to-one sessions and learning events built confidence, delivering innovative learning sessions that benefited both sets of participants.

Described by our judges as, "A great project with obvious results," the programme has gone from strength to strength. With Ricoh's aid, Women Ahead has already expanded the scheme to encompass 87 organisations and over 1,800 mentoring pairs.

**Highly commended** – Edison SpA, Alessandro Rosso Group, Bonsaininja, Piano B, My Events and Havas Worldwide

Most effective long-term programme

Dentsu Aegis Network and GlobalGiving

**Gold**  
Since 2010, Dentsu Aegis Network (DAN) has helped non-profit organisation GlobalGiving achieve its goal of connecting donors with grassroots projects around the world. Originally hosting the GlobalGiving team in its London office, DAN has played a pivotal role in growing the organisation to its current size – through an innovative and transformative long-term strategy. The foundation of DAN’s relationship with GlobalGiving was first ensuring the non-profit’s own financial viability. Along with hosting GlobalGiving to save on overheads, DAN also provided unrestricted core funding, amounting to over £150,000. In 2013, one of DAN’s senior executives joined the GlobalGiving board as a trustee, further assisting with future expansion. Through an innovative and transformative long-term plan, the partnership has ensured funding for more than 700 SME charities, aiding countless people and causes – as well as growing GlobalGiving to twice its size in just five years. It’s no wonder that our judges described the collaboration as, “A genuine partnership,” and praised its clear goals and profound success.



HighTide Theatre and Lansons

**Silver**  
Now partners for eight years, HighTide Theatre and Lansons have proved the power of mixing business with theatre. By hosting HighTide in its London offices as well as providing a wide range of support services, the strategic consultancy has benefited in-turn from engaging artistic experiences for staff and clients alike.



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NatWest and The Prince’s Trust

**Silver**  
NatWest and The Prince’s Trust have worked together for 40 years – maintaining a large-scale UK-wide partnership for the last 16. Their most recent joint effort is Enterprise, an initiative designed to help disadvantaged young people develop new skills and start their own businesses. A resounding triumph, Enterprise has already helped over 100,000 young people start up the ladder to success.



Deutsche Bank and Globe Education

**Bronze**  
Deutsche Bank and Globe Education’s ‘Playing Shakespeare with Deutsche Bank’ has enabled more than 137,000 young people to experience Shakespeare’s work live, and for free, at the famous Globe Theatre since the initiative’s launch in 2007.



Highly commended – Élan Hair Design

In 2015, our *Born to Be* youth engagement programme helped change the lives of more than 1.3 million young people through 178 education-led projects in 29 countries.

*Born to Be* helps young people reach their full potential by developing skills, raising aspirations and providing access to opportunities.

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Best sponsorship activity to raise brand awareness

Edison SpA, Alessandro Rosso Group, Bonsaininja, Piano B, My Events and Havas Worldwide

**Gold**  
Italian energy company Edison SpA partnered with Alessandro Rosso Group, Bonsaininja, Piano B, My Events and Havas Worldwide to make its mark on the city of Milan with a once-in-a-lifetime celebration of innovation and excellence. During its six month run, Edison Open 4EXPO delivered a remarkable programme of cultural, scientific, educational, artistic and musical events at Edison’s historic Foro Bonaparte headquarters. Bringing together some of this century’s most brilliant minds, the expo was a fitting reminder of Edison’s history of rewarding initiatives and community engagement. Alongside concerts, educational programmes and networking events, the expo also featured an ‘Innovation Week’ with an immersive series of events dedicated to cutting-edge technologies and hosted at Edison’s headquarters. With almost 25 events per month, Edison received more than 22,000 attendees, 26m online impressions and a reach of 8m on social media. One judge says it was, “A sponsorship activity on a huge scale that no doubt helped Edison gain a great deal of brand exposure.”



Best alignment of brand values through a sponsorship activity

KPN, N=5, Born05, CS Digital Media, Digined, Mindshare, Fresh Bridge and Rijksmuseum

**Gold**  
As the main sponsor of the Netherland’s Rijksmuseum, major Dutch telecommunications company KPN was the obvious choice to support the unique Late Rembrandt exhibition. By putting together a crack team of agency partners, KPN delivered a remarkable online experience, opening the museum’s exhibition to a massive audience. KPN hosted the content on its own website, offering an exclusive high-resolution art gallery, digitally animated paintings, an inside view of the works with x-ray technology, custom, user-generated content and even guided tours by Dutch celebrities. The response was overwhelmingly positive, with the online exhibition capturing more than 560,000 unique visitors and the initiative spurring an impressive number of ticket sales, both to the public and KPN’s own staff. The social media reach was equally impressive, garnering over 1m impressions on Twitter, 540,000 on Facebook, 250,000 social video views and 269,000 audience interactions.



Edison SpA, Alessandro Rosso Group, Bonsaininja, Piano B, My Events and Havas Worldwide

**Bronze**  
Edison SpA affirmed its commitment to innovation and excellence with a six-month exhibition at the Expo Milan 2015 featuring the finest minds on offer and a dazzling schedule of cultural, scientific, educational, artistic and musical events.



Most effective sponsorship of a single event

Jaguar and CAA Sports Consulting

**Silver**  
When Jaguar, the iconic British brand announced its role as ‘The Official Car of The Championships, Wimbledon,’ it quickly put its marketing department into top gear. A strong campaign featuring cutting-edge technology and a clear, but creative, message helped drive the brand to new levels of awareness and engagement, on court and off.



Macmillan Cancer Support and Marks & Spencer

**Silver**  
Marks & Spencer has been the headline sponsor for ‘The World’s Biggest Coffee Morning’ from Macmillan Cancer Support since 2010, helping to promote and support the event through its well-known and much-loved brand. By opening new marketing avenues and assigning a dedicated project manager to work alongside Macmillan, the retailer ensured 2015’s event was the most successful yet, raising more than £25m.





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AND THE BORN FREE FOUNDATION

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ABOVE & BEYOND



Land Rover believes that the world we live in is a truly remarkable and inspiring place. Through our association with the International Federation of Red Cross and Red Crescent Societies and Born Free Foundation we hope to continue to play our part in providing aid and assistance to those in remote locations and in wildlife conservation and welfare.

Official fuel consumption figures for the Land Rover range in l/100km (mpg): Urban 4.9 (57.7) - 18.3 (15.4), Extra urban 3.7 (76.4) - 9.9 (28.5), Combined 4.2 (67.3) - 13.0 (21.7). CO<sub>2</sub> emissions g/km: 109 - 299. Drive responsibly on and off-road.

Most innovative sponsorship activity



Edison SpA, Alessandro Rosso Group, Bonsaininja, Piano B, My Events and Havas Worldwide

**Bronze**

Over six months at the Milan Expo 2015, Italian energy provider Edison SpA brought a remarkable programme of scientific, educational, artistic and musical events to its home city of Milan through the Edison Open 4Expo initiative – an amazing celebration of innovation, technology and culture.

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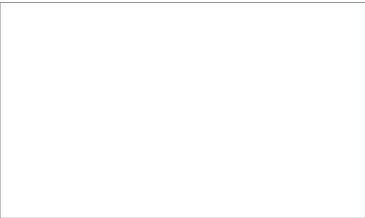
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Creating  
Difference

Best CSR programme to raise brand awareness

**P&G with Ketchum**  
**Silver**  
Ketchum helped Proctor & Gamble boost its brand with a powerful, multi-platform CSR programme, crafted around the concept of ‘actions speak louder than words.’ Using P&G Fabric Care’s genuine stories of sustainability, Ketchum built a campaign that established P&G’s credibility in corporate sustainability, inspiring employees and engaging customers alike.



Best alignment of brand values during a CSR programme

**Aldermore Bank plc and Visionpath Education**  
**Gold**  
Aldermore Bank proved its business credentials by collaborating with Visionpath Education to deliver Aldermore SKILL!, a programme designed to help young people from disadvantaged backgrounds make their mark on the world. An inspiring development plan, targeting 14-16 year olds in the bank’s key locations of Manchester, Peterborough and Reading, the initiative provided ample opportunities for young people to learn new skills, improve their employability and work toward careers in business and entrepreneurship. The programme was structured as a national competition, comprised of regional heats, intensive weekly mentoring and a high-profile grand final event held at the London Stock Exchange during Global Entrepreneurship Week. With the national winners emerging from a school in one of the most deprived areas of the UK, the programme was a clear success, providing a life-changing experience for all involved. A resounding 95% of those who took part said that SKILL! had improved their business knowledge. It inspired judges, who praised the ongoing benefits to the community and the strong connection to Aldermore’s wider mission.



**Police Mutual**  
**Gold**  
Police Mutual, a not-for-profit financial services organisation serving over 200,000 police officers, staff and their families, affirmed its commitment to members with the engaging and innovative campaign, Force for Good. Recognising that service is at the heart of the police community, Police Mutual offered a total of £50,000 funding to their members, allowing them to bid for up to £1,000 for the projects closest to their hearts. Force for Good supported a wide range of initiatives, many centred around charity and volunteer-led schemes and in communities where facilities for young people were lacking. The initiative inspired applications from every force in the country – totaling almost 1,300 entries for consideration. Going on to fund more than 150 projects, Force for Good has harnessed community values and brought them to life in a practical way. Our judges agreed and praised it as a, “Fantastic programme that has made a difference to the communities it works with.”



Best community involvement during a CSR programme

**Costa Coffee**  
**Gold**  
Costa Coffee brewed up a stirring campaign to boost its brand and engage with its customers through ‘Costa in the Community,’ helping stores assist the public with local projects. Costa leveraged the connections employees have with their customers to find out what it could support – giving time, funds or space – channelling requests through an easy-to-use online portal. Costa employees assisted a range of community projects – from volunteering to help host a Mad Hatters Tea Party for the London Centre for Children with Cerebral Palsy to funding the Woburn and Wavendon Football Club. In Hexham, Costa now opens its doors monthly to host the Hexham Autism Group, where free drinks and a welcoming atmosphere enable attendees to share experiences and gain confidence by interacting with store staff. The campaign has been a resounding success, praised by judges for its clear and effective application and described as a, “Fantastic way to enable employees to build relationships with the local community.” In just 18 months, Costa has supported 1,800 different projects, delivering more than 14,000 hours of volunteering from 946 stores.



**Deutsche Bank and Sported**  
**Bronze**  
Deutsche Bank and Sported came together to create sporteducate, a Deutsche Bank volunteer-run programme that uses the skills, reach and relationships of community sport clubs to help improve the lives of London’s most disadvantaged young people.



Highly commended – SGN Ltd and Seamab School, Kinross



Best collaboration for a single event

Land Rover, the International Federation of Red Cross and Red Crescent Societies and the Born Free Foundation

**Gold**  
Land Rover has leveraged its strength to empower staff, charities and the public to make a positive difference in their communities. When it decided to celebrate the end of an era – the last of the iconic Defenders to roll off the production line – it was fitting to involve its two partners, the International Federation of Red Cross and Red Crescent Societies (IFRC) and the Born Free Foundation. The partnership was well-suited as both have been linked to the Defender from 1954. To celebrate this legacy, Land Rover auctioned off a custom-made Defender – the two millionth – at Bonham’s in London, with all proceeds to go to the charities. Each organisation leveraged its network of stakeholders, supporters, ambassadors and assets to create a truly memorable event, balancing the corporate and the not-for-profit with aplomb. With the Defender selling for an lofty £400,000 – perhaps the most valuable production Land Rover ever sold at auction – the partnership was a great success. One judge said, “A perfect match for the category. Clear collaboration for a single event with impressive results.”



Macmillan Cancer Support and Marks & Spencer

**Silver**  
As the headline sponsor of ‘The World’s Biggest Coffee Morning’ from Macmillan Cancer Support since 2010, Marks & Spencer has mastered the perfect fundraising brew. The proud partnership helped serve up a record sum of more than £25m for the charity in 2015.



**Highly commended** – Barrie Wells Trust  
**Highly commended** – RBS

Most innovative collaboration

Macmillan Cancer Support and Nationwide Building Society

**Gold**  
Nationwide Building Society has collaborated with Macmillan Cancer Support since 1993, and raised more than £7.1m funding, thus the bank truly understands the financial, as well as emotional, costs of cancer. Macmillan research estimates that four out of five cancer patients spend an additional £570 a month as a result of their illness. That’s why the two organisations partnered up to deliver a first-of-its-kind Specialist Support Services (SSS) programme for Nationwide customers affected by cancer. Designed to assist customers with financial advice, long and short-term assistance and referrals to Macmillan support services, the SSS immediately proved itself an empowering initiative to Macmillan, Nationwide and their customers alike. One judge calls the collaboration, “A superlatively innovative partnership in every conceivable way.” Another adds, “A very well developed relationship which is clearly built on trust. A sensible but innovative approach to a major issue that came about as a result of a genuinely collaborative partnership. Direct impact to customers and well executed.”



National Grid and Public sector & utility companies

**Silver**  
Recognising that two public issues – youth reoffending and a nationwide lack of skilled utilities workers – could share a single solution, National Grid has been a leading proponent of the Young Offender Programme since it was formed in 1998. The programme now engages more than 80 companies and in excess of 2,000 young people, providing training and skills as well as second chances.



Camden Town Unlimited, Mayor of London and HS2

**Bronze**  
Camden Town Unlimited partnered with the Mayor of London and HS2 to develop a dynamic co-working space for start-ups and entrepreneurs in the then-unused Insull Wing of the National Temperance Hospital in Euston, finding a home for over 100 small businesses.



**Highly commended** – Barrie Wells Trust  
**Highly commended** – Samsung Electronics UK



Best stakeholder communications



**Veris Strategies and Westfield Europe Ltd**  
**Gold**  
Westfield Europe teamed up with Veris Strategies to develop the Green Academy, an innovative and inspiring initiative to help its retail partners reduce their environmental impact. The success of the campaign would rest on the stakeholders fully engaging, so the partnership developed a vibrant suite of communication assets for its tenants and employees to boost recycling and sustainability. The Green Academy focused on enhancing the way Westfield retailers view and manage waste on-site, building feelings of collective responsibility, ownership and enthusiasm. Additional training was supplied through monthly store visits by the Green Academy team, along with supplementary campaigns during seasonal high-footfall shopping periods. The Green Academy has produced some incredible results including zero waste to landfill, 100% of retailers segregating their waste, 96% of retailers committing to recycling and more than £3,000 in charitable donations linked to the seasonal campaigns. One judge said, “A really impressive campaign with a clear understanding of the stakeholders, the issues they are facing and a bespoke approach which is fun and accessible.”

Best internal communications



**Cisco Systems Inc and internal groups**  
**Silver**  
Cisco Systems’ internal communications team engaged and inspired the organisation’s 70,000-strong staff through Cisco 360, an innovative and dynamic video series. Designed to help employees keep up to speed with business developments in just a few minutes, 360 proved a powerful means of communicating with staff.



**RBS and The Leith Agency**  
**Silver**  
After becoming an official partner of Sport Relief in June 2015, RBS was quick off the mark with its first fundraiser – a bank-wide cycle challenge from London to Edinburgh. The Leith Agency’s assistance in developing a powerful communications campaign inspired 750 riders to take part, raising more than £600,000 for the charity.

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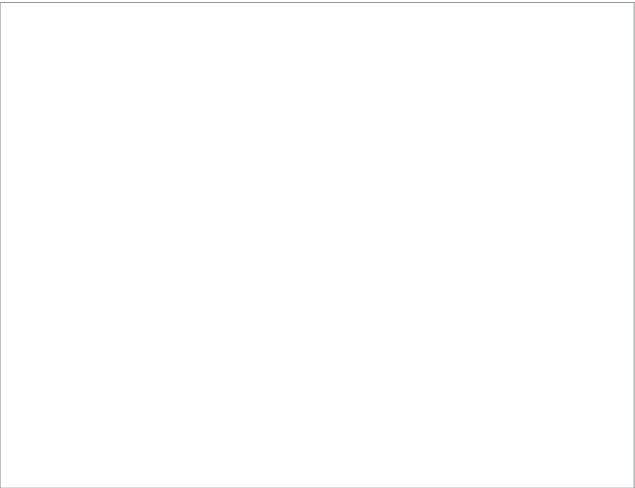
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# SOUTHBANK CENTRE

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Best PR and external communications

**MasterCard with Ketchum**  
**Gold**  
With contactless cards gaining traction at the till, MasterCard with Ketchum combined forces to craft a campaign to make it even easier and more fun to pay online with biometric scanning. Biometric scanning might sound scary to the uninitiated, so the partnership tapped into pop culture for the solution: the selfie. Using a mobile app, MasterCard made it simple to purchase things online with nothing more than a smile and a fingerprint. Trials conducted in Europe and in the U.S. proved immensely popular, with the innovative technology causing a stir with press and the public alike. The teaser and launch events generated more than 380m media impressions alone, with an additional 161m via social media, while 91% of users who took part in the trial reported that it strengthened their perception of MasterCard as a technology innovator. One judge says this was an, “Excellent campaign with great media coverage and consumer involvement and interest.”



**Ella’s Kitchen (Averting a Recipe for Disaster & Down Town Babby)**  
**Silver**  
Children’s food company Ella’s Kitchen and Save the Children teamed up to put smiles on the faces of kids and their parents over Christmas 2015 with the Down Town Babby campaign – a humorous take on the popular TV period drama. The film proved the perfect way to promote Save the Children’s cause, driving awareness and encouraging generous giving.



**Ella’s Kitchen (Hungry Peter Pan)**  
**Bronze**  
Hungry for change, Ella’s Kitchen put the importance of childhood nutrition firmly on the 2015 election agenda with a stirring campaign. An alarming statue of Peter Pan with a hole in his stomach loomed large in London – a potent symbol that hit home with politicians and the public.



**Land Rover, the International Federation of Red Cross and Red Crescent Societies and the Born Free Foundation**  
**Bronze**  
Land Rover put its fundraising into gear, auctioning off a one-of-a-kind Land Rover Defender to support its charitable partners, The International Federation of Red Cross and Red Crescent Societies and the Born Free Foundation, generating £400,000 and capturing widespread press and public interest.



Best evaluation



**Samsung and EdComs**  
**Silver**  
Tech giant Samsung partnered with EdComs to find out how technology could benefit day-to-day learning in UK schools through the ‘Samsung Digital Classroom Evaluation.’ Grounded in educational theory and backed up by strong research, the 2013 pilot scored top marks – and the initiative is now in its third year.



Best collaborative approach

Camden Town Unlimited, Mayor of London and HS2

**Gold**  
Camden Town Unlimited, HS2 and the Mayor of London teamed up to produce an innovative model of ‘meanwhile use’ by creating a dynamic space for new business amid large-scale construction on the HS2. Ahead of its likely demolition as part of development at Euston, the stakeholders collaborated to transform the previously derelict Insult Wing of the former National Temperance Hospital on Hampstead Road. The building, now fully operational, offers a functional and attractive space for free hot-desking, low-cost offices and an academy delivering free creative and technical courses for young up-and-comers. Described by our judges as an, “Innovative concept to promote entrepreneurship within the community,” and, “A partnership that maximized an opportunity,” the project is a powerful symbol for business and the public sector combining to create new opportunities. Self-funding through rental income, the initiative has built a sustainable model able to deliver economic and social results well into the future.”



Primark

**Gold**  
To meet the dual challenge of sourcing sustainable cotton for its products and improving the lives of developing world farmers, Primark united with CottonConnect and the Self-Employed Women’s Association in India to create ‘Primark’s Sustainable Cotton Programme.’ The initiative was delivered to more than 1,200 female smallholder farmers in India, who, due to their gender, are often blocked from avenues to learn and develop new skills. It offered the opportunity for farmers to learn how to produce cotton sustainably, increase the quality of harvests and improve their livelihoods by boosting income. Designed around classroom sessions, in-field training and learning groups, the programme has already delivered tangible benefits: increasing yields, improving water efficiency and lowering fertiliser and pesticide use. The initiative has been so successful that Primark is now planning to widen it further, reaching another 10,000 farmers over the next six years. It also resonated with our judges as, “A programme with a clear aim, long-term commitment and demonstrable results, responding directly to customer concern and informed by expert NGO evidence.”



Channel 4, Scope, MediaCom and 2LE Media

**Silver**  
Disability charity Scope teamed up with MediaCom and Channel 4, harnessing the broadcaster’s reach to bring a supportive voice to disability in everyday encounters. Six humorous short films, designed to address the awkwardness we can feel around disabled people, have created a sea change in attitudes and generated more than 900,000 views.



HighTide Theatre and Lansons

**Silver**  
Over the eight years that HighTide Theatre and Lansons have been in partnership, both organisations have gone from strength to strength. The truly collaborative partnership has seen both organisations share skills and services. By providing HighTide with everything from space in its London office to administrative and strategic support, Lansons has profited in kind – benefitting from rich and rewarding artistic exposure for its staff and clients.



© Nobby Clark



Women Ahead and Ricoh UK

**Silver**  
Ricoh UK partnered with Women Ahead to deliver an innovative mentoring scheme to help develop the skills of women in the sporting world. Aimed at raising equality, opportunity and aspiration through mutually beneficial relationships, the initiative saw female athletes and women in sport team up with senior business leaders, providing both a unique opportunity to learn and grow.

Best execution

Channel 4, Scope, MediaCom and 2LE Media

**Gold**  
High on the practical without the preach, ‘What Not To Do...’ tackles awkwardness around disability with an illuminating series of video shorts. The ‘What Not To Do...’ content unites Channel 4, Scope, MediaCom and 2LE Media to engage with 18-34 year olds – the group most likely to experience awkwardness. Building on Scope’s ‘End the Awkward’ campaign, a series of six videos uses hidden cameras to expose onlookers’ awkwardness around disability. From a blind date to a visit to the hairdressers, the content brings humour to engage and entertain, while also challenging viewers to examine their behaviours and prejudices toward disabled people. With a powerful theme and compelling content in hand, Mediacom’s expertise has driven further engagement – helping to generate more than 900,000 views to date. Research has demonstrated the content’s game-changing potential – more than 70% of respondents felt more open to talking about disability issues after viewing the videos. Heralding the campaign as a, “Fantastic partnership,” our judges also praised its success in raising disability awareness as, “An amazing and tangible result.”



Cisco Systems Inc and internal groups

**Silver**  
Putting employees first helped deliver a monumental CEO transition at Cisco Systems. From being ambassadors on social media to engaging in ‘Ask Me Anything’ Q&A events, a dynamic internal communications campaign ensured the smooth CEO transition from John Chambers to Chuck Robbins was driven by Cisco’s own people.



RBS, NatWest, Ulster Bank, Royal Bank of Scotland and PNE Group

**Bronze**  
Creating a ‘one bank’ approach to grant making with the ‘Skills and Opportunities Fund,’ the Royal Bank of Scotland has boosted staff and customer engagement, and empowered lasting relationships with local communities.







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f i p t y o s

Best management of a programme



**Cisco Systems Inc, Levi's Stadium Management Company, Freeman XP Communications, G5 Talent Management and Cisco internal groups**  
**Silver**

A global super group, featuring rock stars, business leaders and an international chorus, ensured Cisco Systems' CEO transition event rocked the world. Pulsating from Levi's Stadium with Christina Aguilera and a band of 30,000 employees, 'Cisco Rocks' united Cisco to celebrate CEO John Chambers' tenure and inspire the future under new head Chuck Robbins.



**Amazon and In Kind Direct**  
**Silver**

Amazon's support for In Kind Direct hasn't only delivered £750,000 of life-changing goods in 2015 with a pledge to donate £1m in 2016. By sharing expertise in everything from IT hosting to merchandising and logistics, Amazon has helped the charity in its goal to become a true one-stop shop for companies looking to donate surplus goods.



We combine 20 years of experience in digital corporate communications with a commitment to curiosity. Creativity and knowledge are at the heart of everything we do.

## Best team effort

### Channel 4, Scope, MediaCom and 2LE Media

#### Winner

Following the great success of the 'End of Awkward' campaign, leading disability charity Scope continued its drive to raise disability awareness through a powerful partnership with Channel 4 and MediaCom. The focus of the campaign was a series of six short films – starring the Last Leg's Alex Brooker – and airing on Channel 4's online platform All 4, as well as Scope's own social media channels.

The films, which used hidden camera setups, honed in on the idea of 'innocent ignorance,' the notion that not enough people know or interact with disabled people, leaving them panicked or feeling awkward when they do. By using humour, as well as leveraging Channel 4's unique style and credibility, the films proved powerfully educative and engaging without resorting to preachiness or condescension.

The films tackled the difficult issue of disability head-on, using a range of situations such as a blind date, a job interview and a trip to the hairdressers to reflect real-life situations and how simple actions can reduce tensions between all parties. Despite their light-heartedness, the films also offered a challenge to viewers – to assess and examine their own behaviour and prejudices when dealing with disabled people in everyday life.

Judges loved it. One said, "Fantastic! Really clear objective from the start, great choice of partners, good messaging. Most importantly, successful outcomes!" Others praised its innovative nature and coherent strategy, as well as its approach to humour.

Generating over 900,000 views across channels and platforms and a 100% increase in opportunities to see at 75 million, the initiative really hit home. Of Channel 4's test panel, more than 80% said that it was the perfect channel to support Scope's aims, while 71% said they would feel more open to talking about disability issues in reference to the films. And boosting awareness even further, 45% said they would share the clip on social media and 86% expressed an interest to watch more.





## Grand Prix

### Primark Winner

As an international business committed to both workers' rights and the environment, Primark takes great interest in ensuring all of the raw materials that go into its products are sourced sustainably and ethically. But like most other fashion retailers, Primark's products are produced in countries like Bangladesh and India, where wages are lower and factories are closer to these materials. Unfortunately, this also means that the farmers who produce essential crops such as cotton are often less able to access knowledge about environmentally-friendly practises and don't realise the benefits they could bring to them, their crops and their families.

To help remedy this, Primark entered into a partnership with agricultural experts CottonConnect and the Self-Employed Women's Association to create 'Primark's Sustainable Cotton Programme.' The goal was to improve both the quality and sustainability of cotton crops and the lives of those who farm them.

Designed around classroom sessions, in-field training and learning groups, the programme has delivered powerful training initiatives to more than 1,200 female smallhold farmers in India. The female focus is particularly transformative; due to their gender, female farmers are often unable to access opportunities to learn new skills and develop their businesses.

The programme is a profound success so far and has already tangibly helped farmers improve their yields, reduce their fertiliser and pesticide use and dramatically increase their profits, by up to 211% after just two years. Not only has this proven a boon for Primark's cotton supply, it has also made a tremendous improvement to the livelihoods of India's female cotton farmers, granting prosperity and financial security that would have once seemed totally out of reach. The initiative has been so successful that Primark is now planning to continue its rollout, reaching another 10,000 farmers over the next six years.



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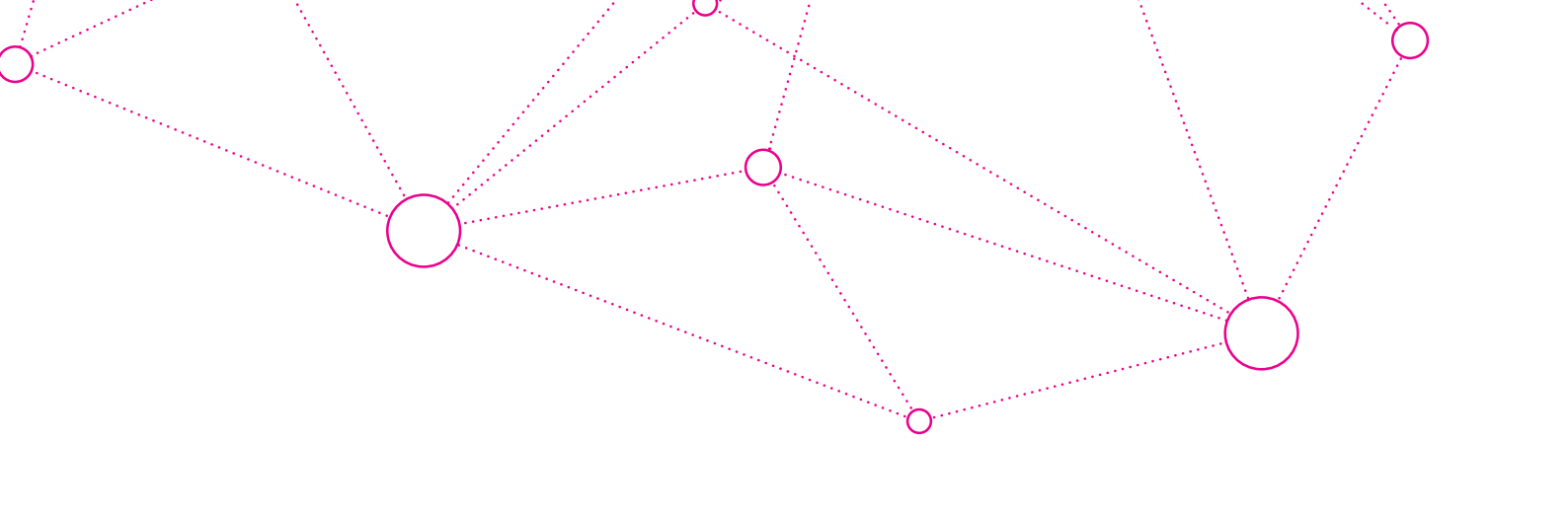
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