CEA The Corporate Engagement Awards 2021

WINNERS BOOK

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Welcome



The last two years have been without precedent. We have all had to cope with new ways of engaging with the people, organisations and brands that touch our lives. Companies have also adjusted and the focus on reputation has become so important. In focusing on reputation, however, companies need to strive more than ever before to be transparent and authentic. This means they've needed to be more strategic, more creative with their corporate partnerships, sponsorships and CSR collaborations.

This certainly showed in the submissions for this year's Corporate Engagement Awards. It is a record year for entries, and all of tonight's winners should be proud of their achievements and of their ongoing commitments to their communities, internal and external, the environment and to society at large. Once again, the Corporate Engagement Awards have highlighted the good in business - and tonight we celebrate that.

Andrew Thomas

Publisher Communicate magazine

- 4 Judges
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JUDGES



Sam Billett Corporate affair senior communications manager for digital transformation Vodafone

Sam is responsible for the development and execution of Vodafone Group's digital transformation strategy. Having started his career in political campaigns and policy, he spent seven years in agency working on communications campaigns for a range of multinational, FTSE 100 and SME companies. Prior to joining Vodafone Sam was the head of communications at the privacy and reputation law firm, Schillings.



Natalie Deacon Head of corporate affairs and sustainability Avon

Natalie is head of corporate affairs and sustainability at Avon. Her role is focused on igniting Avon's purpose and driving the company's ambitious sustainability goals. Prior to her current role, Natalie had a 20-year career in communications and PR, and has worked across almost all elements of the communications and corporate affairs mix. She has led corporate communications across over 50 countries, working with consumer and B2B organisations across multiple industries.



James Devenny Senior corporate partnerships manager Battersea Dogs and Cats Home

James currently heads up the corporate partnerships team at Battersea Dogs and Cats, having previously spent five years at The Royal British Legion. Through his career, James has worked with a number of well know brands, on award-winning cause related marketing activity, working with the likes of Cadbury's, Pets at Home, ICAP, Rotary, Mars and Mecca Bingo, spanning a range of sectors such as retail, finance and gaming.



Lucy Dormandy Director of corporate sustainability Wellington Management

Lucy Dormandy has recently joined asset management firm, Wellington Management, as their director of corporate sustainability. Prior to this she was the sustainability strategic engagement and communities lead at Aviva. She led Aviva's ESG reporting approach, integration of sustainability into their engagement and communications strategy, and Aviva's award-winning strategic community partnerships. She has 15 years of experience working in sustainability engagement and has worked for organisations such as Hilton, Philips and Unilever.



Duncan Grant Head of corporate partnerships *Place2Be*

Duncan currently works as the interim head of corporate partnerships at Place2Be. Passionate about mental health and supporting children, Duncan has found it an incredible opportunity to work for this charity. He is also on the board of trustees for the Asylum Research Foundation – as human rights are another cause he actively supports. Outside of work, Duncan produces dance music and used to be a professional bagpipe player. He's passionate about nature and being out exploring in the wilderness.



Sara Heald Head of CSR Legal & General

Sara has worked at Legal & General Group for over 30 years, in several roles from managing complaints teams, delivering training and compliance roles. For the last 10 years, Sara has worked in corporate social responsibility, focusing on ESG commitments. She leads on a number of community programmes including financial education, volunteering, social enterprises, and employee engagement. Sara is currently a trustee for Crawley Open House and volunteers her time with Independent Age as a befriender to support older people from isolation.



Naomi Jones Communications and marketing director SUEZ

As communications and marketing director for SUEZ, Naomi has responsibility for both the teams for the UK and Sweden. From starting her career in agency life working in public affairs, she became a specialist in sustainability communications, crisis management and corporate communications. In 2009, she became SUEZ group's youngest ever head of department, aged 28. Naomi has been instrumental in numerous projects during her 12 years at SUEZ. Naomi has also co-authored the book 'Managing a Crisis: A Practical Guide' and is a member of the CIPR's STEM committee.



Emma Lanza Partnership officer British Dietetic Association

Emma's journey into corporate partnerships has been underpinned by her drive to better connect with people and improve livelihoods. She began as a BSL interpreter, before working to deliver community development projects, personal fundraisers, and advocate mental health, maternity rights and body positivity. Emma has delivered award-winning communications in her career, working in multimedia agencies within the corporate, charity, health and education sectors. She is currently the partnership officer for the British Dietetic Association and coordinates BDA's Work Ready programme.



Cat March Senior development manager, corporates Theatre Royal Stratford East

After studying for an MA in Theatre and Performance at Sheffield University, Cat began her fundraising career working with donors and supporters at the Arcola Theatre in Dalston, then at Theatre Royal Stratford East. For the last three years she worked for Tate, managing a portfolio of largescale Corporate Partnerships in support of some of the galleries' best-known programmes, including BMW Tate Live and the UNIQLO Tate Lates. In September, she returned to the world of theatre and to Stratford East as a senior manager, driving income through corporate fundraising.



Sabrina Nixon Corporate partnerships manager British Red Cross

Sabrina is currently a corporate partnerships manager at the British Red Cross, part of the largest humanitarian network in the world. She supports the delivery and growth of award-winning partnerships with leading brands, like Aviva and Standard Chartered Bank, to meet the critical needs of people in crisis. With six years of experience working in the third sector, Sabrina brings a wealth of knowledge on how to unlock the power of partnerships to create a more compassionate and just world.



Laura Roberts Head of charity and corporate communications IGD

Laura is head of charity and corporate communications at IGD. Laura oversees all marketing and communications activity for Social Impact from IGD, which unites and inspires the food and consumer goods industry to drive positive change in economic, social and environmental issues. She also manages the organisation's internal and corporate communications strategies. Since moving into the world of PR and corporate communications, Laura has held a variety of agency and inhouse roles, with clients ranging from sustainability start-ups to multinational food and consumer goods companies.



Matt Sparkes Global head of sustainability Linklaters

Matt leads Linklaters work on responsible business globally, ensuring that its own ESG performance reflects the expectations of its external audiences and clients. Matt is active in a range of sustainability networks including co-chair of the Legal Sustainability Alliance and chair of Business for Societal Impact. He is also an advisory member for both the UNGC-UK Network and the Living Wage Foundation. In his spare time, Matt is proud to act as chair of an east London employability charity and is also a local school governor.

JUDGES



James Sutton Director of strategic partnerships, campaigns and communications Raleigh International

James has been at Raleigh International since 2015, where he is director of strategic partnerships, campaigns and communications. He is a former advertising professional, and honorary lecturer in marketing at the University of Sussex. He is an associate member of the Institute of Corporate Responsibility & Sustainability, and last year sat on GSK's Responsible Business Advisory Panel.



Isadora Tharin Head of sponsorship Thomas Reuters Foundation

Isadora leads Thomson Reuters Foundation's sponsorships and partnerships with corporate supporters, overseeing a portfolio of programmes focused on Human Rights, Inclusive Economies and Media Freedom. Prior to the Foundation, her work over 17 years in both the INGO and cultural sectors, has aligned companies with world-class charities, reinforcing brand profiles and creating sustainable business opportunities that also do good. She is passionate about finding synergies between forprofit and non-profit worlds that drive lasting and meaningful change.

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WINNERS

PARTNERSHIP

Best charity, NGO or NFP programme

Gold - Nominet and The Scouts Association Silver - Alzheimer's Society and Santander UK Silver - KPMG UK and The NSPCC Bronze – Astellas Pharma Europe Ltd Bronze - The British Red Cross and Aviva Highly commended - LinkedIn and The Big Issue

Best educational programme

Gold - KPMG UK with National Numeracy and The Economist Educational Foundation Gold - Young Citizens and FTI Consulting Silver - Cisco UK & Ireland and Connectr Bronze - National Literacy Trust, National Prison Radio, Feltham Young Offenders Institute and Audible Highly commended - Kal Ki Kaska and DP World Highly commended - LifeSkills created with Barclays and Hopscotch Consulting

Best environmental or sustainable programme

Gold - WRAP, QSA Partners and Flourish CSR Silver - Hubbub and O2 Silver - wilko with ReWorked and Metrisk Bronze - Barclays and Unreasonable Highly commended - Mastercard

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

Gold - DRPG and Woo Fest

Silver - Her Majesty's Prison & Probation Service and Twinning Project Bronze - SoftServe Inc. with TripAdvisor, Rakuten Viber, UNICEF Ukraine and UNFPA in Ukraine Highly commended - FTI Consulting

Best sports and leisure programme

Gold - Her Majesty's Prison & Probation Service and Twinning Project

Silver - Rinat Akhmetov Foundation with FC Shakhtar, Ministry of Digital Transformation of Ukraine

Best combined programme

Gold - Premiership Rugby HITZ with The CVC Foundation, Wooden Spoon and SCL Education Group

Silver - ITV with Veg Power and Adam&EveDDB

SPONSORSHIP

Best sponsorship activity to support or develop a corporate reputation Gold – Heineken and Edelman

Bronze – INFUSEmedia

Most effective sponsorship of a single event

Gold – Macmillan Cancer Support and Marks and Spencer

CORPORATE SOCIAL RESPONSIBILITY

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

Gold - Samsung UK, FutureLearn, B+A and Iris Silver - Mastercard Bronze - Commercial Bronze - SUEZ recycling and recovery UK and Ad Art Design Highly commended - Hepsiburada and Unite Edelman

Best alignment of brand values during a CSR programme

Gold - The British Red Cross and Aviva

Silver - Tideway with Thames 21 and London Youth Rowing Bronze - SUEZ recycling and recovery UK and Ad Art Design Highly commended - Poundland with Make-A-Wish UK, Tommy's and Whizz-Kidz

Best community involvement during a CSR programme

Gold - Zoom and The Scouts Association Silver – Hubbub and O2 Bronze - IKEA and Edelman Bronze - Takeda and Hill+Knowlton Strategies Highly commended - Barclays

Best engagement of an internal audience in a CSR programme

Gold - Aviva Silver – CBRE and Stickerbook Bronze - NatWest Group Highly commended - SUEZ recycling and recovery UK

Best collaboration for a single event

Gold - The Estée Lauder Companies' Breast Cancer Campaign (BCC) UK & Ireland Silver - LinkedIn and The Big Issue Bronze - DRPG and Woo Fest

Most innovative collaboration

Gold – Yorkshire Building Society and End Youth Homelessness Silver – Battersea and the King game Pet Rescue Saga Bronze – Poundland with Make-A-Wish UK, Tommy's and Whizz-Kidz Bronze – Takeda and Hill+Knowlton Strategies Highly commended – Barclays

Best foundation

Gold – Everton in the Community with Relish Liverpool and Creative Hut

Silver – The Aster Foundation Bronze – Aviva Foundation Highly commended – Rinat Akhmetov Foundation

TIME

Most effective one-off campaign

Gold – NSPCC and Calpol Silver – ITV with Mind, YoungMinds, SAMH, CALM and Uncommon Creative Studios

Bronze – National Emergencies Trust (NET) and NatWest Group

Most effective long-term commitment

Gold - LifeSkills created with Barclays and Hopscotch Consulting Silver – KPMG UK and National Literacy Trust Bronze – NSPCC and Blakemore Retail Bronze – SUEZ recycling and recovery UK and Greater Manchester Combined Authority

Highly commended – Project Rugby - Premiership Rugby and Gallagher UK (AJG) Highly commended – Skateistan and The Skateroom

COMMUNICATION

Best stakeholder communications

Gold – Bosch UK Silver – Shell and Edelman

Best internal communications

Gold – EDF Gold – Simplyhealth Silver – Philip Morris International Silver – Turkish Aerospace Bronze – Publicis Sapient Highly commended – SUEZ recycling and recovery UK

Best PR and external communications

Gold - NSPCC and Deliveroo

Silver – McDonald's, The Football Association, Red Consultancy, Leo Burnett Sport + Entertainment, M&C Saatchi & Entertainment

Silver – Stay switched on - Internet Matters and Goldbug Bronze – Find the Fake - Internet Matters and Goldbug Highly commended – Ford and WPP Ford Team

PROCESS

Best collaborative approach

Gold - NSPCC and Deliveroo

Silver – Unilever and the Hygiene and Behaviour Change Coalition Partners

Bronze - KPMG UK and National Literacy Trust

Highly commended - Good Relations with Cavendish Advocacy and the Institute of Customer Service

Best execution

Gold - DRPG and Woo Fest

Silver – Good Relations with Cavendish Advocacy and The Institute of Customer Service Bronze – Hitachi Capital UK PLC and Visionpath Bronze – Ikigai Laboratorio Social and DP World

Best management of a programme

Gold – KPMG UK and The NSPCC Silver – Publicis Sapient

Best team effort during a programme

Gold - Barclays Silver - Hubbub and O2

Grand prix

Winner - NSPCC and Deliveroo

Best charity, NGO or NFP programme

Gold - Nominet and The Scouts Association

The Scouts Association partnered with Nominet, a company dedicated to using technology to improve connectivity, inclusivity and security online. Together they launched the 'Digital Citizenship' campaign to support young people in developing the skills and awareness to stay safe online. To combat the threat of misinformation around Covid-19, Scouts devised a curriculum of activities to promote digital safety and allow young people to earn their Digital Citizen badge.

This included downloadable learning resources and activities which could be accessed virtually during lockdown. From the outset, research was commissioned to define a 'digital citizen' and understand how Scouts could best help young people stay safe online. Judges praised the use of data to support the campaign, as one judge said "The use of research to inform the evolution is to be applauded. Love it!"

Silver - Alzheimer's Society and Santander UK

In response to predictions that one million people in the UK will be living with dementia by 2015, Santander devised a campaign to make a difference. This unique charitable partnership developed a dementia-friendly bank, trained over 129 dementia ambassadors and raised £3m in donations.

Silver - KPMG UK and The NSPCC

The partnership between KPMG UK and the NSPCC was based on four key pillars: fundraising, volunteering, pro bono and thought leadership. The results were impressive with £1.5m raised throughout the campaign duration. From the virtual 'Around the World' challenge to the Childline Online data analysis work which enabled the NSPCC to better understand children's needs during the pandemic.

Bronze - Astellas Pharma Europe Ltd

Astellas Pharma Europe created a corporate giving initiative to improve healthcare infrastructure in Kenya. Having identified obstetric fistula as a priority condition, the aim was to increase corrective surgeries, train medical staff, and provide reintegration support. This resulted in 3,691 life changing surgeries and training for medical staff that will provide long-term support for patients and communities.

Bronze - The British Red Cross and Aviva

The British Red Cross partnered with Aviva to increase donations and support isolated individuals during the pandemic. Within two weeks, the Aviva Foundation pledged a £10m donation which funded food parcels, prescriptions and short-term cash grants. By combining funding, collaboration and innovation, this partnership successfully supported vulnerable communities across the UK.

Highly commended - LinkedIn and The Big Issue



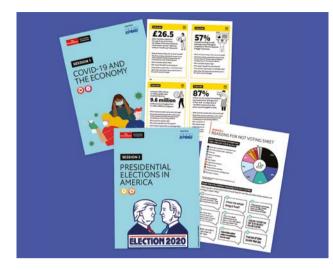








Best educational programme









Gold – KPMG UK with National Numeracy and The Economist Educational Foundation

KPMG partnered with National Numeracy and the Economist Educational Foundation to empower children and adults in the UK to improve their numerical skills. National Numeracy were tasked with driving media awareness among adults through 'National Numeracy Day,' an annual campaign working to inspire people to improve their maths skills.

The Economist Educational Foundation focused on connecting with young people via grassroots volunteering in schools, with a series of workshops and creative programmes. The entire campaign received excellent reach with over 10,000 students and 217 schools involved in school workshops, while the 'National Numeracy Day' reached 190,000. Judges praised the authentic alignment of the partnerships. "Terrific programme with clearly articulated results," said one judge.

Gold – Young Citizens and FTI Consulting

Since partnering in 2012, FTI Consulting and educational charity, Young Citizens, have reached over 965 young people in the Greater London area. The partnership aims to encourage active citizenship in young people by connecting them with expert economists, communication specialists and other professionals. The Experts for Schools programme delivered tailored lessons to students covering current topical issues in relation to the economy.

The organisations also delivered two career insight webinars, alongside a trial work experience programme for 11 students. Responses to the partnership were overwhelmingly positive, with 100% of teachers stating that encounters with professionals increased students aspirations and employability. "Great partnership dealing with real world issues" said one judge, while another praised, "Excellent programme showing core impact and delivery."

Silver – Cisco UK & Ireland and Connectr

Cisco partnered with Connectr, a HR tech company specialising in helping underrepresented talent find work. Together they devised the 'Pathways Programme' to provide disadvantaged students with access to careers in the technology sector. It will work to achieve long-term impact, but the effects are evident even at this stage with 92% of participants feeling better informed about the tech industry.

Bronze - National Literacy Trust, National Prison Radio, Feltham Young Offenders Institute and Audible

Audible and National Literacy Trust set out to improve literacy levels and provide skill-based training to young offenders in Feltham Prison. A podcast production training programme enabled the young people to learn about audio entertainment and production. The programme was based on practical research findings and achieved positive testimonials from participants.

Highly commended – Kal Ki Kaska and DP World Highly commended – LifeSkills created with Barclays and Hopscotch Consulting

Best environmental or sustainable programme

Gold – WRAP, QSA Partners and Flourish CSR

Global environmental charity, WRAP, works with businesses, governments, citizens and charities to make the planet a healthier and safer place. WRAP's newest voluntary agreement, Textiles 2030, brings brands, retailers, recycling companies, technology innovators, academics and scientists together, to transform the UK's textile supply chain.

Circular economy experts, QSA Partners, and sustainability and communications consultancy, Flourish CSR, were brought in to help WRAP's in-house team roll out the initiative. It achieved high engagement with over 65 companies joining the initiative by April 2021. From B2B targeted content including monthly newsletters and sustainability guides, to webinars and roundtables, this campaign ensured brands at every level of the textile supply chain were involved and engaged. One judge applauded, "An excellent example of sector collaboration," while another said, "Strong partnership, execution and result."

Silver - Hubbub and O2

O2 and environmental charity, Hubbub, joined forces to tackle the issue of digital connectivity presented by the pandemic. Together they repurposed old phones that would otherwise end up in landfill to help 538 socially isolated individuals in the UK to connect with family, friends and colleagues.

Silver - wilko with ReWorked and Metrisk

wilko became the first high street retailer to implement a facemask recycling scheme by supporting the #ReclaimTheMask initiative by ReWorked. Across 150 stores in the UK, wilko encouraged customers to drop off used disposable facemasks to be collected, shredded and repurposed into sustainable products. The programme resulted in an impressive 966kg of plastic litter reduction.

Bronze - Barclays and Unreasonable

To help tackle global unemployment, Barclays launched an initiative to scale up entrepreneurial companies. Together with Unreasonable Group, it created the 'Unreasonable Impact' initiative, which connected entrepreneurs to a global community of mentors and industry specialists. Delivered virtually through the pandemic, the initiative focused on companies at the forefront of innovation to create long-term sustainable impact.

Highly commended - Mastercard











Transforming our industry for the planet

The UK Sustainable Textiles Action Plan

Textiles 2030 is the UK's national textile sector collaboration making rapid, science-based progress on climate action and the circular use of products and materials.

It brings together fashion and home textile businesses, government, recyclers, technology innovators, academia, community and sector organisations to transform the entire supply chain of textiles for the better of the planet.

Find out more: wrap.org.uk/textiles2030

Take action today



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

Gold - DRPG and Woo Fest

Woo Fest is a multi-genre music festival created to raise funds for St. Richard's Hospice in Worcester. DRPG has supported St. Richard's Hospice with annual fundraising initiatives and pro bono work for several years. To help ensure Woo Fest could still go ahead and raise vital funds during the pandemic, DRPG devised a digital experience that would generate excitement. It created visual assets alongside an online portal for attendees to stream the event live from the DRPG studios in Hartlebury.

One stage was designed to replicate an outdoor garden, and a second set emulated a main concert stage. The sevenhour event was a huge success with a mixture of live and pre-recorded performances attracting over 900 viewers and raising £14k. Judges were impressed with the tangible results and great use of expertise to deliver a simple smallscale but extremely strong digital event.

Silver – Her Majesty's Prison & Probation Service and Twinning Project

Over half of the prisoners held in HMPPS have no qualifications prior to custody. To engage with these offenders, HMPPS created the Twinning Project, a football initiative that enables prisoners to develop the skills necessary to make better life choices. Through partnerships with local professional football clubs, the campaign yielded strong results.

Bronze – SoftServe Inc. with TripAdvisor, Rakuten Viber, UNICEF Ukraine and UNFPA in Ukraine

OpenTech is a charity crowdsourcing platform that encourages individual contributions of time and skills. The platform was designed internally on a pro bono basis by associates at SoftServe Inc. OpenTech achieved its goal to support social causes, non-profit and governmental institutions, with 13 projects completed and 16 projects in active development.

Highly commended – FTI Consulting







Best sports and leisure programme





Gold – Her Majesty's Prison & Probation Service and Twinning Project

The Twinning project is a partnership between Her Majesty's Prison and Probation Service and professional football clubs across the UK. By matching every prison in England and Wales with a local professional football club, the project aims to engage with offenders who feel alienated from the traditional education system.

Not only does the initiative work to immediately improve the mental and physical wellbeing of offenders, but it also provides participants with the opportunity to graduate with an FA Level 1 coaching graduation. The bespoke course was designed by the Head of Grassroots Football at the FA to build life skills and provide a sense of community support. Judges were impressed with the cohesion of invested stakeholders, from the academic partners measuring long-term impact to the partnering football club foundations and their coaches.

Silver – Rinat Akhmetov Foundation with FC Shakhtar, Ministry of Digital Transformation of Ukraine

To help school children in Ukraine stay active, the Rinat Akhmetov Foundation developed the Digital Physical Education campaign to deliver a series of online physical education lessons. It combined social media activity, virtual challenges and videos featuring football players and comedians. The series was watched more than 5m times with an overwhelmingly positive response from participants.

Best combined programme

Gold – Premiership Rugby HITZ with The CVC Foundation, Wooden Spoon and SCL Education Group

Premiership Rugby created an education and employability programme to help young people across England that are not in education, employment or training. The HITZ programme provides young people with the opportunity to gain qualifications and develop their personal, employability and life skills. The programme aimed to deliver the immediate benefits of improved mental and physical wellbeing, while also implementing long-term change by encouraging educational attainment, enhanced employability and community cohesion.

The programme swiftly adapted to virtual delivery through Covid-19, and exam results were up by 12% from the previous year despite the challenges of lockdown. The programme showed a clear alignment of the organisations' values to support young people through sport and better equip them for the future. One judge praised, "A truly admirable partnership."

Silver - ITV with Veg Power and Adam&EveDDB

ITV partnered with Veg Power to help drive its mission to promote vegetables and combat childhood obesity. The campaign positioned vegetables as a villain that had to be defeated. Engaging visual assets and a series of videos and learning materials were shared in schools. Over 1,500 schools participated and 50% of children surveyed said they had eaten more vegetables as a result.





Best sponsorship activity to support or develop a corporate reputation





Gold – Heineken and Edelman

Heineken combined sports and beer to create an immersive sponsorship event, thanking NHS front-line workers for their work during the pandemic. Building on the brand's partnership with Formula 1, Edelman helped to build a socially distanced drive through experience for NHS key workers to watch the Formula 1 70th anniversary Grand Prix, while enjoying Heineken alcohol free beer.

From a high-speed car check-in entrance to a 'hot lap' experience with a professional driver, the event truly embodied the Formula 1 partnership. It also ensured Heineken stayed engaged with stakeholders and remained visible while venues remained closed during the pandemic. The event was meticulously designed to ensure attendees were safe and able to enjoy the experience from their own cars. Edelman co-ordinated the attendance of NHS workers in just two weeks and achieved an 88% positive sentiment from attendees.

Bronze – INFUSEmedia

INFUSEmedia delivered 25k leads to businesses whose sales pipelines risked being depleted through the pandemic. It then delivered business continuity resources to those struggling globally. The service was free of cost or obligation and received an overwhelmingly positive response from beneficiaries, while also generating a wider reputational impact for the INFUSEmedia brand.

Most effective sponsorship of a single event

Gold - Macmillan Cancer Support and Marks and Spencer

Marks and Spencer and Macmillan Cancer Support first partnered in 2010 to deliver the 'World's Biggest Coffee Morning'. In 2020 the pandemic led M&S to pivot plans and devise an extensive fundraising campaign that would elevate awareness of the event and ensure vital funds were raised. M&S activated its sponsorship through a range of PR, social and digital marketing campaigns.

Employees were encouraged to embrace the campaign and they did so with enthusiasm both in-store and on social media. With a focus on storytelling, the campaign assets demonstrated a great understanding of employee wellbeing and health by quantifying how cancer will likely impact their community. The results speak for themselves with £2m raised for Macmillan during 2020, £1.1m of which came from the 'World's Biggest Coffee Morning.' Judges praised "Fantastic staff engagement" and "Amazing fundraising partnership with year-on-year growth that's testament to excellent stewardship, engagement and tenacity."



INTERNAL COMMUNICATIONS AND ENGAGEMENT AWARDS

The Internal Communications and Engagement Awards celebrates and highlights the impact internal communications has on a business, the role of the internal communicator within an organisation and the creative strategies developed to promote an engaged workforce.

communicatemagazine.com/awards/iceawards

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

Gold - Samsung UK, FutureLearn, B+A and Iris

To bring its CSR purpose of 'Enabling People' to life, Samsung designed an educational experience that would enable young people to develop the necessary skills to thrive in the future world of work. The 'Not a School' campaign was based on internal research that found 68% of young people do not feel traditional education has given them the right tools for success.

To make a direct impact on young people's confidence, Samsung designed educational courses to be delivered on e-learning platform, FutureLearn. Experts from Samsung alongside external partners contributed to the course with pre-recorded educational sessions. The uptake was impressive with over 21,000 students enrolled and a feedback rating of 91%. The initiative strengthened the Samsung brand among students as it actively prepared them for the future. One judge praised, "This demonstrated a real alignment with the Samsung brand and improved positive social purpose."

Silver - Mastercard

Mastercard wanted to find a science-led solution to eliminate first-use plastics in payment cards globally. Ketchum helped devise the 'Mastercard Sustainable Materials Directory' which enabled vendors of cards and card materials to display their sustainable options in a way that banks can trust and verify. The campaign worked to implement long-term sustainable change across the value chain.

Bronze – Commercial

Commercial Group developed 'Products with Purpose,' a range of everyday essential items for customers to repurchase without considering CSR credentials. It aimed for customers to adopt second nature buying decisions on Sprint, an e-commerce platform. The initiative achieved a positive response with 82% of customers making the active decision to switch items within the range.

Bronze – SUEZ recycling and recovery UK and Ad Art Design

Suez developed free STEM resources for schools to engage with students and improve science, literacy and numeracy. It aimed to inspire a new generation of innovators to solve environmental problems of the future. The campaign achieved a positive uptake with teachers' resources being downloaded 1.5k times, and social assets generating more than 24k impressions.

Highly commended - Hepsiburada and Unite Edelman









Best alignment of brand values during a CSR programme



Gold - The British Red Cross and Aviva

The British Red Cross partnered with Aviva to support people facing financial hardship during Covid-19. Within two weeks, Aviva pledged a £10m donation which was utilised by the British Red Cross in several ways. It established a Hardship fund to provide cash grants to over 14,000 people facing financial hardship. Part of the funds were used to extend the charities' support response delivery to people socially isolating or shielding.

The campaign demonstrated a clear synergy of brand purpose to make communities more resilient in times of social uncertainty. Judges praised the partnering organisations' efficient and effective remobilisation of the existing support network to adapt to the changing needs of beneficiaries during the pandemic. One judge said, "Brand alignment and benefits clear – money on the table and direct, immediate impact!"





Silver - Tideway with Thames 21 and London Youth Rowing

The Tideaway project is working to clean up the Thames for future generations by building a 25km long tunnel which will intercept millions of tonnes of raw sewage each year. Partnering with Thames 21 and London Youth Rowing, it launched the 'Active Row' initiative to engage with young people and increase awareness and action around plastic pollution in the Thames.

Bronze - SUEZ recycling and recovery UK and Ad Art Design

Suez previously delivered tours of its treatment facilities to pupils and teachers with the aim to educate young people and generate interest in STEM careers. Adapting this initiative to Covid-19, Suez and Ad Art Design created extensive resources to ensure pupils were still inspired to help solve the environmental problems of the future.

Highly commended – Poundland with Make-A-Wish UK, Tommy's and Whizz-Kidz

Best community involvement during a CSR programme

Gold - Zoom and The Scouts Association

From March 2020, the pandemic meant that 7,000 Scouts Groups across the UK were forced to cease in-person meetings. For many young people this had a direct impact on isolation and loneliness as they were cut off from friends and family. Scouts partnered with Zoom to ensure the Scout Movement could go digital and continue to support young people through the pandemic.

This partnership provided over 231 minutes of Zoom sessions for 400,000 young people and 150,000 adult volunteers. Scouts worked with Zoom to create educational materials including digital whiteboards, breakout rooms and a highfidelity music mode to ensure the meetings remained fun, interactive and safe. Judges were impressed by the tangible results and long-lasting meaningful impact. One judge said, "An incredible initiative which helped so many children over lockdown, especially in deprived communities."

Silver - Hubbub and O2

This partnership aimed to support digitally excluded individuals without access to electronic devices or connectivity through the pandemic. The 'Community Calling' campaign demonstrated excellent scalability and clearly married together the social and environmental benefits of a CSR programme.

Bronze – IKEA and Edelman

Ikea wanted to integrate sustainability into its business model, but it needed to first address the issue of consumerism. Ikea partnered with Edelman to encourage its customers to return their old furniture and think more sustainably about future purchases. Customers were also able to buy back the old furniture for a discounted price. Uptake was impressive with 47k items resold across 20 countries worldwide.

Bronze - Takeda and Hill+Knowlton Strategies

Global pharmaceutical company, Takeda, wanted to educate vital stakeholders including communities in the general public to understand the issue of rare diseases. Based on the statistic that 1 in 17 people will be affected by a rare disease at some point in their life, Hill+Knowlton worked with patient organisations and artists to bring the experience to life through art.

Highly commended – Barclays









Working with young people your thing?

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Best engagement of an internal audience in a CSR programme

Gold - Aviva

The Aviva Community Fund was developed to support communities with vital funding. The £1m funding pot was distributed to Aviva employees who then decided where and how the funds should be donated.

Employees were encouraged to submit projects to the ACF to ensure the funds would go to causes that matter to them. Each quarter, Aviva distributes £259k of funding to its 16,000 employees via a digital employee wallet. For each employee, this equated to £100 per year to be donated across four causes of their choice. By directly incorporating the employees in this CSR initiative, Aviva empowered its internal audience and achieved an incredible 2000% increase in employee engagement. "An excellent idea which clearly demonstrated Aviva's commitment to charities," commented one judge. "Love this innovative idea which engages, inspires and empowers people to be involved," said another.

Silver - CBRE and Stickerbook

Commercial real estate services company, CBRE, partnered with Stickerbook to increase internal knowledge, action and engagement with its CSR strategy. The gamified platform enabled CBRE employees to learn about the different initiatives and issues facing the business through videos and a reward system for sustainable action. An impressive 98% of users agreed the platform made them feel more included at CBRE.

Bronze – NatWest Group

To help support the UK charity sector through Covid-19, NatWest Group ran a nine-month campaign to drive colleague sign-ups to a payroll giving programme. This enabled NatWest to provide reliable and regular income to a broad range of charities, increasing monthly donation levels by 22% and improving employee engagement from 9.9% to 11.7%.

Highly commended – SUEZ recycling and recovery UK









Payroll Giving is an easy, cost effective way to give to the charities you care about.

Best collaboration for a single event







Gold – The Estée Lauder Companies' Breast Cancer Campaign (BCC) UK & Ireland

The Estée Lauder Companies UK & Ireland run a campaign for Breast Cancer Awareness Month during October every year. Covid-19 meant self-checking behaviours were being deprioritised and breast health referrals declined. Estée Lauder devised a plan to encourage men and women to check themselves and reach a broader and more inclusive audience.

To encourage people to self-check, unite and empower one another, the organisations launched the 'Time To Unite' virtual event featuring a diverse panel of inspirational guests. The virtual event saw the largest collective self-check held in the UK with 3471 attendees and a 300% increase in sign-ups for self-check reminders. Judges were impressed with the widespread digital coverage and clear results. "A strong and impressive collaboration with a clear focus and some powerful messaging," said one judge.

Silver - LinkedIn and The Big Issue

The 'Raising Profiles' campaign from LinkedIn supported Big Issue vendors after their livelihoods were erased overnight due to the pandemic. LinkedIn provided bespoke employability training to vendors and worked to raise external awareness of their stories. This resulted in a 325% increase in traffic for vendor subscriptions, while nine Big Issue vendors gained 2k LinkedIn connections in just one week.

Bronze - DRPG and Woo Fest

DRPG were tasked with the digitisation of annual fundraising initiative, Woo Fest. It created engaging visuals, social assets and an online portal to deliver the seven-hour event. It featured performances from 92 artists and attracted over 900 viewers across the globe. Most importantly, the event exceeded initial fundraising goals and raised over £14k for St. Richard's Hospice.

Most innovative collaboration

Gold - Yorkshire Building Society and End Youth Homelessness

The Yorkshire Building Society has partnered with End Youth Homelessness since 2017, aiming to support vulnerable people with a place to call home. Together they devised the Rent Deposit Scheme to help young people at risk of homelessness to access the private rental market, while also helping private landlords to fill vacant properties.

The scheme, which has now transitioned into the Housing Fund, utilised each of the partners' expertise to implement long-term scalable change. End Youth Homelessness was able to elevate the national movement and provide 663 vulnerable people and 137 dependent children access to a safe home. The partnership has raised a total of £1.1m and delivered widespread educational training to several organisations. Judges commented, "Brilliantly innovative in a truly impactful way" and "Fantastic example of a strategic partnership pushing the boundaries of innovation and development."

Silver - Battersea and the King game Pet Rescue Saga

Battersea and mobile gaming developer, King.com, delivered a gaming takeover of the popular Pet Rescue Saga game. Users participated in weekly challenges relating to Battersea's work, while also providing the opportunity unlock donations. Battersea was able to reach a younger demographic, raise brand awareness and generate £50k in donations.

Bronze - Poundland with Make-A-Wish UK, Tommy's and Whizz-Kidz

The #Proudland partnership brought multiple partners together under a single shared identity, aligned by the common goal to help raise vital funds for children and families. Fun and engaging activities including the 'Pennies Initiative' and 'National Superhero Day' helped to raise an incredible £4.78m in funds since 2017.

Bronze - Takeda and Hill+Knowlton Strategies

To combat the lack of public understanding around rare diseases in the UK, Takeda and Hill+Knowlton delivered an innovative visual campaign. Combining the partners' unique skillsets, it brought the issue of rare diseases to life through 17 pieces of artwork. Stakeholders were invited to respond to the art in their own way as it worked to educate, raise awareness and engage with audiences.

Highly commended – Barclays











Corporate Content Awards Europe

OUR WIDE RANGE OF CATEGORIES INCLUDE

Best content campaign to assist with corporate positioning

Best use of video

Best corporate blog

Best user-generated content (employee)

The Corporate Content Awards is the only awards event in Europe to benchmark and reward corporate storytelling and the use of narrative to call corporate audiences, across owned, earned and bought media.

corporatecontentawards.com/europe-awards

Best foundation

Gold – Everton in the Community with Relish Liverpool and Creative Hut

Everton in the Community has over 30 years' experience implementing positive change for communities in Merseyside. After all sites were closed in March 2020 the charity had to produce a targeted strategy. It established the 'Blue Family' campaign, to support disadvantaged, vulnerable and socially isolated members of society. Liverpool-based catering business, Relish, was brought in to provide essential food parcels. The foundation also provided clothing items and financial assistance for medical support, utility bills and mobile phone credit. Creative Hut and Lego education helped launch the #BuildCommunitiesTogether campaign for young people to win limited edition Lego kits in reward for their community involvement. Judges described the campaign as "heart-warming and meaningful," with "clear objectives and intelligently matched solutions."

Silver - The Aster Foundation

Social housing landlord, Aster Group, created a foundation to deliver eight impact programmes each with a specific focus including financial wellbeing, mental wellness, education and homelessness. With the objective to better the lives of 40,000 people by 2030, the foundation demonstrated an understanding of the communities in which it operates using segmented data.

Bronze – Aviva Foundation

The Aviva Foundation aims to marry the passion and insight of the Aviva people, with the expertise of charities and social enterprises. The foundation has awarded $\pm 7m$ in grants to 16 non-profits, benefiting 130,000 people in the UK. In 2020, the initiative focused on supporting those hit hardest by the pandemic.

Highly commended – Rinat Akhmetov Foundation









SAVING LIVES AND CHANGING LIVES SINCE 1988





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Everton in the Community prides itself on building long term strategic partnerships with companies, individuals and foundations alike, to enable us to continue our life changing and life-saving work whilst helping to meet their own long-term objectives.

Collaborating with our charity offers a host of tangible outcomes to benefit your business and set it apart from your competitors and by aligning with one of our 45+ programmes, you are not just putting a big tick in your CSR box. This is creating real social impact and value.

Our charity offers businesses so many ways to become involved and gain the most from a partnership and we go to great lengths to ensure our partners feel valued, recognised and part of the Everton family with a full evaluation of the partnership.

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- Align with one of our life changing programmes
- Share your knowledge and expertise to develop our participants
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- Enjoy fun and engaging fundraising ideas
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To find out more, please contact the Development Team at Lesley.beattie@evertonfc.com or Amanda.chatterton@evertonfc.com

Become part of the family.

Most effective one-off campaign

Gold – NSPCC and Calpol

The pandemic saw the NSPCC helpline experience an increase in new queries concerning the welfare of children across the UK. Calpol stepped in to form a partnership that would raise awareness of the helpline. Alongside driving the external campaign which raised £23k in public donations, Calpol also gave £80k to the NSPCC which enabled them to answer 16k calls from adults expressing concerns about a child's welfare.

The one-off campaign was developed in just six weeks as a direct response to the increased threat to vulnerable children's safety during national lockdowns. The partnership saw the natural alignment of two organisations with a common goal to support the mental and physical wellbeing of children. Judges applauded the well thought through execution and impactful results across impact, brand and fundraising. "Very timely campaign with a strong partnership implemented in a challenging period," said one judge.

Silver - ITV with Mind, YoungMinds, SAMH, CALM and Uncommon Creative Studios

ITV launched the three-phase 'Apart but Never Alone' campaign which evolved through pandemic to ensure the messaging stayed relevant. This included sharing positive messages from celebrities in the early months and encouraging viewers to call isolating individuals. The campaign sparked 6.4m conversations and raised £1.4m for mental health helplines.

Bronze - National Emergencies Trust (NET) and NatWest Group

The National Emergency Trust partnered with NatWest Group to raise necessary funds for vulnerable communities during the pandemic. It raised $\pm 5m$ in customer and employee donations through fundraising events and encouraging customers to donate their rewards. NatWest matched these funds, bringing the total to $\pm 10m$ which was then donated to 13,000 grass roots charities and organisations across the UK.







Most effective long-term commitment









Gold - LifeSkills created with Barclays and Hopscotch Consulting

LifeSkills was created by Barclays to inspire young people to develop the skills, knowledge and confidence to succeed in the evolving world of work. Beginning in 2013, the partnership sought to address the issue of high youth unemployment in the UK. Barclays developed LifeSkills to provide free tools and resources for educators and young people with a focus on developing core transferable skills.

Since its conception, the programme has reached over 1 million learners and worked with educators, employers, government, charities and communities across the UK. LifeSkills has evolved to meet the changing needs of the UK's society and economy, as Covid-19 led the programme to quickly pivot to virtual delivery. The uptake has been overwhelmingly positive, with 89% of learners stating they were more motivated to do well in their studies as a result of the initiative. Judges were impressed with the robust metrics and clear results.

Silver - KPMG UK and National Literacy Trust

KPMG partnered with National Literacy Trust in 2012 to address low literacy levels in the UK. The longterm collaboration has worked to drive policy change, commission research, engage with KPMG clients, and interact with businesses and communities across the nation to implement social and economic change.

Bronze - NSPCC and Blakemore Retail

Blakemore Retail and the NSPCC have worked to raise £4m in funds for services that empower children to seek help and stay safe from abuse. Since partnering in 2006, the organisations have run several campaigns designed to raise funds. The results show clear impact, as Blakemore Retail's support has enabled the NSPCC to respond to six children in need every hour.

Bronze – SUEZ recycling and recovery UK and Greater Manchester Combined Authority

Suez partnered with Greater Manchester Combined Authority to promote the use of household goods and increase recycling rates. As part of a seven-year extendable contract, the organisation is committed to improving an extensive range of social causes, from job opportunities and training to local procurement, education and environmental improvements.

Highly commended – Project Rugby - Premiership Rugby and Gallagher UK (AJG)

Highly commended - Skateistan and The Skateroom

Best stakeholder communications

Gold - Bosch UK

Bosch created Project Pet to engage with its internal stakeholders and humanise the brand to its external audiences. The light-hearted campaign encouraged associates to share how their pets have positively impacted their mental wellbeing. It worked to show the brand in a more emotive and human way. Research found that content featuring individuals from within the business achieved twice as much engagement.

The Project Pet initiative therefore focused on internally sourced content that showed the emotional side to the brand, with short clips and photographs that could be shared widely on social media. Employees received a weekly newsletter and updates were shared on the internal community platform. An extensive social media strategy led to an 80% increase in LinkedIn followers per week and an abundance of positive testimonials such as, "This is great, put a big smile on my face!" and "A great film helping make Bosch more human."

Silver - Shell and Edelman

Shell worked with Edelman to adapt its business marketing strategy and focus on the people working behind the scenes, with integrated content tailored to each sector. The educational programme was visually captivating to drive engagement with its B2B audience, which ultimately resulted in an 80% increase in click-through rates and a 134% return on marketing investment in the UK.





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Best internal communications

Gold - EDF

To transform its internal comms strategy, EDF designed a new digital learning platform to communicate with employees and encourage skills development. The EDF team conducted extensive research including an analysis of external communication channels and developed a new platform with a large library of courses led by industry experts.

To drive uptake of the platform and identify the most effective means of internal engagement, EDF launched a six-month pilot scheme using different communication techniques with 500 employees. This enabled the team to identify the most effective techniques and channels. The targeted approach led to 93% of users stating high engagement with the platform, resulting in an average of 42 minutes of learning per user per week, which is six times higher than the previous platform. Judges praised the data-led, informed decision making. "Well executed and developed," said one judge.

Gold - Simplyhealth

Simplyhealth wanted to evolve its internal communications strategy during the pandemic to ensure employees felt supported, healthy and engaged. It developed the 'Energise You' programme to drive employee wellbeing through virtual channels, including a series of live webinars. The session topics were based on employee feedback which included financial assistance, a weekly newsletter and monthly feedback surveys.

Social connectedness was at the core of the campaign, as the goal was to make colleagues feel part of a collective team despite being physically isolated at home. Fundraising challenges led to donations of over £1m for healthcare related initiatives. Employee engagement saw a 39% increase between January and December 2020, while employee wellbeing saw a 68% increase. "Shows deep understanding of what their employees need" commented one judge, while another said, "Clearly had a profound impact on employees and a meaningful benefit to their mental wellbeing and enjoyment of work."











Silver - Philip Morris International

To support behaviour change, educate and inspire employees towards a smoke-free future, PMI created a global internal network and developed digital content including practical toolkits and a video series featuring leadership teams. The result was a 19% year-over-year improvement in content relevancy and clarity, while employee confidence in the transformation rose by 12%.

Silver – Turkish Aerospace

Turkish Aerospace Industries created the Kid Inventor's Workshops to inspire the children of its employees with a passion for science. Through a partnership with social enterprise, Virus of Science, it designed and implemented several in-person and virtual workshops for over 500 children, with the latest addition being coding and design technology sessions.

Bronze - Publicis Sapient

Publicis Sapient set out to refresh its internal communications function through the pandemic, to prioritise wellbeing, transform client work and keep its employees informed and engaged. It redesigned its intranet homepage to be a stronger source of news with a clear global voice while also focusing on its people and their stories.

Highly commended – SUEZ recycling and recovery UK

Best PR and external communications

Gold - NSPCC and Deliveroo

During the first UK national lockdown, schools were closed and referrals to children's social services fell dramatically. Deliveroo riders, who continued to work through the pandemic, partnered with the NSPCC to deliver specialised training and empower 4,000 of its employees to spot the warning signs of child abuse. The uptake was entirely voluntary but proved popular and effective, as 86.7% said they felt more valuable to their local community after completing the training.

The PR campaign captured the attention of the general public and generated over 100 media hits with a combined reach of nearly 115m. Judges were impressed with the delivery of such a big impact campaign from a simple idea. "An innovative partnership with modest costs and significant benefits," said one judge. Another praised, "Triple win of positive impact on employees, communities and the charity."

Silver – McDonald's, The Football Association, Red Consultancy, Leo Burnett Sport + Entertainment, M&C Saatchi & Entertainment

The 'Fun Football' PR campaign from McDonald's aimed to provide free football sessions to 15,000 children in the UK. The multi-channel communication strategy included promotion from football family favourites, Alex Scott and Jamie Redknapp. The sessions were oversubscribed by 157% and provided over 110k hours of Fun Football in just two months.

Silver - Stay switched on - Internet Matters and Goldbug

The 'Stay Switched On' campaign from online safety organisation, Internet Matters, and Goldbug helped more than nine million UK parents to keep children safe online. It delivered actionable tips across a range of creative assets, including interviews with a child psychologist and a Q&A session with the headteacher of Channel 4's Educating Yorkshire.

Bronze - Find the Fake - Internet Matters and Goldbug

The 'Fake the Fake' campaign from Internet Matters and Goldbug aimed to help parents and children to develop the skills to spot fake news stories. Funded by Google, the content included a 'Fake News and Misinformation Hub' and a subsequent 'Find The Fake' quiz to help families test their knowledge.

Highly commended – Ford and WPP Ford Team









Best collaborative approach







Gold - NSPCC and Deliveroo

With schools and education facilities closed, the number of referrals to children's social services fell dramatically. This straight forward but creative campaign from the NSPCC and Deliveroo responded to these findings. Deliveroo drivers, who continued to operate as key workers through national lockdowns, were given the opportunity to complete the NSPCC's 'It's your call training' to help them spot signs of abuse. The organisations collaborated guickly with stickers for Deliveroo promoting the NSPCC helpline being printed in just 24 hours. Utilising both brand's owned and earned channels, the campaign achieved over 100 media hits with a reach of almost 115m. Judges were impressed with the creative collaboration which combined the resources of two otherwise unrelated organisations to deliver a clear positive social impact. "A truly inspiring response to such a difficult and challenging situation," praised one judge.

Silver – Unilever and the Hygiene and Behaviour Change Coalition Partners

Unilever worked with the UK Foreign Commonwealth and Development Office to limit the spread of Covid-19 among vulnerable populations in low and middle-income countries. The Hygiene and Behaviour Change Coalition reached 1 million people, delivered over 70m Unilever products and trained over 140,000 individuals on Covid-19 prevention techniques.

Bronze – KPMG UK and National Literacy Trust

KPMG partnered with the National Literacy Trust to improve literacy in the UK. The organisations developed the 'Vision for Literacy Business Pledge' to increase corporate support for the educational charities and evidence the problem through research. It has since almost doubled signatories and increased the charity's income from £3.95m to £6.28m over five years.

Highly commended - Good Relations with Cavendish Advocacy and the Institute of Customer Service

Best execution

Gold - DRPG and Woo Fest

Woo Fest was founded in 2015 by two siblings in memory of their father with the goal to raise vital funds for St. Richard's Hospice in Worcester. The annual festival has since raised thousands of pounds and attracted performing artists and attendees from across the UK. As Woo Fest was unable to take place in-person due to the pandemic, the organisers approached DRPG to help execute a virtual delivery.

DRPG quickly built an online portal for people to stream the free event live from the DRPG studios in Hurtleberry. In just two days it designed two studios to replicate an outdoor garden and a main concert stage. DRPG proved that solid execution does not require a big budget as it focused on collating resources to execute a clear objective. "Simple clear execution, pivoted approach as the pandemic hit," said one judge. "Straightforwardly effective and well executed," praised another.

Silver – Good Relations with Cavendish Advocacy and The Institute of Customer Service

Following reports that customer-facing employees faced an increased level of abuse through Covid-19, the Institute of Customer Service partnered with Good Relations to highlight the critical role key workers play in the economy. It successfully gained support from 135 household brands and delivered 287 pieces of news coverage.

Bronze - Hitachi Capital UK PLC and Visionpath

Visionpath partnered with Hitachi Capital to create a long-term social mobility programme. The Gamechangers campaign aimed to provide young people in disadvantaged schools with better access to careers in financial services. Over 12 months the organisations delivered outreach workshops, over 300 hours of mentoring, and helped 11 young people secure apprenticeships.

Bronze – Ikigai Laboratorio Social and DP World

Ikigai Laboratorio Social partnered with DP World to develop the Entrepreneurs Programme, a training scheme helping SMEs in Peru to face the economic crisis presented by the pandemic. DP World employees participated in digital volunteering to share business expertise, develop strategies and increase knowledge about entrepreneurship and business.









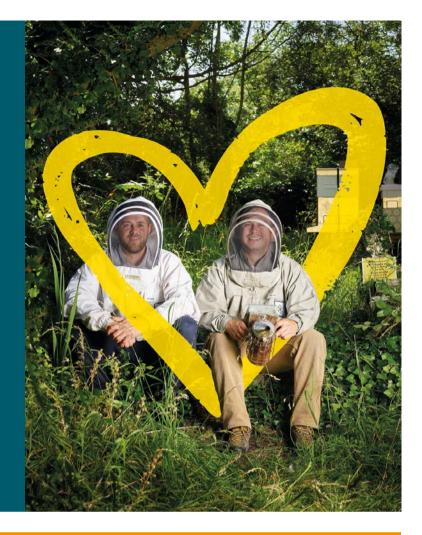
Here's to those giving native honey bee numbers a boost

Pollenize Cornwall are pulling out all the stops to help our native bees survive and thrive in the face of colony collapse and climate change. It takes clever ideas to help tackle the climate crisis. It takes all of us. It takes Aviva.

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Best management of a programme

Gold – KPMG UK and The NSPCC

KPMG UK and the NSPCC have partnered for three and a half years with the shared belief that children and young people from all backgrounds should have a fair start in life. Together they created the 'National Charity Programme' to sponsor two full-time corporate responsibility staff members, a full time NSPCC account manager, a National Charity Committee and over 50 National Charity Champions across 21 offices.

At the time of submission, KPMG had raised almost ± 1.3 m of its ± 1.5 m target. Adapting through the pandemic, the partnership managed to deliver virtual fundraising alongside Childline Online data analysis work, which enabled the NSPCC to get a deeper understanding of the changing needs of children through the pandemic. KPMG and the NSPCC's collective efforts have enabled the charity to run Childline for 35 days and reach over 146,000 primary school children through its 'Speak out Stay safe' programme.

Silver - Publicis Sapient

Publicis Sapient collaborated with Robertson Cooper, a mental health and wellbeing partner, to help its workforce through the pandemic and drive awareness to support isolated individuals. The campaign delivered a range of activities including top-down business initiatives and grassroots led programmes run by its wellbeing business resource group.



NSPCC



Best team effort during a programme





Gold - Barclays

In April 2020, Barclays established a £100m Covid-19 Community Aid Package to provide funds to local communities. Alongside virtual fundraising events, Barclays committed to matching colleague's personal donations and enabled them to raise vital funds for their chosen charities. This commitment to involving employees in the planning and execution of the initiative ensured they felt included, supported and engaged.

The campaign built on the previous 'Make a Difference' pop-up which was designed to engage with a global audience and drive donations. In just a few weeks Barclays digitised the pop-up to deliver a virtual event featuring inspiring content including an overnight multi-marathon, a bake-off hosted by senior leaders, and virtual volunteering sessions. The 'MAD' pop-up event raised £1m in funds for Covid-19 relief efforts, while the wider campaign and Colleague Matched Donations Programme resulted in a total over £13m raised.

Silver – Hubbub and O2

Hubbub and 02 formed an organic partnership to help support digitally isolated individuals through the pandemic. The initiative relied on a collective effort from both teams, as they matched unused smartphones in homes around the UK with a free 02 top up. The phones were then successfully gifted to 538 digitally excluded individuals in Southwark.

Grand prix



Winner - NSPCC and Deliveroo

With schools closed during lockdown, concerns around children's safety at home increased. Deliveroo made the active decision to offer all its drivers the opportunity to complete the NSPCC's 'It's Your Call' training to help them spot the signs of abuse or neglect, and what to do if they are worried. This partnership combined the expertise of the NSPCC with the situational opportunity of Deliveroo, whose riders continued to operate as key workers during the pandemic. The training was delivered quickly and worked to empower the over 4,000 Deliveroo employees who voluntarily completed the training course.

A post-course survey found that an incredible 86.4% of Deliveroo participants said they would now consider contacting the NSPCC's helpline if they were worried about a child. Alongside the active training, NSPCC also provided Deliveroo with visually engaging stickers to place on their delivery bags. The PR campaign captured the public's imagination and generated over 100 media hits with a combined reach of nearly 115 million.

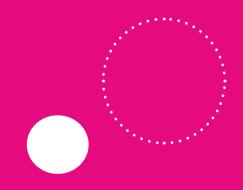
This creative collaboration saw the alignment of two, otherwise unrelated companies, with the shared goal to keep vulnerable children safe and raise awareness of the NSPCC's helpline. Judges praised this stand out project as "Compelling, thoughtfully executed and a truly inspiring response to such a difficult and challenging situation."

The single voice for stakeholder relations



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