

The logo features a light purple, irregular blob shape behind the word 'CORPORATE'. A small, solid magenta hexagon is positioned between the 'O' and 'R' of 'CORPORATE'.

# **CORPORATE ENGAGEMENT AWARDS 2023**

**WINNERS  
BOOK**



# We are the agency that...



Brought fun and inclusivity to physical activity, helping every girl regardless of background or ability to enjoy P.E. through **This Girl Can's Studio You**

With over 140 video-led PE lessons designed to break the traditional PE mould, being watched by over 26,000 young girls engaged weekly and in 50% of secondary schools across England



Inspired the next generation of technicians with a multichannel campaign & bespoke content hub on behalf of the **Gatsby Foundation**

Featuring 100+ roles and stories across 11 industries and supported by a permanent gallery at the Science Museum, the hub has seen 100,000+ monthly visits by young people exploring their next steps



Created The Ripple Effect, encouraging individuals, schools and communities to consider water sustainability with **Northumbrian Water Group**

An innovative, curriculum-linked education programme aimed at 8-11s, which 95% of teachers would recommend and has resulted in over 80% of pupils making changes to their water-saving habits

## Where purpose meets action

That's why we're the leading social impact agency



# WELCOME



If you're reading these opening words in the Corporate Engagement Awards 2023 winners book then I am delighted to tell you that you have a real treat ahead of you. This is the 13<sup>th</sup> year for the awards programme, and the entries continue to enthuse and inspire our judges. I hope you enjoy reading about these outstanding projects as much as they enjoyed discussing them.

**Andrew Thomas**  
**Publisher**  
*Communicate magazine*

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# JUDGES



**Richard Amos**  
**Head of corporate partnerships**  
*Samaritans*

Richard leads the corporate team at Samaritans, who have some major partnerships with Three, Phoenix Group and Cala Homes. Previously at Mind, Richard established the first new partnerships team which secured partnerships with brands such as Co-op Group, Dunelm and English Football League. Before this, Richard led the development of new strategic partnerships for Diabetes UK with pharmaceuticals such as Janssen-Cilag (J&J) and led several successful corporate bids at Alzheimer's Society.



**David Bedi**  
**Senior corporate partnerships manager**  
*Guy's and St Thomas' Charity*

David leads the corporate team at Guy's and St Thomas' Charity, which has corporate partners with Livingbridge, CNA Hardy and Tokio Marine Kiln. Prior to this role, he worked for a number of domestic and international charities, including Unicef UK, Alzheimer's Society and Breakthrough Breast Cancer, focusing on developing new strategic partnerships. David was also a member of the CIOF's Corporate Fundraising Special Interest Group (SIG).



**Rachael Conroy**  
**Head of partnership development - UK and Europe**  
*Movember*

As head of partnership development in UK and Europe at Movember, Rachael is responsible for the acquisition, account management and development of Movember's commercial partners across Europe. Movember's partnerships work to deliver activations which meet both parties' objectives, showcase the partners' ambitions to have a true purpose, have a positive impact on men's health and raise funds. Having worked in the third sector since 2011, Rachael has recently joined the Charity Chat podcast as a trustee and producer, focusing on finding and interviewing thought leaders in the sector to bring interesting insights to listeners.



**Lucy Dormandy**  
**Director, corporate sustainability**  
*Wellington Management*

Lucy is director of corporate sustainability at asset management firm Wellington Management, where she is implementing and leading the company's internal, global corporate sustainability efforts. Lucy has 15 years of experience working in corporate sustainability across the public and private sector, for organisations including Aviva, Hilton and Philips. During her time at Aviva, Lucy led the company's award-winning ESG reporting approach and £12m global five-year partnership with the Red Cross. This partnership reached over 6.6 million people with skills and support to build resilience in their lives and in their communities.



**Adam Feder**  
**Head of corporate partnerships**  
*Maggie's*

Adam is head of corporate partnerships at Maggie's, a charity providing free cancer support and information in centres across the UK and online. Adam has been at Maggie's since 2018, building and managing partnerships with companies such as Barclays, GSK and Sir Robert McAlpine. Adam has worked in corporate partnerships for over ten years at Age UK, Breast Cancer Care and vInspired, securing partnerships with companies such as Credit Suisse, npower and First Utility.



**Jeremy Gould**  
**Senior corporate partnerships manager**  
*Stroke Association*

Jeremy is senior corporate partnerships manager at the Stroke Association, focusing on creating new strategic partnerships to add shared value and rebuild lives after a stroke. Prior to this role, he has also led the corporate account management and individual major donor teams at the charity. Jeremy has worked in other high value fundraising roles at a range of domestic and international charities including Carers UK, World Child Cancer and HelpAge International. Jeremy began his career in finance working for Bloomberg in London and Switzerland.





**Mirième Hill**  
**Global corporate responsibility**  
**project manager**  
**RELX**

Mirième is a corporate responsibility, stakeholder engagement and communications specialist with more than 15 years experience in private sector, not-for-profit and FTSE 100 companies in the UK and overseas. Prior to joining the corporate responsibility team at RELX in 2016 - a global information, data analytics and events company - Mirième held roles in communications, stakeholder engagement and responsible business at ITV and Virgin Holidays.



**Sarah Hunt**  
**Head of strategy and**  
**communications for**  
**social purpose**  
**ITV**

Sarah is the head of strategy and communications for social purpose at ITV. Her career in marketing of over 20 years has seen her work in advertising on household name brands, run behaviour change campaigns for the Department for Education, find the brand purpose for several tech start-ups including Gousto, work on digital product positioning for the BBC and drive the brand and marketing for local and international charities ranging from Chickenshed to Save the Children.



**Stephen Nutt**  
**Senior manager, social**  
**impact campaigns**  
**Movember**

Stephen recently joined Movember's global social impact campaign team following his previous role as the deputy head of commercial partnerships at the Department of Health and Social Care. Stephen worked with a range of large companies and brands to support the Government's health promotion campaigns. Prior to this, he worked at the NSPCC as head of strategic projects and communications (partnerships) where he led a team dealing with non-fundraising aspects of partnership work, including marketing, communications, pro-bono and corporate volunteering.



**Laura Roberts**  
**Head of charity and**  
**corporate communications**  
**IGD**

Laura is head of charity and corporate communications at IGD. IGD is an organisation of two interconnected communities - commercial insight and social impact - working together to make a tangible difference to society, business and the individual. 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 across the economic, social and environmental issues that affect us all. Laura also manages IGD's internal and corporate communications strategies.



**Emily Shelford**  
**Head of**  
**partnership management**  
**Macmillan Cancer Support**

Emily leads the partnership management team at Macmillan and is proud to have helped build many of Macmillan's most strategic, successful and award-winning corporate partnerships, working with Boots, Santander, CBRE and Virgin Money. Emily is passionate about how charities and businesses can work together to bring about positive change for society. She has spent nearly two decades in corporate partnerships, which has brought a wealth of experience from shaping commercial and service-led strategies to leading the team to deliver on colleague engagement programmes.



**Megan Smith**  
**Partnerships manager**  
**EVERFI UK**

Megan is a partnerships manager at EVERFI from Blackbaud, where she is responsible for securing partnerships with global brands and helping them make a difference in schools and communities through education-based CSR initiatives that create long-lasting social impact. Megan has worked with a range of clients, including The Premier League, The FA, World Athletics, Birmingham 2022 Commonwealth Games and Kick It Out. Prior to joining EVERFI, Megan managed youth engagement and education programmes at Chelsea FC and QPR in the Community Trust.





**GREENE KING**  
BURY ST EDMUNDS



PROUD TO HAVE RAISED

**£16 MILLION**

FOR MACMILLAN CANCER SUPPORT SINCE 2012



# JUDGES



**Matt Sparkes**  
**Sustainability director**  
*Linklaters*

Matt leads Linklaters' work on responsible business globally, ensuring that its own ESG performance reflects the expectations of those around them and of the advice they provide to clients on many related themes. Matt plays an active role in a range of sustainability networks including as co-chair of the Legal Sustainability Alliance, as chair of Business for Societal Impact, as an advisory member for both the UNGC-UK Network and the Living Wage Foundation. In his spare time, he's proud to act as chair of an East London employability charity.



**Tanushree Srivastava**  
**Corporate partnerships manager**  
*Royal British Legion*

Tanushree has been working in the charity sector for over a decade and during this time she has worked across various income streams with leading charities like Macmillan Cancer Support and The Prince's Trust. Tanushree found her passion in corporate fundraising after joining the partnerships team at The Prince's Trust and has since worked on some outstanding strategic partnerships. In Tanushree's current role as corporate partnerships officer at The Royal British Legion, she is delivering impact for funders and the charity through collaborative partnerships with particular focus on employee engagement initiatives.



**Kesah Trowell**  
**Head of sustainability and ESG**  
*Watches of Switzerland Group*

Kesah is group head of sustainability and environment social governance (ESG) for the Watches of Switzerland Group and has 30 years of experience within public and private sector organisations across public relations, colleague engagement, corporate social responsibility and ESG. Passionate about empowering people with purpose, Kesah has spent her career initiating innovative ways to positively influence behaviours and is proud to have picked up 19 prestigious awards and accolades along the way – including three Corporate Engagement Awards!



**Ghalib Ullah**  
**Head of commercial partnerships**  
*Parkinson's UK*

Ghalib has 16 years of business development experience, having previously worked for some of the biggest advertising and marketing communication agencies in the UK. Ghalib joined the third sector in 2012. He was responsible for securing some of the biggest partnerships for Parkinson's UK in his early years and now leads a team to deliver the commercial partnerships strategy. Ghalib is also responsible for exploring commercial opportunities within the charity, with the aim of developing sustainable services to meet the needs of those affected by Parkinson's.



**Preeya Varsani**  
**Head of corporate partnerships**  
*Women for Women International*

Preeya is head of corporate partnerships at Women for Women International and has been part of the organisation since 2017. Before that, Preeya worked in fashion and beauty PR, culminating in her position as head of global PR and events at Charlotte Tilbury, where launching a charity partnership led to her transition to working for women survivors of war. Now, Preeya leads a portfolio of corporate partners including Charlotte Tilbury and Jimmy Choo amongst many others.



**Richard Watts**  
**Head of educational marketing**  
**British Army recruiting group -**  
**in partnership with Capita**  
*Capita*

Richard is a qualified teacher with more than a decade of classroom and school leadership experience in mainstream education. Since leaving the classroom, he has been working on the 'Recruiting Partnership Project' for Capita, with specific responsibility for the British Army's school engagement strategy. A primary focus of this has been the use of strategic partnerships to raise awareness of army careers offers to educational stakeholders.



# WINNERS

## PARTNERSHIPS

### Best arts and culture programme

Silver – Sigma Software Group

### Best charity, NGO or NFP programme

#### Gold – Robert Walters Group and the Global Angels Foundation

Silver – Greene King and Macmillan Cancer Support

Bronze – Superdrug, Savers and Marie Curie

Highly commended – Sigma Software Group

### Best educational programme

#### Gold – OVO Foundation

Silver – NatWest MoneySense

Bronze – Birmingham Organising Committee for the Commonwealth Games and EVERFI

Bronze – WHSmith and National Literacy Trust

Highly commended – AstraZeneca and Plan International UK

Highly commended – Barclays LifeSkills

Highly commended – National Numeracy and KPMG

### Best environmental or sustainable programme

#### Gold – Northumbrian Water Group and Hopscotch Consulting

Silver – The Conservation Volunteers and NatWest Group

Bronze – SailGP and Aggreko

Bronze – Springer Nature and Hubbub

Highly commended – Cargill Türkiye and Linkus PR

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

#### Gold – Sigma Software Group

Silver – ITV 'Britain Get Talking', Mind, YoungMinds and SAMH

Silver – Bowel Research UK (BRUK) and Bladonmore

Bronze – New Horizon Youth Centre and Havas UK

Bronze – Ukraine Warrior Games Team and TEAM LEWIS Foundation

### Best sports and leisure programme

#### Gold – Sport England and Hopscotch Consulting

Silver – Project Rugby

Bronze – Flutter Entertainment plc

Highly commended – NBA and EVERFI

## SPONSORSHIP

### Best sponsorship activity to support or develop a corporate reputation

#### Gold – Tata Consultancy Services and Jaguar TCS Racing Formula E Team

Bronze – Takeda, Over The Wall and Hill+Knowlton Strategies

### Best alignment of brand values through sponsorship activity

#### Gold – Stroke Association and Wiltshire Farm Foods

Silver – Three UK, Samaritans and Chelsea F.C.

### Best engagement of an internal audience in a sponsorship programme

#### Gold – Superdrug, Savers and Marie Curie

Bronze – Gowling WLG and DRPG

## CORPORATE SOCIAL RESPONSIBILITY

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

#### Gold – Softserve

Silver – St Richard's Hospice and DRPG

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

#### Gold – Turkish Aerospace

Silver – Aldermore Bank and EVERFI

### Best community involvement during a CSR programme

#### Gold – Cargill Türkiye and Linkus PR

Bronze – Sigma Software Group

### Best engagement of an internal audience in a CSR programme

#### Gold – Pets at Home and Hubbub

#### Gold – Virgin Media O2

Silver – Samsung UK and We Are Futures, Iris, Taylor Herring, Future Learn

Silver – TEAM LEWIS Foundation

Bronze – Flutter Entertainment plc

Highly commended – Paramount and The Chameleon Agency

### Best collaboration for a single event

#### Gold – Three UK, Samaritans and Chelsea F.C.

Silver – EPAM Systems, Inc

Bronze – B&Q and Shelter

### Best foundation

#### Gold – OVO Foundation

Silver – Make-A-Wish UK, Tommy's, Whizz Kidz and Poundland/ Poundland Foundation



## TIME

### Most effective one-off campaign

**Gold – Three UK, Samaritans and Chelsea F.C.**

Silver – NSPCC and Lidl GB

### Most effective long-term commitment

**Gold – Greene King and Macmillan Cancer Support**

Silver – Make-A-Wish UK, Tommy's, Whizz Kidz with Poundland/ Poundland Foundation

Silver – NatWest MoneySense

Bronze – National Numeracy and KPMG

Bronze – Robert Walters Group and the Global Angels Foundation

Bronze – Superdrug, Savers and Marie Curie

Highly commended – Barclays LifeSkills

Highly commended – Premier Inn and Restaurants (Whitbread) and Great Ormond Street Hospital Charity

## PROCESS

### Best collaborative approach

**Gold – Greene King and Macmillan Cancer Support**

**Gold – WHSmith and National Literacy Trust**

Silver – Women in Sport, Places for People, Hey Girls and Hopscotch Consulting

Bronze – Network Rail and Shelter

Bronze – Three UK, Samaritans and Chelsea F.C.

### Best team effort during a programme

Silver – Convatec

Bronze – CBRE UK and Macmillan Cancer Support

### Most effective sponsorship of a single event

**Gold – Takeda, Over The Wall and Hill+Knowlton Strategies**

## GRAND ACCOLADE

### Grand prix

**Winner – Three UK, Samaritans and Chelsea F.C.**

## COMMUNICATION

### Best stakeholder communications

Silver – Coloplast UK, Four Agency Worldwide, Colostomy UK, Ileostomy and Internal Pouch Association and Urostomy Association

### Best internal communications

Silver – Sigma Software Group

Bronze – Paramount and The Chameleon Agency

### Best PR and external communications

**Gold – Weleda and Red Consultancy**

Silver – Three UK, Samaritans and Chelsea F.C.

Bronze – Turkish Aerospace



## Best arts and culture programme

### Sigma Software Group

#### Silver

The 'United by Victories' project was launched to bring together 25 street artists from all 25 regions of Ukraine to create a mural on a 400 square metres wall at the Victoria Gardens mall in Lviv, Ukraine. The project promoted unity and support for local artists and managed to raise 240,000 UAH.





## Best charity, NGO or NFP programme



### Robert Walters Group and the Global Angels Foundation

#### Gold

With its long history of giving back, the Robert Walters Group continued this commitment with the launch of the 'Transforming Tsavo' programme. Through the group's partnership with Global Angels Foundation, an international development charity, the programme is designed to work with the local people of Tsavo to empower the community to build a long-term, sustainable future through projects that could then be replicated across the valley and, ultimately, the world. These projects include establishing access to clean sources of water, improving food security through sustainable farming practices, building essential infrastructure and finding innovative solutions to the effects of climate change.

As a result of this project, three water pans have been built to collect rainwater for agricultural use, and two 10,000 litre water kiosks have been installed to provide clean drinking water to the community.



### Greene King and Macmillan Cancer Support

#### Silver

Having worked together in partnership since 2012, Macmillan Cancer Support and Greene King wanted to mark their incredible fundraising in 2022, their most successful year to date. Last year saw the partnership raise a record £3m in just 12 months, surpassing its goal of £2.5m.



### Superdrug, Savers and Marie Curie

#### Bronze

In January 2023, Superdrug, Savers and Marie Curie launched their new partnership strategy and mission for the year: raising £1m for Marie Curie, while supporting all colleagues and customers at their end-of-life. As a result of the partnership's new strategy and ways of working, 2023 fundraising showed incredible results.

### Sigma Software Group

#### Highly commended

'Star for Life Ukraine' was launched to improve underprivileged children's access to quality education.



## Best educational programme

### OVO Foundation

#### Gold

Online energy analysis tool Energy Sparks is an energy education project for schools that helps them to reduce their electricity and gas usage through the analysis of smart meter data. The registered charity of the same name, Energy Sparks, approached OVO Foundation with the proposal to scale the project from its then 69 schools, to reach an incredible 350 schools by 2023.

The online tool allows users to see the school's energy consumption in financial, energy and CO2 terms, and provides targeted advice on the most cost-efficient ways to reduce energy consumption and carbon emissions. The project has equipped children, teachers and school management with knowledge of climate change as well as the skills and resources to understand why, and how, they should be reduced.



### NatWest MoneySense

#### Silver

In 2022, NatWest set itself the objective of developing an awareness campaign around Talk Money Week – an annual event organised by the Money and Pensions service – to engage new audiences and highlight the importance of discussing money. The 'MoneySense' programme comprises over 1,000 free, impartial resources which are provided to teachers, students, young adults and parents.





## Best educational programme



### **Birmingham Organising Committee for the Commonwealth Games and EVERFI**

#### **Bronze**

'Bring the Power' used the Commonwealth Games as an incentive for youth engagement. The programme created free participation opportunities which empowered and celebrated young people as leaders and changemakers. Over 978,000 youth engagements were delivered, reaching over 3,200 schools and engaging more than 7,400 teachers.



### **WHSmith and National Literacy Trust**

#### **Bronze**

Sharing a passion for literacy and life-long learning, WHSmith and the National Literacy Trust have a long-established partnership. The 'Young Readers Programme' is a project designed to motivate children and young people to read for enjoyment, through a series of events which celebrate the joy of reading. The programme provides crucial resources to schools in disadvantaged areas.

### **AstraZeneca and Plan International UK**

#### **Highly commended**

Since 2014, 'Young Health Programme' on sexual health has reached half a million young people.

### **Barclays LifeSkills**

#### **Highly commended**

For 10 years, 'LifeSkills' has helped people develop necessary skills for the world of work.

### **National Numeracy and KPMG**

#### **Highly commended**

The partnership saw a commitment to supporting disadvantaged young people develop essential life skills.



## Best environmental or sustainable programme

### Northumbrian Water Group and Hopscotch Consulting

**Gold**

According to Northumbrian Water Group (NWG), everyone uses roughly 150 litres of water a day, which is 70% more than we used 60 years ago, and our water use is increasing. In 2020, NWG set itself the task of reducing water use per person to 118 litres per day by 2040. Young people were recognised as the key audience to initiate this crucial behaviour change, due to research identifying young people's lack of knowledge regarding sustainable water use and their ability to influence others.

NWG partnered with social impact agency Hopscotch to create 'The Ripple Effect', a free education programme for eight-to-eleven-year-olds, promoting effective water use through creative challenges and games. Since the workshops, NWG has found that over 85% of pupils had a good understanding of water-saving methods.



### The Conservation Volunteers and NatWest Group

**Silver**

The partnership between the NatWest Group (NWG) and The Conservation Volunteers stretches back 15 years, based on supporting green space community projects. In 2022, the 'NatWest Forest' – the bank's commitment to planting new native trees across the UK – was launched. Throughout the year, 87,834 new native trees were planted by NWG employees.





## Best environmental or sustainable programme



### SailGP and Aggreko

#### Bronze

In March 2021, SailGP and Aggreko announced a three-year commitment to delivering more sustainable operations with the goal of being entirely powered by nature by 2025, and of being the first climate positive sport and entertainment property. For the 2022 Great Britain Sail Grand Prix, Aggreko achieved its goal of delivering a fan village powered entirely by clean energy.



### Springer Nature and Hubbub

#### Bronze

In October 2022, in partnership with Hubbub, Springer Nature challenged its workforce worldwide to a four-week commitment to 'live more sustainably'. Giki Zero's carbon calculator tracked 510 employees' 1,023 1,023 environmentally-friendly actions, resulting in an incredible saving of 86 tonnes of CO<sub>2</sub>, 4.6 million litres of water, and 11,418 single-use plastic items being avoided.

### Cargill Türkiye and Linkus PR

#### Highly commended

The '1000 Farmers Endless Prosperity' programme was launched to encourage farmers to increase productivity.



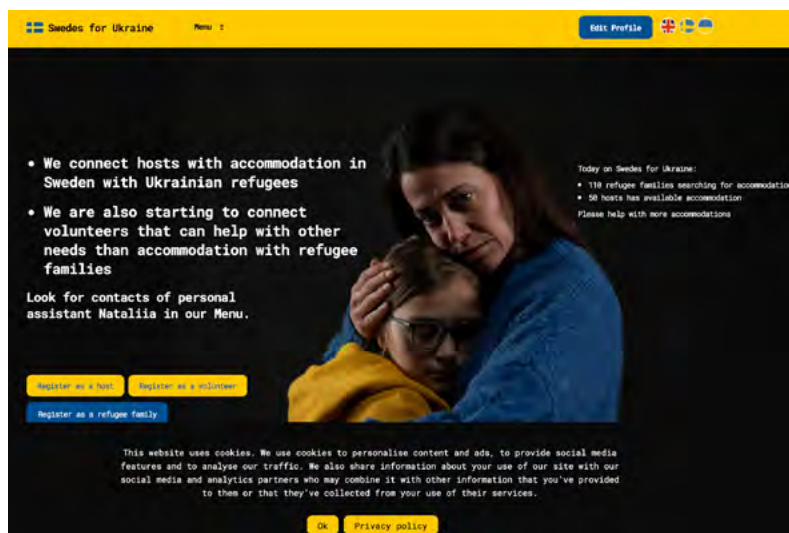
## Best pro-bono work for a charitable, social or ethical cause

### Sigma Software Group

#### Gold

In 2022, Sigma Group founder, Swedish businessman Dan Olofsson, alongside Sigma Software's co-founder and CEO Valery Krasovsky, wanted to create a website to match Swedish hosts with Ukrainian families. The 'Swedes for Ukraine' portal provides a platform for hosts to advertise rooms, apartments or houses where Ukrainian families can stay for free for at least three months. Launching the portal took just two weeks, and it received 2,500 registrations, 1,500 refugees, 900 hosts and about 100 PR publications.

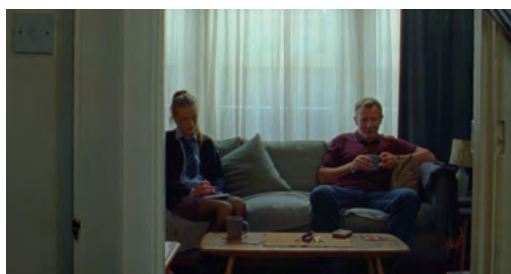
The project was actively supported by the media and received a strong viral effect on social media, where people shared information across Facebook and Instagram. The Swedes for Ukraine portal became not only a platform to share information, but a space for support and understanding.



### ITV 'Britain Get Talking', Mind, YoungMinds and SAMH

#### Silver

'Britain Get Talking' aims to encourage the nation to talk more, with the goal of supporting mental wellbeing through encouraging connecting with others. Now in its fourth year, ITV works with Mind, YoungMinds and the Scottish Association for Mental Health (SAMH) to ensure the campaign is targeted and effective.



### Bowel Research UK (BRUK) and Bladonmore

#### Silver

In April 2022, Bowel Research UK, along with Gresham PR, approached Bladonmore with the ambition of using the #auguts hashtag to own the month of August in a similar style to Movember or Veganuary. This was to be done as part of a broader 'Have you got the guts' campaign, raising awareness of bowel diseases.





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



### **New Horizon Youth Centre and Havas UK** **Bronze**

New Horizon Youth Centre (NHYC) supports young people aged 16-24 to improve their housing, health, safety and life skills. However, as a small frontline charity, NHYC struggled to prioritise its policy, communications and campaigning work. This led to its partnership with Havas UK, which helped transform the project into the biggest campaign in NHYC's 56-year history.



### **Ukraine Warrior Games Team and** **TEAM LEWIS Foundation**

#### **Bronze**

VICTOR, USAF, The RAF and AirTank supported Ukraine's participation in the Warrior Games in Orlando. This involved sharing the story of the Ukrainian Warrior Games team ahead of the competition. Competing in the Warrior Games means proving to the world what Ukraine is capable of.



## Best sports and leisure programme

### Sport England and Hopscotch Consulting

#### Gold

Sport England, through its 'This Girl Can' campaign, teamed up with Hopscotch to create Studio You. Created in collaboration with teenage girls and teachers, Studio You is a first-of-its-kind digital platform which features over 140 PE lessons, designed to appeal to even the most uninterested girls by challenging traditional understandings of what PE looks like.

Studio You's Netflix-style digital library includes video lessons from across six disciplines, each led by a relatable and diverse cast of on-screen experts. The lessons give teachers the flexibility to tailor PE to different abilities and interests, showing students that getting active isn't about looking good, but about 'feeling good'. As of September 2022, over 100,000 girls have connected with the Studio You campaign and taken part in one of its lessons.



### Project Rugby

#### Silver

Premiership Rugby believes that rugby has the power to change lives. The organisation has launched a range of community programmes which bring a positive impact to society, through improving sports participation, physical and mental health, educational attainment, employability and community cohesion. The 'Project Rugby' programme has engaged over 84,000 young people since being launched in 2017.



### Flutter Entertainment plc

#### Bronze

Flutter Entertainment plc and Ireland's partnership with Made by Sport scaled their long-term Cash4Clubs programme, which provided small grants to community sports clubs, to create the #ClubsInCrisis campaign. The campaign was launched in direct response to Covid-19 to support the future of clubs, which provide affordable access to sports and help boost people's physical, mental and social wellbeing.



### NBA and EVERFI

#### Highly commended

'NBA in the Classroom' uses the NBA brand to inspire young people to developing life skills.



## Best sponsorship activity to support or develop a corporate reputation



### Tata Consultancy Services and Jaguar TCS Racing Formula E Team Gold

Technology services provider Tata Consultancy Services (TCS) and luxury car manufacturer Jaguar wanted to extend their decade-long partnership, built on a commitment to corporate social responsibility initiatives, and showcase their combined engineering by demonstrating their sustainability ambitions at Formula E.

The partnership's participation provided a marketing platform for both brands using a multi-media campaign that included backstage access for journalists and memorable experiences, such as pit lane walks, garage tours and grid walks. Overall, the outreach activities reached 4.1 billion people and created more than two billion impressions (from 2,500 headlines and 23,000 media articles), as well as strengthening Jaguar's strategy to become an all-electric vehicle manufacturer by 2025.



### Takeda, Over The Wall and Hill+Knowlton Strategies Bronze

Over The Wall children's charity, a SeriousFun Camp, aims to support every child in the UK living with the challenges of serious illness or disability. 'Over the Wall Garden' at Hampton Court 2022, was an event launched to build understanding and drive awareness of the work of both Takeda and Over The Wall in the UK.



## Best alignment of brand values through sponsorship activity

### Stroke Association and Wiltshire Farm Foods

#### Gold

This project was a collaborative video designed to educate and inform its audiences about the challenges of swallowing difficulties (dysphagia) that stroke survivors may face. The video follows the story of a stroke survivor, David, who, after suffering two consecutive strokes aged 38, describes feeling “scared and unsettled.” In the film, a dietitian at Wiltshire Farm Foods explains the importance of food safety and maintaining good nutrition when recovering from a stroke.

Wiltshire Farm Foods and the Stroke Association have worked together for over 15 years, with the shared purpose of providing support for stroke survivors living with swallowing difficulties. Both organisations work to provide support in the community to their customers. On YouTube, ‘David’s Story’ has received 750 views since its launch in May.



### Three UK, Samaritans and Chelsea F.C.

#### Silver

Three UK’s research found that British people are almost twice as likely to talk about football than their own mental wellbeing. In partnership with Samaritans and Chelsea F.C., the half-time takeover campaign encouraged men to #TalkMoreThanFootball by drawing attention to emotional support available through Samaritans. Through sharing campaign videos across Instagram, 3.2 million people were reached organically.





## Best engagement of an internal audience in a sponsorship programme



### Superdrug, Savers and Marie Curie Gold

Following the success of the first few years of the Superdrug, Savers and Marie Curie charity partnership, it has continued to grow and evolve. This has resulted in the partnership growing into a multimillion-pound, multiyear commitment that supports Superdrug and Savers' 'Doing Good Feels Super' CSR strategy and aids Marie Curie's mission. For 2023, the partnership is focusing on three goals: to be sector-leading, raise £1m for Marie Curie and to support Superdrug and Savers colleagues and customers.

The 'Doing Good Feels Super' programme has helped achieve strong engagement with internal audiences at Superdrug and Savers, as employee fundraising grows year-on-year. In 2022, Superdrug and Savers employees raised £388,495 for Marie Curie. As part of the partnership mission to raise £1m in 2023, colleagues at both businesses have raised £460,000 so far.



### Gowling WLG and DRPG Bronze

In January 2021, the countdown to the Birmingham 2022 Commonwealth Games began, with Gowling law firm excited to be the official legal advisors. Partnering with DRPG helped the firm to launch incredible internal communications campaigns to excite employees and inspire people to nominate peers to compete in the games' events.



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

### SoftServe

#### Gold

SoftServe's diversity, equity and inclusion efforts consist of policies and practices related to all stages of employee development. These practices are aimed at the ongoing development of a discrimination and harassment-free workplace culture, providing equal access to opportunity for all.

SoftServe built an internal accessibility service that checks applications for accessibility standards, aiming to support people with various disabilities. As non-disabled users of the product may be unable to provide definitive conclusions about its accessibility, because they often do not know what to look for, SoftServe trained its people with visual impairments to test the product. As a result, by the end of 2019, SoftServe had created its first training course, offered through SoftServe IT Academy, to educate specialists in accessibility testing. Following the project, 50% of all SoftServe offices were deemed accessible.



### St Richard's Hospice and DRPG

#### Silver

Tasked with getting more people talking about mental health, St Richard's Hospice launched a campaign and digital app 'Elephant in the Room'. As part of the campaign, various elephant statues were erected throughout Crowngate. The driving force of Elephant in the Room, was the idea that "something isn't there unless you really look for it."





## Best alignment of brand values during a CSR programme



### Turkish Aerospace

#### Gold

On 6 February, Turkey experienced one of the deadliest disasters in its history; a huge earthquake followed by another one, equally as large. Turkish Aerospace started an initiative for the people living in the region - especially children - and launched the 'Future Talents Program' to organise activities which would divert attention away from the upsetting events.

All of the programme activities were accessible, free and inclusive to all segments of society, from small villages to cosmopolitan cities. A musical theatre organised by the programme hosted over 30 shows in 11 provinces, with the participation of over 25,000 children.



### Aldermore Bank and EVERFI

#### Silver

Aldermore Bank and EVERFI formed a strategic partnership to enable young people to build their financial confidence, establish a healthy relationship with money and achieve their future goals by providing vital access to financial education through a sponsored digital financial literacy programme called Aspire. The programme was implemented in schools, targeted towards 14 to 18 year-olds.



## Best community involvement during a CSR programme

### Cargill Türkiye and Linkus PR

#### Gold

In 2019, Cargill Türkiye launched the 1000 Farmers Endless Prosperity (1000FEP) programme, which aims to encourage farmers to increase their productivity and improve their livelihoods, thus contributing to the protection of natural resources by using regenerative agricultural practices and digital agricultural tools. The programme has reached more than 5,000 corn, sunflower and canola farmers in four years. Thanks to the programme, farmers have achieved up to 20% yield increase four years in a row.

The 1000FEP programme has contributed to the recycling of three tonnes of plastic waste and, in 2022, plastic containers were provided to municipalities to encourage the recycling activities of farmers. 1000FEP farmers were able to reduce their costs and save raw materials.



### Sigma Software Group

#### Bronze

The IT\_EUREKA start-up competition, organised by Sigma Software Group, was launched to create the best conditions for the development of start-ups in Ukraine and Europe, gathering top mentors and providing fully-fledged support and educational resources to boost project growth, even after the programme. Sessions were devoted to business model definition and validation, project roadmap, customer development and more.





## Best engagement of an internal audience in a CSR programme

# Pets at Home

*How can a large and complex organisation discover sustainability opportunities from its people on-the-ground who see them day-to-day?*

Through **The Big Listen**, a unique chance for colleagues to help shape Pets at Home's planet pillar of the Better World Pledge.

From November 2022 - March 2023, Pets at Home worked with Hubbub to crowdsource ideas for sustainability opportunities (as well as identify existing initiatives to replicate) from the 17,000+ colleagues involved in the everyday running of the organisation.



### Pets at Home and Hubbub

#### Gold

Pets at Home has pledged to become net zero by 2040 but, with 460 stores, 444 vet practices and over 17,000 colleagues, making change at the scale and speed required is a challenge. Discovering sustainability gaps and opportunities directly from employees can address both these challenges at once: from October to December 2022, Pets at Home worked with Hubbub on 'The Big Listen', an active listening research project which enabled Pets at Home employees to have their say and help shape an updated sustainability strategy.

Hubbub trained Pets' managers to run listening sessions with their teams where discussions were had, and ideas were shared, in over 500 workshops. Discussions were summarised and fed back through a company-wide survey completed 337 times, with over 1,000 ideas for change suggested.



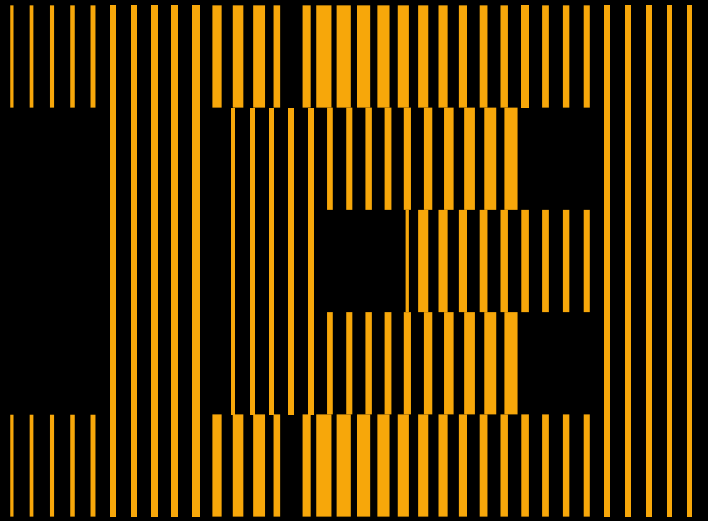
### Virgin Media O2

#### Gold

Volunteering programme 'Take Five' was launched in 2022 to give Virgin Media O2 employees up to five full days of paid volunteering leave each year. To help employees connect with good causes, Virgin Media O2 partnered with Neighbourly, an award-winning 'giving platform'. This made it as easy as possible for employees to find causes that resonated with them.

Through Take Five, over 1,600 volunteers gave over 9,000 hours to support 120,000 people in local communities. With the help of Neighbourly, Virgin Media O2's employees have made a difference in helping the planet with clean-ups, supporting young people's career journeys and befriending elderly people. Take Five has set itself the ambitious target of supporting one million people through volunteering by 2025, so every hour counts.





# INTERNAL COMMUNICATIONS AND ENGAGEMENT AWARDS

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## Best engagement of an internal audience in a CSR programme



### **TEAM LEWIS Foundation**

#### **Silver**

The TEAM LEWIS Foundation was formed with the single goal of giving back and helping as many people as possible: one team, but countless causes. TEAM LEWIS Foundation to support Ukraine with finances and more. In June 2022, TEAM LEWIS Foundation joined forces with Blind Veterans UK, The RAF and other organisations to take Team Ukraine to the Warrior Games in Orlando, Florida where they team won 93 medals.



### **Samsung UK and We Are Futures, Iris, Taylor Herring, Future Learn**

#### **Silver**

Samsung's 'Solve for Tomorrow' global flagship CSR programme was designed to help young people from all backgrounds to find their purpose and thrive in tomorrow's world. 'Solve for Tomorrow' provides year-round learning experiences for young people aged 11 to 25.



### **Flutter Entertainment plc**

#### **Bronze**

Flutter Entertainment's 'Every Voice Matters' campaign seeks to amplify the lived experiences of Flutter's leadership team and employees through building trust and empowering colleagues to share their stories. By focusing on demographic data and employee sentiment around belonging and inclusion, the programme provides Flutter with the depth and breadth of insight needed to make informed decisions and take effective action.

### **Paramount and The Chameleon Agency** **Highly commended**

Paramount's 'Peak Sustainability' programme wanted to engage and inspire employees with its sustainability strategy.



## Best collaboration for a single event

### Three UK, Samaritans and Chelsea F.C. Gold

Three UK saw an opportunity to launch a campaign around a football match to get a conversation about mental health going. The football community is famously social – with fans attending matches, watching with friends, chatting online or catching up about the game via phone cam; this provides amazing opportunities to check in on those around you. Three UK's research found that British people are almost twice as likely to talk about football than their own mental wellbeing. In partnership with Samaritans and Chelsea F.C., the half-time takeover campaign encouraged men to #TalkMoreThanFootball by drawing attention to emotional support available through Samaritans.

The campaign was anchored in the brand's 'hero shot' of Chelsea legends Jimmy Floyd Hasselbaink, Eiður Guðjohnsen and Gary Cahill. Through sharing campaign videos across Instagram, 3.2 million people were reached organically.



### EPAM Systems, Inc Silver

From the first days of the Ukraine War, EPAM started a large-scale programme called 'EPAM Response', focused on helping the Ukrainian people, the country and educational institutions. EPAM has focused on helping its employees in Ukraine by providing humanitarian relief, volunteering IT assistance and supporting community initiatives in partnership with local NGOs and educational institutions.



### B&Q and Shelter Bronze

2022 was B&Q and Shelter's most successful fundraising year so far, with £1 million raised. Nearly a quarter of this total came from B&Q's "Raise the Roof" fundraising weekend last October. Employees across the UK laid out their 'DIY dancefloors', and hosted parties in all stores throughout the weekend, to 'Raise the Roof' and celebrate the importance of homes.





## Best foundation



### OVO Foundation

#### Gold

Online energy analysis tool Energy Sparks is an energy education project for schools that helps them to reduce their electricity and gas usage through the analysis of smart meter data. The registered charity of the same name, Energy Sparks, approached OVO Foundation with a proposal to scale the project from its 69 schools to reach an incredible 350 schools by 2023.

The online tool allows users to see the school's energy consumption in financial, energy and CO2 terms, and provides targeted advice on the most cost-efficient ways to reduce energy consumption and carbon emissions. The project has equipped children, teachers and school management with knowledge of climate change as well as the skills and resources to understand why, and how, they should be reduced.



### Make-A-Wish UK, Tommy's, Whizz Kidz and Poundland/Poundland Foundation

#### Silver

The launch of the Poundland Foundation builds on Poundland's long and proud history of giving back to its communities. It builds on the success of #proudland, an industry leading three-charity partnership that has been in place for almost five years and has so far helped to change the lives of over 18,000 families across the UK.



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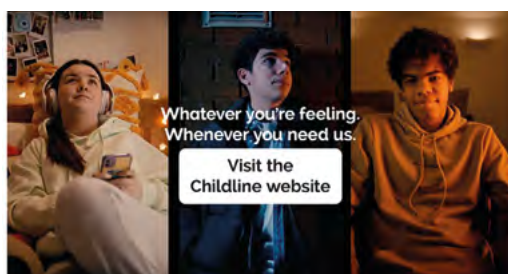
## Most effective one-off campaign



### Three UK, Samaritans and Chelsea F.C. Gold

Given the incredible community that football is famous for – involving social activities such as attending matches, watching with friends and generally discussing the details of a game with fellow fans – this intimacy can provide amazing opportunities to check in on each other. Three UK saw an opportunity to launch a campaign around a football match to get the conversation going. Three UK's research found that British people are almost twice as likely to talk about football than their own mental wellbeing. In partnership with Samaritans and Chelsea F.C., the half-time takeover campaign encouraged men to #TalkMoreThanFootball by drawing attention to emotional support available through Samaritans.

The campaign was anchored in the brand's 'hero shot' of Chelsea legends Jimmy Floyd Hasselbaink, Eiður Guðjohnsen and Gary Cahill. Through sharing campaign videos across Instagram, 3.2 million people were reached organically.



### NSPCC and Lidl GB Silver

Lidl GB and the NSPCC have been partners since 2017. Recognising the detrimental impact of the Covid pandemic on children's mental health, Lidl renewed its partnership in April 2022, with a commitment to supporting young people's mental health by raising awareness of, and funds for, Childline.



## Most effective long-term commitment

### Greene King and Macmillan Cancer Support

Gold

Designed to encourage team members to unite for a social purpose, Greene King's partnership with Macmillan Cancer Support started in 2012. 11 years on, the partnership has progressed to encompass objectives including raising £2.5m through employee, customer and commercial initiatives in 2022; engaging and uniting 40,000 employees through fundraising initiatives; and agreeing a national EDI project to support Macmillan in making cancer services more accessible.

The partnership has seen record fundraising each year, having raised 35% more in 2022 than the previous year. One of the partnership's initiatives, 'Macmillan at Work', was launched across Greene King in 2022 and saw 200 line managers take part in training to support team members affected by cancer.



### Make-A-Wish UK, Tommy's, Whizz Kidz with Poundland/Poundland Foundation

Silver

#Proudland started as a partnership between national discount retailer, Poundland, and children's charities, Make-A-Wish UK, Tommy's and Whizz Kidz. Launched in 2017, it has surpassed its initial aim of changing 10,000 families' lives within three years. It has grown over the past five years, with Poundland colleagues, customers and suppliers supporting more families than initially anticipated.



### NatWest MoneySense

Silver

Relaunched as a digital model in 2015, today the MoneySense programme has helped improve the financial education of more than 11.5 million students. It comprises over 1,000 free, impartial resources that are accredited by YoungMoney and addresses the educational needs of four core audiences: teachers, students, young adults and parents.





## Most effective long-term commitment



### National Numeracy and KPMG

#### Bronze

49% of the UK's working age population has the expected numeracy levels of a primary school child. To combat this, National Numeracy and KPMG founded National Numeracy Day (NND) in 2018. NND is now an annual campaign that inspires all ages to take steps to improve their numeracy.



### Robert Walters Group and the Global Angels Foundation

#### Bronze

As a member of the UN Global Compact, Robert Walters Group aspires to have a global impact through local action in support of the UN's Sustainable Development Goals, contributing to the elimination of poverty and hunger. Its 'Transforming Tsavo' programme exceeded expectations, with the Robert Walters Group successfully managing to provide clean water to the community.



### Superdrug, Savers and Marie Curie

#### Bronze

Since 2013, the partnership between Superdrug, Savers and Marie Curie has been an integral part of Superdrug and Savers' CSR agenda, 'Doing Good Feels Super'. Superdrug and Savers' support for Marie Curie through this partnership has allowed for the adaptation, expansion and transformation of Marie Curie services.

### Barclays LifeSkills

#### Highly commended

Barclays 'LifeSkills' aims to equip people with the skills necessary to thrive in the workplace.

### Premier Inn and Restaurants (Whitbread) and Great Ormond Street Hospital Charity

#### Highly commended

In 2022, this partnership marked its 10-year anniversary and celebrated successfully raising £21m.



## Best stakeholder communications

### **Coloplast UK, Four Agency Worldwide, Colostomy UK, Ileostomy and Internal Pouch Association and Urostomy Association**

#### **Silver**

Coloplast UK and Four Communications worked in partnership with Ileostomy and the Internal Pouch Association, Urostomy Association and Colostomy UK to drive a 'call to action' to inspire conversations among politicians about stoma care. The conversations articulated the clear steps policymakers and healthcare professionals must take to improve stoma care in the UK and reduce regional inequalities in care.





## Best internal communications



### Sigma Software Group Silver

Sigma Software's 'BCP' volunteering group involved top management, developers, accountants and interns, who worked together tirelessly to help support the community amid the wake of the Ukraine War. Volunteers assisted the army and civilians, creating shelters in offices and supporting people in need. In total, 5,000 people were evacuated.



### Paramount and The Chameleon Agency Bronze

Paramount wanted to engage and inspire their employees to support their sustainability strategy, 'Peak Sustainability'. To do this, they wanted to bring to life the different pillars of sustainability and show it can be linked to strategy, while educating their employees on what they could do individually to live more sustainably.



## Best PR and external communications

### Weleda and Red Consultancy

#### Gold

Weleda, a green beauty brand, has been on a mission to help restore degraded land and soil for over a century, through natural farming methods and sourcing partnerships. In 2023, Weleda committed an additional €400,000 to soil-focused projects across the world and tasked Red Consultancy to create a global communications campaign to help amplify the programme. Partnering with the Sustainable Soils Alliance helped to ensure that Weleda's messaging was accurate, credible and ultimately helpful in driving behavioural change.

In order to engage its audience, Red Consultancy created the analogy of soil as the 'skin of the earth'. The results of the marketing campaign, which was activated across 45 markets, delivered widespread editorial and social buzz. Globally, the campaign achieved a social reach of 11.5 million, with 21 million website sessions and 472,000 YouTube views.



### Three UK, Samaritans and Chelsea F.C.

#### Silver

Three UK's research found that British people are almost twice as likely to talk about football than their own mental wellbeing. In partnership with Samaritans and Chelsea F.C., the half-time takeover campaign encouraged men to #TalkMoreThanFootball by drawing attention to emotional support available through Samaritans. Through sharing campaign videos across Instagram, 3.2 million people were reached organically.



### Turkish Aerospace

#### Bronze

Turkish Aerospace's 'Future Talents Programme' is designed to enhance young people's awareness of Turkish Aerospace's work, and to assist in their development and life skills. The programme consists of three modules based on age, interest and the children's comprehension skills. The programme received 5,000 entries on its website in the first month and attracts 1,000 new entries each month.





## Best collaborative approach



### Greene King and Macmillan Cancer Support

**Gold**

In 2012, Greene King established its first ever national charity partnership, designed to encourage team members to unite for a social purpose. 11 years on, the partnership with Macmillan Cancer Support has progressed to encompass objectives which include raising £2.5 million through employee, customer and commercial initiatives in 2022; engaging and uniting 40,000 employees through fundraising initiatives; and agreeing a national EDI project to support Macmillan in making cancer services more accessible.

The partnership has seen record fundraising each year, having raised 35% more in 2022 than the previous year – this means that the partnership raised £342 every hour last year. One of the partnership's initiatives, 'Macmillan at Work', was launched across Greene King in 2022 and saw 200 line managers take part in training to support team members affected by cancer.



### WHSmith and National Literacy Trust

**Gold**

WHSmith and the National Literacy Trust have a long-established partnership, rooted in a shared passion for literacy and life-long learning. While the partnership spans various touch-points – including fundraising for the registered charity through stores, book donations and campaigns – the foundation of the partnership is built upon its support for the 'Young Readers Programme'.

The Young Readers Programme is an educational project designed to motivate children and young people to read for enjoyment, through numerous events which celebrate the pleasure of reading. Books and other materials are provided by WHSmith for use in participating schools with children from disadvantaged backgrounds. Following their involvement in the programme, 100% of teachers noticed positive changes in the children's reading motivation, and 95% noticed changes in children's reading frequency.





# MORE CHANCES TO WIN



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## Best collaborative approach



### Women in Sport, Places for People, Hey Girls and Hopscotch Consulting Silver

Currently 1.3 million girls are disengaging from sport as they become teenagers. This partnership saw the development of the 'Big Sister' programme. Designed by girls for girls, 'Big Sister' has one core aim: to help a generation of young women navigate their journey through puberty with exercise and truly enjoy it.



### Network Rail and Shelter Bronze

Network Rail and Shelter have been partnered since 2019, launching their award-winning rough sleeping outreach service in Birmingham and Manchester in 2021 and then, in 2022, expanding the service to two London stations: Charing Cross and Victoria. Since being introduced to London, their 'Routes out of Homelessness' programme has raised £17,490 in unrestricted income through sales.



### Three UK, Samaritans and Chelsea F.C. Bronze

Research commissioned by Three UK shows British people are twice as likely to talk about football than their mental wellbeing. Men specifically are four times more likely to talk about football than mental health. Through Three UK's partnerships with Samaritans and Chelsea F.C., it used half-time as an opportunity to start a conversation among football fans about mental wellbeing.



## Best team effort during a programme

### Convatec

#### Silver

Following the onset of war in Ukraine in February 2022, Convatec wanted to do everything it could to support humanitarian relief efforts in the region. With a centrally coordinated effort by employees from across the business, Convatec donated over \$1.2m (UK retail value) of products across wound, ostomy, continence and infusion care.



### CBRE UK and Macmillan Cancer Support

#### Bronze

The partnership between CBRE UK and Macmillan Cancer Support saw the launch of Row50, an annual rowing race fundraiser. In 2021, 21 teams participated and raised more than £17,000. Compared to 2022, they saw a record 42 teams participate, raising more than £35,500. Row50 encouraged cross-departmental working and empowered employees to contribute directly to the success of this event in a way that suited them.





## Most effective sponsorship of a single event



### **Takeda, Over The Wall and Hill+Knowlton Strategies**

#### **Gold**

The 'Over the Wall Garden' event, held at Hampton Court in 2022 was supported by Takeda and developed in collaboration with Over The Wall (OTW) UK Children's Charity, and was inspired by the commitment of both organisations to improving the lives of children with rare and serious illnesses.

The aim of the garden event was to increase visitors' understandings of what it is like to live with, or care for, someone with a rare or serious illness or disability. Takeda wanted visitors to the garden to experience a sense of being on a journey. To ensure the garden echoed the positivity felt by the families whose lives are improved by the work of Takeda and OTW, Takeda held focus groups with families who have attended the OTW camps.



# GRAND PRIX



## Three UK, Samaritans and Chelsea F.C.

### Winner

Suicide is the biggest killer of people under 35 and men under 50, which makes being able to reach out to others for mental health support crucial. Three UK's #TalkMoreThanFootball campaign was launched to help men get comfortable talking about their mental wellbeing. The football community is famously social, with fans attending matches, watching with friends, or chatting online or via a phone call to discuss the game in detail. This provides limitless opportunities to connect with, and check in on, those around you. Three UK's research found that British people are almost twice as likely to talk about football than their own mental wellbeing.

In partnership with Samaritans and Chelsea F.C., Three UK's half-time takeover campaign encouraged men to #TalkMoreThanFootball by drawing attention to the emotional support available through Samaritans. With the end of the season approaching, time was tight, and, from the initial conceptual idea, the initiative was brought to market in only three months.

The telecommunications company had the unique opportunity to take over a Premier League matchday at Stamford Bridge stadium, where Chelsea players and lifelong fans would take to the pitch together. After an announcement explaining to the stadium the motivations behind the campaign, the players and fans were then shown standing side-by-side, with the Samaritans' phone number displayed on their backs. The campaign was anchored in the brand's 'hero shot' of Chelsea legends Jimmy Floyd Hasselbaink, Eiður Guðjohnsen and Gary Cahill. Through sharing campaign videos across Instagram, 3.2 million people were reached organically.







