



**CEA** The Corporate  
Engagement  
Awards 2017



Communicate  
magazine

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## Welcome

We are told that we are living in a time of austerity and uncertainty. Regardless of one's political affiliation there is a general feeling that the public has been demonstrably let down by the political system. As a result, our elections, our polls and referenda have consistently produced unexpected results. Despite this over-abundance of mediocrity amongst our cross-party politicians, the recent general election seemed to hear less from the business community than any other recent election.

Yet business is playing its part in our society. The winners tonight have stepped up to the plate, they've taken on board their commitment and obligations to a wider community and looked at ways with which they can work with those organisations dedicated to making a difference in society. Tonight's awards recognise the efforts that companies make with their CSR, community and sustainability partnerships. Those partnerships cut across all aspects of life, be it with charities, the arts, sports organisations and others.

Tonight's Grand Prix winner, the partnership between MacMillan Cancer Support and npower, is a charitable initiative that has seen npower work with MacMillan to provide financial support to those suffering from cancer. It isn't, however, just the doling out of cash to those in need that makes this a worthy winner. It is the innovation, the creativity and the desire to make it work that mean these two organisations walk away with tonight's top honour.

These two organisations are worthy winners, but they have one thing in common with all of tonight's other trophy holders – an understanding of the importance that business has within the fabric of our society and an understanding of the difference they can make. There is good in business and all of tonight's winners have shown us that this is something we should celebrate.

**Andrew Thomas**  
Publishing editor  
*Communicate magazine*

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## The judges



### **Justin Avern, head of media relations, Fairtrade Foundation**

Justin has over 15 years of experience working in communications, both in the public and not for profit sector, including roles at the WWF, the Department for Communities and Local Government and regional communications body Government News Network. Since 2014, he has been head of media relations at the Fairtrade Foundation, the world's largest and most recognised fair trade system and part of a global organisation working to secure a better deal for farmers and workers.



### **Vijay Bedarkar, assistant vice president, Barclays**

Vijay has worked with Barclays for almost six years spanning corporate banking, global community investment and reputation management. His role involves reviewing and assessing reputational risks associated with transactions and relationships on issues such as human rights. He also maintains a dialogue with external stakeholders including campaigning NGOs. Previously he worked directly with Barclays' global community investment programmes across 13 countries. Vijay led on engaging colleagues to support local communities by leveraging Barclays core capabilities through skills-based volunteering.



### **Ian Burrows, director of brand and engagement, Deloitte**

Ian is director of brand and engagement for Deloitte, rejoining in 2015 after a nine-year gap. He leads all communications and engagement initiatives for the firm's 15,000 employees and 1,000 partners. Ian's previous roles included internal communications for a big four rival and he has worked in broader management and IT consulting businesses. He has extensive experience across corporate communications and marketing and believes that the lines between these disciplines are becoming blurred.



### **Richard Crook, head of marketing, communications and business development, EMEA, Colliers-International**

Richard is head of marketing, communications and business development, EMEA at Colliers-International. He is responsible for working with the EMEA CEO and board to develop and implement a marketing and communication strategy to position Colliers as a leader in the commercial real estate industry, through innovative and measurable marketing tactics. Richard is responsible for the marketing, PR, digital marketing, social media, and research and client engagement teams. Prior to Colliers-International, Richard held roles at Savills, Drivers Jonas Deloitte and Taylor Wimpey.



### **James Docherty, senior sponsorship manager, SSE plc**

James is SSE's senior sponsorship manager, responsible for a number of the brand's high profile sponsorships including the SSE Hydro venue, the Next Generation programme supporting 100 young athletes across Great Britain and Ireland and SSE's golf portfolio. James has recently concluded a highly successful activation of the Glasgow 2014 Commonwealth Games for SSE. James has also stepped into the field of diversity and inclusion, collaborating with human resources and corporate affairs to demonstrate how sponsorship can be a key channel in delivering key messaging internally and with external stakeholders.



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

Graham was appointed Groundwork UK's chief executive in March 2014. He has nearly 20 years of experience of 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, developing national programmes and leading on policy and strategic communications. Graham joined Groundwork UK in 1998, prior to which he undertook a number of communications roles in the voluntary, public and private sectors.



### **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 in-house as a communications professional. Prior to SCA, she worked for Ericsson AB and was head and vice president of communications, business unit global services. 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.



### **Céline Gagnon, chief executive, the Funding Network**

Céline is the chief executive of the Funding Network (TFN). Before joining TFN, Céline was involved in the cultural sector, working in fundraising, partnership development and community engagement. As head of development at the Tricycle Theatre, she led an integrated capital and revenue fundraising campaign which raised £5.5m to upgrade the auditorium and facilities. Prior to joining the Tricycle, Céline undertook a variety of roles in the arts including senior development manager at Battersea Arts Centre, creative communities coordinator at Farnham Maltings and cultural attachée for the Quebec Government.



**Nick Gardner, co-founder, Project Dirt**

Nick is co-founder of Project Dirt, the online network of 2,000 community-based social and environmental projects. Nick's background is in social and environmental research, primarily for large government bodies and corporate clients. His work has ranged from evaluating major national lottery-funded programmes such as 'Transforming Your Space' and 'People's Places,' to auditing the Carbon Trust's Future Impact estimation tool for KPMG. With Project Dirt, Nick and his team have devised a new model for CSR which is currently being trialled by several companies.



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

Kate is director of partnerships & philanthropy at Unicef UK with responsibility for leading the organisation's philanthropy, foundations and corporate engagement. She leads the partnerships and relationships agenda by bringing together some of the world's leading businesses, foundations and philanthropists with the world's leading organisation for children to drive transformational change for the most vulnerable children. 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 an advisor to central and local government. David set up SOENECS, an independent boutique research practice, in 2014 to provide strategic advice to the public and private sectors.



**Stephanie Harvey, head of fundraising, 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. Company partnerships are an integral part of Providence Row. The company believes having strong relationships within its local area means it is able to work together to tackle the root causes of homelessness.



**Sara Heald, head of community involvement, Legal & General Group**

Sara's role at Legal & General is to oversee the way it campaigns for social, environmental and economic issues material to its businesses. Legal & General works in a unique way with charities to help them solve long term issues that really matter. Sara looks after employee volunteering and engagement programmes for the group and drives the CSR Report. Employee engagement programmes include the chairman's community awards, time and sponsorship matching, pennies from heaven, GAYE, Social enterprises and education programmes in schools.



**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 a prized and international reputation to not 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 to effectively realise the corporate revenue target. Companies engage with the Old Vic across multiple partnership platforms to unlock a range of staff engagement, client entertaining, brand alignment and profile raising.



**Simon Humphrey, senior manager, corporate responsibility, ARM Holdings**

Simon works in the corporate responsibility team at ARM Holdings, where he leads external communications, engagement with charity partners and advocacy across education, health and the environment. Prior to that, he spent 12 years with PwC advising large corporations on risk management, while working extensively across Europe, Africa and Asia-Pacific. He is currently a trust board governor for the Anglia Learning Trust, a trust governor at a secondary school and sixth form, a trustee of Cambridgeshire Community Foundation and represents ARM on external committees and boards in relation to education.



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

Rowena leads the cancer information and support area of the corporate partnership between Macmillan and Boots UK. She has worked in the field of cancer information and support for over 10 years, first at the NHS's Mount Vernon Cancer Network. She then moved to Macmillan Cancer Support where she led the expansion of its Mobile Information Service in the southeast, before joining the Boots Partnership team in 2011. Before her involvement in cancer support, Rowena worked in both production and communication roles at the BBC, before joining the National Pharmacy Association comms team in 1999.



**Claire Jeromson, head of sponsorship and brand, LV=**

Claire heads the team at LV= that looks after brand, sponsorship, corporate responsibility and membership. She has over 20 years of marketing experience, predominantly in financial services. Before joining LV=, she worked at RBS, Bank of Scotland and Scottish Widows in a variety of marketing roles.



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

With a background in PR and branding, Matthew has been involved in shaping and implementing partnerships for most of his career – latterly leading sponsorships and partnerships at British Gas (BG). Primarily focusing on the title sponsorship of British Swimming and its subsidiaries, Matthew has been able to focus on making swimming's assets work hard for BG. As a non-Olympic sponsor of an Olympic sport, Matthew oversaw BG's hugely successful 2012 campaign, which gave free swims to anyone who pledged support to the British Swimming team.



**Nicole Lovett, head of corporate social responsibility UK, Deutsche Bank**

Nicole is responsible for the bank's CSR agenda in the UK and global strategy development. Since joining in 2012 she has been instrumental in developing a new cohesive strategic framework for the bank's community investment agenda focused on youth education; social mission enterprises; initiatives that address social inclusion and cohesion where the bank operates and the employee volunteering and giving programme. As part of this she helped create strong brand identities of Born to Be, Made for Good and Plus You and campaigns that articulate the strategic mission, impact and engagement of Deutsche Bank employees.



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

Geraldine heads up the corporate business partner team for National Grid, the company that connects people safely and reliably to the energy they use every day. She is charged with making connections that positively impact business outcome, working with British and American internal and external stakeholders on behalf of the company's group corporate functions. Geraldine's career includes head of internal and external communications at Homeserve, head of PR for npower, where she managed its consumer PR, and senior manager at the Midland's full service agency Barkers PR.



**Liam McKay, head of CSR & public affairs, London City Airport**

Liam is head of public affairs at London City Airport (LCY). He is responsible for campaigning and political engagement at the airport, managing links with relevant political and regulatory audiences in Europe and London. Liam also runs LCY's community engagement, public policy and supply chain agendas. In 2016, he oversaw the successful conclusion of the £350m City Airport Development Programme (CADP) which was green-lit by the UK government after a three year campaign. Liam was previously responsible for TfL's comms and engagement in central London during the 2012 Olympic Games.



**Hugh Mehta, head, corporate partnerships management, WWF-UK**

Hugh leads the team that delivers major partnerships with the private sector at WWF-UK. WWF partners with companies to drive sustainable business practises, to communicate environmental issues and to generate income for vital conservation work. Hugh joined the organisation in 2009, initially to run the global partnership with HSBC. Prior to that, he spent five years at Unicef UK as a corporate fundraiser, where he established a long-term commitment to international organisations that care about people and the planet.



**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 professionals 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.



**Kerry North, senior manager – youth and community, O2 Telefonica UK**

Kerry is O2's senior community manager, looking after the Think Big programme to support young people develop and use their digital, entrepreneurial and employability skills. She has previously worked across the field of sustainability with small businesses and local government, giving her a rounded experience in the industry.



**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 Gwen published business reports in the Times, managing the process from conceptualisation to editorial commissioning and commercialisation. Titles included 'Future of Work,' 'Business Transformation' and 'Future of Outsourcing.'



**Katherine Raven, head of communications, Moorfields Eye Hospital NHS Foundation Trust**

Katherine has worked in the public relations industry for over 11 years, leading the communications for national health charities and NHS organisations. She is currently head of communications at Moorfields Eye Hospital NHS Foundation Trust in London. Previously, Katherine was senior communications manager at the Royal National Institute of Blind People and press and campaigns manager at the British Lung Foundation. Katherine is a Chartered Institute of Public Relations accredited practitioner and served as an elected CIPR Council member from 2014 to 2016.



**Moses Sangobiyi, director and co-founder, Compass Mentoring Group**

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



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

With over 20 years of experience, Andy has worked both in house and in agencies for some of the biggest UK financial services brands, including Virgin, Scottish Widows, Prudential, Direct Line 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.



**Kesah Trowell, group head of corporate responsibility, Dixons Carphone**

Kesah is group head of CSR 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 electronics retailer, Kesah created a CSR function from scratch – and on a relative shoestring – by leveraging groundbreaking collaborative sponsorship opportunities to deliver tangible results across a number of metrics. She has picked up a number of prestigious communications awards and accolades along the way, including a Corporate Engagement Award in 2013.



## The winners

### Type

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#### Best arts and culture programme

Gold – Deutsche Bank

Silver – Artichoke, London & Partners and Flint PR

Bronze – HighTide and Lansons

Bronze – The Old Vic and PwC

#### Best charity, NGO or NFP programme

Silver – Berkeley Homes (North East London) Ltd and Providence Row

Bronze – Speak Street and Linklaters LLP

Highly commended – The IKEA Foundation and Kindred Agency

Highly commended – Lloyds Banking Group and BBC Children in Need

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

Gold – Evelina London Children's Hospital and London Fire Brigade

Highly commended – BT and BCS

#### Best educational programme

Gold – Boeing and the Royal Aeronautical Society

Silver – BT and BCS

Bronze – Lloyds Bank and Bank of Scotland, School for Social Entrepreneurs

Bronze – RBS – MoneySense

Highly commended – Boots Soltan and EdComs

Highly commended – Premiership Rugby and Aviva

#### Best environmental or sustainable programme

Gold – Canary Wharf Management Ltd and Veris Strategies

Bronze – Élan Hair Design

Bronze – Freshfields Bruckhaus Deringer LLP and Natural Capital Partners Ltd

#### Best sports and leisure programme

Silver – Premiership Rugby and Aviva

Bronze – UBS and SportInspired

#### Best combined programme

Silver – Amplifi and University College Hospital (UCH) Cancer Fund

Bronze – Tata Consultancy Services

### Time

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#### Most effective long-term programme

Gold – Macmillan Cancer Support and npower

Silver – Cancer Research UK and Tesco

Bronze – Amplifi and University College Hospital (UCH) Cancer Fund

Bronze – WHSmith Trust and plc and the National Literacy Trust

Highly commended – In Kind Direct

### Sponsorship

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#### Best alignment of brand values through a sponsorship activity

Gold – Cancer Research UK and NIVEA SUN

Silver – Macmillan Cancer Support and Marks & Spencer

Bronze – Duracell, the Great Run Series and Hill+Knowlton Strategies

Bronze – Taylors of Harrogate and the Woodland Trust

#### Most effective sponsorship of a single event

Gold – Macmillan Cancer Support and Marks & Spencer

Silver – Duracell, the Great Run Series and Hill+Knowlton Strategies

Highly commended – BNY Mellon, Newton Investment Management and Cancer Research UK

Highly commended – London City Airport and the East London Business Alliance

#### Most innovative sponsorship activity

Silver – BNY Mellon, Newton Investment Management and Cancer Research UK

Highly commended – London Wildlife Trust and Mace Group

### Corporate Social Responsibility

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#### Best CSR programme to raise brand awareness

Gold – BNY Mellon, Newton Investment Management and Cancer Research UK

Highly commended – Mondelez International, Concept Store, Forsman & Bodenfors, Vizeum, Isobar and Klirr.

#### Best alignment of brand values during a CSR programme

Gold – Royal Mail and Missing People

Silver – Boots Opticians and the National Literacy Trust

Bronze – Aviva and the British Red Cross

Bronze – The Co-op and the British Red Cross

Highly commended – Vision Express and charity partners, the Childhood Eye Cancer Trust (CHECT), Stroke Association, International Glaucoma Association and Macular Society



### **Best community involvement during a CSR programme**

Gold – UBS and SportInspired

Silver – Speak Street and Linklaters LLP

Bronze – Lloyds Bank and Bank of Scotland, School for Social Entrepreneurs

Bronze – SGN, the Outward Bound Trust, Seamab School, Girlguiding UK, Solutions for the planet and RVS

### **Best collaboration for a single event**

Gold – Aviva and the British Red Cross

Silver – Evelina London Children’s Hospital and London Fire Brigade

Silver – Macmillan Cancer Support and Marks & Spencer

### **Most innovative collaboration**

Gold – Boeing and the Royal Aeronautical Society

Bronze – Macmillan Cancer Support and npower

Bronze – Mind and Moonpig.com

## **Communication**

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### **Best stakeholder communications**

Gold – Canary Wharf Management Ltd and Veris Strategies

Bronze – Tata Consultancy Services (#Digitalempowers)

Highly commended – Tata Consultancy Services (#Generationdirect)

### **Best internal communications**

Gold – The IKEA Foundation and Kindred Agency

Silver – Cancer Research UK and Tesco

Bronze – Aviva and the British Red Cross

### **Best PR and external communications**

Gold – Macmillan Cancer Support and npower

Silver – Tata Consultancy Services

Highly commended – Ella’s Kitchen and Save the Children

Highly commended – SSE and Sportsbeat

### **Best evaluation**

Gold – DP World and EdComs

## **Process**

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### **Best collaborative approach**

Gold – Alpro and WWF

Bronze – HighTide and Lansons

### **Best execution**

Gold – In Kind Direct

Silver – Cisco Systems, Inc.

Bronze – Prudential plc and Save the Children

## **Special Awards**

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### **Best team effort during a programme**

Winner – Aviva and the British Red Cross

### **Grand Prix**

Winner – Macmillan Cancer Support and npower

## TYPE

### Best arts and culture programme

#### Deutsche Bank

##### Gold

Since 1993, Deutsche Bank has demonstrated its longstanding commitment to the arts and cultural landscape of the UK with the Deutsche Bank Awards for Creative Enterprise. Supporting talented creative graduates at the start of their career, the awards links business skills and creativity to maximise students' potential to succeed, recognising entrepreneurship and innovation and inspiring confidence and knowledge.

Since inception, over 210 projects and new businesses have been launched with the help of the awards and 340 young graduates have benefitted from over £1.4m to support their careers and start-ups. The awards has also helped to secure career opportunities for students after their degrees, meaningfully addressing the high levels of unemployment among creative graduates.

Our judges were hugely impressed with Deutsche Bank's ethos and the impact of the initiative, praising its "standout potential for long-term benefits for the sector."



#### Artichoke, London & Partners and Flint PR

##### Silver

Leading arts charity Artichoke created London's Burning, a festival of arts and ideas to commemorate the 350th anniversary of the Great Fire of London. The highlight of the programme was 'the burn,' in which a wooden interpretation of the London landscape was set alight on the river Thames, watched by millions on- and offline.



#### HighTide and Lansons

##### Bronze

For almost a decade, Lansons has hosted HighTide Festival Theatre within its offices, providing exceptional support by providing administrative services, year-round office space, meeting rooms and IT support.



#### The Old Vic and PwC

##### Bronze

Since 2012, the Old Vic has partnered with PwC to make the theatre a more inclusive place by offering half an auditorium's worth of seats for the first five previews of each Old Vic production for only £10.



## Best charity, NGO or NFP programme



### **Berkeley Homes (North East London) Ltd and Providence Row Silver**

In keeping with its commitment to community work focused on homes, jobs, skills and care, Berkeley Homes embarked on a three-year programme to help the homeless, partnering with charity Providence Row. The property developer has already proved invaluable, boosting funding, providing volunteers and using its expertise to help the charity make more of its assets.



### **Speak Street and Linklaters LLP**

#### **Bronze**

Speak Street, supported by Linklaters, is a remarkable pop-up language café that seeks to bring together communities by offering a range of services including free English classes to refugees and migrants.

**Highly commended** – The IKEA Foundation and Kindred Agency

**Highly commended** – Lloyds Banking Group and BBC Children in Need

## TYPE

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

#### Evelina London Children's Hospital and London Fire Brigade **Gold**

Evelina London Children's Hospital and the London Fire Brigade teamed up to raise more than £1m for a truly once in a lifetime experience – the first-ever zipline across the Thames.

The seemingly impossible idea was the brainchild of London Fire Brigade deputy assistant commissioner Andy Roe, whose son Zaki, was treated at Evelina London Children's Hospital for a rare brain infection in 2013. The audacious concept came to Roe while looking out the window at his son's bedside; as a thank you to the hospital he began working with the LFB's specialist Urban Search and Rescue (USAR) team to work out how this ambitious dream could become a reality.

The event drew huge amounts of coverage and interest from the public, exceeding fundraising goals and boosting awareness of the organisations involved. As our judges said, "A brilliant example of pro bono. Everyone working together for a bigger goal."



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**Highly commended** – BT and BCS

# Teaching computational thinking – made easy!

## Join the thousands of teachers helping the next generation grow up tech literate

With its FREE resources and teacher workshops, the Barefoot Computing Project's aim is to help teachers confidently teach computational-thinking at a primary level. It is helping children grow up tech literate, improving their social mobility and career prospects in a world powered by tech!

There's never been a better time to go Barefoot as it has now reached over one million primary school pupils and 39,000 teachers.



### Barefoot is...



Curriculum aligned



Easy to teach



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To bring tech literacy into your classroom the easy way, visit: [www.barefootcas.org.uk](http://www.barefootcas.org.uk)

# Skyline Appeal

Because we share the same skyline but live in different worlds

Hidden in the concrete jungle skyline of London there's a secret patch of green. Flowers, fruit and veg grow there and something much more vital...

**skills, hope and confidence**



Our gardeners are either homeless or have been homeless in the past. They're working hard as part of a gardening trainee scheme to make the garden flourish, but also to get back into work, training and education. We support them with their housing, money and health issues helping them get off and stay off the streets. Today we're asking you to bring our two worlds together and help more of London's homeless by partnering with us.



## TYPE

### Best educational programme

#### Boeing and the Royal Aeronautical Society

##### Gold

In the spirit of its commitment to inspiring the next generation of engineers, scientists and aviation experts, Boeing and the Royal Aeronautical Society set out to raise the profile of STEM subjects in academic and working life with an innovative educational initiative.

Launched in 2009, the 'Schools Build-a-Plane Challenge' provides students with the opportunity to delve into the science behind aviation, giving them the chance to build their own fully-functional aircraft which they are then able to fly in. Aircraft built by students have taken to the skies at international air shows and participated in demonstrations alongside industry professionals and iconic Boeing aircraft.

To date, more than 1,200 students across six secondary schools in the UK have taken part, leading to inspirational outcomes and lifelong memories for all involved. Our judges agreed, one said, "This was a truly, high-impact partnership and programme which I can imagine would have had a profound effect on the participants."



#### BT and BCS

##### Silver

BT and the British Computer Society teamed up to create Barefoot Computing, a project designed to help primary school teachers feel more confident about their computing skills. By providing teachers with free workshops, lesson plans and a huge range of online resources, Barefoot is helping to ensure higher rates of tech literacy in teachers and students across the country.



#### Lloyds Bank and Bank of Scotland, School for Social Entrepreneurs

##### Bronze

The Lloyds Bank Social Entrepreneurs Programme, run in partnership with School for Social Entrepreneurs, provides aspiring businesspeople with key financial support, resources and mentorship to help get their ideas up and running.



#### RBS – MoneySense

##### Bronze

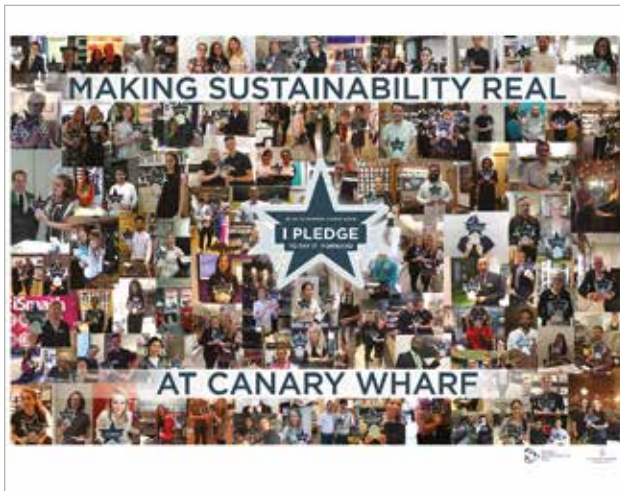
RBS developed a skill-boosting programme to help young people across the country develop their financial acumen, reaching out to over 400,000 school pupils through engaging content aligned with the national curriculum.



**Highly commended** – Boots Soltan and EdComs

**Highly commended** – Premiership Rugby and Aviva

## Best environmental or sustainable programme



### Canary Wharf Management Ltd and Veris Strategies

#### Gold

To help achieve its ambitious estate-wide target of reducing waste by 10% year-on-year and recover and reuse 100% of the waste produced onsite, Canary Wharf Management Ltd teamed up with Veris Strategies to craft a dynamic stakeholder communications strategy to get retail tenants on board.

Veris delivered a distinctive identity for the new sustainability programme, based on rigorous stakeholder research. The strategy was underpinned by focused communications on key messages around the new waste and recycling programme, but added depth and diversity came from local community links and charity partnerships.

This notion of community and collaboration proved hugely important to the successful launch of the initiative, helping to quickly gather momentum and encourage all stakeholders to get involved. Our judges were equally engaged, praising the entry for its strong research and tracking, vibrant and relevant communications and the efforts to understand stakeholders' behaviour to encourage real change.



### Élan Hair Design

#### Bronze

Élan Hair Design, the UK's most eco-friendly salon, has set the ambitious goal of making its business carbon-neutral and waste-free. To date, the salon has managed to divert 94% of its waste from landfill, cut its carbon emissions by 95% and cut water consumption by 68%.



### Freshfields Bruckhaus Deringer LLP and Natural Capital Partners Ltd

#### Bronze

Freshfields has recently embarked on an innovative partnership to help communities in east Africa and the planet, by providing farmers with incentives to plant carbon-neutralising trees on their land.



## TYPE

### Best sports and leisure programme

#### Premiership Rugby and Aviva

##### Silver

Aviva's 'Tackling Numbers' is a programme developed alongside Premiership Rugby which uses rugby to improve the maths skills of nearly 14,000 seven to nine year-old pupils each year. Using classroom resources developed with the help of experienced teachers and practical, number-based rugby games, ATN builds confidence in maths among young learners and their parents while introducing a new generation to tag rugby.



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#### UBS and SportInspired

##### Bronze

UBS and SportInspired teamed up to increase the low levels of physical activity among schoolchildren in London's Borough of Hackney. The partnership offers exciting and inspirational sports festivals, giving children the confidence to get, and stay, active.



### Best combined programme

#### Amplifi and University College Hospital (UCH) Cancer Fund

##### Silver

Amplifi and UCH Cancer Fund joined forces to improve the lives of people affected by cancer by funding a range of initiatives designed to support NHS care. More than £110,000 has been raised so far, paying for upgrades to isolated treatment rooms, the implementation of anti-boredom activities and the launch of the innovative UCLH Cancer Academy.



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#### Tata Consultancy Services

##### Bronze

Tata Consultancy Service's 'Generation Direct' campaign championed young people throughout Europe, revealing and advocating their views on technology to a broad range of political, academic and business leaders.



**SPORTSBEAT**  
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## TIME

### Most effective long-term programme

#### Macmillan Cancer Support and npower

##### Gold

With one in three people diagnosed with cancer in the last two years saying that they feel more affected by the cold, Macmillan Cancer Support teamed up with npower to help take some of the chill out of a cancer diagnosis.

The side effects of cancer, such as weight and hair loss, can mean patients often have to turn the heat up at home, so the two organisations struck on the idea of making energy costs one less worry for sufferers.

Npower now supports Macmillan's energy advice team, which offers guidance and acts as a help source regarding funding for people living with cancer, regardless of their energy supplier. Npower also supports its customers through the Macmillan Fund, which helps patients by capping their energy bills and writing off fuel debt.

This heartwarming entry won the support of our judges, who praised its spirit of true collaboration and the partnership's strength in tackling an issue with real relevance for both the corporate sector and the community.



#### Cancer Research UK and Tesco

##### Silver

Since 2002, Tesco has been a proud supporter of Cancer Research UK's Race for Life, a campaign which encourages women across the UK to get active, raises cancer awareness and provides vital funding for life-changing research. Since the start of the partnership, the team has seen over 8m women take part in the initiative, raising over £530m.



#### Amplifi and University College Hospital (UCH) Cancer Fund

##### Bronze

Amplifi and the UCH Cancer Fund are hard at work to make the lives of people diagnosed with cancer a little easier, joining forces to fund crucial and life-changing projects at University College Hospital.



#### WHSmith Trust and plc and the National Literacy Trust

##### Bronze

For over a decade, the National Literacy Trust and WHSmith have been at the forefront of improving children's literacy through the Young Readers Programme, which provides free books and events to students.



#### Highly commended – In Kind Direct



## Best alignment of brand values through a sponsorship activity



### Cancer Research UK and NIVEA SUN

#### Gold

Since 2012, Cancer Research UK has partnered with Nivea Sun to educate the UK public on the importance of sun safety, encouraging everyone to cover up, spend time in the shade and apply sunscreen.

But in 2016, the team dialled it up a notch, delivering a fully-integrated marketing campaign throughout the summer including a co-branded TV advert, on-pack messaging, displays in high street retailers and thermally-activated social media activity on particularly hot and sunny days.

The partnership reached over 6m people, with research demonstrating the impact and power of the sun-safety message while delivering an impressive boost to both organisations' awareness and trust ratings. Our judges praised the programme for its focus and complimented the partnership's clear consumer insight and the strong alignment between their objectives.



### Macmillan Cancer Support and Marks & Spencer

#### Silver

In their seven years of partnership, Macmillan Cancer Support and Marks & Spencer have raised over £9.8m, partly through the World's Biggest Coffee Morning, Macmillan's biggest fundraising campaign. The organisations have proved the perfect match, with a shared focus on the values of quality, care and friendliness.



### Duracell, the Great Run Series and Hill+Knowlton Strategies

#### Bronze

In a fitting move, Duracell brought back the running bunny for its sponsorship of the Great Run Series, the largest series of mass participation running events in the world.



### Taylors of Harrogate and the Woodland Trust

#### Bronze

Following longstanding company tradition, Yorkshire Tea extended its commitment to the environment by supporting the Woodland Trust in its mission to plant millions of trees in the UK over the next decade.

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## Most effective sponsorship of a single event

### Macmillan Cancer Support and Marks & Spencer

#### Gold

Marks & Spencer has been the headline sponsor for Macmillan Cancer Support's flagship event the World's Biggest Coffee Morning (WBCM) since 2010. It has worked alongside the charity as the initiative has grown from raising £8m in 2010 to a colossal £29.5m in 2016.

Last year, M&S raised a staggering £3.2m for Macmillan with £2.1m pledged specifically from the WBCM campaign. This record-breaking total was only achieved through collaboration across different marketing channels such as Sparks (M&S membership card), event zones in stores and WBCM e-news. M&S even introduced a broader range of WBCM-style fare such as fairy cakes and cake mixes to help people get involved even if they aren't a dab hand at baking. As a result, M&S raised enough money to fund 61 Macmillan healthcare professionals, such as nurses and psychologists, in local communities.

Our judges praised the well-matched partnership for continuing to keep its fundraising efforts relevant over the years and maintaining strong growth and momentum for each successive campaign.



### Duracell, the Great Run Series and Hill+Knowlton Strategies

#### Silver

Since its inception in 1981, the Great Run Series has become the largest series of mass participation running events in the world. For its sponsorship of the initiative, Duracell brought back the famous 'running bunny,' building a campaign that was immediately recognisable to people who remember the early 2000s.



**Highly commended** – BNY Mellon, Newton Investment Management and Cancer Research UK

**Highly commended** – London City Airport and the East London Business Alliance

## SPONSORSHIP

### Most innovative sponsorship activity

#### **BNY Mellon, Newton Investment Management and Cancer Research UK**

##### **Silver**

In a remarkable show of generosity and commitment to the community, BNY Mellon donated its multimillion-pound title sponsorship of the 2016 Oxford and Cambridge University Boat Races to Cancer Research UK. The iconic event was renamed the Cancer Research UK Boat Races, and associated campaigns raised over £600,000 pounds for the charity.



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**Highly commended** – London Wildlife Trust and Mace Group





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BNY Mellon and Newton Investment Management are delighted to sponsor The Oxford and Cambridge University Boat Races. Through our tenure as sponsors of this iconic event we have been proud to share some ground-breaking firsts – most notably, moving the women’s race to equality with the men’s race in 2015, and in 2016 the donation of our title rights to Cancer Research UK.

In 2017, we are focusing our efforts on pulling together to raise substantial and vital funds for Cancer Research UK to help beat cancer sooner.



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## CORPORATE SOCIAL RESPONSIBILITY

### Best CSR programme to raise brand awareness

#### **BNY Mellon, Newton Investment Management and Cancer Research UK**

##### **Gold**

Over the last five years, BNY Mellon's sponsorship of the Oxford and Cambridge University Boat Races have seen some truly impressive firsts. Most notably, the bank has helped achieve equality in stature and funding for women's crews by moving their events to the Championship Course in London and to race on the same day as the men's crews.

But in 2016, BNY Mellon wholeheartedly lived up to its mission of 'making meaningful investments,' handing its title sponsorship of the Oxford and Cambridge University Boat Races to Cancer Research UK. By doing so, BNY Mellon not only offered the charity a significant increase in awareness, but also the opportunity to leverage the bank's well-established resources and workforce to fundraise as well. The newly renamed Cancer Research UK Boat Races proved a huge success, with the rebranded race day uniforms, boats and winner's podium immediately capturing the attention of spectators. Our judges praised the campaign for its mould-breaking innovation in charity sponsorship.



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**Highly commended** – Mondelez International, Concept Store, Forsman & Bodenfors, Vizeum, Isobar and Klirr

### Best alignment of brand values during a CSR programme



#### Royal Mail and Missing People

##### Gold

The Royal Mail plays a vital role in society, connecting millions of customers, businesses, organisations and communities, six days a week as an integrated, valued and trusted partner.

To further boost its community-minded credentials, the Royal Mail partnered with Missing People, distributing high-risk missing person alerts through handheld scanners used for tracking and signing parcels. To date, more than 120 alerts have been issued, resulting in 92 people found safe and well.

This innovative partnership was the brainchild of a postman who saw an opportunity to engage his colleagues to help Missing People achieve its core aim: to increase awareness of missing people in the hope of finding them safe and well.

Our judges were impressed with the innovation and ingenuity of the partnership, praising the Royal Mail for continuing to find new ways to engage and assist the community.



#### Boots Opticians and the National Literacy Trust

##### Silver

With over 1.5m children in the UK suffering from an undiagnosed eye condition, making it difficult for them to read and write, Boots Opticians partnered with the National Literacy Trust to develop a bespoke programme to find and help these struggling students.



#### Aviva and the British Red Cross

##### Bronze

As an insurer, Aviva understands how difficult recovering from a disaster can be. That's why it partnered with the British Red Cross and lent its expertise to the charity across the globe, surpassing both fundraising and volunteering targets.



#### The Co-op and the British Red Cross

##### Bronze

The British Red Cross joined forces with the Co-op to combat loneliness, launching a range of fundraising, awareness and advocacy campaigns to tackle this often-unspoken but crucial issue.

**Highly commended** – Vision Express and charity partners, the Childhood Eye Cancer Trust (CHECT), Stroke Association, International Glaucoma Association and Macular Society



## CORPORATE SOCIAL RESPONSIBILITY

### Best community involvement during a CSR programme

#### UBS and SportInspired

##### Gold

As part of the mission to overcome disadvantage in communities through funding and the commitment of employees, UBS has supported the London Borough of Hackney for over 30 years. Since 2009, the bank has partnered with SportInspired, a charity that delivers fun, inclusive and award-winning community programmes called SportInspired Games, to encourage young people to enjoy being active. In 2016, over 600 pupils, ranging from Years 3-6, from eight local Hackney schools, took part in three festival days, involving six different local sports clubs which ran 11 different sports with support from UBS volunteers.

As a result, seven new sports clubs have been set up in schools, with 295 students attending a club at least four times since attending a festival. The response from UBS volunteers was tremendously positive and likewise for the students – pupils gave a satisfaction score of 9.43/10. Our judges were equally positive, describing the initiative as, “A great example of a CSR programme engaging a local community and making a lasting difference.”



#### Speak Street and Linklaters LLP

##### Silver

Speak Street, supported by Linklaters, is a unique pop-up language café that helps to fight prejudice against immigration by offering a range of services including free English classes for refugees and migrants. Despite a recent turn against immigration in some parts of the media, Speak Street champions tolerance and is now stronger than ever.



#### Lloyds Bank and Bank of Scotland, School for Social Entrepreneurs

##### Bronze

Lloyds Banking Group and the School for Social Entrepreneurs are empowering communities across the UK and stimulating economic growth by providing financial support and business mentoring to social entrepreneurs.



#### SGN, the Outward Bound Trust, Seamab School, Girlguiding UK, Solutions for the planet and RVS

##### Bronze

SGN Ltd undertakes a wide array of initiatives to support local communities, with over 1,700 employees donating 10,600 hours of their time last year alone.



### Best collaboration for a single event



#### Aviva and the British Red Cross

##### Gold

To mark the start of its three-year partnership with the British Red Cross (BRC), Aviva launched the Aviva Global Mapathon, an online 'digital first' form of volunteering to help aid organisations reach people in remote areas. The Mapathon proved to be an ingenious campaign, allowing volunteers to virtually trace out maps of cities and towns, populating them with street and house data to allow aid workers to quickly and accurately assess and locate areas where they're needed most.

Over 1,000 people from across 13 markets mapped 126,000 buildings and 18,000 km of road – more than the distance from London to Sydney. This helped the BRC and partners create maps of remote regions in Malawi, to help local teams vaccinate unreached children against measles and rubella, and in Haiti, helped Red Cross teams on the ground to reach families who needed help following Hurricane Matthew.

Described as "innovative, empowering and inclusive" by our judges, the Mapathon was a huge success for Aviva and a great start to its partnership with the British Red Cross.



#### Evelina London Children's Hospital and London Fire Brigade

##### Silver

Guy's and St Thomas' charity joined forces with the London Fire Brigade to raise over £1m for Evelina London Children's Hospital by creating the first-ever zipline across the Thames. Alongside the impressive fundraising total, the event also provided a powerful opportunity for the organisations to raise awareness of their crucial work in the community.



#### Macmillan Cancer Support and Marks & Spencer

##### Silver

Marks & Spencer continued its ongoing support for Macmillan's World's Biggest Coffee Morning with a bumper year in 2016. Almost 220,000 people registered to host an event in aid of the cancer charity, raising £29.5m and providing invaluable support to those whose lives are affected by the disease.

# CORPORATE SOCIAL RESPONSIBILITY

## Most innovative collaboration

### Boeing and the Royal Aeronautical Society

#### Gold

With innovation at the heart of its business model, it's little surprise that Boeing has chosen to put innovation at the heart of its CSR activity. That's why, since 2009, it has partnered with the Royal Aeronautical Society to encourage students to get involved in STEM by delivering a truly unique, hands-on campaign.

The 'Schools Build-a-Plane-Challenge' offers a once-in-a-lifetime opportunity for students to build their own functioning aircraft and take to the skies at international airshows alongside industry professionals and iconic Boeing aircraft.

To date, more than 1,200 students from across six secondary schools have taken part, with special efforts made to include girls and underrepresented groups to demonstrate that the aviation industry offers opportunities for all.

Our judges' comments say it all, "An amazingly ambitious idea brought to life and delivering tremendous benefits for both the students and the aviation industry more broadly."



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### Macmillan Cancer Support and npower

#### Bronze

Macmillan Cancer Support and npower came together to bring relief to more than 34,000 families affected by cancer, working in partnership to make energy costs one less worry for cancer patients.



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### Mind and Moonpig.com

#### Bronze

Mental health charity, Mind, teamed up with Moonpig.com, to dispel the myths about Blue Monday and remind the public that depression can happen on any day of the year.





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## COMMUNICATION

### Best stakeholder communications

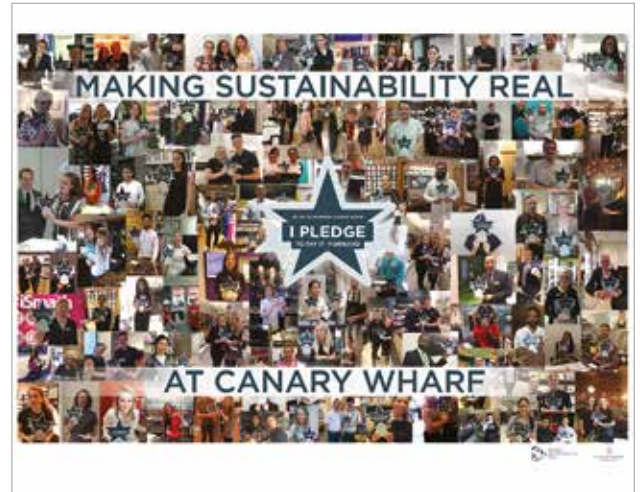
#### Canary Wharf Management Ltd and Veris Strategies

##### Gold

To achieve its estate-wide target of reducing waste by 10% year-on-year and to recover and reuse 100% of the waste produced onsite, Canary Wharf Management needed a strong strategy and peerless stakeholder communications to get retailers on side.

Fortunately, Veris Strategies was up to the task, developing a distinctive face for the new sustainability programme that excited and engaged stakeholders and tactfully resonated with businesses of all shapes and sizes. The key to the approach was rigorous research, with Veris visiting over 170 stores to discover the issues that mattered most to retailers and tailoring communications to suit. Veris also encouraged tenants to come up with their own bright ideas, such as donating old electrical items to charities and reducing hard copy information, ensuring the programme remained inclusive and collaborative.

The campaign also caught the attention of our judges, who remarked upon its inclusive, integrated approach, clear strategy and aims and strong results.



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#### Tata Consultancy Services (#Digitalempowers)

##### Bronze

Under the hashtag #digitalempowers, Tata Consultancy Services launched a powerful campaign at the World Economic Forum to explore how digital technology can create a fairer, more inclusive society.



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**Highly commended** – Tata Consultancy Services (#Generationdirect)

**Best internal communications**



**The IKEA Foundation and Kindred Agency**

**Gold**

The IKEA Foundation is the charitable arm of INGKA Foundation, the owner of the IKEA Group of companies and is one of the largest charitable foundations in the world. In 2016 alone, it donated 140m to partners including Unicef, Save the Children and the UNHCR as part of an ongoing commitment to create substantial and lasting change.

Despite its reach and size, the IKEA Foundation has historically suffered from low awareness. To remedy this, IKEA teamed up with Kindred Agency to develop a digital strategy that could turn things around. The centerpiece of the strategy was empowering and encouraging IKEA employees to become champions of the foundation. A series of staff trips to countries benefitting from IKEA Foundation funding was launched under the name iWitness, with staff blogs about their experiences promoted to coworkers via Facebook.

In two years, the Facebook community has grown from under 5,000 to over 1m and has created a thriving community of enthusiastic employees who are actively sharing the Foundation's work with their colleagues.



**Cancer Research UK and Tesco**

**Silver**

To support its longstanding partnership with Cancer Research UK, Tesco energised its employees to take part in the charity's Race for Life with a powerful and stirring internal communications initiative. The campaign spurred more than 21,000 Tesco colleagues to take part, raising over £2.7m.



**Aviva and the British Red Cross**

**Bronze**

In collaboration with the British Red Cross, Aviva launched the Aviva Global Mapathon, an online, digital-first form of volunteering that allowed employees to help the Red Cross reach the people who need it most.

## COMMUNICATION

### Best PR and external communications

#### Macmillan Cancer Support and npower

##### Gold

People with cancer spend an average of £177 extra per year on energy as a direct result of their cancer diagnosis. That's why, for over 12 years, Macmillan Cancer Support has been working with npower to help cancer patients keep warm without worry.

Npower's Macmillan Fund is the only programme in the UK offering bespoke support to people living with cancer by capping energy bills and writing off debt. Since 2007, npower has cleared £4.5m of debt, helping 4,000 people affected by cancer.

Despite its longstanding commitment, 2016 saw npower's first integrated PR and marketing campaign to promote the fund, harnessing the press and social media to raise awareness of the vital work and encourage the public to support it.

Exceeding all KPIs, the campaign proved a tremendous success, with our judges highlighting the entry as a, "Great example of how a solid PR campaign can drive engagement and beneficial participation in CSR programmes."



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#### Tata Consultancy Services

##### Silver

Tata Consultancy Services built an informative campaign for World Economic Forum attendees, highlighting the capacity for digital to empower individuals, communities and organisations around the world.



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**Highly commended** – Ella's Kitchen and Save the Children

**Highly commended** – SSE and Sportsbeat

## Best evaluation

### DP World and EdComs

#### Gold

Global trade and logistics facilitator, DP World, teamed up with educational charity Edcoms to help raise awareness of the maritime sector and its career opportunities, while boosting young people's knowledge and skills in numeracy and geography.

The initiative, which involved DP World employees delivering lessons at schools local to ports, sits comfortably within the company's commitment to invest in its people and the communities they work in, fostering vibrant, resilient and secure societies around the world.

To ensure maximum impact, the partnership also developed a rigorous process for evaluating its work, harnessing the LBG framework, the global standard for measuring corporate community investment.

Since April 2016, impact data has been collected from over 4,500 pupils, 200 teachers and 200 employees across 14 countries, with the findings playing a paramount role in ensuring the future of the programme and its effectiveness for years to come.



## PROCESS

### Best collaborative approach

#### Alpro and WWF

##### Gold

Alpro, the UK's bestselling plant-based food and drink brand, and WWF have helped more than 130,000 UK school children learn about food, sustainability and the environment through their Green Ambassadors programme.

The programme encourages children to take a lead on sustainability in their schools. Throughout the partnership, the Green Ambassador community has grown to cover 6,614 schools, with 132,280 children in 'Green Teams' and a total reach of 1.9m pupils. Combining WWF's expertise on sustainability and environmental education with Alpro's strong track record in producing plant-based food and nutrition has enabled the partnership to develop quality resources and experiences. It has helped schools throughout the UK to build environmental issues into the curriculum and enable children to take action on issues affecting the planet. The programme was a winner with our judges, too, who were particularly impressed by the strong alignment between the organisations' values.



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#### HighTide and Lansons

##### Bronze

HighTide Festival Theatre and Lansons have been partners for nearly a decade, with the two companies cohabiting and collaborating, exchanging resources, creative ideas and building their businesses together.





**Best execution**

**In Kind Direct**

**Gold**

While many companies, large and small, want to make a positive difference by donating their unwanted surplus consumer products to charity, identifying the benefiting organisations, arranging logistics, protecting the brand and measuring the impact of donations can be challenging.

In Kind Direct was established by the Prince of Wales 20 years ago to overcome those challenges and provide an easy and effective solution for companies to give their products to UK voluntary and community sector organisations.

An active network of 200 companies have contributed products over the last two years and over 1,000 companies have donated in total since 1996, including longstanding donors such as Johnson & Johnson, Amazon, Procter & Gamble and the Disney Store.

Judges praised In Kind Direct for the significant benefits it provides to communities, as well as to its corporate partners, and they were overwhelmingly impressed with the broad reach of the charity's work.



**Cisco Systems, Inc.**

**Silver**

Cisco empowered its global employee base to collaboratively discover the next big idea through the Innovate Everywhere Challenge. To ensure perfect execution, Cisco took the time to do its homework and that preparation paid off, with nearly half of the workforce across 50 countries taking part.



**Prudential plc and Save the Children**

**Bronze**

To help ensure disadvantaged children in Cambodia and the Phillipines reach their full potential, Prudential partnered with Save the Children to supply First Read, an innovative and holistic home-based early childhood care programme.



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## Best team effort during a programme

### Aviva and the British Red Cross

#### Winner

Aviva and the British Red Cross (BRC) joined forces to literally help put vulnerable people around the world on the map with the Aviva Global Mapathon – an online, digital-first volunteer campaign to create maps to support the charity's work in difficult-to-navigate areas. As the most international volunteering event of its kind organised by the BRC for a corporate partner, the initiative cut across 13 markets, five languages and dozens of locations across the globe.

To organise and execute such an ambitious and innovative campaign, Aviva and BRC worked hand-in-glove. This ensured maximum impact from those at Aviva who donated their time to digital volunteering as they painstakingly created up-to-date maps to ensure aid organisations could reach those who need their help. The implementation team was led by Aviva's head of internal comms, Gillian McGill, and head of CR, David Schofield, who provided expert counsel and leveraged the company's influence to gain support from the top of the organisation.

Aviva secured sponsorship for the project from Kirsty Cooper, Aviva's general counsel and executive committee member, who in turn secured buy-in from Aviva's chairman. He played on the executive committee's and CEO's competitive spirits by facilitating a competition to encourage them to not only get people mapping, but to also do it themselves to be crowned 'executive master mapper.'

Having conducted a 'test and learn' mapathon pilot in May, the core implementation team built a camaraderie that ensured success. They each brought different insights and skills to the team and shared a passion to live Aviva's values to never rest, care more and create a legacy for the British Red Cross. Liaising weekly and then daily as the event approached, they worked from a joint timeline and supported each other in sharing roles and responsibility outside of their 'day jobs.'

Regular 'innovation sessions' led to the creation of the Mapathon Party Pack, including mapping themed music playlists, selfie signs and experiential pods, through which Aviva's people experienced the sights and sounds of the BRC's work, inspiring them to volunteer.

Aviva's intense preparation and commitment paid off: during the event, over 1,000 people from across 13 markets mapped 126,000 buildings and 18,000km of road. This immense effort was crucial in creating maps of remote regions in Malawi to help local teams vaccinate unreachable children against measles and rubella and in Haiti, helping Red Cross teams on the ground reach families who needed help following Hurricane Matthew.

Our judges were astounded by the strength of Aviva and BRC's partnership and praised the clear synergy between the two brands. They were equally impressed that the pairing aligned not just their brand values, but their business objectives and aims as well, making it a worthy winner of this year's 'Best team effort' award.



## SPECIAL AWARDS

### Grand Prix

#### Macmillan Cancer Support and npower

##### Winner

Macmillan Cancer Support and energy provider npower have brought warmth to the lives of cancer patients across the UK with inspiring and innovative initiatives to help cut the cost of heating homes.

Over one-third of people diagnosed with cancer in the last two years said they are more affected by the cold. The side effects of cancer treatment – including weight or hair loss – can make it harder to keep warm, meaning patients often need to turn the heat up. This can have an impact on energy bills, at a time when it may be impossible to work.

Npower and Macmillan first joined forces in 2004 when Macmillan was npower's charity of the year. Macmillan research showed that approximately 27,000 cancer patients in the UK could be behind on their fuel bills, owing as much as £2.8m. Fuel poverty is a huge issue affecting cancer patients and energy companies. Npower's involvement offered a unique opportunity to tackle this issue and help Macmillan by offering another innovative dimension to the financial support available to cancer patients.

Since then, npower has given over £9m to help more than 34,000 families affected by cancer, as well as volunteering hundreds of hours of support with a direct cost saving benefit for Macmillan.

As well as supporting Macmillan's Energy Advice Team, which offers guidance and a source of funding for people living with cancer and struggling to keep warm, npower also helps its customers through npower's Macmillan Fund. The fund is the only programme in the UK that offers bespoke support to cancer patients by capping energy bills and writing off debt.

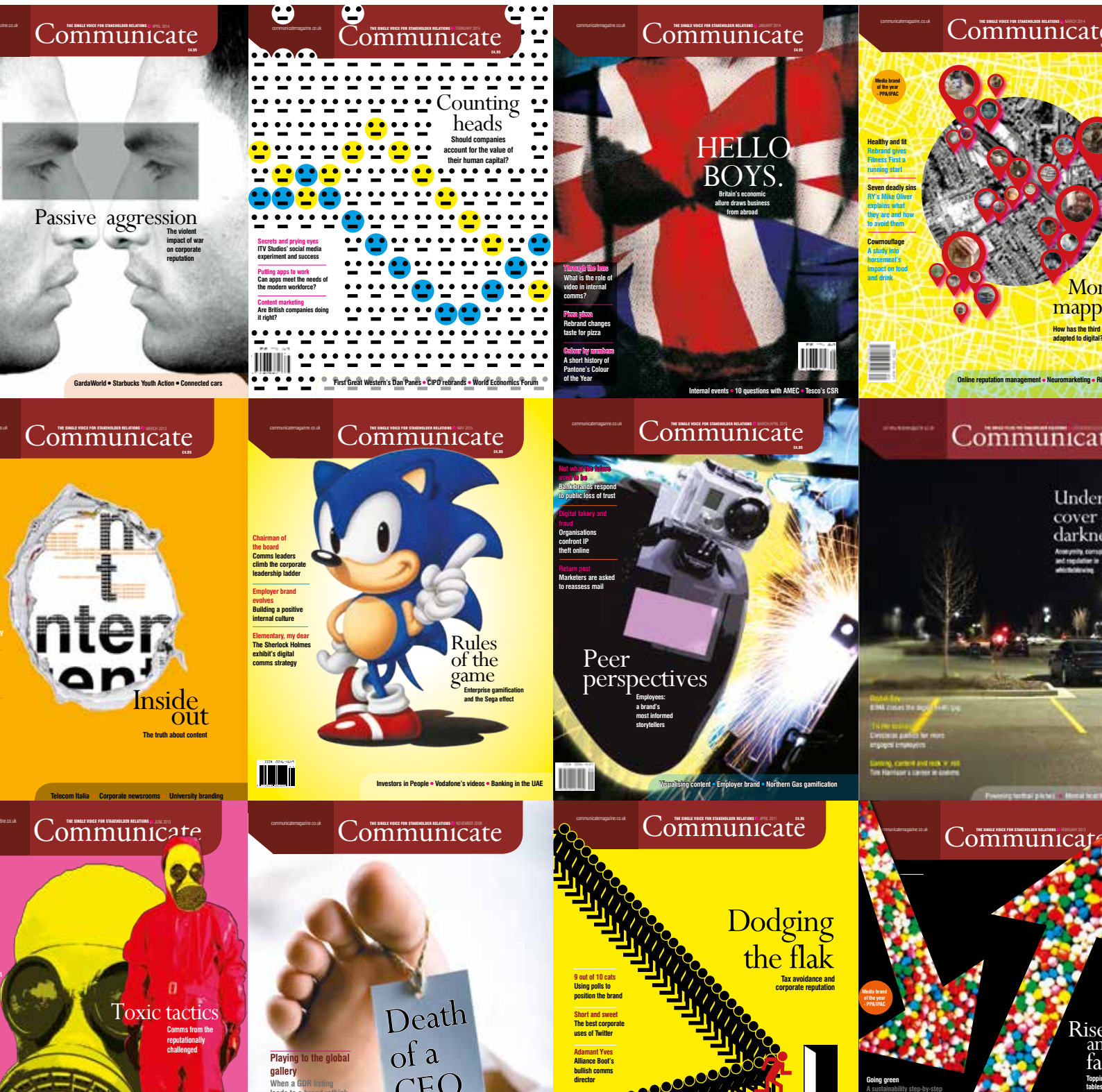
In 2016, Macmillan and npower delivered an integrated marketing and PR campaign to promote Macmillan's Energy Advice Team and npower's Macmillan Fund for the first time, resulting in increased awareness of the npower and Macmillan partnership, positive perceptions of both brands, an increase in website visits and the number of people supported.

Npower also committed itself to £150,000 per annum for three years to fund advisors in the Macmillan Energy Advice Team as well as a minimum of £1m annually for three years to support its customers affected by cancer through npower's Macmillan Fund.

The results for this heartwarming partnership have been truly impressive with £282,000 raised by employees in 2016 alone, funding for up to 1,411 fuel grants, £1.4m of fuel debt cleared, a 32% increase on 2015, and 97% of fundraisers saying that partnering with Macmillan had made them feel proud to work at npower. These ongoing successes make this partnership deserving of the Corporate Engagement Awards 2017 Grand Prix award.



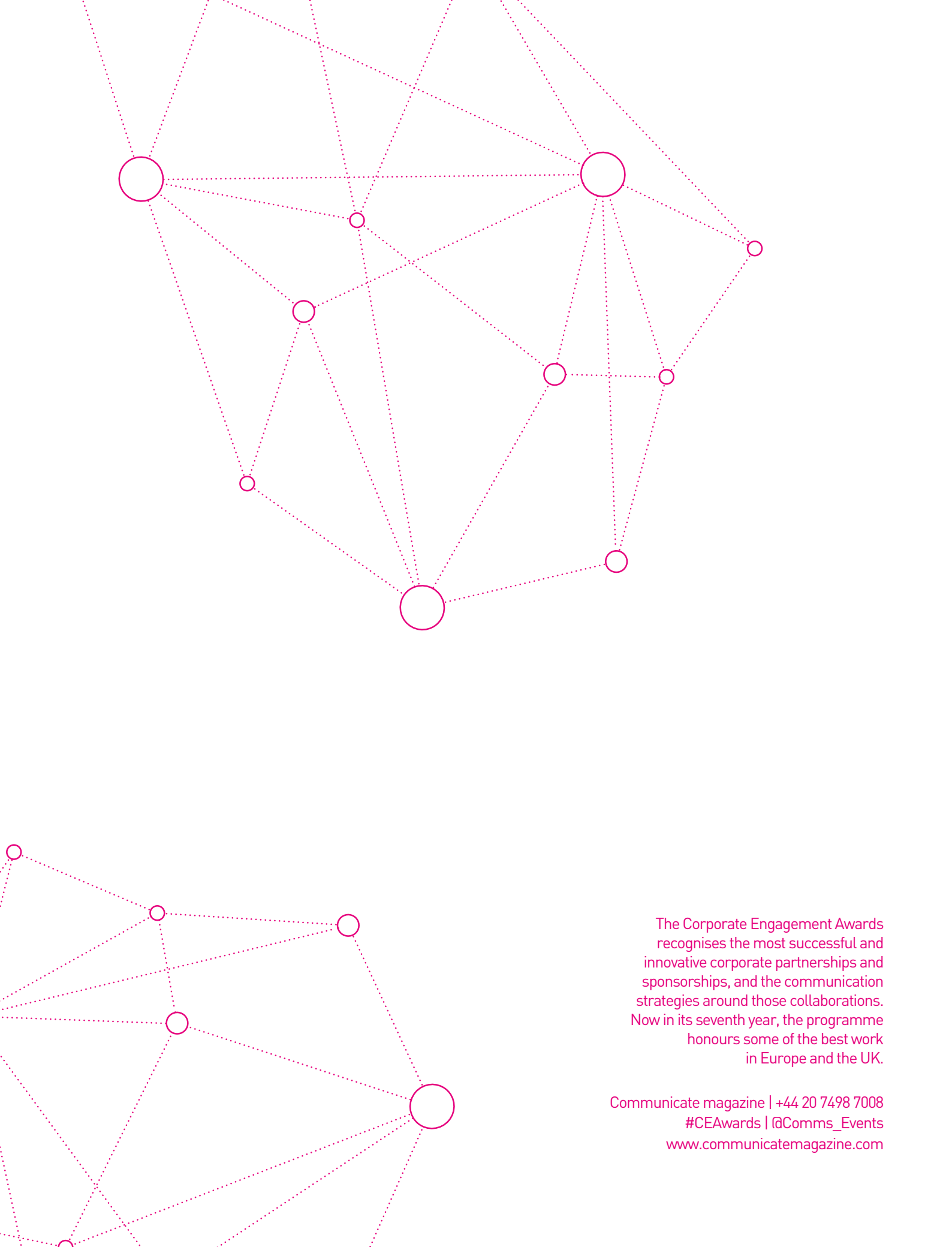
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