

# WINNERS BOOK

 **CORPORATE  
ENGAGEMENT**  
AWARDS 2024



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- 8 Winners

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# The UK's leading magazine for corporate communications and stakeholder relations



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## NOTE FROM THE EDITOR



**Rebecca Pardon**  
Editor  
*Communicate magazine*

Our spectacular winners tonight exemplify the role of communications as a crucial aspect of organisations' CSR commitments. Communicate magazine prides itself on recognising and commending the very finest work across sectors, as demonstrated by our well-deserving Gold winners, who have set a strong benchmark for the industry. In this year's Corporate Engagement Awards, a global bank launches a campaign to help combat the trauma of economic abuse, a cosmetics company promotes conversations around men's mental health and an online store for accessories of the sensual kind launches a campaign to normalise the touchy topic of sexual wellbeing.

Our expert panel of judges has tirelessly debated and deliberated to select the work that best reflects the efforts companies make with their CSR, community and sustainability partnerships. We know the time, energy, resources and passion that is poured into all of the campaigns we have seen tonight. In addition to the value our entrants have brought to their communities, we want to celebrate the hard work of the teams behind the glossy initiatives. With the Corporate Engagement Awards now in its 14th year, it is always a pleasure to a shine spotlight on the good in business.

# MEET THE JUDGES



## **Rumina Ali**

Corporate partnerships manager  
*Dementia UK*

Rumina is a seasoned corporate fundraiser with over a decade of experience in the charity sector, working with renowned organisations including JUSTICE, Marie Curie and The Prince's Trust. She is currently the corporate partnerships manager at Dementia UK, where she leads on their transformational partnership with Deutsche Bank. Throughout her career, Rumina has collaborated with leading brands nationally on diverse fundraising initiatives, driving meaningful change and enabling businesses to make a true impact in communities across the UK.



## **Richard Amos**

Head of fundraising  
*Internet Matters Ltd*

Richard is the head of fundraising at Internet Matters Ltd. Previously, Richard led the corporate team at Samaritans who have some major partnerships with, Cala Homes, Phoenix Group and Three, to name a few. During his time at Mind, Richard established the first new partnerships team who secured partnerships with brands such as Allianz, Co-op Group, Dunelm, English Football League and McVitie's. Richard has also led the development of new strategic partnerships for Diabetes UK.



## **Chris Coles**

Partnership director  
*DP World Tour*

Chris is a partnership director at the European Tour Group, the leading men's professional golf tour in Europe, which oversees the DP World Tour and Ryder Cup. Chris leads the Tour Partner programme, which includes blue-chip brands BMW, Emirates and Rolex as well as building commercial programmes with the PGA TOUR. Specialising in sponsorship strategy and activations, prior to working at the European Tour group, Chris worked across award-winning sponsorship campaigns for Beko, Bose and McDonald's.



## **Chris Gasnier**

Senior communications manager  
*Three UK*

Chris is senior communications manager at Three UK, leading on its responsible business and sustainability workstreams. His 15 years' experience in communications and marketing has seen Chris work for a number of well-known brands, including ASK Italian, BHS and P&O Cruises as well as a number of charities including Great Ormond Street Hospital and NSPCC. At Three UK, Chris is responsible for its corporate charity partner, Samaritans, as well as other schemes and initiatives, including its Community Fund, Reconnected programme and involvement in the UK National Databank.



## **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 help stroke survivors and their families to find the strength they need to find their way back to life. He also works as an associate at Bright Spot Fundraising, coaching a portfolio of fundraising clients. He has worked in other high value fundraising roles at a range of domestic and international charities including Carers UK, HelpAge International and World Child Cancer.



## **John Hibbert**

Head of partnership management  
*Shelter UK*

John has over 15 years' experience working with businesses to effect social change. He has previously worked at The Prince's Trust and UNICEF UK, delivering six-figure, multifaceted private sector partnerships. Since joining Shelter UK in 2018, John has led the growth of Shelter's corporate partnerships income, nurturing relationships with businesses including B&Q, HBSC UK, IKEA UK and Ireland and Nationwide Building Society. Shelter received a Gold award at the 2022 Corporate Engagement Awards for its innovative partnership with Network Rail.

# MEET THE JUDGES



**Theodora Karavasili-Campbell**  
Head of corporate partnerships  
*Home-Start UK*

Theodora is passionate about driving social impact. With over a decade of experience, including roles at NSPCC, Scope, Teenage Cancer Trust and the Tesco National Charity Partnership, she now leads Home-Start UK's corporate partnership and challenge events team. Collaborating with brands like BT Group PLC, Cadent Gas, John Lewis Partnership and Sofology. Theodora orchestrates transformative partnerships that provide long-term generational change in communities everywhere.



**Cat March**  
Head of corporate development  
*The Old Vic*

Cat has built a career in sponsorship sales and account management within the cultural sector, including with Tate galleries, Theatre Royal Stratford East and, currently, as head of corporate development at The Old Vic theatre. She has designed and executed sponsorship campaigns with a variety of well-known brands including BMW, Deutsche Bank, EY, LOEWE, PwC, Royal Bank of Canada, UNIQLO and Van Cleef & Arpels. As a sponsorship practitioner, she is particularly interested in understanding the intricate dynamics that define the relationship between the cultural and corporate worlds.



**Amanda Metti**  
Global sponsorships lead  
*Dell Technologies*

Amanda is global sponsorships lead at Dell Technologies, managing the very successful partnership with McLaren Racing. With over 25 years of corporate communications, brand, marketing and sponsorship experience, she has held various roles in Copenhagen, London and Taipei. Amanda is passionate about effective storytelling that brings customer stories to life, helping people understand how technology improves personal and professional lives.



**Sally Moore**  
Senior director, global  
sponsorship leader  
*Sage*

Sally is the senior director, global sponsorship leader at Sage. Sage supports millions of small businesses across the world with amazing technology support and guidance. Describing its brand strategy as to be "the most human tech company," Sage hopes this is reflected in its sports and entertainment sponsorship strategy. As the official insights partner of The Hundred and Six Nations Rugby, as well as an official Major League Baseball partner, Sage brings enhanced insights and innovations to the sports it operates in, driving better decision making.



**Nicky O'Malley**  
Director of corporate partnerships  
*Global Action Plan*

With a background that includes brand-side, agency-side and charity-side roles, Nicky is a specialist in corporate-charity sector collaborations. Her work spans international markets on initiatives that align with a brand's ESG and CSR strategies covering both environmental and social justice issues and has resulted in her crafting award-winning sustainability initiatives and collaborations that deliver global impact.



**Tom Whiteside**  
Head of group sponsorship  
*Aviva*

Tom is currently head of group sponsorship at Aviva, where he has developed the new group sponsorship strategy for the UK, starting with Manchester's landmark new arts, culture and music venue – Aviva Studios. He joined Aviva in 2022 from Toyota, where he oversaw three Olympic and Paralympic Games as UK sponsorship lead. Prior to this, Tom worked at Sports Marketing Agency Synergy as consultancy lead for clients such as BMW, Martini and RBS.

# THE WINNERS

## PARTNERSHIPS

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**Best charity, NGO or NFP programme**

**Gold – Barclays and Refuge**

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

Silver – Only A Pavement Away and The Hilton

Silver – SoftServe and Superhumans Center

Bronze – Blueprint for All and Deloitte

Bronze – School Food Matters and Whole Kids, a project of Whole Foods Market Foundation

**Best educational programme**

**Gold – Team GB and ParalympicsGB with Hark**

Silver – Dove Self-Esteem Project and UNICEF

Silver – The Rail Industry and The Scouts Association

Bronze – CGI UK Ltd and Local London Careers Hub

Bronze – Premiership Rugby with Central YMCA, The CVC Foundation and East Head Impact

Highly commended – Cisco UK and Ireland with Connectr

**Best environmental or sustainable programme**

**Gold – CGI UK Ltd and Local London Careers Hub**

Silver – Springer Nature and Giki

Silver – WRAP with Hark and Radley Yeldar

Bronze – Booking.com and UN Tourism

Bronze – Coca-Cola Türkiye and Linkus PR

**Best arts and culture programme**

**Gold – Foundation for Future London and Westfield Stratford City**

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

**Gold – Lightyear Foundation and ApotheCom**

Bronze – Cargill Türkiye and Linkus PR

**Best sports and leisure programme**

**Gold – Premiership Rugby and Gallagher UK**

Silver – Youth Sport Trust and Lidl Ireland

Bronze – Lyca Mobile and West Ham United FC

## SPONSORSHIP

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

**Gold – L'Oréal Men Expert and Movember**

Silver – Macmillan Cancer Support and Santander

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

**Gold – L'Oréal Men Expert and Movember**

Bronze – Macmillan Cancer Support and Santander

**Most effective sponsorship of a single event**

**Gold – FIFA Women's World Cup and McDonald's with Red Consultancy**



## CORPORATE SOCIAL RESPONSIBILITY

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

**Gold – Sky**

Silver – BSI and Burson

Silver – TUSAS Engine Industries

Bronze – EPAM Systems

Bronze – Samsung Electronics UK and We Are Futures

Highly commended – Charter Walk Shopping Centre and Shoppertainment

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

**Gold – Aldi, Team GB and ParalympicsGB with Hark**

Silver – Boots Soltan and Macmillan Cancer Support

Bronze – Intellias UnSEEn Inclusivity Days

Bronze – Kaplan International and Plan International UK

**Best community involvement during a CSR programme**

**Gold – The Rail Industry and The Scouts Association**

Silver – Coca-Cola Türkiye and Linkus PR

Silver – WWF, Aviva and the RSPB Save Our Wild Isles Community Fund

Bronze – AstraZeneca and Plan International UK

Bronze – Department of Culture and Tourism Abu Dhabi

Bronze – M&G plc and The Talent Foundry

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

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

Silver – Cisco UK and Ireland with Connectr

Silver – Springer Nature

**Most innovative collaboration**

**Gold – Rise, championed by ICAEW with The Talent Foundry**

Silver – Charter Walk Shopping Centre and Shoppertainment

Silver – Dove Self-Esteem Project and UNICEF

Bronze – Movember and Pringles

**Best foundation**

**Gold – Poundland**

Silver – Avon and The NO MORE Foundation with Red Consultancy

Bronze – Elite Hotels and Hearing Dogs for Deaf People

## TIME

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**Most effective one-off campaign**

**Gold – Lovehoney and Macmillan Cancer Support**

Silver – The Rail Industry and The Scouts Association

**Most effective long-term commitment**

**Gold – British Airways**

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

Silver – Cancer Research UK and Slimming World

Silver – Dell Technologies and The Talent Foundry

Silver – Premiership Rugby and Gallagher UK

Bronze – AllClear and Stroke Association

# THE WINNERS

## COMMUNICATION

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### Best internal communications

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

Silver – Maxeon Solar Technologies and Burson

Silver – Philip Morris International

Bronze – Springer Nature

### Best PR and external communications

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

Silver – Auto Trader

## PROCESS

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### Best collaborative approach

**Gold – Essity, Haleon, Kimberly-Clark, Tesco and Unilever with In Kind Direct**

**Gold – first direct and Shelter**

Silver – City Harvest and London Early Years Foundation

Bronze – Team GB and ParalympicsGB with Hark

## GRAND ACCOLADE

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Grand prix

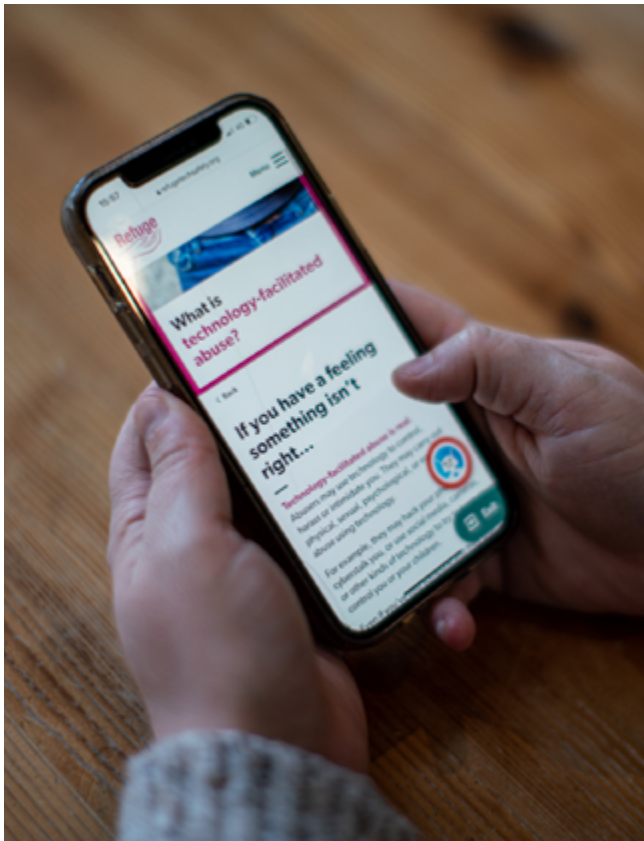
**Marie Curie, Superdrug  
and Savers**





# **PARTNERSHIPS**

## BEST CHARITY, NGO OR NFP PROGRAMME



### Barclays and Refuge Gold

Barclays partnered with Refuge, the largest domestic abuse organisation in the UK, to offer specialist support to survivors facing economic abuse. Barclays provided vital funding to the Technology-Facilitated Abuse and Economic Empowerment Team and facilitated the hire of an Economic and Tech Abuse Lead staff member. This enabled a direct referral pathway to help survivors open new safe accounts and deal with coerced debts, among other financial challenges. Since August 2021, the project has supported 3,237 survivors and cleared over £54,000 of debt.

Through consistent collaboration, the project improved existing policies and created new systems to better serve survivors. Judges praised the clear alignment of Refuge's mission to support domestic abuse survivors and Barclays' mission to better aid vulnerable customers. "A real partnership that has built long term sustainable impact," said one judge.



### Marie Curie, Superdrug and Savers Gold

Superdrug and Savers partnered with leading end-of-life charity, Marie Curie, as part of its 'Doing Good Feels Super' CSR programme. Fundraising projects across the businesses have raised over £11.8m in unrestricted funding for Marie Curie since 2013. The 'Purchase for Marie Curie Nurses' commercial campaign in 2024 featured recognisable brand ambassadors and impactful social content. It was the largest multi-supplier campaign in the partnership's history, raising £214k and securing 270 pieces of PR.

Superdrug were the first headline partner for Marie Curie's Great Daffodil Appeal 2024, which increased campaign awareness and generated an impressive 2.96 million 'Opportunities to See.' Clear KPI targets were fundamental to drive the partnership objective of 100% store engagement. Judges praised the "strong relationship between the brands and the charity" and "impressive coverage."

## BEST CHARITY, NGO OR NFP PROGRAMME



### Only A Pavement Away and The Hilton Silver

The Hilton partnered with Only A Pavement Away, a charity supporting people facing or experiencing homelessness to overcome hurdles by finding jobs in the hospitality industry. The Hilton facilitated extensive training for candidates and offered 13 attendees' permanent employment. "Sometimes partnerships just work and this is one of them. 13 lives changed forever thanks to Hilton taking a bold step," praised one judge.



### SoftServe and Superhumans Center Silver

SoftServe is a global software and digital engineering platform. In response to the war in Ukraine, SoftServe partnered with Superhumans Center, a modern prosthetics and rehabilitation non-profit foundation launched in Lviv, to provide prosthetics to Ukrainians affected by the war. The programme has successfully delivered training to 10 specialists and provided treatment for 26 patients. "Incredible undertaking at speed," said one judge.



### Blueprint for All and Deloitte Bronze

Deloitte delivered pro bono projects, volunteering and fundraising to support Blueprint for All, a charity empowering young people through innovation and education. The partnership co-developed a bursary programme to support 40 students of Black, Asian and ethnic minority heritage, and those from socio-economically disadvantaged backgrounds, to pursue their aspirations. One judge said, "A very clearly aligned partnership with a common goal and shared culture."



### School Food Matters and Whole Kids, a project of Whole Foods Market Foundation Bronze

Whole Foods Market Foundation partnered with Whole Kids Foundation and School Food Matters to expand its food education programmes for children. The programme reached 64,979 students and focused on telling the story 'from farm to fork.' This included farm trips, school garden grants and vegetable growing workshops. The judges praised the clear shared mission as "a cause that aligns with brand values."



Lyca   
Mobile



Shortlisted  
**Corporate Engagement  
Awards 2024**





## BEST EDUCATIONAL PROGRAMME



### **Team GB and ParalympicsGB with Hark** **Gold**

'Get Set' is Team GB and the ParalympicsGB's education and engagement programme aiming to inspire young people to lead healthier, more active lives. Hark delivered the education programme and highlighted athlete's own experiences in the lead up to the Paris 2024 Olympic and Paralympic Games. Effective storytelling connected with young people and covered themes such as mental health, disability and sustainability.

The British Olympic Foundation and ParalympicsGB directly funded the programme but also secured additional financial support from their sponsors and non-commercial partners to increase reach and impact. Since launching in 2008, the programme has reached 27,947 schools in the UK and encouraged 2.7 million young people to eat more healthy food and enjoy cooking. "Fantastic achievement to reach such a high volume of schools," said one judge. Another added, "This really makes an impact at a personal level."

# BEST EDUCATIONAL PROGRAMME

## Dove Self-Esteem Project and UNICEF Silver

The Dove Self-Esteem Project, developed in partnership with UNICEF, aimed to support young people in India with their self-esteem. Comic books were designed to address the concerns of young people and 120,100 teachers were trained to deliver body confidence sessions to students across the country. The judges commended the “impressive reach of 7 million students” and “innovative way of delivering an educational programme.”



## The Rail Industry and The Scouts Association Silver

The Rail Industry worked with The Scouts Association to build ‘Platforms for Change’ an education programme teaching young people about railway safety. Through community partnerships with stations, staff and volunteers, the programme reached over 150,000 young people using informative videos, live events and activities for Scouts across the UK to get involved. “Clearly defined programme with clear objectives and great results,” said one judge.



# BEST EDUCATIONAL PROGRAMME



## **CGI UK Ltd and Local London Careers Hub** **Bronze**

CGI UK Ltd partnered with Local London Careers Hub to deliver the Sustainability Careers Fest, the largest sustainability themed careers event for students in the UK. The 2023 event invited 60 businesses, universities and colleges, alongside 1,500 students to explore sustainability and green career pathways. “Clear objectives and an interesting way to create commercial value in the green space,” praised one judge.



## **Premiership Rugby with Central YMCA, The CVC Foundation and East Head Impact** **Bronze**

HITZ is Premiership Rugby's flagship education and employability programme providing young people with the opportunity to gain qualifications and life skills. The programme involving Central YMCA, The CVC Foundation and East Head Impact, targeted young people who are not in education, employment or training. The programme has reached 23,000 students since 2008. Judges praised the “very strong stories and testimonials.”

## **Cisco UK and Ireland with Connectr** **Highly commended**

Cisco UK and Ireland and Connectr delivered educational workshops and opportunities to encourage students from diverse backgrounds to consider careers in technology.



# SEEDS

**CGI's Sustainability Exploration and Environmental Data Science (SEEDS) programme in partnership with academia and collaborating with the United Nations is developing ground-breaking solutions in support of complex sustainable development.**

With over 20 member organisations, the programme is harnessing the power of technology, research, innovation and collaboration to create positive environmental, economic, and social change.

The programme supports the ambitious United Nations' Sustainable Development Goals (SDG) and has delivered a range of research, proof-of-concepts and solutions from predicting water pollution gaining international recognition to gamifying patient rehabilitation deployable on a local scale.

To find out more about how SEEDS can benefit you and your organisation, please contact [sustainability.uk@cgi.com](mailto:sustainability.uk@cgi.com)



Scan for more information about the SEEDS programme



## BEST ENVIRONMENTAL OR SUSTAINABLE PROGRAMME



### **CGI UK Ltd and Local London Careers Hub** **Gold**

CGI UK Ltd partnered with the Local London Careers Hub to create the first Sustainability Careers Fest in 2022, providing students the opportunity to connect with major employers and explore green careers. One year later, the event doubled in size with over 1,500 students and 60 businesses in attendance. The 2023 programme also included a new Built Environment Zone highlighting the array of green roles available in construction and engineering.

All participating organisations were invited to join a green sector group which worked to find innovative ways to support schools in promoting sustainability. Feedback from the 2023 event found that 94% of students said they learnt something new about green careers and sustainability. The programme "opened up opportunities to students who would never have known about these careers," commented one judge. "A simple idea with a lasting impact," said another.

# BEST ENVIRONMENTAL OR SUSTAINABLE PROGRAMME

## Springer Nature and Giki Silver

Springer Nature’s SDR Impact Challenge 2023 invited employees to make sustainability related actions over the course of three weeks. Giki, a social enterprise helping people to implement climate action, gamified the campaign and enabled employees to earn points via its carbon footprint platform, which translated into charity donations. “Great use of employee engagement to drive change and overall corporate purpose,” said one judge.



## WRAP with Hark and Radley Yeldar Silver

Climate action charity, WRAP launched The Big Recycling Hunt to encourage young people to find creative ways to help adults think about recycling. Radley Yeldar delivered a creative toolkit and visual assets to spread the word on social media. Hark delivered curriculum-linked resources that captured children’s imagination. The collaborative campaign reached an estimated 126,000 children. Judges praised the “clear audience segmentation and tailored audience channels.”



## Booking.com and UN Tourism Bronze

Booking.com and UN Tourism developed a series of free, expert-led, sustainability-focused online courses to support accommodation providers on their sustainability journeys. Each course in the series addressed a different challenge faced by providers, including food management, energy management and local community engagement. “Good use of media coverage and exceeded targets in terms of satisfaction and completion rates,” said one judge.



## Coca-Cola Türkiye and Linkus PR Bronze

This campaign focused on protecting Türkiye’s agricultural land from the impacts of climate change. Coca-Cola Türkiye and Linkus PR developed ‘The Agriculture of the Future Projects’ to provide solution-orientated initiatives and promote sustainable agricultural practices such as night irrigation systems to reduce evaporative water loss. “Great to see the benefits to farmers and long term results,” commended one judge.



## BEST ARTS AND CULTURE PROGRAMME



### Foundation for Future London and Westfield Stratford City Gold

Foundation for Future London is an independent charity working to drive equitable regeneration in East London through arts, education and culture. Together with Westfield Stratford City, the charity launched the Westfield East Bank Creative Future Programme in 2020. The £10m initiative focused on providing education and training opportunities alongside funding development projects in the community. The collaborative programme has reached an impressive 51,190 people in East London and created over 10,000 employment and training opportunities.

Community Grant Schemes of up to £50k were awarded to individuals and organisations for projects, capital, equipment and organisation development. The long-term impact of the programme is clear. One grantee said, “this experience has given me the art community I wanted and helped to show me I was capable of more than I initially thought.”

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



### Lightyear Foundation and ApotheCom Gold

A comprehensive employee survey at global communication agency, ApotheCom, identified the need to refine its pro-bono strategy and sparked its long-term partnership with the Lightyear Foundation, a charity working to improve access to Science, Technology, Engineering and Maths (STEM) education for disabled children. As a small charity, the foundation had limited staff capacity which hindered their ability to create a cohesive brand presence and effectively reach stakeholders.

ApotheCom created a branding toolkit to ensure consistent communications and provided a social media analytics dashboard to improve communications performance over time. They also created three alternative approaches to crowdfunding which aligned with the brand mission and leveraged campaign insights. The partnership increased the foundation's brand visibility and delivered transformational outcomes, "Great example of insight-led pro-bono support that clearly met objectives and improved the charity's capacity and assets," commended one judge.



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



### **Cargill Türkiye and Linkus PR** **Bronze**

Cargill Türkiye provides food, ingredients, agricultural solutions and industrial products worldwide. In response to the 2023 earthquake disaster in Türkiye, Cargill Türkiye and Linkus PR established a \$1m donation fund to support the affected regions. In collaboration with TİDER, they launched the Adiyaman Food Bank which provided access to food, cleaning and hygiene products to over 1,500 families. "Fantastic support," praised one judge.

## BEST SPORTS AND LEISURE PROGRAMME



### Premiership Rugby and Gallagher UK

#### Gold

Project Rugby is an equity, diversity and inclusion initiative run by Premiership Rugby in partnership with England Rugby and Gallagher UK. The programme aimed to increase participation in rugby by traditionally under-represented groups, including women and people from low socio-economic backgrounds. The strategy focused on delivering accessible opportunities to try rugby at over 200 of Premiership Rugby's shareholder clubs.

Insurance broker and risk management company, Gallagher UK, joined the partnership in 2018 to help recruit new participants, keep existing participants engaged and change the face of grassroots rugby. Since launching in 2017, the programme has successfully provided opportunities for 100,000 people to engage with the sport. Project Rugby transitions participants into local grassroots rugby clubs after three months, with 91% of those continuing to play. Judges praised the "impressive results and clear application."

# BEST SPORTS AND LEISURE PROGRAMME



## Youth Sport Trust and Lidl Ireland Silver

Youth Sport Trust and Lidl Ireland launched the #SeriousSupport programme to encourage wider participation in Ladies Gaelic Football and raise the profile of existing role models. Lidl Ireland's long-term investment combined with Youth Sport Trust's experience in elite sports has enabled the programme to reach over 2,000 girls in 75 schools. The initiative was described by the judges as a "great inspiring programme with good impact."



## Lyca Mobile and West Ham United FC Bronze

As part of their ongoing partnership, Lyca Mobile and West Ham United FC deliver creative initiatives to support the fan community. The Lyca Mobile Cup provides an opportunity for young fans to showcase their talent. Fans also benefit from low-cost Lyca Mobile plans offering prize draws to win signed merchandise and match tickets. Judges commended the "strong community outreach" and "breadth of the partnership."





**SPONSORSHIP**

# BEST SPONSORSHIP ACTIVITY TO SUPPORT OR DEVELOP A CORPORATE REPUTATION



## L'Oréal Men Expert and Movember

### Gold

The 'Be Strong. Open Up' campaign by L'Oréal Men Expert and men's health charity Movember, was inspired by the World's Strongest Man competition. The campaign aimed to show that the heaviest weight can be lifted by starting a conversation. The visual content was culturally relevant and captured the attention of audiences using macro-influencers, out of home advertising and purpose-led messaging in stores. Movember provided research, evidence and onward support for the campaign using a QR code that directed viewers to the Movember Conversation tool.

The sponsorship activity also increased brand awareness for L'Oréal Men Expert by emphasizing the brand's commitment to supporting men's health. The campaign achieved 132m media impressions, 12m video views and 70,000 engagements on social media. "Original, bold, impactful and tailored approach to addressing men's mental health," said one judge.

# BEST SPONSORSHIP ACTIVITY TO SUPPORT OR DEVELOP A CORPORATE REPUTATION



## Macmillan Cancer Support and Santander Silver

Santander sponsored Macmillan Cancer Support's annual Mighty Hikes event after research found only 5% of customers feel confident disclosing a cancer diagnosis to their bank. Using eye-catching promotions, a brand ambassador video and public participation, the sponsorship increased public awareness of the help available and amplified event fundraising for Macmillan Cancer Support. Judges applauded the "tangible impact" and "development of the partnership."

# BEST ALIGNMENT OF BRAND VALUES THROUGH A SPONSORSHIP ACTIVITY



## L'Oréal Men Expert and Movember Gold

For male beauty brand L'Oréal Men Expert, Movember was a clear sponsorship partner as a global men's health charity that has driven research and transformed the way health services support men since 2003. Through this campaign, L'Oréal Men Expert and Movember were able to target their shared audiences and deliver value-led campaigns championing the importance of building and maintaining social networks to protect men's mental health.

The 'Be Strong, Open Up' campaign aligned with both brands position on flexible masculinities and directed viewers to Movember resources that support positive conversations. The campaign achieved 132m media impressions and drove sales to secure £71k in funding for Movember. "Fantastic omni-channel campaign, engaging multiple cause and commercial partners to amplify the issue and drive engagement," said one judge.



## BEST ALIGNMENT OF BRAND VALUES THROUGH A SPONSORSHIP ACTIVITY



### **Macmillan Cancer Support and Santander Bronze**

Santander aims to support its communities, customers and colleagues. Research has shown that cancer will affect one in two people and four in five people diagnosed with cancer will experience a financial impact as a result. Macmillan Cancer Support and Santander were united by their common goal to make money one less worry for people affected by cancer. "Great brand fit," said one judge.



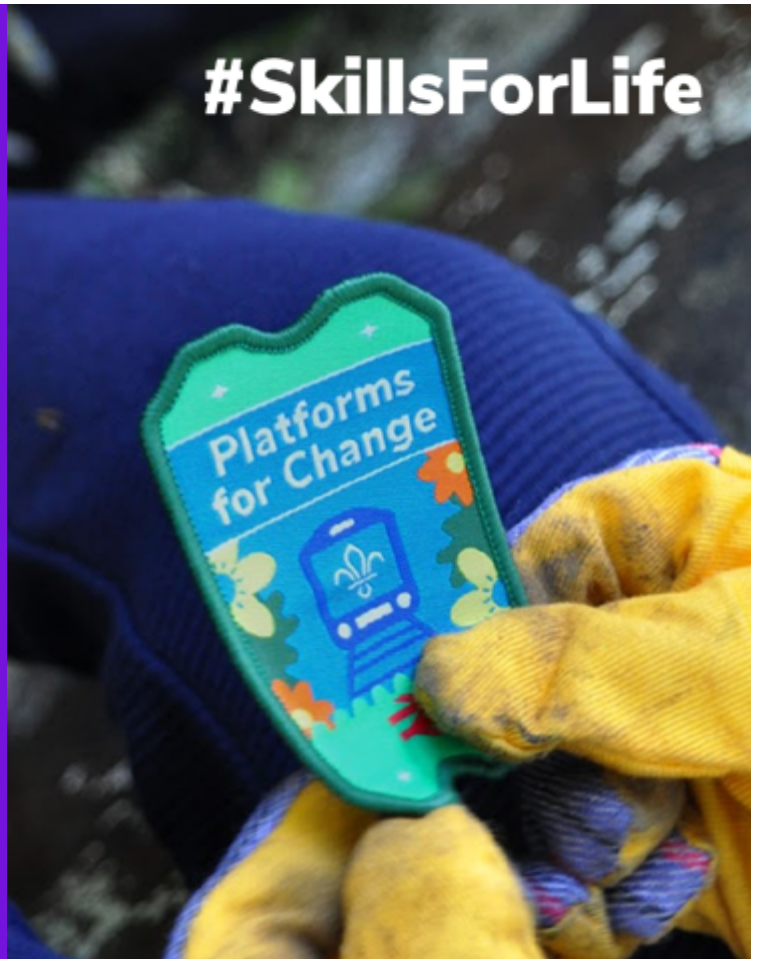
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**#SkillsForLife**



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PUBLISHING**

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## MOST EFFECTIVE SPONSORSHIP OF A SINGLE EVENT



### **FIFA Women's World Cup and McDonald's with Red Consultancy** **Gold**

Only weeks before kick-off, UK broadcasters were yet to secure a TV deal for the FIFA Women's World Cup 2023 in Australia. McDonald's seized the sponsorship opportunity and used the early morning matches to their advantage by creating a unique tournament experience featuring the popular McDonald's breakfast menu.

Together with Red Consultancy, they created the Ultimate Breakfast Club, a series of live screenings designed to catch commuters with early morning football, exclusive merchandise and a free breakfast. Participation activities for children ran alongside the screenings as part of McDonald's Fun Football programme. Editorial coverage, social media content and media interviews with the Lionesses helped to spread the word. The result was an incredible 15 million organic views across social channels, matchday attendance of over 5,500 people and an increase in brand trust amongst parental audiences.





**CORPORATE  
SOCIAL  
RESPONSIBILITY**

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



### **Sky** **Gold**

Ofcom research in 2021 showed that individuals over 65 years old were least likely to have home internet and 17% of children did not have access suitable for home-learning. The Sky Up Digital Hub programme aimed to bridge the digital divide for these underserved groups by providing local charities in communities across the UK, Ireland and Italy with free Sky broadband and reliable internet connectivity.

The programme connected 11,000 devices, provided tech equipment and delivered digital training to help make a long-term impact and improve digital confidence. Quarterly reports monitoring the impact of the hubs found that 93% of users learnt new digital skills and 90% of users had an improved view of Sky since experiencing the Sky Up Hub programme. Judges were impressed with the “clearly defined programme” and “great local impact to drive and improve Sky’s corporate reputation.”

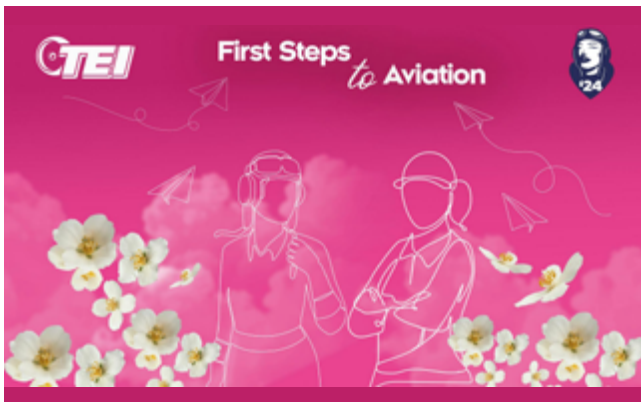
# BEST CSR ACTIVITY OR PROGRAMME TO SUPPORT OR DEVELOP A CORPORATE REPUTATION



## **BSI and Burson**

### **Silver**

BSI worked with Burson to publish 'The Second Glass Ceiling,' a data-driven report containing third-party research and thought leadership on menopause in the workplace. The campaign showcased BSI's commitment to meaningful societal progress and demonstrated the value of a standard-led approach for businesses to elicit positive change. "Tangible changemaking through development of business standards," commented one judge.



## **TUSAS Engine Industries**

### **Silver**

TUSAS Engine Industries celebrated Women of Aviation Worldwide Week with a series of activities including workshop tours and panel events to inspire young female students to consider careers in aviation. The campaign cemented the Turkish aviation engine manufacturer's reputation as an active supporter of gender equality in the aviation industry. Judges described this campaign as "absolutely authentic."

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

## EPAM Systems

### Bronze

Global digital transformation services provider EPAM Systems delivered focused initiatives and humanitarian support during worldwide crises. This included on-ground support to employees in Ukraine and a donation matching campaign in response to natural disasters in Türkiye. The ESG programme demonstrated the company's commitment to supporting its employees and communities. "Fantastic initiatives," said one judge.



## Samsung Electronics UK and We Are Futures

### Bronze

Solve for Tomorrow is Samsung Electronics UK's multi-dimensional learning experience designed to inspire young innovators to explore the future of technology. We Are Futures delivered accessible education support to over 103,000 young people and solidified Samsung Electronics UK's reputation as a driver of innovation while also increasing brand visibility. Judges described the programme as "impressive" and "authentic to the brand."



## Charter Walk Shopping Centre and Shoppertainment

### Highly commended

Charter Walk Shopping Centre was transformed by Shoppertainment into an inclusive environment and enhanced the shopping centre's reputation in Burnley.



## BEST ALIGNMENT OF BRAND VALUES DURING A CSR PROGRAMME



### **Aldi, Team GB and ParalympicsGB with Hark Gold**

'Get Set to Eat Fresh' is a free nationwide education programme for young people to get excited about healthy and sustainable food. Since launching in 2015, the programme has formed a core part of Aldi's sponsorship of Team GB and ParalympicsGB, as it perfectly combines the brand values to create a healthier, more sustainable world.

Hark delivered engaging content to inspire young audiences, such as a Christmas campaign featuring Aldi's iconic Kevin the Carrot teaching students cooking skills. Free curriculum-linked resources featuring athlete's stories and gamified learning tools helped to drive a long-lasting impact through education. The programme has reached 2.7 million students and 91% said they are now more motivated to choose healthier food options. Judges praised the "really clear alignment" and described the programme as "a fantastic way to leverage the power of multiple brands behind one cause."

## BEST ALIGNMENT OF BRAND VALUES DURING A CSR PROGRAMME

### **Boots Soltan and Macmillan Cancer Support** **Silver**

Macmillan Cancer Support partnered with Boots sun care brand Boots Soltan to increase awareness of the vital importance of sun safety. Macmillan Cancer Support became the Official Sun Safety Partner for Boots Soltan and fully integrated into the sun safety campaign with branding and messaging in over 800 Boots stores. “Great alignment of the brands,” and “a solid partnership,” applauded judges.



### **Intellias UnSEEn Inclusivity Days** **Bronze**

Intellias UnSEEn Inclusivity Days is an initiative launched by global software engineering company Intellias, highlighting the challenges faced by people with low vision or blindness. Activities included an event hosted at Ukraine’s only museum in the dark that employs guides with visual disabilities. The campaign aligned with the company values to champion an inclusive and accessible workplace. “Built from within, it feels instantly authentic,” said one judge.



### **Kaplan International and Plan International UK** **Bronze**

Education provider, Kaplan International, partnered with Plan International UK, a charity championing children and girls’ rights. The partnership aimed to provide support to children displaced in Nigeria as a result of ongoing conflict. Through fundraising and clear alignment of the brand values, the programme enrolled 11,797 displaced children from Northeast Nigeria in school. Judges praised the partnerships’ “powerful mission” and the “great alignment of organisations.”



## BEST COMMUNITY INVOLVEMENT DURING A CSR PROGRAMME



### **The Rail Industry and The Scouts Association** **Gold**

The Rail Industry and The Scouts Association worked together to deliver an educational railway safety programme, Platforms for Change. Events were designed to involve organisations such as the British Transport Police, who delivered virtual reality sessions to visualise the dangers of trespassing. This provided an opportunity for young people to learn directly from groups in their local community. Platforms for Change matched 95 Scouts groups to local railway stations, where they could visit and learn about rail safety directly from staff.

Volunteers were given access to webinars and resources to deliver railway safety training to young people in the wider community. The campaign reached over 150,000 young people with railway safety activities that will help keep passengers and the public safe in years to come. "Positive impact for Scouts members and the surrounding area," said one judge.

# BEST COMMUNITY INVOLVEMENT DURING A CSR PROGRAMME

## Coca-Cola Türkiye and Linkus PR Silver

Coca-Cola Türkiye worked with Linkus PR to support the economic empowerment of women in Türkiye. The My Sister Project delivered educational and inspirational content alongside direct financial support and scholarships to women in the community. In collaboration with the Turkish Education Foundation, 300 women in earthquake-affected regions of Türkiye have received scholarships. "Transformational for the lives of those affected," said one judge.



## WWF, Aviva and the RSPB Save Our Wild Isles Community Fund Silver

Aviva and its charity partner WWF worked with the RSPB to design the 'Save Our Wild Isles Community Fund' and provide neighbourhoods across the UK with support to protect nature in their local area. In under eight months, 249 community groups have raised over £2.5m for local community nature projects. Judges described this programme as "ambitious, meaningful and multifaceted."



## BEST COMMUNITY INVOLVEMENT DURING A CSR PROGRAMME



### AstraZeneca and Plan International UK Bronze

The Young Health Programme from AstraZeneca and Plan International UK empowers young people in marginalised communities to manage their health. Young people were registered as Peer Educators and provided with resources and training to deliver health education to the community. Results included an 80% increase in knowledge of mental health among young people in Vietnam. “Impactful long running partnership,” said one judge.



### Department of Culture and Tourism Abu Dhabi Bronze

The Department of Culture and Tourism Abu Dhabi drives the sustainable growth of Abu Dhabi’s culture and tourism sectors and fuels economic progress. Through collaboration with multiple stakeholders, they have delivered initiatives including the distribution of meals to construction workers and hosting vibrant Eid celebrations. Each initiative enhanced community cohesion and judges described this as “a wide and comprehensive CSR plan.”



### M&G plc and The Talent Foundry Bronze

Skills for Life is the CSR partnership from M&G plc and education charity, The Talent Foundry. Together, they delivered four workshops for students in Middlesbrough to develop essential skills and connect with local employers. Students reported an increase in confidence and awareness of their own skills after the event. “Targeting this specific area allows a real benefit to this community,” commented one judge.

## BEST ENGAGEMENT OF AN INTERNAL AUDIENCE IN A CSR PROGRAMME



### Marie Curie, Superdrug and Savers Gold

Superdrug and Saver's placed internal engagement at the heart of its 'Doing Good Feels Great' campaign with Marie Curie by creating an employee-focused fundraising challenge. Eye-catching assets promoting the partnership were featured on the internal communications platforms and colleagues were encouraged to share and celebrate their fundraising achievements.

Regional challenges created a sense of excitement and competition to raise the most funds. Activities included themed store events and sample product sales at the head office to keep internal audiences engaged throughout the campaign duration. The partnership exceeded its fundraising target and raised £339,072 in 2023 and is on track to hit 100% employee engagement of Superdrug stores in 2024. Judges described this as "the standout entry with a truly engaged internal audience" and "real clarity and success in the partnership."

## BEST ENGAGEMENT OF AN INTERNAL AUDIENCE IN A CSR PROGRAMME



### Cisco UK and Ireland with Connectr Silver

Cisco Pathways aimed to tackle the lack of diversity in the technology sector by creating opportunities for students from diverse backgrounds. Cisco UK and Ireland employees engaged with the programme by delivering workshops, hosting office visits and running work experience. With the support of social impact experts Connectr, the programme has impacted 5,619 students since 2014. “Important and powerful idea,” said one judge.



### Springer Nature Silver

Springer Nature's SDG Impact Challenge invited employees to tap into their competitive spirit and raise funds for charity. A creative internal communications campaign encouraged participation and included weekly CEO videos. Over 1,000 employees took part in the event, doubling the campaigns impact from the previous year. “A powerful way to make staff feel part of something bigger,” praised one judge.

## MOST INNOVATIVE COLLABORATION



### **Rise, championed by ICAEW with The Talent Foundry** **Gold**

The Rise initiative was established by ICAEW with its founding partners BDO, EY, Grant Thornton, KMPG and PwC in 2021. The group identified The Talent Foundry as a nationwide education charity that could propel the programme's reach and address the lack of diversity in the financial and professional services sector. Rise delivered curriculum linked skills workshops that harnessed collaboration between the partners to address the challenges facing young industry entrants.

Workshops were designed using their collective insights and the involvement of volunteers with varied expertise from across the partnering organisations. Through the contribution of 1,200 volunteer hours and participation of over 30 organisations, Rise has provided skills workshops to over 15,000 young people. "Impressive multi-stakeholder initiative bringing together sector competitors in service of larger goals," praised one judge.



## MOST INNOVATIVE COLLABORATION



### Charter Walk Shopping Centre and Shoppertainment Silver

The transformation of Charter Walk Shopping Centre was made possible by the collective effort of the local community and support from Shoppertainment. One of the initiatives 'Budding Burnley' was an entirely volunteer run project that invited local people and school groups to plant, grow and harvest produce. The judges described this as a "really great concept" and "a fantastic project for the Burnley community."



### Dove Self-Esteem Project and UNICEF Silver

Dove Self-Esteem Project worked with UNICEF India's programmatic team, the Centre for Appearance Research and local governments in India to improve the self-image of young people across the country. Training was delivered to 120,100 teachers who then delivered sessions on body confidence to over seven million students. "Great partnership that leveraged the significant assets of those involved," said one judge.



### Movember and Pringles Bronze

Pringles used their brand power to help Movember reach new audiences. The partners co-branded a Pringles product and turned the iconic moustache logo into a QR code directing customers to the Movember conversation tool. The campaign resulted in 127,702 scans to the mental health resource. "Feels like a new way to reach this audience and encourage conversations around a difficult subject," commented one judge.

# BEST FOUNDATION



## Poundland Gold

The Poundland Foundation aims to support families across the UK. Fundraising comes from both colleagues and customers, with quarterly Charity Big Weekender events held in all stores to generate renewed engagement. Support from suppliers has enabled the foundation to host dedicated fundraising events, including a day at Warwick Racecourse and a Golf Day at The Belfry.

Through partnering with Pennies, a scheme enabling customers to opt in to donate 25p at checkout, Poundland has raised over £2m in donations. This has funded grants for charities and projects specifically selected to ensure a tangible impact in the community such as food banks and family support services. In just three years, the foundation has raised £4.6m and awarded £3.6m in grants to national charities. "Impactful, long-term partnership which sees national and local impact," praised one judge.

## BEST FOUNDATION



### **Avon and The NO MORE Foundation with Red Consultancy** **Silver**

Avon partnered with global NGO, The NO MORE Foundation to create the Reverse Make-Up Tutorial to raise awareness of domestic violence and direct viewers to support resources. Red Consultancy helped to deliver a powerful message about the seriousness of verbal, appearance based abuse. The campaign resulted in a 28% increase in visits to online support resources. “Such a powerful campaign,” said one judge.



### **Elite Hotels and Hearing Dogs for Deaf People** **Bronze**

Elite Hotels partnered with Hearing Dogs for Deaf People based on their shared vision for a more accessible world. The partnership encompassed public relations outreach and leveraged Elite Hotels UK’s email marketing database to raise awareness and generate vital funds. Creative initiatives included a themed side dish ‘Paw-tatoes’ available for hotel guests to purchase. “Great initiatives,” said the judges.





**TIME**

## MOST EFFECTIVE ONE-OFF CAMPAIGN



### Lovehoney and Macmillan Cancer Support Gold

Macmillan Cancer Support and Lovehoney collaborated on a bold campaign to address the taboo topic of sex and cancer. The campaign focused on storytelling and social media content to normalise discussions around sexual wellbeing for people with cancer. Five people shared personal stories about how cancer impacted their sexual wellbeing.

Each story provided a unique perspective and touched on different topics such as dating with a diagnosis and the impact on body confidence. The campaign provided resources for viewers to ensure they felt more confident and informed. Lovehoney sponsored a webinar for Macmillan Cancer Support's healthcare professionals to help them navigate the topic of sexual wellbeing and cancer. Macmillan Cancer Support's social media content saw 491,238 video views and 2,354 views on its sexual wellbeing discussion thread. Ellie, one of the five campaign storytellers said, "it's changed my life for the better."

## MOST EFFECTIVE ONE-OFF CAMPAIGN



### **The Rail Industry and The Scouts Association Silver**

The Rail Industry and The Scouts Association created an engaging campaign to teach young people about the dangers of railways and help them develop safety skills for life. The campaign reached over 160,000 young people and helped Beaver Scouts and Cub Scouts to earn 20,000 Safety City Badges. "Good showcase of objective and impact," said one judge.

# MOST EFFECTIVE LONG-TERM COMMITMENT



## British Airways Gold

Through its long-term partnerships, British Airways aims to amplify the voices of marginalised people, breakdown barriers and promote inclusion. Since partnering with Comic Relief 13 years ago, British Airways has raised over £29 million and helped deliver support to over one million people. The partnership became increasingly aligned to British Airways' values as the company evolved. Projects focused on supporting women, young children and climate-based projects. The donations were directed to areas where British Airways have a large customer base.

Through its 10-year partnership with Disasters Emergency Committee, British Airways has raised more than £2 million to support those affected by crisis. British Airways' employees are central to its long-term fundraising commitments and have achieved five Guinness World Records thanks to their unique engagement events which include the 'highest comedy gig' and 'heaviest plane pull.'



## Marie Curie, Superdrug and Savers Gold

Marie Curie, Superdrug and Savers have been partners for 11 years. During this time, they have developed a strategic partnership that maximises employee and customer engagement to hit fundraising milestones. The partnership is managed by a dedicated team across the organisations to ensure consistent alignment and collaboration over time. In 2024 the commercial and customer working groups delivered the second annual 'Purchase for Marie Curie' multi-supplier commercial campaign which is forecast to raise approximately £214,000 in funds.

For Marie Curie, the support from Superdrug and Savers has allowed for the adaptation, expansion and transformation of its services to better support people facing death, dying and bereavement across the UK. The partnership has raised over £11.8 million in unrestricted funding, which is enough to fund 590,000 hours of life changing care from Marie Curie nurses.



## MOST EFFECTIVE LONG-TERM COMMITMENT



### **Cancer Research UK and Slimming World Silver**

Over the past 10 years, Cancer Research UK and Slimming World have raised over £20 million in essential funds and encouraged people in the UK to make healthier lifestyle choices. Campaigns have been varied and creative, including an annual 'Clothes Throw' where Slimming World members donate clothes they have slimmed out of, generating an average of over £2 million in high-quality stock per year.



### **Dell Technologies and The Talent Foundry Silver**

The Talent Foundry improves social mobility for young people in underserved schools. Engaging with corporate partners such as Dell Technologies has enabled the education charity to deliver industry-focused skills workshops to enhance opportunities for young people. Dell Technologies employees have embarked on fundraising expeditions across the world, including a trip with students to Mount Kilimanjaro. The partnership first launched in 2013 and has impacted 50,000 young people.



### **Premiership Rugby and Gallagher UK Silver**

Project Rugby was launched eight years ago as Premiership Rugby's flagship equity, diversity and inclusion initiative in partnership with Gallagher UK. The programme aims to increase participation in rugby from traditionally under-represented groups. Sessions are delivered by community staff at shareholder clubs in more than 200 locations across England. The long-term commitment has engaged over 100,000 people with the sport.



### **AllClear and Stroke Association Bronze**

The Stroke Association and AllClear Travel Insurance have been partners for nearly 10 years. Together, they have helped stroke survivors to travel confidently and remove conventional boundaries. AllClear offers specialised policies that cover pre-existing medical conditions including strokes, so that survivors can travel with peace of mind. Other initiatives have included training for staff, educational campaigns and improvements in medical health screening process.





**COMMUNICATION**

## BEST INTERNAL COMMUNICATIONS



### Marie Curie, Superdrug and Savers

#### Gold

The Marie Curie 'Doing Good Feels Good' CSR campaign was designed to align with the people pillar of Superdrug and Saver's brand values. Internal communications and employee support were a fundamental part of the campaign's success, as colleagues and stakeholders across both businesses rose to the challenge and delivered regular updates celebrating achievements and fundraising milestones. Updates were shared across internal communications platforms, alongside store social media accounts, newsletters and on-site noticeboards.

The bright pink and yellow assets were consistently used to create a cohesive internal communications campaign. Powerful personalised communications included staff videos and testimonials from employees that have experience using Marie Curie's services. The result was 100% store engagement across Superdrug and 95% across Savers throughout the partnership. "Amazing impact and engagement," said one judge and "showed support from across the organisation at every level," said another.

# BEST INTERNAL COMMUNICATIONS



## **Maxeon Solar Technologies and Burson Silver**

Maxeon Solar Technologies worked with Burson to establish a sense of community and purpose amongst its 5,000 employees. The purpose driven engagement programme focused on human stories and put employees at the heart of the content. This paved the way for a new internal social tool enabling employees to connect on a regular basis. "Innovative and impactful approach," said one judge.



## **Philip Morris International**

Phillip Morris International launched the 'All In for Inclusion' campaign to kick off a year-long conversation on inclusion. Global webcasts and practical content helped employees to be more inclusive in their daily lives. Internal communications engaged employees with bingo challenges, video messages and podcast episodes. Results included over 90k views of online content. Judges were impressed by the "well thought-through and comprehensive campaigns."



## **Springer Nature**

Springer Nature's SDG Impact Challenge aimed to engage its employees in a fun and competitive campaign to raise funds for charity. The internal communications campaign featured videos to inspire participation and a live points leaderboard via the 'Giki Zero' platform, which resulted in over 1,000 sign-ups. "A great way of engaging staff to be part of something bigger than themselves," said one judge.

## BEST PR AND EXTERNAL COMMUNICATIONS



### Marie Curie, Superdrug and Savers

#### Gold

Marie Curie, Superdrug and Savers's PR agency launched the 'Purchase for Marie Curie Nurses' campaign to increase understanding around the importance of end of life care amongst 20-30 year olds. The campaign took a meaningful twist on the 'Get Ready with Me' trend on social media by creating a miniseries called 'Get Ready with Marie Curie.' The videos featured Marie Curie nurses being interviewed by disability model and BBC Traitor's star Mollie Pearce, as they got ready for work using Superdrug products from participating suppliers.

The campaign achieved 225,000 views on social media, secured 270 pieces of PR across national, consumer and regional press and raised £214,000 from the sale of participating products. Judges praised the "innovative use of storytelling" and "engagement with new audiences to generate incredible income for Marie Curie."

# BEST PR AND EXTERNAL COMMUNICATIONS



## **Auto Trader** **Silver**

The Road to 2035 online report from Auto Trader was designed to continually adapt to market changes over time. Data was collated from 11 million Auto Trader users and a series of qualitative consumer research studies informed the design. PR coverage was key to sharing the report with stakeholders. "Comprehensive and extensive use of data and consumer research to deliver credible insights," said one judge.

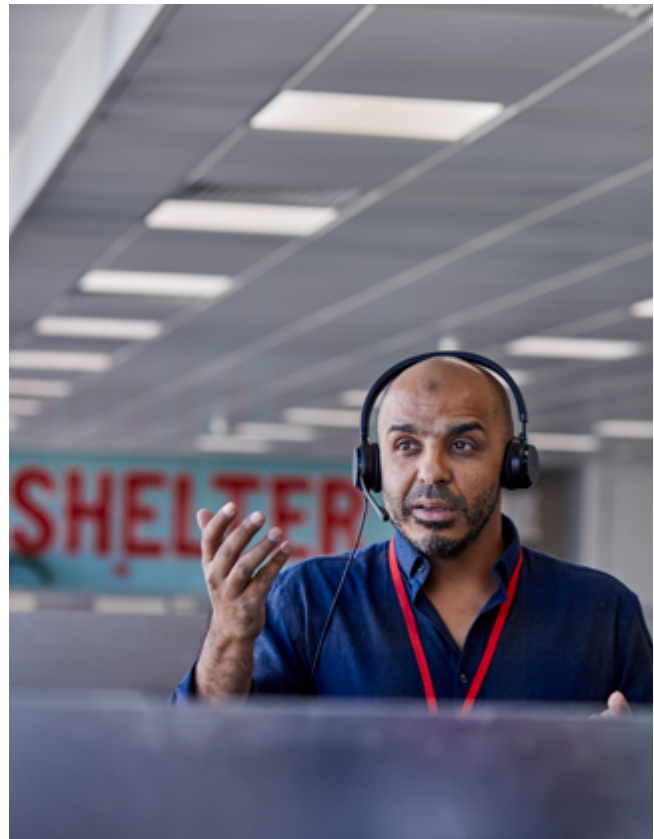






**PROCESS**

# BEST COLLABORATIVE APPROACH



## Essity, Haleon, Kimberly-Clark, Tesco and Unilever with In Kind Direct Gold

Essity, Haleon, Kimberly-Clark, Tesco and Unilever partnered to deliver three powerful campaigns focusing on hygiene poverty. This collaborative campaign with In Kind Direct enabled shoppers at Tesco stores to support people in need and access support themselves. The more manufacturers involved in the effort, the more products could be included in schemes such as the 'buy 2, donate 1' campaign in Tesco stores.

With the support of Tesco and four of the UK's largest manufacturers, In Kind Direct has been able to donate two million personal care and hygiene products to people in need. The campaign achieved 130 pieces of media coverage and raised awareness of hygiene poverty while also breaking the shame and stigma that surrounds it. "Great to see the industry coming together to solve an issue," said one judge.

## first direct and Shelter Gold

first direct and Shelter combined their expertise to deliver a direct referral pathway to Shelter's Helpline Plus for any first direct customers that are struggling with their housing situation. The collaborative approach increased awareness and access to Shelter's free expert housing advice and support. Two first direct colleagues in the customer care team were placed on secondment at Shelter's Emergency Helpline, where they helped to make recommendations and improvements to Shelter's operations.

This streamlined processes and helped advisers to sign-post non-emergency enquiries to information on the Shelter website, thereby increasing Shelter's capacity to assist callers in emergency situations. The length of non-emergency calls was reduced from an average of 45 minutes to 25 minutes as a result. One judge described this as "a real partnership which integrates two organisations to work side by side in solving an issue."

## BEST COLLABORATIVE APPROACH



### **City Harvest and London Early Years Foundation** **Silver**

London Early Years Foundation is the UK's largest children's charitable social enterprise. They joined forces with London's first food distribution charity, City Harvest, to develop a unique way of utilising surplus food to reduce the cost of buying produce from providers in nurseries across London. "Loved the impact of tackling food poverty and ensuring that young children get exposed to different foods," said one judge.



### **Team GB and ParalympicsGB with Hark** **Bronze**

Team GB and ParalympicsGB worked with Hark to deliver an education programme for young people to live healthier, more active lives. Through collaboration with partners such as Sports England and Aldi, the programme has reached 95% of the UK's total schools and impacted millions of young people. Judges said this was "a long-term partnership that has grown from strength to strength."





**GRAND  
ACCOLADE**

# GRAND PRIX



## Marie Curie, Superdrug and Savers Winner

Since launching in 2013 Superdrug and Savers' partnership with Marie Curie has shown innovation and creativity by continually engaging with stakeholders at every level. Visual assets and powerful personal storytelling have helped to achieve record breaking internal engagement, with 100% of Superdrug stores and 95% of Savers stores participating in fundraising events. Employees became champions of the partnership and shared their fundraising achievements via internal communications channels. Judges said the partnership had "a truly engaged audience and captured the importance of being a Superdrug employee."

The campaign content was thoughtful and wide-ranging with tailored content for different target demographics. Creative takes on current TikTok and Instagram trends connected with younger audiences and achieved excellent PR across national, consumer and regional press. The 'Purchase for Marie Curie' campaign was the largest multi-supplier campaign in the history of the partnership and demonstrated their commitment to pushing boundaries and maximising fundraising potential. Commercial activity has shown continual growth throughout the partnership, with an incredible increase of 51% since 2021.

The Marie Curie partnership has become a central part of Superdrug and Savers' CSR agenda over the past 11 years. Now managed by a dedicated team across all organisations, the commitment to deliver on fundraising KPIs and enhance fundraising opportunities is clear. The current fundraising total stands at an incredible £11.7 million which has enabled Marie Curie to support people facing death, dying and bereavement across the UK. Judges were consistently impressed with this partnership and described it as a "standout entry" with "amazing impact and engagement."

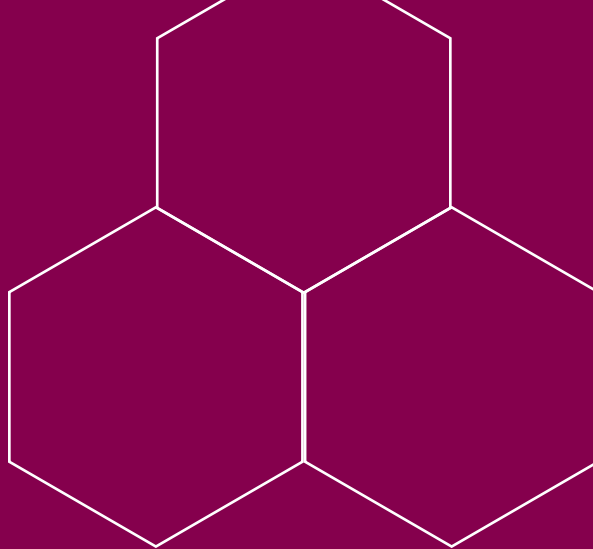
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