

CEA The Corporate
Engagement
Awards 2020

WINNERS BOOK



OCEAN
EDUCATION

A young boy with dark hair, wearing a dark blue sweater over a white collared shirt and a dark tie, is looking through a VR headset. The headset is blue and black, and the lenses show an underwater scene with a diver and a camera. The background is blurred, showing other people in a classroom setting.

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WELCOME



For years, Communicate magazine has written about corporate partnerships, sponsorships and CSR and celebrated the best in these collaborations and the communications surrounding them through the Corporate Engagement Awards. What is more apparent than ever to me is the value of these programmes to corporate reputation.

Companies have to strive more than ever before to be transparent and authentic in their activities and communications. One of the best ways to achieve this is through excellent brand partnerships, ESG programmes and strategies and charity alignments. We're proud to recognise those companies that are doing good in their communities each and every day.

This year's awards, as ever, sees art, culture and sports partnerships shine. But it was an autism-friendly strategy that grabbed the attentions of judges as SuperValu takes home the 'Grand prix.' The retailer's ambition to make Ireland's stores more accessible to each and every member of the community is laudable and impressive.

But each and every winner tonight should be proud of their achievements and of their ongoing commitments to their communities, the environment and to doing good in the world.

Brittany Golob
Editor in chief,
Communicate magazine

- 4 Judges
- 8 Winners
- Partnerships**
- 10 Best arts and culture programme
- 11 Best charity, NGO or NFP programme
- 12 Best educational programme
- 14 Best environmental or sustainable programme
- 16 Best pro-bono work for a charitable, social or ethical cause
- 17 Best sports and leisure programme
- 18 Best combined programme
- Sponsorship**
- 19 Best alignment of brand values through a sponsorship activity
- 20 Most effective sponsorship of a single event
- 20 Most innovative sponsorship activity
- Corporate social responsibility**
- 21 Best CSR activity or programme to support or develop a corporate reputation
- 22 Best alignment of brand values during a CSR programme
- 23 Best community involvement during a CSR programme
- 24 Best engagement of an internal audience in a CSR programme.
- 25 Best collaboration for a single event
- 26 Most innovative collaboration
- 27 Best foundation
- Time**
- 28 Most effective one-off campaign
- 29 Most effective long-term commitment
- Communication**
- 30 Best stakeholder communications
- 31 Best internal communications
- 32 Best PR and external communications
- Process**
- 33 Best collaborative approach
- 34 Best execution
- 36 Best management of a programme
- 37 Best team effort during a programme
- 38 Grand prix

JUDGES



Dean Anderson
Deputy director of partnerships and philanthropy
ActionAid

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



Thomas Ball
Head of partnerships
WWF UK

Thomas heads up the partnerships team at WWF UK, overseeing a portfolio of award-winning partnerships with some of the biggest names in business. Prior to WWF, he worked as a consultant sustainability strategist at Given London, working with corporate clients to creatively tackle issues that matter and to deliver positive change for people, their communities and the environment. Prior to this, he ran his own business for 10 years as a photographer and filmmaker making environmental and social documentaries. He is also co-founder and director of 'Our Yard,' a not-for-profit social enterprise in London.



Cath Cole
Fundraising consultant
C Cubed Fundraising

Cath has over 20 years of charity experience and has worked for three years in the corporate sector. She was the director of fundraising and communications at a national disability charity before becoming a consultant over 12 years ago. As a consultant, Cath has undertaken a range of roles – from fundraising, marketing and communications to strategic reviews, the creation of action plans and stakeholder analyses. Cath has supported a wide range of organisations, from children's and education to health and disability charities.



Becky Ettinger
Head of corporate partnerships
Natural History Museum

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



James Hails,
Head of partnerships & philanthropic giving
Independent Age

James has recently become head of partnerships & philanthropic giving at Independent Age, where he is responsible for building relationship based partnerships. James joined the charity sector from an arts background in 2011. Working as head of corporate partnerships at the Stroke Association and the British Heart Foundation and the Alzheimer's Society, he has raised more than £25m through the teams he has led and has worked in partnership with brands such as HSBC, Royal Mail, Iceland, M&S, Legal & General and Bayer Healthcare.



David Hamilton
Director of communications and marketing
NSPCC

David is director of communications and marketing for the NSPCC. Prior to joining the charity, he spent five years at the Scouts, the largest coeducational youth organisation in the UK. He oversaw an ambitious strategy to modernise the movement's image. He has served as chair of the PR and Communications Council and has been named as one of the UK's top charity communicators in the PRWeek Power Book. He is a winner of the 'PR Director of the Year' award and is a chartered fellow of the CIPR.

JUDGES



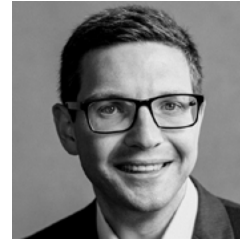
Alison Hutchinson
CEO
Pennies

Alison is the CEO of Pennies, an award-winning fintech charity making digital giving affordable, sustainable and feel-good. Previously, Alison spent 15 years at IBM running a European consortium of banks, and leading the global business for e-commerce solutions for the financial services sector. She then joined Barclays Bank where she was the first CEO for a small digital subsidiary joint venture with Accenture, and latterly marketing director at Barclaycard. Prior to Pennies, Alison was chief executive of FTSE-listed financial services company Kensington Group.



Henrietta Jones
Deputy head of corporate
partnerships management
British Red Cross

Henrietta is the deputy head of corporate partnerships at the British Red Cross and has over 10 years of experience in shaping and delivering high profile, long-term corporate partnerships, both nationally and globally. In her current role, she leads the account management team and is responsible for overseeing the delivery of high quality partnerships that focus on areas including employee engagement, social responsibility, marketing communications and strategic partnership activities.



Matthew Leopold
Head of brand, PR and content,
LexisNexis

Matthew is a brand reputation specialist. With a background in PR and branding, he has extensive experience using sponsorship, partnerships, CSR and PR to bring brand stories to life. He has led brand, CSR and sponsorship teams for a number of blue chip companies, including British Gas, Centrica and Lexis Nexis (part of RELX plc). He has also led global brand for US tech giant, RingCentral. Matthew is a non-executive director of the European Sponsorship Association – furthering the role of sponsorship across Europe.



Louise McCabe
Former director of corporate
responsibility
Asos

Louise is an experienced director of corporate responsibility and sustainability. With a background in theatre and marketing, she joined Asos in its early days and created the ASOS 'Fashion with Integrity' strategy from scratch, building a team that transformed the organisation over 10 years into a leader in ethical trade, sustainability and inclusion, influencing UK fashion in areas like modern slavery reporting, animal welfare, diversity and body confidence. She is also the founder of the responsible business advisory agency, Flourish CSR.



Jess Moore
Vice president corporate responsibility
Warner Media

Jess is an award-winning corporate responsibility and communications strategist, cultural investment expert, lawyer and playwright with significant international and national senior management experience across the corporate, creative and charitable sectors. In addition to her vice president role at Warner Media, Jess is vice chair of Tender, a charity which uses drama to enable young people to avoid abusive and violent relationships. She is also a playwright.



Louise Robertson
Director of partnerships
BAFTA

Louise leads a team responsible for generating vital income through commercial partnerships and is responsible for overseeing BAFTA's global partnerships strategy. Over 60 brands work with BAFTA across its annual awards and events, delivering innovative campaigns and engaging audiences through meaningful and authentic storytelling. Louise has over 16 years of experience negotiating and delivering creative, results-driven campaigns and manages partnerships with major brands including EE, Netflix, Lancôme, Virgin Media, Burberry and Google.

JUDGES



Jacqui Segal
Director of fundraising
Place2Be

Jacqui has over 20 years of fundraising experience, having worked at Shelter, Macmillan Cancer Support and Whizz-Kidz. Prior to joining Place2Be, Jacqui held senior positions at Great Ormond Street Hospital Children's Charity (GOSH) over a 12-year period. Jacqui's final role at GOSH was looking after the corporate partnerships team where she was responsible for a £9m per annum income, as well as chairing the charity's leadership group to drive positive culture change across the organisation.



Edward Sharman
Head of development
RAF Museum

Edward is head of development at the RAF Museum. Having worked for a number of national charities ranging from the RSPCA and RAF Benevolent Fund to the Eve Appeal and Help for Heroes, Edward has good insight into the corporate world, fundraising and CSR. In addition, he has worked in in-house on partnerships including Coty for Deutsche Bank and Nomura. Edward specialises in multi-tiered partnerships as well as cause-related marketing, having worked with companies like Aston Martin, Breitling, P&G and HP.



Aaron Uthman
Community relations ambassador
London City Airport

Aaron is the community relations ambassador at London City Airport where he acts as the key point of contact between the airport and its local communities, providing information and gathering feedback about the £500m development ongoing at London's most central airport. His work covers biodiversity, social responsibility and employee engagement programmes across a portfolio of 13 London Boroughs. Aaron is also a trustee and a chair of governors at Drew Primary School in Newham.



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PR industry insight
with our partner
The Pulse Business



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take you from strategy to
press coverage



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development to provide
you with qualified leads

What people say:



"Right from the outset, Carta gained coverage in the national news and trade press."
Alastair Pickering, Co-founder and Chief Strategy Officer, alva



"Carta built broader awareness of our video editing platform in the PR industry."
Chris Bo Shields, Co-founder, Binumi Pro



"Carta built awareness via new business meetings, combined with research-led news stories."
George Theohari, Head of Content, Speak Media

WINNERS

Best arts and culture programme

Gold - Artichoke Trust and East Durham College, Guildhall School of Music & Drama

Silver - HighTide and Lansons

Bronze - Euston Town

Best charity, NGO or NFP programme

Gold - Scope and Virgin Media

Silver - Camden Town Unlimited, Camden Collective and Transport for London

Bronze - ITV, Mind, YoungMinds and Uncommon

Bronze - Oxfam and Unilever

Bronze - The Prince's Trust Million Makers Challenge

Highly commended - Media Smart

Best educational programme

Gold - Anglo American

Gold - NatWest MoneySense and John Brown Media

Silver - AXA XL in partnership with Encounter Edu

Bronze - Capita, The British Army and EVERFI EdComs

Bronze - High Speed Two (HS2) Ltd and Arc Theatre Ltd

Highly commended - Media Smart

Highly commended - Samsung Electronics UK, University of Lancaster, the Centre for Sustainable Energy, the Department for Business, Energy and Industrial Strategy (BEIS) and My Utility Genius Commercial

Best environmental or sustainable programme

Gold - HSBC and Earthwatch Europe

Silver - Hubbub Enterprise

Silver - WWF-UK and HSBC

Bronze - Forest Stewardship Council (FSC) and Quiller Consultants

Highly commended - DP World FZE

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

Gold - The Humsafar Trust and Publicis Sapient

Silver - Camden Town Unlimited and Camden Collective

Best sports and leisure programme

Gold - UBS and SportInspired

Silver - PEN Trust and Lord's Taverners

Bronze - Dixons Carphone plc and Threshold Sports Ltd

Best combined programme

Gold - Camden Town Unlimited, Camden Collective and Transport for London

Silver - Samsung Electronics UK, University of Lancaster, the Centre for Sustainable Energy, the Department for Business, Energy and Industrial Strategy (BEIS) and My Utility Genius Commercial

Bronze - Lloyds Banking Group, ICF Next and Mind Gym

Best alignment of brand values through a sponsorship activity

Gold - V&A and BaxterStorey

Silver - DHL Express and Maverick Sports + Entertainment

Bronze - Heathrow Airport Ltd and theredcard.org

Most effective sponsorship of a single event

Gold - Aberdeen Standard Investments

Most innovative sponsorship activity

Gold - UBS, the Skills Builder Partnership

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

Gold - Audible and London Academy of Music & Dramatic Art

Silver - DigiPlex

Bronze - AVEVA

Best alignment of brand values during a CSR programme

Gold - O2 NSPCC Partnership

Silver - The Proudland partnership with Poundland, Make-A-Wish, Tommy's and Whizz-Kidz

Bronze - WWF-UK, Sodexo and Sense

Highly commended - Center Parcs UK and Together for Short Lives

Best community involvement during a CSR programme

Gold - SuperValu and AsIAm - Autism Friendly Towns

Silver - Qatar Shell and Qatar Football Association, founding partners of Koora Time

Bronze - SUEZ recycling and recovery UK and Cornwall Council

WINNERS

Best engagement of an internal audience in a CSR programme

Gold - Hyperion Insurance Group and Cancer Research UK, Black Dog Institute, Plastic Oceans and InteRed

Silver - Dixons Carphone and Threshold Sports

Silver - Hogan Lovells and MadeVision

Bronze - Estee Lauder Companies

Highly commended - AVEVA

Highly commended - NatWest MoneySense and John Brown Media

Best collaboration for a single event

Gold - Artichoke Trust and East Durham College, Guildhall School of Music & Drama

Silver - Aurora Healthcare Communications and MSD

Bronze - HW Fisher and Cognito

Most innovative collaboration

Gold - Little Freddie and Enval Ltd

Gold - Whizz-Kidz, Poundland, Make-A-Wish and Tommy's

Silver - Oxfam and Unilever

Bronze - Camden Town Unlimited, Camden Collective and Transport for London

Bronze - ITV, Veg Power and adam&eveDDB

Highly commended - O2 (Telefonica UK) and YoungMinds

Best foundation

Gold - Saints Foundation

Most effective one-off campaign

Gold - Unilever and Edelman

Silver - Hyperion Insurance Group, Cancer Research UK, Black Dog Institute, Plastic Oceans and InteRed

Silver - O2 (Telefonica UK) and YoungMinds

Bronze - HW Fisher and Cognito

Most effective long-term commitment

Gold - Lifeskills created with Barclays and Hopscotch Consulting

Gold - UBS and IntoUniversity

Silver - NatWest MoneySense and John Brown Media

Bronze - London North Eastern Railway and CALM

Highly commended - Camden Town Unlimited and Camden Collective

Highly commended - Design Ventura, Deutsche Bank and the Design Museum

Best stakeholder communications

Gold - Euston Town

Silver - Natura & Co and MerchantCantos

Bronze - High Speed Two (HS2) Ltd

Highly commended - Public Relations and Communications Association (PRCA)

Best internal communications

Gold - Hogan Lovells and MadeVision

Silver - SUEZ recycling and recovery UK, Macmillan Cancer Support and adart.design

Bronze - HighTide and Lansons

Bronze - Vodafone UK and TMW Unlimited

Best PR and external communications

Gold - Ford and H+K Strategies

Bronze - Open Data Institute and Allegory

Bronze - Smart Energy GB and H+K Strategies

Best collaborative approach

Gold - Ubisoft UK and Alzheimer's Research UK

Silver - Streetwise Opera and Macquarie Group

Bronze - Camden Town Unlimited, Camden Collective and Transport for London

Bronze - HighTide and Lansons

Highly commended - Aurora Healthcare Communications and MSD

Best execution

Gold - The Humsafar Trust and Publicis Sapient

Silver - Camden Town Unlimited, Camden Collective and Transport for London

Bronze - Ford and H+K Strategies

Best management of a programme

Gold - London North Eastern Railway and CALM

Silver - Lifeskills created with Barclays and Hopscotch Consulting

Bronze - DP World Yarimca

Best team effort during a programme

Gold - Raleigh International and McCann Worldgroup UK

Silver - Estee Lauder Companies

Bronze - Heathrow Airport Ltd and the redcard.org

Grand prix

Winner - SuperValu and AsIAm - Autism Friendly Towns

BEST ARTS AND CULTURE PROGRAMME

Gold - Artichoke Trust and East Durham College, Guildhall School of Music & Drama

Lumiere brought light to four dark Durham nights in November 2019. A collaboration between outdoor events specialist Artichoke Trust, local school East Durham College and London's Guildhall School of Music & Drama, the outdoor lighting event became cause for celebration. Through the art installation, 'Lift Off,' the team was able to engage local students in careers in the arts.

Allowing students to take ownership of the installation, they also gained key professional skills. Judges loved this unified approach. "The campaign was inspiring and creative and appeared to have a very positive impact. This was quite unique and the end result is something very tangible and effective," one said. Others lauded the programme's ability to yield tangible benefits for all its stakeholders as well as the focus on an arts community outside of the typical London hub.



Silver - HighTide and Lansons

Lansons' support of HighTide dates back 12 years. But its ability to integrate creative skills into the communications agency is still reaping benefits. With an internal public speaking workshop for Lansons' staff, support for young artists through the use of office space and resources and employee benefits for both teams, the partnership is as strong as ever before.

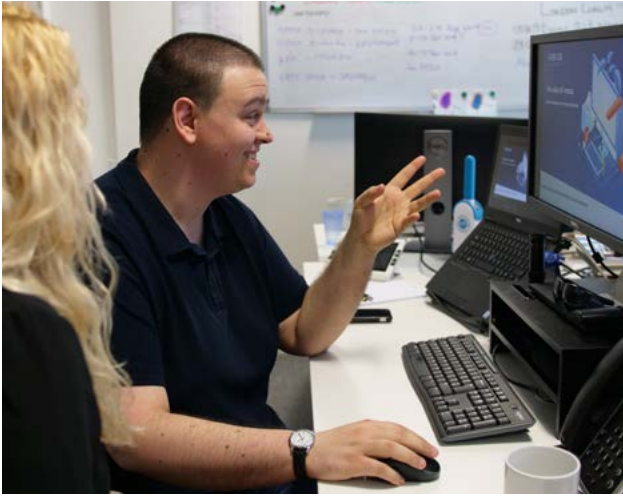


Bronze - Euston Town

To engage with the local arts community, the Euston Town BID worked with the Camden Council and MTArt Agency to craft a cultural strategy that would support and enhance the neighbourhood's arts and culture programmes in the midst of infrastructure developments. Judges thought this was a fantastic example of a creative, local-first approach with great potential for the future.



BEST CHARITY, NGO OR NFP PROGRAMME



Gold - Scope and Virgin Media

Disabled people are twice as likely to be unemployed as non-disabled people. Virgin Media, as part of its effort to improve diversity and inclusion in the workforce, partnered with disability charity Scope to tackle this employment gap. It crafted a programme that included employment support, advice for businesses regarding inclusive hiring and workplace practices and an action plan that would lead to a better environment for disabled Virgin Media employees.

Judges lauded this programme's impact. Supporting over 500,000 disabled people and 65 businesses and delivering training to 9,000 Virgin Media employees, the programme is an undoubted success. Another applauded the partnership's ability to use the expertise of both organisations to achieve impressive results. One judge says this project excelled at "tackling a critical issue and utilising Virgin's brand strength to make a positive impact in the workplace."



Silver - Camden Town Unlimited, Camden Collective and Transport for London

Supporting local business owners, the Camden Collective, Transport for London and Camden Town Unlimited have continued to deliver an impactful programme. Judges said, "An incredible initiative that has gone from strength to strength over the years," and, "A great example of organisations coming together for real social change."



Bronze - ITV, Mind, YoungMinds and Uncommon

To change the national conversation around mental illness, ITV worked with Mind, YoungMinds and Uncommon to craft a TV campaign designed to 'get Britain talking' about the issues. Resulting in 2.7m conversations about mental health, judges thought this was an excellent way for ITV to use its resources for a positive result around a sensitive subject.



Bronze - Oxfam and Unilever

Women around the world bear the onus of domestic work. To tackle this inequality, Oxfam worked with Unilever to change the status quo, effectively freeing up time in women's days for other pursuits. Judges thought this was a good example of a brand alignment with the potential to achieve a huge impact.



Bronze - The Prince's Trust Million Makers Challenge

Using the Million Makers entrepreneurial fundraising programme to support upstart businesses, The Prince's Trust helped participants develop crucial career skills and delivered startup funds to young entrepreneurs. Judges were impressed by the Prince's Trust's ability to engage a number of relevant corporate partners around a shared objective.

Highly commended - Media Smart

BEST EDUCATIONAL PROGRAMME

Gold - Anglo American

A key issue that affects Brazilian women in the areas in which Anglo American operates is teenage pregnancy. This, coupled with high levels of STIs, HIV, drug use, violence and sexual exploitation required action to be taken in terms of sexual education. In one of Anglo American's communities, 40% of the pregnancies were teen pregnancies. At the root of the problem was a fundamental lack of education and little access to contraception.

To tackle this, Anglo American developed a programme of sexual education, health services and educational outreach to deliver a crucial impact. Judges lauded the impact Anglo American has been able to achieve in its community. One called it a "hugely worthwhile initiative, delivered simply, but effectively with very clear results." Another deemed it "a very worthy submission."



Gold - NatWest MoneySense and John Brown Media

To improve fiscal education among young people, NatWest's MoneySense programme works with teachers to deliver key classroom resources that make for more responsible future bank customers. It worked with John Brown Media to develop content for use in classrooms. Nine of 10 teachers said their students' financial knowledge had improved following the use of the MoneySense content. Working with teachers to improve students' understandings of budgeting, banking services and fiscal responsibility have been key objectives throughout the lifespan of this programme.

Judges said this was a "Well-oiled programme," that hasn't stood still, but has developed over time, integrating new technologies, improved content and enhanced classroom support. "One of the leading programmes on the market," said one judge. "This is well-considered, well-delivered and generally always a winner."



Silver - AXA XL in partnership with Encounter Edu

Axa has long supported ocean science and research. Through its Axa Ocean Education programme, alongside Encounter Edu, it connected with 6.7m students in 2019 to provide crucial, interactive and engaging educational materials in marine science. "This is the programme I want to take part in!" exclaimed one judge. Another said this was "a brilliant new entrant to the world of stem education."



BEST EDUCATIONAL PROGRAMME



Bronze - Capita, The British Army and EVERFI EdComs

To support schools in the delivery of physical education while also encouraging more applicants to the Army's Junior Entry programme, Capita, the British Army and Everfi EdComs collaborated on a programme of immersive physical and problem solving activities and education about the Army. Judges thought this was a great way to break down the barriers around the Army and showcase its career benefits.



Bronze - High Speed Two (HS2) Ltd and Arc Theatre Ltd

Because of the extent of its infrastructure construction, High Speed Two worked with Arc Theatre to deliver construction site safety education to children in communities affected by the HS2 development. One judge said it was "great to see the programme addressing a clear local concern and provide a creative solution to help tackle what might have been a difficult issue with which to engage young audiences."

Highly commended - Media Smart

Highly commended - Samsung Electronics UK, University of Lancaster, the Centre for Sustainable Energy, the Department for Business, Energy and Industrial Strategy (BEIS) and My Utility Genius Commercial

BEST ENVIRONMENTAL OR SUSTAINABLE PROGRAMME

Gold - HSBC and Earthwatch Europe

HSBC has a long history of engaging in environmental protection and sustainability programmes. It partnered with Earthwatch to support sustainability activities and promote leadership in sustainable business. It facilitated classroom learning experiences for 1,876 HSBC employees across 17 cities, globally. The result was a stronger relationship between HSBC's employees and its sustainability objectives. Before taking part in the programme, only 52% of employees intended to take action to support the bank's sustainability strategy. After, that number rose to 83%.

The programme empowered HSBC's employees to become sustainability champions in their own teams, spreading the connection with the company's objectives across the business. One judge said, "Great to see such wide-ranging engagement with HSBC's employees around the world. This campaign delivered some impressive results."



Silver - Hubbub Enterprise

Making a tangible difference in ridding the world's oceans of plastic, Hubbub Enterprise made waves with a recycled plastic boat. It collected 8,000 plastic bottles from the London Marathon and transformed them into the world's first 99% recycled plastic boat that then chauffeured volunteers on litter picking trips. "Love the boat!" judges exclaimed, one calling it, "A creative way to build awareness and impact".



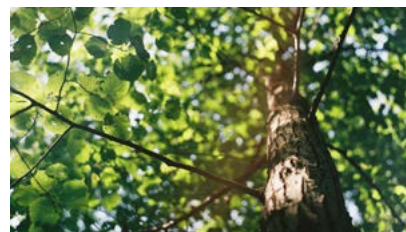
Silver - WWF-UK and HSBC

To support China's wilderness, HSBC worked with WWF-UK to transform farmland back into lakes as part of the wider Yangtze River Basin regeneration programme. Judges lauded the long-term commitment and collaboration that supported this programme. "It was great how this created sub-projects, all of which have had impact," one added. "It's heart-warming, emotive and clear on the overall purpose."



Bronze - Forest Stewardship Council (FSC) and Quiller Consultants

To tackle the challenges posed by illegal logging, the Forest Stewardship Council and Quiller Consultants teamed up to build awareness of the issue and improve identification of trees logged illegally. Judges thought this was a creative collaboration that capably garnered press coverage on a tight budget.



Highly commended - DP World FZE



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the
**DESIGN
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+

BORN TO BE

The Deutsche Bank youth
engagement programme



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

Gold - The Humsafar Trust and Publicis Sapiient

Publicis Sapiient worked with India's oldest LGBTQ+ organisation, the Humsafar Trust, to create awareness of the hardships faced by the transgender community and encourage greater social inclusion. Leveraging the community relations fostered by the Humsafar Trust and key case studies, Publicis Sapiient championed the #PeopleNotLabels campaign.

Using a blend of approaches – including skills courses, roundtables to facilitate dialogue, sensitisation workshops and corporate training – the partnership worked with transpeople and with businesses across India. This has resulted in an initial impact of five Indian companies implementing trans-inclusive policies, transpeople gaining employment and widespread digital engagements that ultimately contributed toward the abolishment of the Indian law that criminalised same-gender sexual acts.



Silver - Camden Town Unlimited and Camden Collective

The Camden Collective's unique approach toward supporting local business has seen startups and artists establish their businesses in Camden. Currently, 64% of businesses are female-led, 34% are founded by BAME entrepreneurs and 31% are Camden locals, demonstrating the tangible positive impact Camden Town Unlimited has had on its community.



BEST SPORTS AND LEISURE PROGRAMME



Gold - UBS and SportInspired

UBS focuses on its local London community when working to make the world a better place. One of its initiatives is a partnership with SportInspired to support disadvantaged Hackney-based young people through sport. Over 10 years, the partnership has worked with more than 10,000 children and young people by investing in sports clubs and the implementation of the UBS Games programme.

The UBS Games featured local teams and schools and integrated UBS' academic partnership with the Bridge Academy by allowing students to participate in the games as young leaders, thereby achieving a Level 1 qualification. UBS staff also took part as volunteers. Judges lauded the comprehensive nature of this programme. One said, "I really like the depth of community engagement over a long period." Another added, "This is a great programme with quality evaluation and positive outcomes for the young people."



Silver - PEN Trust and Lord's Taverners

To facilitate greater engagement with cricket among disadvantaged and disabled young people, the Lord's Taverners partnered with the PEN Trust to facilitate the transportation and equipment needs of young athletes. One judge called it "a good charity-business partnership which has delivered positive outcomes for both organisations."



Bronze - Dixons Carphone plc and Threshold Sports Ltd

To support its workforce and engage with its community, Dixons Carphone worked with Threshold Sports to support the Race to the Stones ultra-marathon. The internal 'Step to the Stones' campaign engaged employees around participation in sport. Judges applauded the corporate commitment to employee wellness.

BEST COMBINED PROGRAMME

Gold - Camden Town Unlimited, Camden Collective and Transport for London

The Camden Collective is the result of a joint initiative with Camden Town Unlimited and Transport for London. The partnership is tackling socio-economic inequality while putting vacant property to use to the benefit of the high street. This combined objective allows startups, artists and entrepreneurs to take office or vendor space in prime locations across Camden.

Since its launch, the Camden Collective has supported many business, 64% of whom feature female founders and 34% BAME founders. Judges loved it, too. "This is a really great example of organisations coming together to combine strengths for the greater good," said one judge. Another said, "This is a prime example of what can be achieved when clear heads come together in a determined effort to deliver for a community."



Silver - Samsung Electronics UK, University of Lancaster, the Centre for Sustainable Energy, the Department for Business, Energy and Industrial Strategy (BEIS) and My Utility Genius Commercial

To better educate children about the Internet of Things, Samsung wanted to deliver learning materials on climate and energy change. One judge said, "I love this programme!"



Bronze - Lloyds Banking Group, ICF Next and MindGym

To improve internal communications, management and foster wellbeing among its employees, Lloyds Bank partnered with ICF Next and MindGym to deliver a programme that put mental health first. Judges thought the results were impressive and said the programme had a great impact, setting the bar high for competitors.



BEST ALIGNMENT OF BRAND VALUES THROUGH A SPONSORSHIP ACTIVITY



Gold - V&A and BaxterStorey

The V&A's 'Food: Bigger than the Plate' exhibit explored how innovative individuals, communities and organisations are radically reinventing food is grown, distributed and experienced. Taking visitors on a sensory journey through the food cycle, from compost to table, it posed questions about how a more sustainable food future can be built.

For BaxterStorey, the timing was perfect. The exhibit launch aligned with the hospitality company's 2025 sustainability strategy. Sponsoring the exhibition, enabled BaxterStorey to connect better with the public on issues of sustainability within the food industry. It worked with the museum to bring elements of the exhibit to life through experience and to ensure it was itself sustainable. One judge said, "Seemed a timely and very well executed campaign and one that was very value led." Another added, "I loved this campaign and the integration of the business into the activation."



Silver - DHL Express and Maverick Sports + Entertainment

DHL Express harnessed the star power of footballer Mohamed Salah to build brand awareness across the MENA region. Focusing on shared values like teamwork, timeliness and authenticity, the partnership was a true success. Judges were impressed with the brand alignment, with one saying, "The clear brand alignment was great to see. I thought the shared values stood out particularly well."



Bronze - Heathrow Airport Ltd and the redcard.org

Heathrow Airport's En-hance network led its Black History Month activities, encouraging employees to don a red card or wear red clothing on Red Card day in support of the Red Card charity. Judges loved the internal focus of this brand alignment and thought this helped Heathrow stand out as an industry leader in diversity and inclusion.

MOST EFFECTIVE SPONSORSHIP OF A SINGLE EVENT

Gold - Aberdeen Standard Investments

Aberdeen Standard Investments aligned its objectives with VisitScotland's goals for developing a sustainable sports tourism industry in Scotland. It sponsored the 2019 Solheim Cup golf tournament, one of the premier tournaments for women. Leveraging the brand awareness opportunities posed by the sponsorship, Aberdeen Standard Investments was able to deliver a branded fan experience on site, showcase its commitment to diversity and inclusion and support the local community through the tournament's partner charities.

The comprehensive approach to the sponsorship allowed Aberdeen Standard Investments to achieve its ambitious goals while also ensuring brand awareness across every possible tournament touchpoint. Far from a simple exhibition booth, the company supported the tournament across all of its operations – from press to fan engagement to charity fundraising. Judges thought this strategy offered more than just par for the course and deemed it a worthy winner in the category.



MOST INNOVATIVE SPONSORSHIP ACTIVITY

Gold - UBS, the Skills Builder Partnership

To address the gap between education and what employers require from applicants, UBS' Skills Builder Partnership has worked with over 3,000 students. The programme addresses skills gaps and delivers teaching materials designed to fill the gaps. UBS has also allowed students to visit its offices and encouraged employees to volunteer to support the partnership.

Last year alone, the programme worked with over 500 schools, 5,620 teachers and 130,000 students nationally. Judges thought this programme was excellent in its ability to unite the objectives of UBS – as an employer seeking specific technical skills – and schools themselves, which are charged with equipping students for future employment. Not the first time UBS has been awarded for this partnership, judges lauded its ongoing commitment to education.



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



Gold - Audible and London Academy of Music & Dramatic Art

To develop fresh talent in audio acting and spoken word entertainment, Audible partnered with the London Academy of Music & Dramatic Art (Lamda). To support audio acting talent, Audible delivered a scholarship, a hardship fund and helped Lamda develop an audio curriculum. Over the course of a three-year partnership, Audible and Lamda have diversified the audio industry by making drama school more accessible to aspiring students. It has also developed a pilot programme supporting young podcast and audio playwrights.

Judges could not find fault with this partnership. One said, "Great partnership that delivers for both parties and uses the strengths of each. Great brand alignment and enhancement of Audible's reputation by clearly outlining objectives and aims." Another judge added that this was a "partnership with obvious synergy that is mutually beneficial," effectively the gold standard for CSR partnerships.



Silver - DigiPlex

As part of its shift to a more sustainable, carbon-free business model, data centre provider DigiPlex overhauled its communications and sustainability messaging. Judges thought the programme's results couldn't be faulted. One said, "What an initiative to take on! And, if they crack it in the long term, their corporate reputation is going to be in a strong place."



Bronze - AVEVA

Delivering a paid volunteering initiative for employees and the pledge of 1% of its net profits to sustainability initiatives, software company AVEVA effectively overhauled its CSR strategy in alignment with the UN SDGs. "This is a great initiative," says one judge. "It has obviously had a positive impact on staff," said another.

BEST ALIGNMENT OF BRAND VALUES DURING A CSR PROGRAMME

Gold - O2 NSPCC Partnership

O2 has long stood for the power of technology as it has delivered connectivity to the UK. But, with access to the internet comes risks, particularly for parents of young children. To tackle this, O2 partnered with children's charity NSPCC. Together, they launched Net Aware, a resource for parents seeking to keep their kids safe online. In 2019, the site was relaunched with a supplementary programme that included resources for parents, wider accessibility, a clearer user journey and a strengthened reputation.

Working with influencers and across social media, Net Aware has achieved its objectives. Its year-on-year user data has grown hugely, particularly among new parents and families with young children. Judges were impressed by the mutually beneficial partnership and its ability to achieve an impact for its audience. "The two brands work together so holistically," says one judge. "The campaign has been a huge success."



Silver - The Proudland partnership with Poundland, Make-A-Wish, Tommy's and Whizz-Kidz

Poundland sought to generate pride among its employees while also supporting its communities. Working with Make-A-Wish, Tommy's and Whizz-Kids, Poundland is the proud supporter of the Proudland partnership. "This is an innovative collaboration between the charities with clear shared brand alignment and values," said one judge.



Bronze - WWF-UK, Sodexo and Sense

Sodexo partnered with the WWF-UK and Sense to clarify the links between the food industry and its environmental impacts. Building a programme around a broadening of the plants and animals used in the food industry, Sodexo sought to change perspectives on the food supply chain. Judges lauded this approach. One praised the foundation to the partnership and held great expectations for future developments.



Highly commended - Center Parcs UK and Together for Short Lives

BEST COMMUNITY INVOLVEMENT DURING A CSR PROGRAMME



Gold - SuperValu and AsIAm - Autism Friendly Towns

Ireland's largest retailer, SuperValu recognised the challenges faced by the country's more than 50,000 families living with autism. To support its community, it built an inclusive shopping strategy from the ground up. Working with national autism charity AsIAm, SuperValu first delivered autism-friendly shopping periods at over 100 stores. Employees were trained to support families with autism needs, store maps were printed and sensory touchpoints were limited to provide a better environment for those with autism.

This inclusive, community-first approach impressed judges. Judges lauded the proactive stance SuperValu has taken as well as its impact on its target audience. One cited its "meaningful results at the community level," as a key asset. Others highlighted the community engagement elements, the inclusive approach and the clear objectives.



Silver - Qatar Shell and Qatar Football Association, founding partners of Koora Time

To tackle rising child obesity rates in Qatar, Shell worked with the Qatar Football Association to improve access to football pitches, develop stronger physical education curricula. One judge said, "This tackled a real issue in the region with some amazing results. It had a great balance of male and female participants and reduced BMI for 95% of participants."



Bronze - Suez recycling and recovery UK and Cornwall Council

Recycling waste manager Suez works with the Cornwall Council to change perceptions about recycling and waste reduction in Cornwall. Working with schools, Suez delivered educational material to engage families with recycling and waste reduction. One judge called it "a well-thought out way to engage the local community around an unappealing topic."

BEST ENGAGEMENT OF AN INTERNAL AUDIENCE IN A CSR PROGRAMME

Gold - Hyperion Insurance Group and Cancer Research UK, Black Dog Institute, Plastic Oceans and InteRed

To ring in its 25th birthday, Hyperion Insurance Group launched the global 'Million for a Million' (M4M) initiative. It worked with four charity partners to encourage fundraising, while also encouraging employees to volunteer and participate in fundraising events. Employees took the challenge to heart, throwing bake sales, sporting events, races, challenges and engaging in 1,300 volunteering hours.

One of the key results was £1.5m raised for Cancer Research UK, the Black Dog Institute, Plastic Oceans and InteRed. Judges were blown away. The programme linked to Hyperion's CSR strategy, had clear objectives and made it fun and simple for employees to get involved. "Can't fault this one!" said one judge. Another added, "An incredible aim with incredible results. This was a nice way to bring all the different components of a business together."



Silver - Dixons Carphone and Threshold Sports

With a joint initiative of improving employees' health and wellbeing while supporting the Race to the Stones challenge, Dixons Carphone worked with Threshold Sports to deliver an impactful internal CSR programme. "It's really all about the employees and how their wellbeing can impact the business," said one judge. "It unites the global employee base and had brilliant results."



Silver - Hogan Lovells and MadeVision

To change attitudes toward Hogan Lovells' CSR programme among its internal audience, it delivered an employee engagement campaign and event programme. Using film, internal communications and events, it successfully positioned itself as a law firm that supports its communities. "The campaign and execution was brilliant," says one judge. Another adds, "Impressive, creative and well-rolled out."



Bronze - Estée Lauder Companies

With a 28-year commitment to curing breast cancer, Estée Lauder needed to reinvigorate its employees around its support for breast cancer charities and awareness. Judges found the #TimeToEndBreastCancer campaign to be cohesive, thorough and effective with one calling it "deeply impressive."



Highly commended - AVEVA

Highly commended - NatWest MoneySense and John Brown Media

BEST COLLABORATION FOR A SINGLE EVENT



Gold - Artichoke Trust and East Durham College, Guildhall School of Music & Drama

To inspire and motivate students in one of the nation's most disadvantaged communities, Artichoke Trust, East Durham College and the Guildhall School of Music & Drama teamed up to deliver an art installation as part of the biennial Lumiere festival.

The partnership delivered valuable employment skills for the students who took part while also creating a strong legacy for arts and cultural engagement in Peterlee and Durham. Judges were complimentary of the collaboration, calling the partnership "well thought-out." One judge said, "The scale and collaboration was impressive," adding that the north/south collaboration delivered exciting results for the arts landscape. Another added, "This is a real catalyst for future engagement."



Silver - Aurora Healthcare Communications and MSD

Aurora Healthcare Communications worked with MSD to improve gender diversity in stem industries. Judges loved the leadership the collaboration played in driving forward a more inclusive agenda. One said, "It was great to see how leaders across the industry have come together." Another added, "This tackles an important issue in the industry and led to some great results."



Bronze - HW Fisher and Cognito

Uniting the dining experience with the food production process and sustainability, HW Fisher was able to deliver key messages around the value of a more sustainable food industry. Judges praised the focus on a food-based event as a means of communications.

MOST INNOVATIVE COLLABORATION

Gold - Little Freddie and Enval Ltd

As the producer of baby food, Little Freddie uses a good deal of packaging. It wanted to address the waste process by making changes to its pouch packaging. To do so, it worked with waste management company Enval to design its own recycling solution. To take part, customers send their used packaging directly to Enval, which processes the materials in a process that is 90% less carbon-heavy than alternatives.

Uniting convenience for users, a key issue for consumers and the business, and a creative partner with the means to change recycling practices, Little Freddie's recycling programme was a standout in this category. One judge said, "This is a great collaboration between organisations to tackle the issue of waste. I particularly loved that it had been expanded beyond the own brand pouches, leading to a huge amount of recycling and reduced waste."



Gold - Whizz-Kidz, Poundland, Make-A-Wish and Tommy's

In a rare collaboration among three charities and Poundland, this programme delivered success for all its partners. The #Proudland partnership wanted to change the lives of 10,000 families within three years while also promoting a culture of pride among Poundland employees. Instead of working with a single charity partner, Poundland decided to support three smaller charities all working with children.

The results have been remarkable. Fundraising exceeded the initial objective by a factor of three. Poundland's internal audience engaged with the charities through the programme, thereby becoming more engaged with Poundland's brand. The mutual benefits impressed judges. One said, "Great to see a collaboration across the charity sector that focuses on everyone winning." Another added, "It's fantastic to see a company buck the trend and encourage collaborative working within the sector."



Silver - Oxfam and Unilever

Hand washing has never been more important. Oxfam has worked with Lifebuoy soap and Unilever to improve hand washing practices in post-emergency areas. Judges thought the geographic breadth and the simplicity of delivery helped this programme succeed. "A great and far-reaching campaign," said one judge. "Really outstanding."



MOST INNOVATIVE COLLABORATION



Bronze - Camden Town Unlimited, Camden Collective and Transport for London

The Camden Collective, Camden Town Unlimited and Transport for London collaboration is an industry leader in supporting local entrepreneurs, the arts community and filling unused high street space. One judge called it an “excellent initiative that has engaged a community with impressive results.”



Bronze - ITV, Veg Power and adam&eveDDB

Veg Power has a simple message: kids, eat your veg. The way it worked with ITV and adam&eveDDB to deliver a campaign that is nationally recognised, clear and successful caught the attention of our judges. “I loved this. It tackles a real issue in a fun and engaging way,” said one judge. “It has had impressive results which will hopefully have a long-term impact on children’s eating habits.”

Highly commended - O2 (Telefonica UK) and YoungMinds

BEST FOUNDATION



Gold - Saints Foundation

To support its local community, the Southampton Football Club set up the Saints Foundation in 2001. Throughout 2019, it worked with over 17,000 individuals through its coaching programme, charity work and volunteer engagement.

The foundation has built a more inclusive community, inspired healthy lifestyles and empowered people to achieve more. One key result is the 67% of young people involved with the foundation who said the programme increased their self-esteem. Furthermore, 91% of young people had built the skills to access new opportunities because of the foundation’s work. Judges praised the Saints Foundation for its identification of key challenges facing the local area and its ability to positively engage different demographics and target groups throughout the course of its work in the Southampton community.

MOST EFFECTIVE ONE-OFF CAMPAIGN

Gold - Unilever and Edelman

Judges were awed by Unilever's work with Edelman on the Unstereotype Experiment. "Fantastic campaign," said one. "It feels like this went above and beyond." Another added, "Simply brilliant in every way." Our judges were so impressed by this programme because of its effective execution, its wider impact and its depth beyond a single PR campaign.

The Unstereotype Experiment sought to address unintentional bias and a lack of diversity, and to build greater representation in Unilever's marketing activities. It worked from the inside out, to encourage marketers to think differently about representation. This delivered a more inclusive marketing strategy, while also yielding great media coverage that brought the need for better representation to the fore. Judges thought this was a sector-leading project that took a unique approach to achieving its goals.



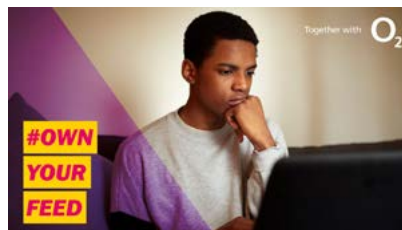
Silver - Hyperion Insurance Group, Cancer Research UK, Black Dog Institute, Plastic Oceans and InteRed

Hyperion Insurance delivered a charity engagement programme with 4 key partners and 33 other charities around its 25th anniversary. The result was £1.5m raised for charity, but crucially, the company also saw its employees get involved in volunteering exercises, sporting activities, lifestyle and wellness activities and community engagement.



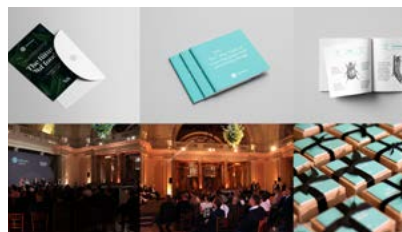
Silver - O2 (Telefonica UK) and YoungMinds

To address the growing pressure social media is adding to the mental health of the nation's young people, O2 worked with YoungMinds on the #OwnYourFeed campaign. Designed to empower young people to create a more positive online experience, the campaign inspired over 760,000 young people to change their behaviour for the better online.

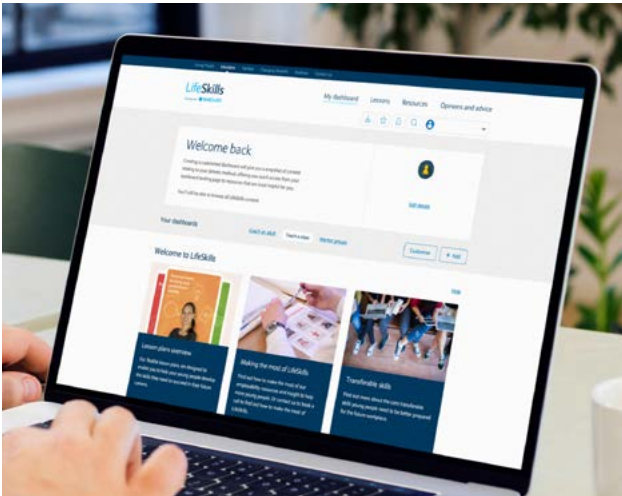


Bronze - HW Fisher and Cognito

To discuss the future of food, HW Fisher worked with Cognito to deliver an event at the V&A that highlighted the sustainability challenges present in the modern food industry. It used the event as a means to deliver messaging around sustainability, more efficient food practices and a stronger future of food. Judges thought this partnership had great potential to create future change.



MOST EFFECTIVE LONG-TERM COMMITMENT



Gold - Lifeskills created with Barclays and Hopscotch Consulting

Lifeskills was designed to affect change in youth unemployment and to help young people develop employable skills. Barclays partnered with Hopscotch Consulting to deliver the Lifeskills programme through which it has worked with millions since 2013. Lifeskills offered materials to educators, young people in the NEET category and individuals in disadvantaged groups. 2019 also saw Lifeskills offer support for adults as well as young people, thereby broadening the scope of its skill-building programme.

As a result of Barclays' long-term commitment, 88% of participants feel more motivated to achieve in their academic studies. Judges admired the long-term focus Barclays has put on employability and skills building. "This has had a huge impact over the years," one judge said. Another added, "This is clearly making a difference."



Gold - UBS and IntoUniversity

IntoUniversity works with students across the country to tackle educational disadvantage and get more young people from diverse backgrounds into university. Since 2007, the charity has worked with UBS to reach over 26,000 students in the financial institution's east London community.

UBS similarly has a long history of tackling educational disadvantage. It has put its local efforts into its London community through a diverse range of programmes. The partnership with IntoUniversity included financial support and employee fundraising, UBS mentorship and education, and strategic support for the charity as it has grown. Judges were impressed with the scope of this partnership. One said, "This is making a real impact in the community." Others highlighted the length of the commitment and well-suited partners, as well as the partnership's "powerful results."



Silver - NatWest MoneySense and John Brown Media

Upwards of 70% of UK students leave education having never received a structured lesson on personal finance. NatWest has been tackling that, alongside John Brown Media, through its MoneySense programme, for the past 25 years. Judges praised the alignment of objectives, the impact the programme has had and the value it delivers to participants, affecting real change in people's lives.

Bronze - London North Eastern Railway and CALM

To address the challenge of vulnerable people using the railways to take their own lives, London North Eastern Railway partnered with Calm to build awareness among its staff and ensure they are able to identify and support at-risk individuals. Judges thought this partnership tackled a topic that isn't easy to address with a programme which included community engagement, internal comms and customer involvement.

Highly commended - Camden Town Unlimited and Camden Collective

Highly commended - Design Ventura, Deutsche Bank and the Design Museum

BEST STAKEHOLDER COMMUNICATIONS

Gold - Euston Town

With a range of stakeholders, from government to the local community to businesses and charities, the Euston Town BID had its work cut out for it. It wanted to use the regeneration of the Euston area to engage with the existing arts community and facilitate greater community arts and culture projects. The group created a cultural strategy that represented the diverse Euston community, changed perceptions of the neighbourhood and engaged with the community throughout the HS2 construction period.

The Culture Group had to work with a range of partners to deliver PR and community engagement, facilitate conversation and encourage the establishment of a long-term commitment to arts and culture. Judges thought the creation of an engaged community in the midst of an infrastructure development was commendable. "Great community-based work," praised one judge.



Silver - Natura & Co and MerchantCantos

When Natura&Co purchased Avon, it worked with MerchantCantos to engage its numerous sustainability-minded sub-brands with its corporate ESG messaging. The international scale and purpose-driven communications made a big impact. One judge said, "A really well-delivered campaign that achieved its objectives creatively and on a global scale."



Bronze - High Speed Two (HS2) Ltd

To support the ongoing infrastructure works around HS2, the 'Be a Good Neighbour' strategy was unveiled in order to work with communities around the project. Judges thought this featured a great level of issue resolution and a standout strategic plan for engagement around a difficult issue. One called it "well-executed," while another praised the community-focused messaging.



Highly commended - Public Relations and Communications Association (PRCA)

BEST INTERNAL COMMUNICATIONS



Gold - Hogan Lovells and MadeVision

Hogan Lovells had a strong citizenship commitment, but its internal perception and recruitment proposition did not reflect that. Its internal communications team worked with MadeVision to develop a three-pronged campaign that combined comms, a film series and a live launch event. The messaging centred around Hogan Lovells' citizenship work and pro bono services as a means of shifting the perception of the law firm from the inside out.

Because young lawyers and future lawyers are particularly passionate about firms' ESG commitments, Hogan Lovells' commitment has helped it stand out as an employer. "Top marks for internal comms here," said one judge. "Others praised the use of storytelling, video and audience engagement. "I loved the way they had considered their audience and developed the content in a way that would resonate and engage."



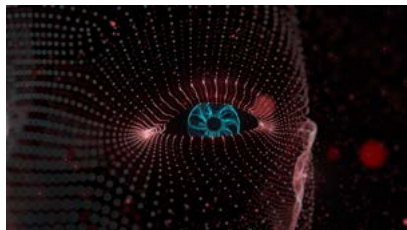
Silver - SUEZ recycling and recovery UK, Macmillan Cancer Support and adart.design

Suez wanted its employees to get involved with its community engagement. By working with adart.design, Suez built an internal comms campaign focusing on fundraising, wellbeing activities and brand awareness. Judges praised the employee-first decision making and the impressive results yielded by the partnership.



Bronze - HighTide and Lansons

Lansons has supported HighTide for over 12 years. The partnership has allowed Lansons employees to benefit from the expertise of the theatre group, thereby improving their own communications skills. Similarly, HighTide benefits from the support of the communications company in delivering its headline events. Judges praised the mutually advantageous initiative. One said simply that it was "clearly engaging!"



Bronze - Vodafone UK and TMW Unlimited

To facilitate a change in IT systems, Vodafone worked with TMW Unlimited to engage employees around the shift, putting customer experience at the heart of the internal communications campaign. Judges praised the creativity, impact and effective messaging used by Vodafone.

BEST PR AND EXTERNAL COMMUNICATIONS

Gold - Ford and Hill+Knowlton Strategies

Ford is known for its manufacturing process and its cars. But, its technological research and development was noteworthy as well. It worked with H+K Strategies on a PR campaign that would highlight its inventive side, showcasing the good it is achieving in the world. The campaign focused on three tech innovation case studies that explored the ways in which Ford's technology can affect change in the world.

The PR campaign yielded impressive results in the US and across Europe, changing the perception of Ford in the process. Judges thought this campaign was well executed and met its objectives with ease. One said, "This is a brilliant way to bring technologies to life in a fun and relevant way." Another added, "What an amazing initiative; so creative and innovative. It was relatable with big results."



Bronze - Allegory and Open Data Institute

To change the perception of data in the public sector, Allegory worked with the Open Data Initiative to improve the reputation of data. Judges thought the campaign's reach, research and public relations helped it stand out. One said it had a "great use of well-researched data." Another added, "Impactful!"



Bronze - Smart Energy GB and Hill+Knowlton Strategies

Smart Energy GB worked with H+K Strategies to raise awareness about energy waste and the UK's goals for improving energy efficiency. Judges thought the strategic, considered approach was excellent and appreciated the intensive research and development that contributed to the campaign's impactful results.



BEST COLLABORATIVE APPROACH



Gold - Ubisoft UK and Alzheimer's Research UK

Tying a new partnership into the 10th anniversary of popular game Just Dance, Ubisoft worked with Alzheimer's Research UK on a brand awareness and fundraising campaign. The #JustDanceMemories campaign worked to raise £60,000 for the charity – double the target amount – raise awareness for the game's 10th anniversary and encourage public engagement on social media.

Dance magic happened when celebrities and influencers got involved, major broadcasters featured the campaign and emotive stories raised awareness for the Alzheimer's Research cause. "This demonstrated the perfect collaboration between two very different organisations," said one judge. "I totally understood from concept to results, why the brands worked together and how they benefited from this brilliant partnership."



Silver - Streetwise Opera and Macquarie Group

For 13 years, financial services company Macquarie Group has worked with arts charity Streetwise Opera to provide training, fundraising and communications support for people affected by homelessness. One judge called the partnership "a really interesting and great collaboration with both parties bringing unique benefits to each other's organisations."



Bronze - Camden Town Unlimited, Camden Collective and Transport for London

Over the long term, Camden Town Unlimited, Camden Collective and Transport for London have worked toward a joint goal of supporting the entrepreneurial and arts culture in Camden. Judges were impressed by the clear alignments between the organisations and the partnership's fantastic, ongoing results.



Bronze - HighTide and Lansons

Over the years, HighTide and Lansons have built a strong collaborative partnership with mutual benefits. The theatre company sees business and communications support from Lansons while Lansons employees are able to improve their public speaking skills and engage in volunteering and recognition opportunities. "Love the energy of this project!" one judge praised. "A very successful collaboration."

Highly commended - Aurora Healthcare Communications and MSD

BEST EXECUTION

Gold - The Humsafar Trust and Publicis Sapient

In India, 96% of the transgender community are denied jobs. To affect change and improve the lives and livelihoods of transgender people, Publicis Sapient worked with the Humsafar Trust on the #PeopleNotLabels campaign. This project used social conversations to build awareness about the issue and communicate the hardships faced by transgender people in India. With goals across the cultural, political and economic landscapes, this ambitious project has seen initial results, with the promise of greater inclusion for transgender people.

Judges thought this was an ambitious, creative and impressive collaboration. "The campaign was executed well and delivered significant reach and desired results," said one judge. Another called it a "thoughtful, creative and engaging campaign."



Silver - Camden Town Unlimited, Camden Collective and Transport for London

Building a stronger community in Camden, Camden Town Unlimited, Camden Collective and Transport for London put empty high street space to good use to support local entrepreneurs and artisans. Judges were consistently impressed by this programme's mutual objectives, comprehensive strategy and well-executed initiative.



Bronze - Ford and Hill+Knowlton Strategies

Ford and H+K Strategies delivered a well-planned and executed PR campaign that shifted the perception of Ford as a technology company. "This touched the hearts of people and brought technology alive," said one judge.



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PEN Trust has been in partnership with the Lord's Taverners since 2017, through various fundraising activities and sponsorship of two of their key programmes: Table Cricket and Wicketz. Both of these initiatives have a huge impact on communities across the UK, as not only are they enabling young people with a disability or who are disadvantaged to participate in and enjoy sporting activity, but they also impact their families and schools too.

By working together we have been able to support thousands of young people in the UK. We are thrilled to see the table cricket programme back up and running, and despite all of the difficulties charities have faced this year, the Lord's Taverners continues to give young people a sporting chance. We are proud to partner with the Lord's Taverners and we are excited about the opportunities ahead



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Giving young people a sporting chance

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BEST MANAGEMENT OF A PROGRAMME

Gold - London North Eastern Railway and CALM

An average of one person a day takes their own life on the UK rail network. With wide-reaching impacts on railway employees, customers, local communities and individuals and their families, the London North Eastern Railway (LNER) wanted to affect change. It worked with Calm to raise awareness of the issues, empower customers and employees to raise funds for Calm and deliver training to LNER staff to engage with vulnerable people on the railway.

Now, the LNER has saved six lives for every one lost on its railway. Over 700 hours of time were donated by LNER employees and over £130,000 was donated to Calm through customers' gifting their delay repay compensations. Judges loved it too, particularly for the LNER's management of the partnership. One said, "This is a brilliant and wide-ranging programme which has clearly had a huge amount of impact on both organisations."



Silver - Lifeskills created with Barclays and Hopscotch Consulting

The collaboration between Barclays and Hopscotch Consulting on the Lifeskills project not only helped young people develop employable skills, but impressed our judges. They praised the resource development and the alignment of the programme with government objectives. "A wonderful marriage of skills and experience to address the issues," one said.



Bronze - DP World Yarimca

For marine logistics company DP World, the 'Minding Your Waste' programme has led to a real change in the way the company, its employees and communities approach waste reduction. Judges thought this worthy project was managed well by DP World as its internal audience worked with the company's community to achieve change.



BEST TEAM EFFORT DURING A PROGRAMME



Gold - Raleigh International and McCann Worldgroup UK

To support young people in disadvantaged communities around the world, McCann Worldgroup unleashed its employees, letting them go 'Out of the Office for Good.' Working with Raleigh International, the team worked with youth groups on leadership training, employability skills and communications. Nearly 10% of the McCann workforce volunteered, but the remaining employees were engaged in the campaign at home as well. In fact, 100% of employees agreed that the programme strongly contributed to better collaboration across the group's different agencies.

Because of the benefits to both the young people involved and to McCann Worldgroup's unity across its agencies, the programme was extended into 2019 as well. Judges thought this was an excellent team effort and made a real impact as a result. They praised the team's adaptability and problem solving amid challenging circumstances.



Silver - Estée Lauder Companies

As part of a long-term commitment to ending breast cancer, Estée Lauder Companies improved public awareness around the importance of self-checks while also encouraging its internal audience to change their attitudes toward self-checking. Judges praised the team effort that helped the company achieve an important objective.



Bronze - Heathrow Airport Ltd and therecard.org

As part of its celebration of Black History Month, Heathrow Airport worked with therecard.org to build awareness for black history while also reducing instances of racism. Judges thought this was "definitely a team effort" that "had huge resonance with staff and terrific engagement."

GRAND PRIX



Winner - SuperValu and AsIAM - Autism Friendly Towns

Ireland's largest retailer, SuperValu, has a commitment to serving its community. As part of that drive, it took a local initiative national, improving the shopping experience in its stores for the 50,000 plus families across Ireland living with autism. The Clonakilty store's in-store changes made an autism-friendly environment for its community. SuperValu recognised the value in that and worked with AsIAM - Autism Friendly Towns to implement the programme nationally.

SuperValu worked with autism charity AsIAM to deliver autism-friendly staff training, shopping evenings, in-store resources and improved support for shoppers with autism. It wanted to position itself as a champion of a more inclusive society by building autism-friendly communities across Ireland. A national media campaign highlighted SuperValu's objectives to the Irish public while local seminars took place alongside AsIAM to support families with autism. Creating greater awareness, understanding and acceptance for autism, SuperValu has also made its communities more inclusive and accessible.

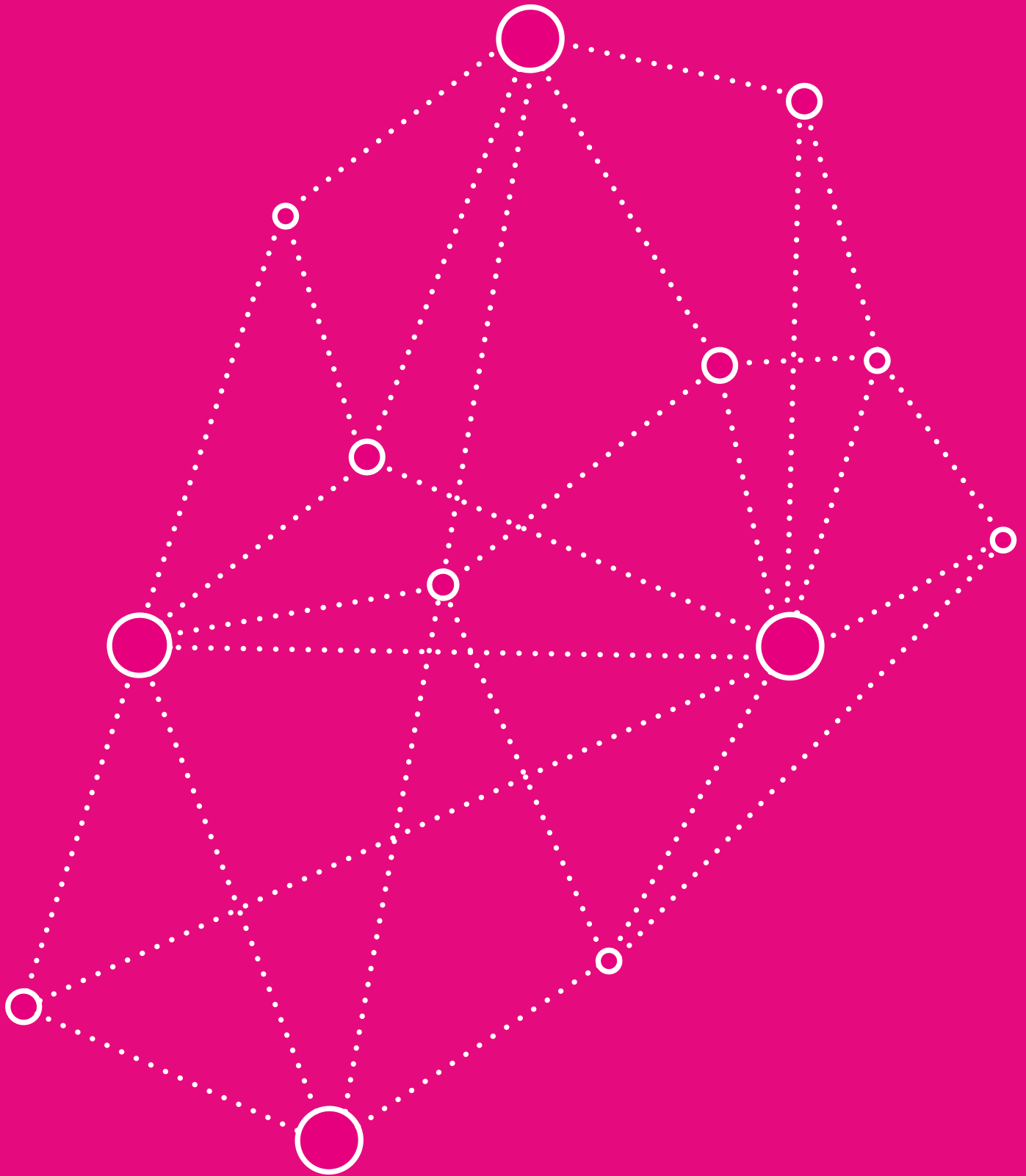
One judge said, "This really produced meaningful results at the community level, with high levels of input from key stakeholders." Another praised SuperValu for "addressing a real social issue and engaging the communities as a whole to address it." The proactive, local-first strategy stood out for judges, who thought this was an excellent programme that featured a clear alignment of objectives across its partner organisations. This makes it a deserving recipient of the 2020 Corporate Engagement Awards' 'Grand prix' award.

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