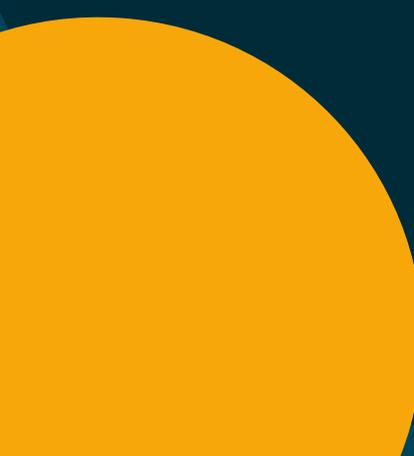




Corporate
& Financial
2023 Awards

WINNERS BOOK





CtrlPrint – *The UK's leading collaboration platform* for the creation and delivery of corporate reports

CtrlPrint is the preferred partner of choice for the UK's leading creative agencies that specialise in corporate reporting and we have the majority of the FTSE 100 using our system.

“Our experience with CtrlPrint has been fantastic. At Assura we practice hybrid working and we require software that allows us to collaborate successfully wherever we might be. The user-friendly design has made collaborating with our design agency to edit the content of our annual report smoother and much more efficient.”

– Francesca Harris
Head of Communications, Assura plc

“CtrlPrint enables us us to work together seamlessly as one team with our clients, wherever they are. With its user-friendly interface and powerful features, the CtrlPrint platform is the industry standard for InDesign-based reporting.”

– Rob Richie
Co-founder and Owner, Friend Studio

CtrlPrint
ctrlprint.net



WELCOME



If you're reading these opening words in the Corporate & Financial Awards 2023 winners book then I am delighted to tell you that you have a real treat ahead of you. This is the twelfth year for the Corporate & Financial Awards and it's been a record year for submissions. There is never a moment of rest in the world of corporate reporting, communications and disclosure and the past few years have been no different. Challenges for comms professionals have included TCFD reporting requirements coming into play, uncertainty over the Audit, Reporting and Governance Authority's arrival and looming ESG regulation from the US and the EU. This year's entrants have tackled these issues, together with the challenges from their own businesses and their own sectors, head on and with impressive results.

The calibre of the work vexed, challenged and astounded the Corporate & Financial Awards judging panel in equal measure. I hope you enjoy reading about these outstanding projects as much as the judges enjoyed discussing them.

Andrew Thomas
Publisher
Communicate magazine

- 5 Judges
- 10 Winners

WEBSITE

- 14 Best corporate website – FTSE 100
- 16 Best corporate website – FTSE 250
- 19 Best corporate website – AIM
- 20 Best corporate website – Small cap
- 22 Best corporate website – International
- 26 Best corporate website – Unlisted

REPORTING

- 28 Best printed report – FTSE 100
- 32 Best printed report – FTSE 250
- 34 Best printed report – AIM
- 36 Best printed report – Small cap
- 39 Best printed report – International
- 41 Best printed report – Unlisted
- 43 Best online report – FTSE 100
- 45 Best online report – FTSE 250
- 47 Best online report – AIM
- 48 Best online report – Small cap
- 50 Best online report – International
- 52 Best online report – Unlisted
- 54 Best printed CSR or ESG report
- 56 Best online CSR or ESG report
- 60 Best diversity and inclusion reporting
- 62 Best integrated report

CREATIVITY

- 64 Best cover
- 66 Best copy style and/or tone of voice

COMMUNICATIONS

- 70 Best M&A communications
- 71 Best IPO communications
- 72 Best communications with overseas investors and/or media
- 73 Best use of digital media
- 75 Most innovative financial communications

STAKEHOLDER RELATIONS MANAGEMENT

- 78 Best event

TEAM

- 80 Best in-house corporate and financial communications team
- 82 Small agency or consultancy of the year
- 84 Large agency or consultancy of the year

GRAND ACCOLADE

- 86 Annual report of the year

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finance

ESG

audit & risk

work happens.

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JUDGES



Kristina Blissett
Head of communications
Nucleus Financial

Kristina has over 20 years of corporate communications experience in a wide range of industries. She has held roles in-house and agency for both private and public sector organisations. She is currently at Nucleus Financial, one of the UK's leading independent adviser platform groups, where she leads the transformation and organisational change communications for the recently announced acquisition of Curtis Banks. Prior to that, Kristina spent nearly 10 years at FTSE 250 Coats Group plc where she led the group communications team.



Rohan Chitale
Investor relations director
Deliveroo

Rohan joined Deliveroo plc in 2023 as investor relations director and has several years of experience in investor relations and financial reporting at publicly listed companies. Rohan was successful at the Corporate & Financial Awards in 2021, winning in the categories of 'Best printed report – FTSE 250' and 'Best online report – FTSE 250'. He qualified as a chartered accountant at PwC, where he worked on FTSE 100 audits and various strategy consulting projects. He also holds an LLB in Law and German Law.



Tom Coombes
CEO
Cognito

Tom is the founder and CEO of Cognito. Tom's experience is drawn from more than two decades advising financial institutions and related businesses on improving their marketing, communications and brand strategies to make a direct impact on sales and profitability. Tom's client experience comes from working with leading financial sector brands around the globe, including ABN AMRO, J.P. Morgan and London Stock Exchange Group, as well as numerous technology companies and consultancies that sell to the financial services market.



Simon Gleadhill
Head of corporate, ESG and IFRS reporting
Howdens Joinery Group

Simon leads the interpretation and implementation of new IFRS across Howdens Joinery Group and makes sure that the group stays ahead of new developments in corporate and ESG reporting. Simon has specialisms in ESG reporting, strategy, business model and culture reporting. He leads the process and development of the Howdens Joinery Group 'Annual report and accounts' and the group's 'Sustainability report', which have won several awards in recent years.



Matt Gower
Head of ESG
Royal Mail

Matt is head of ESG at Royal Mail, where he is responsible for overseeing its strategy to advance its ESG efforts across the UK business, including its ambition to achieve net zero emissions by 2040. Prior to joining Royal Mail in early 2022, Matt was head of sustainability communications and reporting at LeasePlan N.V. in Amsterdam.



Lucie Holloway
Head of external communications
LSEG (London Stock Exchange Group)

Lucie is head of external communications for LSEG (London Stock Exchange Group), overseeing the team responsible for the delivery of the group's global communications strategy. With 20 years of in-house and agency PR experience, she was previously a director at the international PR agency Citigate Dewe Rogerson, providing strategic PR advice and consultancy to firms around the world.

GATHER

Creativity that connects

We would like to thank all of our clients who have worked with us building stories that positively communicate purpose and performance and instilling belief across their stakeholder communications.

Alex Delves-Broughton
Director of Growth and Business Development

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+44 (0)20 7610 6140

www.gather.london



JUDGES



Charles King
Head of investor relations
Halma plc

Charles is head of investor relations at Halma plc, a global group of life-saving technology companies, focused on growing a safer, cleaner, healthier future for everyone, every day, and a FTSE 100 constituent. In his role at Halma, he is accountable for all aspects of investor relations and is also responsible for the group's sustainability function which reports to him. He joined Halma in September 2018, having previously led investor relations teams at Lloyds Banking Group, Serco, SSP Group, Tate & Lyle and Worldpay.



Janice Lingwood
Consulting director
Design Bridge and Partners

Janice is a leading advocate for corporate reporting that communicates as well as complies with relevant regulations, in an effective and accessible way. She works with companies to develop and present often complex information, to a predominantly investor audience, within annual reports and supplemental reports. Prior to joining Design Bridge and Partners more than 15 years ago, Janice worked with PwC for over 25 years.



Sally Marshak
Head of investor relations
and communications
Savannah Energy

Sally has over 25 years of experience in international capital markets, investor relations and communications. Prior to joining Savannah Energy, she was a director at Citigate Dewe Rogerson for over 15 years in London, Europe and New York where she advised international clients on their global communications and investor relations programmes as well as advising on over 30 international capital markets and M&A transactions.



Jock Mendoza-Wilson
Director of international and
investor relations
System Capital Management

Jock has extensive experience of developing communications strategies and implementing public affairs programmes for leading global corporations to develop governmental, institutional and investor relations. He joined the leading Ukrainian holding company, System Capital Management, as director of corporate communications in 2005. Since then, he has been involved in developing and implementing the company's communications, government relations and investor relations strategies.



Suzannah Oliver
Annual report project manager
AstraZeneca

Suzannah is the annual report project manager at AstraZeneca where she is responsible for managing the production of the annual report and accounts. Previously, she was the account manager at Conran Design Group. Suzannah is skilled in corporate communications, internal communications, brand development and corporate branding.



Gulshen Patel
Director of investor relations
and corporate communications
Senior plc

Gulshen joined Senior plc as the director of investor relations and corporate communications in 2018. Senior is an international manufacturing group with 26 operations in 12 countries. Prior to her role at Senior, she was at Babcock International Group plc. Gulshen has over 13 years of experience as an IR professional, with a strong background in financial analysis, communications and stakeholder management. She believes the key to the role is having integrity and credibility.



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JUDGES



Alice Revels
VP corporate reporting and
ESG disclosure
bp

Alice joined bp in 2018 to lead its corporate reporting team, ensuring bp responds transparently to reporting requirements and best practice developments. Alice has over 12 years' experience in responsible business, reporting and ESG and sustainability issues in FTSE 100 companies, having worked at Lloyds Banking Group prior to her current role.



Lindsey Stewart
Director of investment
stewardship research
Morningstar

Lindsey is the director of investment stewardship research at Morningstar. He has over 20 years' experience consulting and advising listed companies and other organisations on investor and stakeholder engagement at the Financial Reporting Council, KPMG and Makinson Cowell. Lindsey now works in a global team at Morningstar conducting research into asset managers' sustainable investing policies and practices, publishing thought leadership and ratings that asset owners and investment beneficiaries can use in their investment allocation decisions.



Nora Thoden
Director of investor relations, ESG
Lloyds Banking Group

Nora is the director of investor relations, ESG at Lloyds Banking Group. She joined Lloyds' IR team in 2017 and is currently responsible for investor engagement on ESG matters. Nora has extensive experience in the financial services industry and worked over 12 years in international investment banking at J.P. Morgan earlier in her career. Prior to joining Lloyds, Nora was an entrepreneur developing a women's health start-up company with two partners. Nora holds a doctorate in business from University of St. Gallen in Switzerland and a M.Sc. in accounting and finance from Helsinki School of Economics in Finland.

WINNERS

WEBSITE

Best corporate website – FTSE 100

Gold – GSK and Radley Yeldar

Silver – Legal & General

Bronze – Flutter Entertainment and Design Portfolio

Highly commended – Auto Trader Group and three thirty studio

Best corporate website – FTSE 250

Gold – Clarksons and Gather

Silver – Britvic and Design Portfolio

Bronze – C&C and Luminous

Best corporate website – AIM

Gold – Peel Hunt plc and SampsonMay

Best corporate website – Small cap

Gold – Helical plc and SampsonMay

Silver – Halfords Group plc and Jones and Palmer

Bronze – UK Power Networks Services and Instinctif Partners

Best corporate website – International

Gold – RTW Investments and SampsonMay

Silver – Lightsource bp and Instinctif Partners

Bronze – Ariel Investments and Brunswick Creative

Best corporate website – Unlisted

Gold – COFCO International and SampsonMay

Silver – Climate Investment and Copia Digital

REPORTING

Best printed report – FTSE 100

Gold – AstraZeneca and Design Bridge and Partners

Gold – Aviva and Brunswick Creative

Silver – HSBC and Design Bridge and Partners

Silver – Intertek and Emperor

Bronze – Airtel Africa plc and Friend Studio

Bronze – NatWest Group and Black Sun Global

Highly commended – Haleon and Design Bridge and Partners

Highly commended – Legal & General and Design Bridge and Partners

Highly commended – RS Group and Conran Design Group

Highly commended – Taylor Wimpey and Black Sun Global

Best printed report – FTSE 250

Gold – ITV and Conran Design Group

Silver – Tate & Lyle and Conran Design Group

Bronze – discoverIE Group plc and Jones and Palmer

Bronze – IP Group plc and Jones and Palmer

Bronze – Syncona and three thirty studio

Highly commended – Derwent and Emperor

Highly commended – Oakley Capital Investments and Friend Studio

Best printed report – AIM

Gold – Breedon Group plc and Friend Studio

Gold – Volex plc and Jones and Palmer

Silver – Alliance Pharma and Emperor

Bronze – Boohoo Group plc and Jones and Palmer

Bronze – Savannah Energy

Best printed report – Small cap

Gold – Renewi and Wardour

Silver – Forterra plc

Silver – MJ Gleeson plc and Jones and Palmer

Silver – SThree and Emperor

Bronze – Foresight Group Holdings Limited and Lyonsbennett

Bronze – Luceco plc and Lyonsbennett

Highly commended – Halfords Group plc and Jones and Palmer

Highly commended – Reach and Black Sun Global

Best printed report – International

Gold – KazMunayGas and Fanda

Silver – Ahold Delhaize and Radley Yeldar

Silver – ASML and Radley Yeldar

Bronze – Nokia and Conran Design Group

Best printed report – Unlisted

Gold – Chester Zoo and Denfield

Silver – Kantar Group and Friend Studio

Bronze – Lucy Group and Jones and Palmer

Bronze – Together and Black Sun Global

Highly commended – Octapharma and Luminous

Best online report – FTSE 100

Gold – Legal & General and Radley Yeldar

Silver – BT Group and Emperor

Bronze – Burberry and Black Sun Global

Highly commended – United Utilities Group plc and Jones and Palmer

Best online report – FTSE 250

Gold – Britvic and Design Portfolio

Silver – Dechra Pharmaceuticals plc and Jones and Palmer

Bronze – Workspace Group and Gather

Best online report – AIM

Silver – Cohort and Design Portfolio

Best online report – Small cap

Gold – PPHE and Luminous

Silver – Henry Boot plc and Jones and Palmer

Bronze – Halfords Group plc and Jones and Palmer

Bronze – Severfield plc and Jones and Palmer

Best online report – International

Gold – Banco Santander and Bestiario

Silver – Aliaxis and Gather

Bronze – Lenzing Group and GW+Co

Highly commended – ACWA Power and Fanda

Best online report – Unlisted

Gold – ICAEW and The Team

Silver – Aliaxis and Gather

Bronze – UK Power Networks and Instinctif Partners

Best printed CSR or ESG report

Gold – SSP Group plc and Gather

Silver – Aviva and Brunswick Creative

Silver – Taylor Wimpey and Black Sun Global

Bronze – Experian plc and Friend Studio

Bronze – Lloyds Banking Group and Emperor

Highly commended – Croda International and Black Sun Global

Highly commended – Vanquis Banking Group and Design Portfolio

Best online CSR or ESG report

Gold – DS Smith and Black Sun Global

Silver – NatWest Group (Climate-related Disclosures Report) and Black Sun Global

Silver – United Airlines and Brunswick Creative

Bronze – Dechra Pharmaceuticals plc and Jones and Palmer

Bronze – NatWest Group (ESG Disclosures Report) and Black Sun Global

Highly commended – KPMG UK

Highly commended – Savannah Energy

Best diversity and inclusion reporting

Gold – Schroders

Bronze – Britvic and Design Portfolio

Best integrated report

Gold – Helios Towers and Emperor

Silver – Coca-Cola Europacific Partners and Radley Yeldar

Bronze – Coca-Cola HBC and Black Sun Global

Bronze – Taylor Wimpey and Black Sun Global

Highly commended – SGS and Radley Yeldar

Highly commended – The Crown Estate and Luminous

CREATIVITY

Best cover

Gold – Chester Zoo and Denfield

Gold – Renewi and Wardour

Silver – Howdens Joinery Group and Emperor

Silver – Legal & General and Design Bridge and Partners

Bronze – Premier Foods plc and Jones and Palmer

Best copy style and/or tone of voice

Gold – Howdens Joinery Group and Emperor

Silver – Legal & General and Design Bridge and Partners

'Oh hello, who are you here with?'

'I'm here with The Team'

'Me too.'

'Are you sure?'

'Yes, good turn out this year'

'From The Team?'

'My team, yes'

'Ah, I meant we're *The Team*'

'Whose team?'

'Never mind... fancy a top up?'

Make The Team part of your team.

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it might be easier to send us an
email sallytarbit@theteam.co.uk)

Full-Service Brand Strategy & Creative Agency

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WINNERS

COMMUNICATIONS

Best M&A communications

Silver – NAS (National Aviation Services) and FGS Global

Best IPO communications

Gold – Aurrigo International and Instinctif Partners

Best communications with overseas investors and/or media

Silver – Ma'aden and Instinctif Partners

Best use of digital media

Gold – UK Power Networks Services and Instinctif Partners

Most innovative financial communications

Gold – FSCS and Hanover Communications

STAKEHOLDER RELATIONS MANAGEMENT

Best event

Gold – IQE and Black Sun Global

Silver – Coca-Cola HBC and Aspect

Bronze – CitNOW Group and Denfield

TEAM

Best in-house corporate and financial communications team

Winner – Britvic

Small agency or consultancy of the year

Winner – Design Portfolio

Highly commended – Copia Digital

Large agency or consultancy of the year

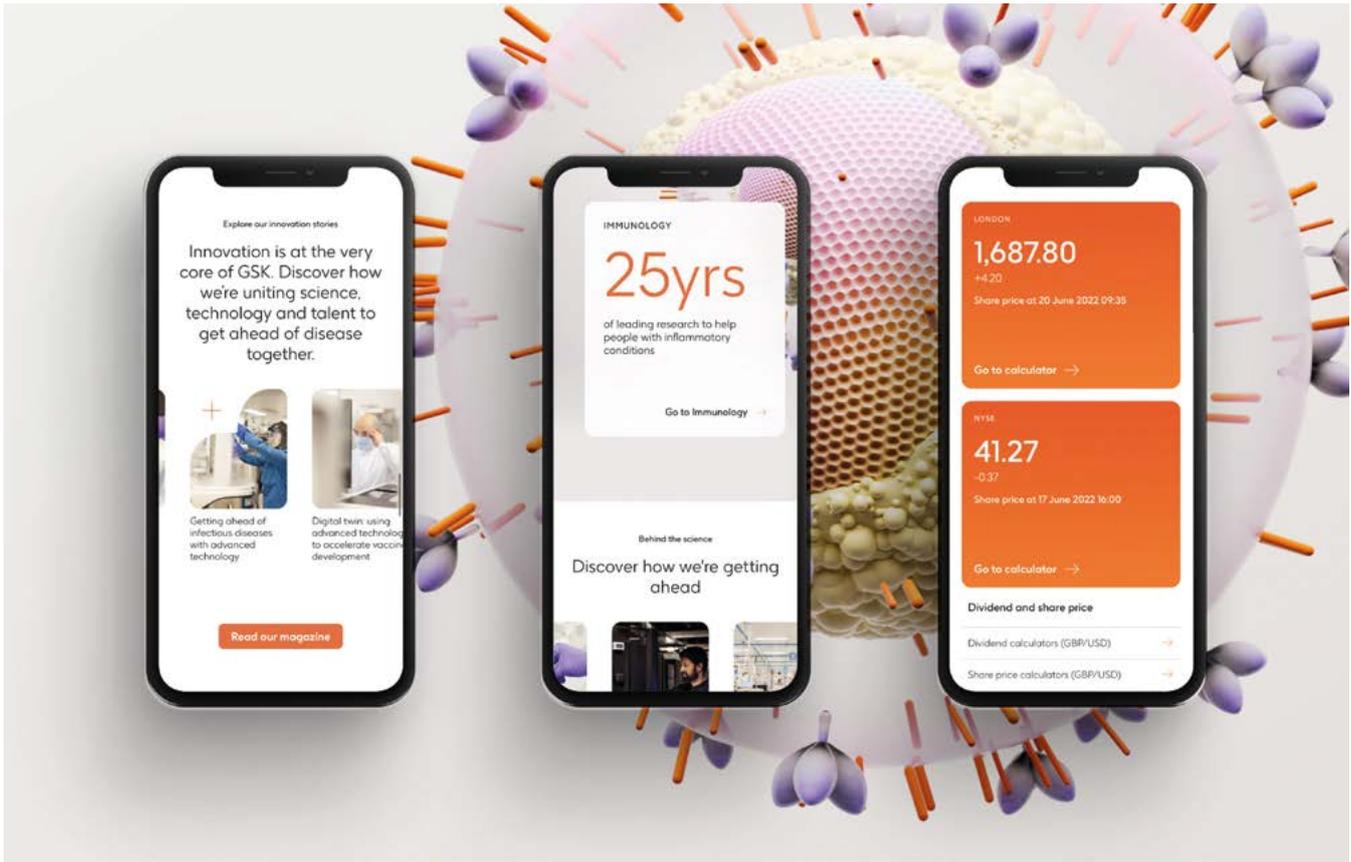
Winner – Emperor

GRAND ACCOLADE

Annual report of the year

Winner – Breedon Group plc and Friend Studio

Best corporate website – FTSE 100



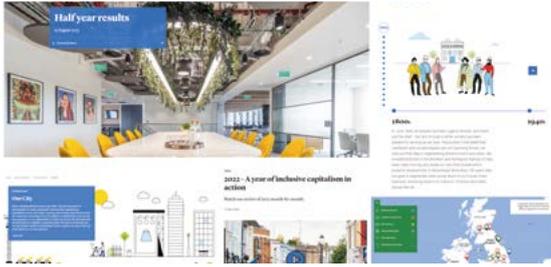
GSK and Radley Yeldar

Gold

Ahead of GSK's imminent demerger from its consumer healthcare business, Radley Yeldar was tasked with launching GSK's global.com, as well as its market sites, in order to reflect its renewed focus on innovation, R&D and advanced technologies. GSK is driven by its goal of getting 'ahead of disease together', aspiring to positively impact the health of 2.5 billion people by the end of this decade. Such bold ambitions for patients and performance needed to be matched by a world-class digital experience that would bring GSK's brand identity to life.

The rebrand marked "the most significant change for GSK in the last 20 years." After visiting the company's new website, 63% of survey respondents claimed that their brand perception had improved as a result. Judges described the work as "ground-breaking."

Best corporate website – FTSE 100



Legal & General Silver

Legal & General wanted to build on the strong foundations of its 2021 website rebrand to engage wider audiences, aspiring to bring life to its corporate story and purpose of inclusive capitalism. Through developing new features, hero content and making technical SEO improvements, Legal & General achieved impressive results, with website dwell time up 18% on the previous year.



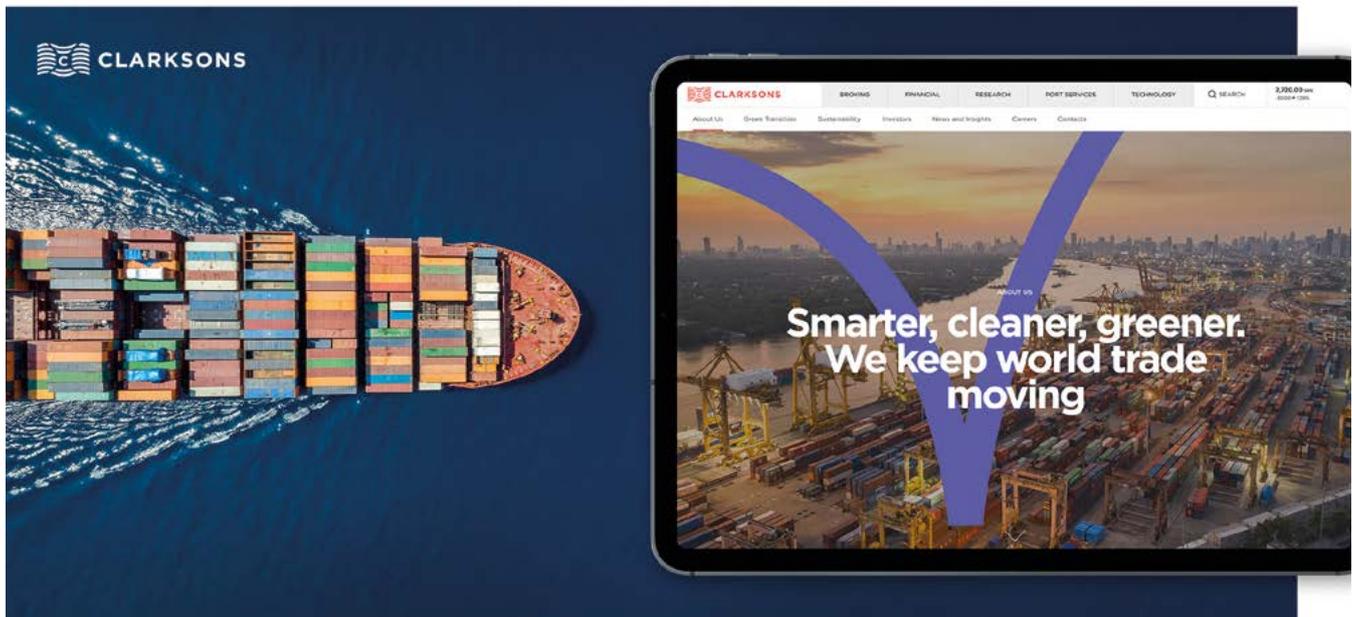
Flutter Entertainment and Design Portfolio Bronze

Global sports betting and gaming company Flutter Entertainment felt that its website did not reflect its size and prowess, the breadth of its product base, nor its strides towards safer gambling. The website redesign by Design Portfolio, brought Flutter's commitment to safer gambling to the forefront. As a result, dwell time increased by 15%.

Auto Trader Group and three thirty studio Highly commended

Auto Trader Group wanted a website which reflected its purpose, culture, values and community and three thirty studio delivered.

Best corporate website – FTSE 250



Clarksons and Gather

Gold

Provider of integrated shipping solutions, Clarkson's describes its purpose as enabling smarter, cleaner global trade through empowering its clients and people to make better-informed decisions. This meant evolving to meet the demands of the world's rapidly changing maritime, offshore, trade and energy markets. However, before its website rebrand, Clarkson's felt its website did not embody the company's progression away from its shipbroker heritage.

A new website, crafted alongside Gather, meant Clarkson's could bring its new brand to life. Through its new content and design, the website included new features, such as hero differentiation and benefit-led statements. As a result, the website achieved an average engagement rate of 51% and the bounce rate was reduced by 25%. Judges described the website as "a stand-out," praising its ability to "bring the brand to life."

Best corporate website – FTSE 250



Britvic and Design Portfolio

Silver

Britvic's website had not been updated properly since 2007, during which time Britvic had evolved and changed with different markets, locations and strategies. In those six years, the company had made a commitment towards a more sustainable and healthier portfolio of drinks. The new website, crafted with Design Portfolio, championed this transition, bringing Britvic to life vividly and dynamically.



C&C and Luminous

Bronze

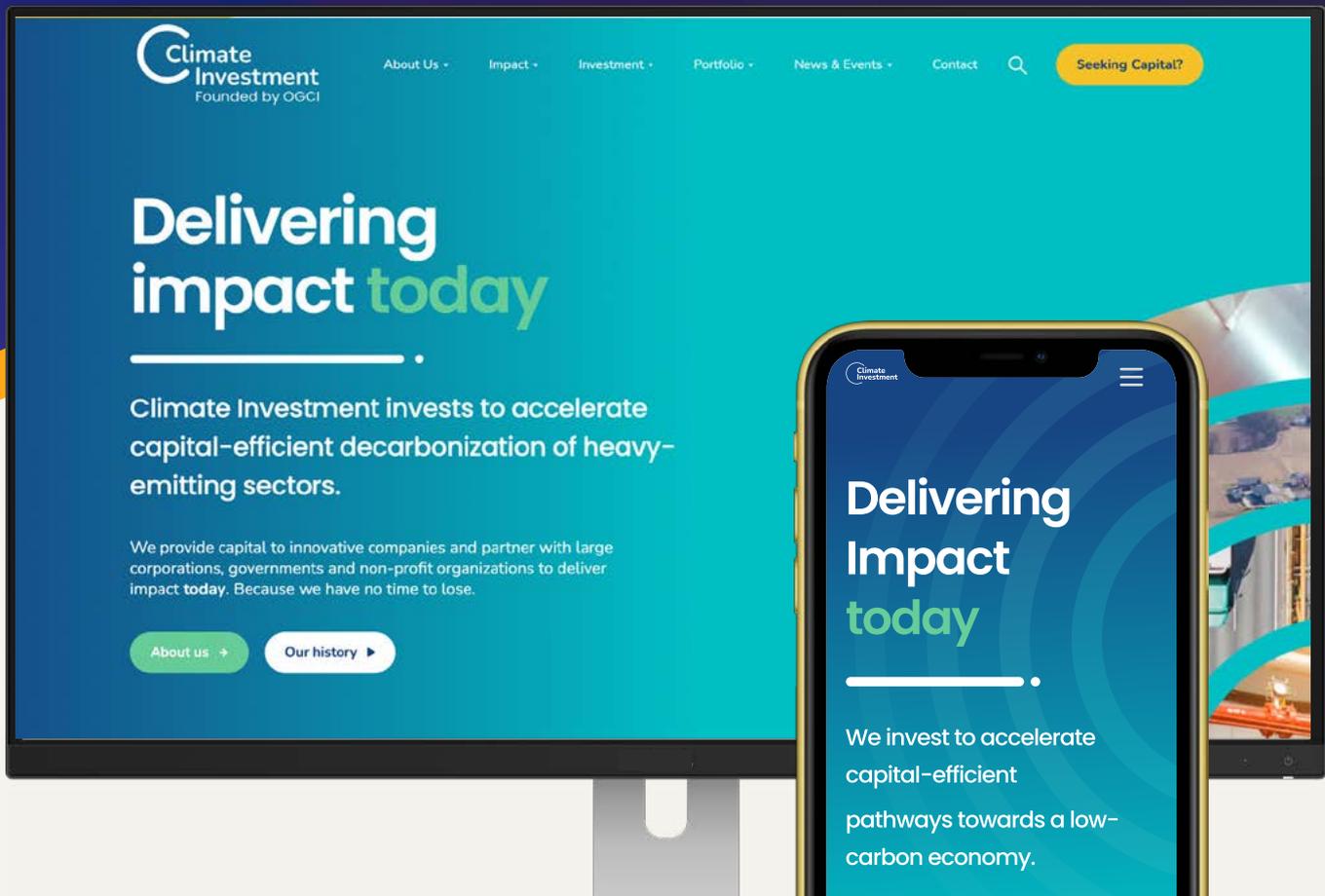
C&C launched its new corporate website, developed alongside Luminous, with the primary goal to create an investor platform which captured its 'One C&C' brand ethos and showcased its diverse portfolio of brands, while uniting the business as a group. Judges commended the website's "strong layout and engaging visuals."

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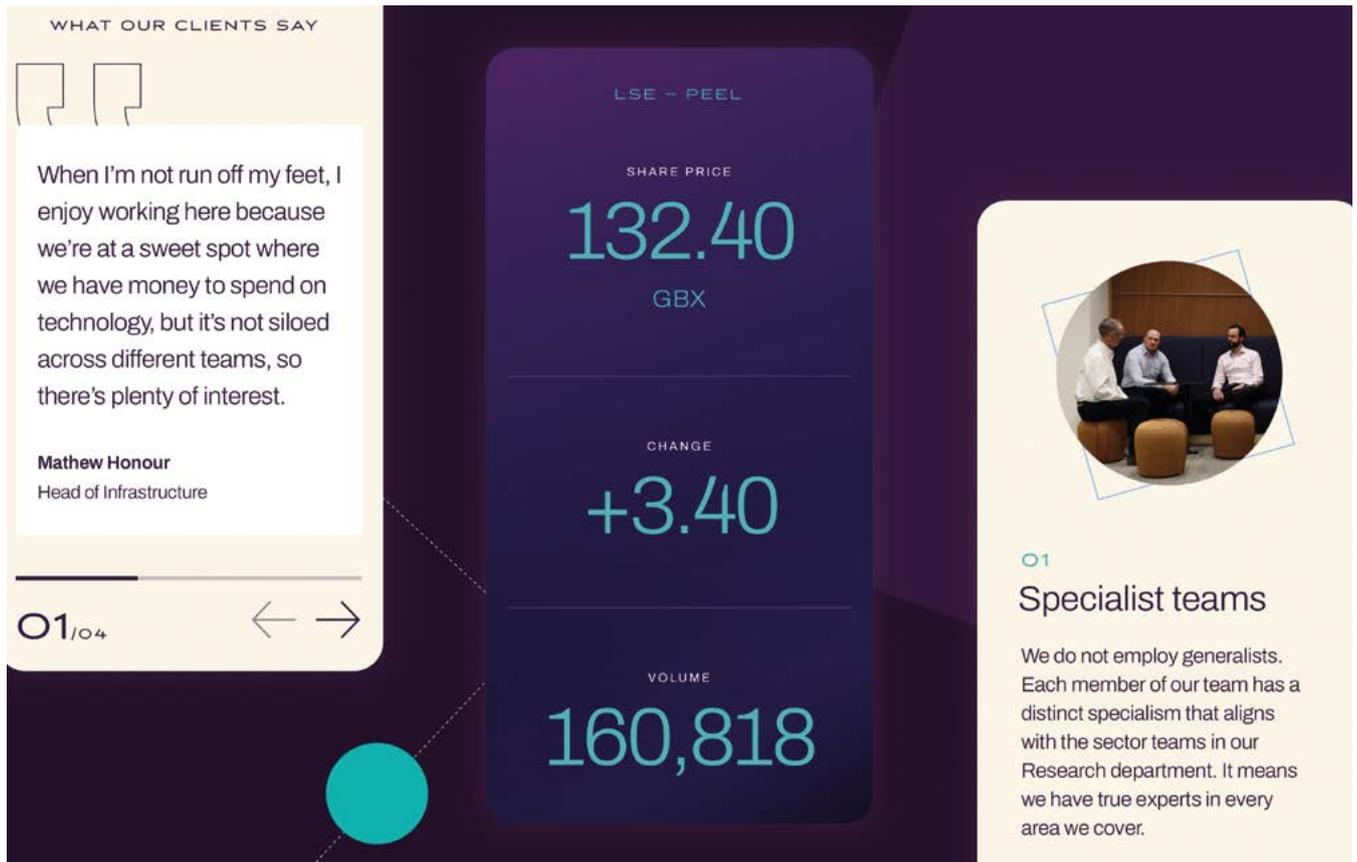
Copia collaborates with a number of successful PR and communications agencies to produce award-winning work for their clients.

We offer a range of services on a white-label basis: from producing industry leading websites and annual reports to branding, SEO and online marketing.

Book in a call to discuss how we can work together.



Best corporate website – AIM



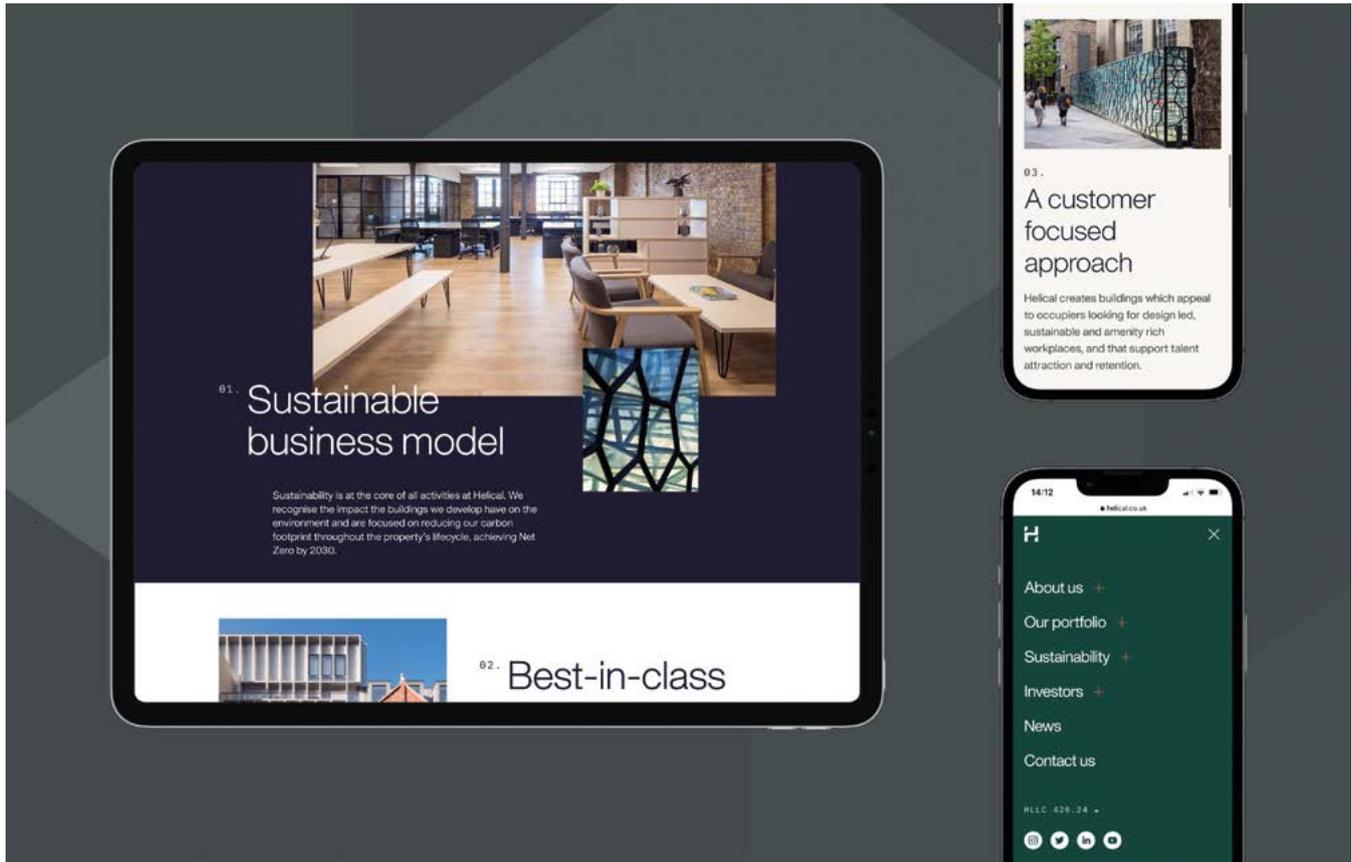
Peel Hunt plc and SampsonMay

Gold

Investment bank Peel Hunt plc felt its old website was not reflective enough of its purpose and brand, coming across as traditional, cold and clichéd. As a purpose-driven business, Peel Hunt plc wanted to produce something that truly embodied its diversity, talent and technological expertise, turning to SampsonMay to do so. Avoiding more traditional horizontal navigation, the new website opted to keep all content on a simple, two-level menu. Across the site, engaging new content, page load animations, movement and rich content, such as video, can now be enjoyed.

Launched in June 2022, Peel Hunt plc's new website has received an increase of 25% in site traffic. The average engagement time per session has grown by an impressive 13% to two minutes, and the number of page views has grown by 27%.

Best corporate website – Small cap



Helical plc and SampsonMay

Gold

With sustainability being an ever-increasing focus for commercial property developers over recent years, Helical plc has remained passionate about tackling carbon emissions within the built environment. In 2020, Helical plc set its own pathway to becoming a net zero carbon business by 2030 and put sustainability at the heart of its business while delivering workplaces that were technologically smart, rich in amenities and promoted employee wellbeing. As part of its post-2020 strategy review, Helical plc wanted to mark its demonstrable progress towards sustainability and to create a refreshed brand to reflect this.

Helical plc's rebrand, by SampsonMay, saw it move from being outdated and investor-orientated to feeling modern, fresh and appealing to audiences including end-user occupiers, potential partners and ESG investors. The broader brand visual identity now delivers a more impactful, confident and contemporary mark.

Best corporate website – Small cap



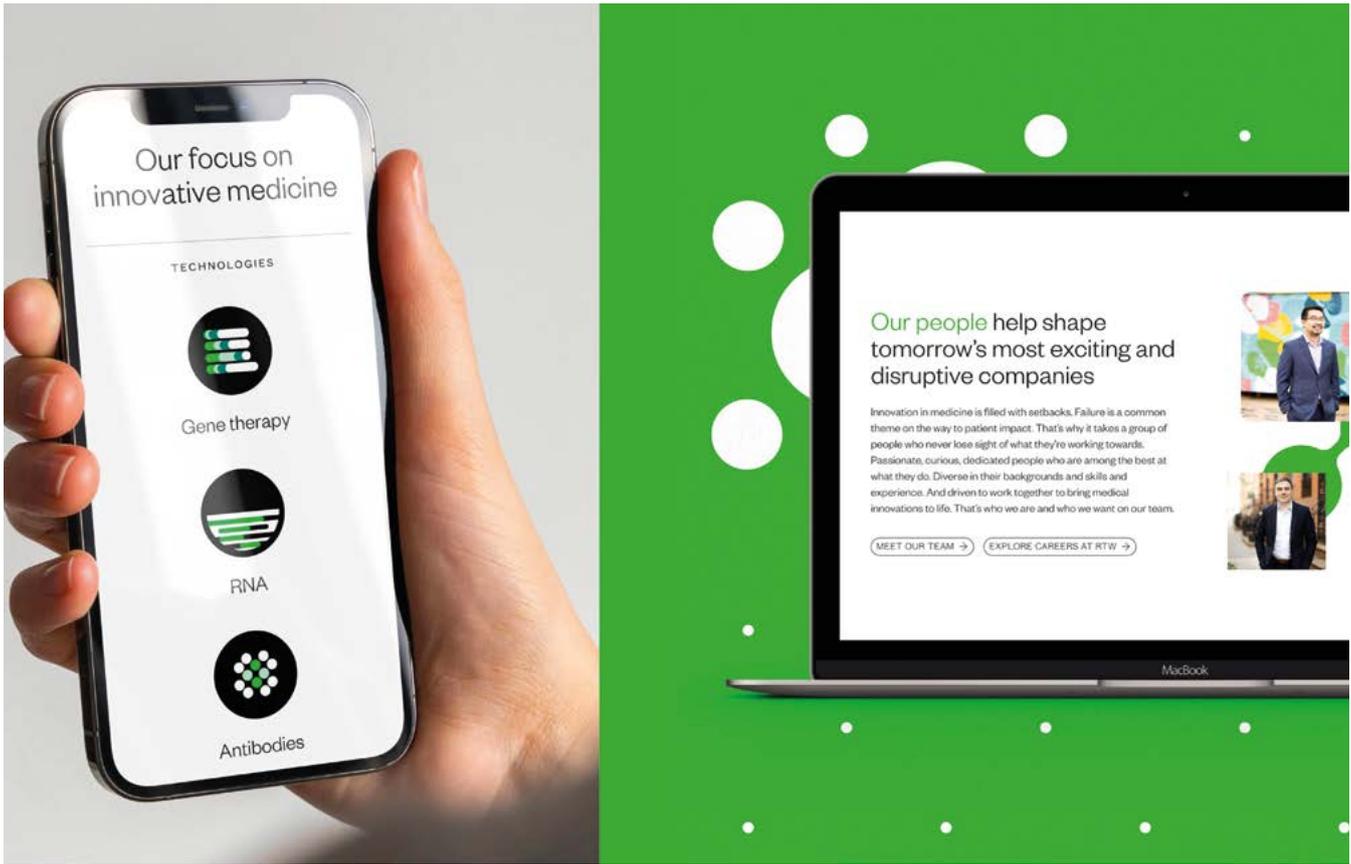
Halfords Group plc and Jones and Palmer Silver

Renowned retailer Halfords Group plc turned to Jones and Palmer to communicate its evolving strategy and resilience with a brand refresh for its corporate website. Its website, which aims to reflect the company's longevity, emphasises the company's core values and personality. The new design and content were carefully crafted to be visually appealing and user-friendly, showcasing its purpose-led approach.

UK Power Networks Services and Instinctif Partners Bronze

UK Power Networks Services has ambitious plans to become the UK's leading B2B electrical engineering firm. To raise its profile, they launched a refreshed corporate website, with Instinctif Partners, which featured a sustained content marketing campaign. Over the past 12 months, UK Power Networks Services has been producing high-quality thought-leadership and human focused stories.

Best corporate website – International

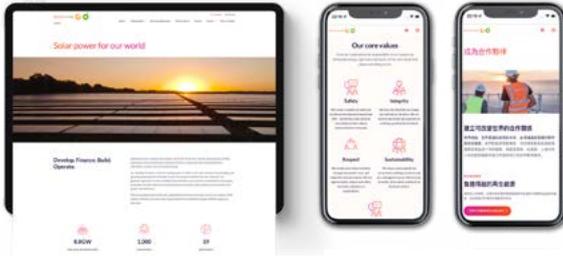


RTW Investments and SampsonMay Gold

RTW Investments is a leading life sciences investment and innovation firm, investing across the full lifecycle of a company, from company creation to venture capital and public company investments. Having long outgrown its hedge fund status, RTW Investments worked with SampsonMay to develop a new brand and provide expertise for the development of a fresh website, reflecting how RTW Investments has evolved as a business to become an industry leader.

The company's purpose – 'To power breakthrough therapies that transform the lives of millions' – was central to this rebrand. Through its research, SampsonMay was able to identify and prioritise audience needs and develop relevant website architecture. RTW's people are championed across the website, and all aspects of the website's visual language are flexible, allowing RTW to tailor to diverse audiences.

Best corporate website – International



Lightsource bp and Instinctif Partners Silver

Specialising in the development and management of solar energy projects, Lightsource bp recognised that a rebrand was needed to better reflect its global presence. In partnership with Instinctif Partners, Lightsource bp was able to design and build a new website that would articulate its sustainability principles while reinforcing its position at the forefront of solar panel production.



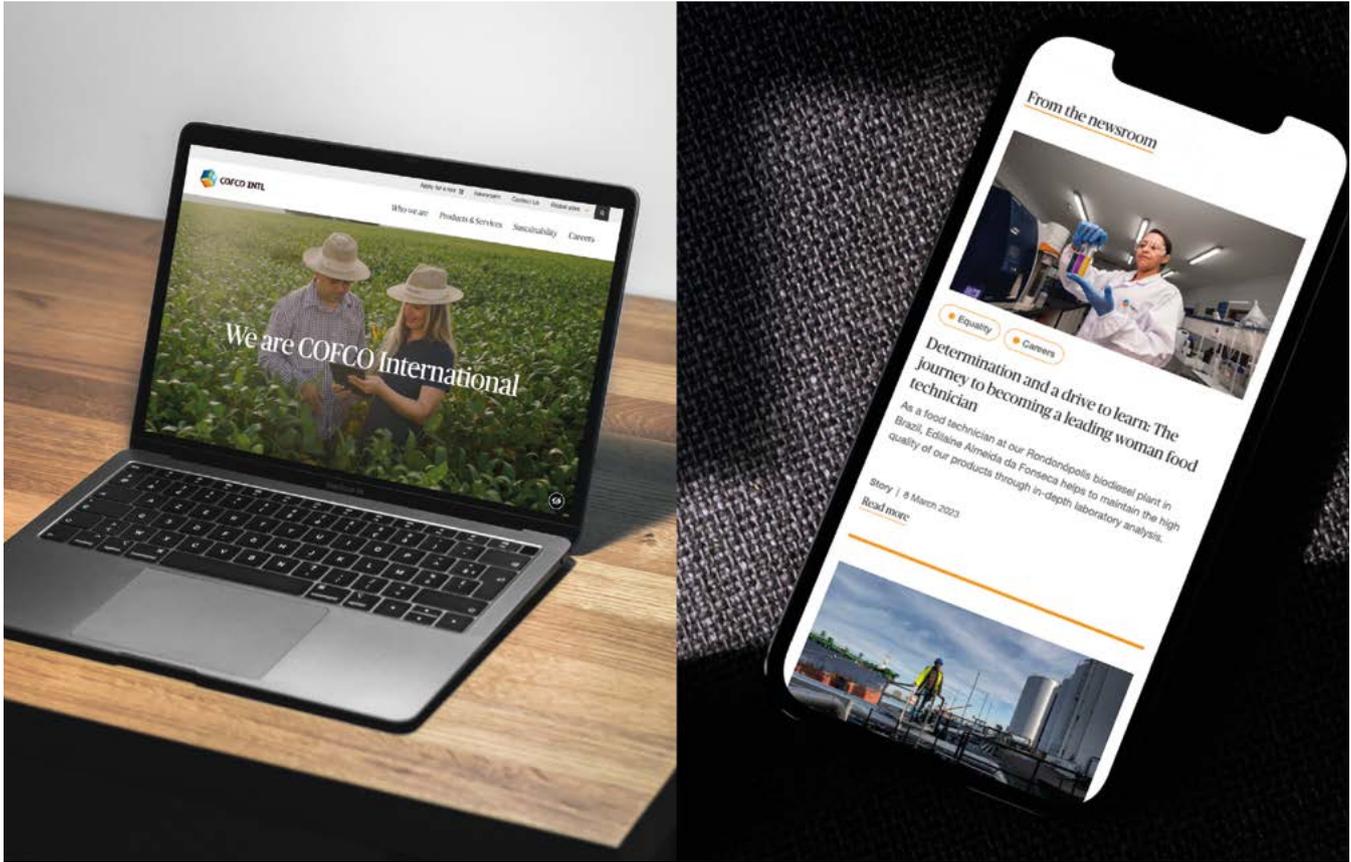
Ariel Investments and Brunswick Creative Bronze

Global asset management firm Ariel Investments felt it needed a rebrand in order to best convey its core values: active patience, independent thinking, focused expertise and bold teamwork. Enlisting Brunswick Creative to help bring its new brand to life in the digital space, the new website was designed to centre on improving key user journeys and simplifying complex information.

**Design a revolution
for everyone
with your gut
a better world
joy
something sustainable
with conviction
something that doesn't exist yet
for the planet
the unexpected
with purpose
something surprising
for the future
the change you want to see
the undesigned
love
with a conscience
a new reality
an award winner
bridge and partners**

designbridge.com

Best corporate website – Unlisted



COFCO International and SampsonMay Gold

Since the launch of its old corporate website in 2018, COFCO International implemented some brand development work that it felt deserved to be honoured on its new website. Working with SampsonMay, COFCO International looked to gain a richer engagement with its audience through research and consultancy, while improving the website architecture to improve content categorisation. Sustainable website design was at the heart of the process.

Prioritising its commitment to reducing carbon emissions, COFCO International carefully selected suppliers who shared this same commitment, such as Cloudflare, which uses 100% renewable energy and aims to eliminate greenhouse gas emissions. Judges commended the website's easy navigation and its accuracy in identifying and catering for different stakeholders. Since the new website's launch on 18 April, traffic has risen by 18% month-on-month and average engagement increased by 6%.

Best corporate website – Unlisted



Climate Investment and Copia Digital Silver

Climate Investment is a fund dedicated to accelerating climate-efficient decarbonisation across sectors globally. Its goal was to distinguish itself from its parent OGI organisation, increase brand awareness and reflect its new branding. Beginning with an in-depth analysis of the investment industry landscape, Climate Investment identified key audiences and built its new website, with Copia Digital, around these insights.

Best printed report – FTSE 100



AstraZeneca and Design Bridge and Partners Gold

Pharmaceutical company AstraZeneca describes its purpose as being ‘To push the boundaries of science to deliver life-changing medicines.’ With its 2022 report, developed alongside Design Bridge and Partners, AstraZeneca set itself the challenge of improving accessibility across a complex sector, further embedding its purpose and tailoring the delivery of content to stakeholder needs. This undertaking was a substantial one, needing to comply with UK, US and Swedish regulatory requirements, while simultaneously communicating key complex messages in an accessible way.

AstraZeneca’s efforts to make its reporting more accessible to stakeholders was demonstrated throughout the report with its use of varying page formats, such as in the ‘Business Review’ section. The use of interesting design features, such as QR codes and icons, threads throughout the report and helps to reduce the density of content, which can be overwhelming for many.



Aviva and Brunswick Creative Gold

Viewed as the flagship communications tool for all internal and external audiences, Aviva wanted to raise the bar for its reporting suite in 2022 through compelling, brand-led storytelling. Working with Brunswick Creative, its focus was on brand and business strategy alignment to make it easier to understand the business; cut-through storytelling to ensure key messaging on its approach to strategic issues; best practice; easy navigation and pioneering the launch of its ‘WDesk’ platform.

In 2022, Aviva was the first business to completely build its 2022 ARA on the Workiva Wdesk platform, allowing for all data from the reporting suite to be linked to auditable information. ARA marked a huge leap for Aviva: designed with a digital-first mindset, every piece of content articulates what Aviva represents. 2022 saw an incredible 56% increase in ARA landing page visits and an astounding 84% increase in ARA PDF downloads.

Best printed report – FTSE 100



HSBC and Design Bridge and Partners **Silver**

With its 2022 report, developed alongside Design Bridge and Partners, HSBC set itself the challenge of communicating complex information in a clear, concise and accessible way, while meeting listing requirements and integrating all ESG and TCFD content into the ARA. Judges were impressed by the report's integration of financial and non-financial KPIs and its "clear and meaningful" design.



Intertek and Emperor **Silver**

In approaching the design of its annual report, Intertek worked with Emperor to showcase the breadth and depth of its expertise and demonstrate its purpose and commitment to sustainability. It also aimed to show how its 'Science-based Customer Excellence' approach enables Intertek to meet the growing demands of the global quality assurance market. Judges commended the report's "dynamic approach" and impressive design.



Want to find out how to make your corporate stories stick?

Start with a content assessment

Are your corporate stories resonating with your audiences? Perhaps your analytics are showing low engagement numbers, or your reports are not offering a return on investment.

Whether you have specific content KPIs you want to achieve, or you just know your stories aren't sticking, a content assessment can help.

We'll examine your corporate content across all channels to determine how well it works – and ensure you can take quick action on the results.

Get in touch with us to talk content, corporate stories and effective stakeholder engagement. Email Toni at: tmckee@blacksunplc.com



**Black Sun Global
Stakeholder Engagement**

✦ A Positive Change Company

Best printed report – FTSE 100



Airtel Africa plc and Friend Studio

Bronze

With its report, Airtel Africa plc wanted to ensure all stakeholders could understand the transformational impact Airtel Africa plc makes through its crucial provisions – such as mobile money services – to an underserved continent. Working with Friend Studio, Airtel Africa plc wanted to showcase its strong financial and ESG performance. Judges highlighted the “very clean design” and impressive implementation.



NatWest Group and Black Sun Global

Bronze

NatWest Group's ambition for its 2022 report was to retain its 'best in class' content, make the report significantly more engaging, cohesive and accessible, and communicate a strong message which reflects NatWest's purpose. Black Sun Global delivered, with judges praising the report's clear links between strategy discussion and performance.

Haleon and Design Bridge and Partners

Highly commended

Haleon's report, developed with Design Bridge and Partners, aspired to curate a compelling and personal brand identity.

Legal & General and Design Bridge and Partners

Highly commended

Legal & General's report, developed with Design Bridge and Partners, hoped to embed its ESG purpose and make the complex accessible.

RS Group and Conran Design Group

Highly commended

RS Group worked with Conran Design Group on an annual report that showcased its rebrand.

Taylor Wimpey and Black Sun Global

Highly commended

Taylor Wimpey's report hoped to demonstrate the resilience of its business model against changing markets and Black Sun Global delivered.

Best printed report – FTSE 250



ITV and Conran Design Group

Gold

With a strong, established business and sustainability strategy at its core, ITV's objectives for its 2022 annual report were to push the report to be the 'best in class' across those sections which it believes matter the most. An annual content workshop at Conran Design Group's offices helped ITV outline specific areas for improvement. By the end, four specific areas of focus were chosen: the business model, sustainability, governance and stakeholder engagement. The report not only included brief, understandable explanations around each statement's purpose, but also featured a concise narrative around ITV's alternative performance narrative and why they were used.

Judges were impressed by the use of bold imagery and the strong focus on shareholder value, praising the "clear challenge and strategy."

Best printed report – FTSE 250



Tate & Lyle and Conran Design Group Silver

For its 2022 annual report, Tate & Lyle worked with Conran Design Group to inform and inspire its audiences while bringing to life its three key brand elements: science, solutions and society. The report aimed to demystify the business for investors and other stakeholders by explaining what it does, how it does it and presenting the group's financial targets for the next five years.



discoverIE Group plc and Jones and Palmer

Bronze

discoverIE Group's annual report aimed to give its audience – from the high-level skim reader to the detail-oriented consumers – a tangible sense of what its products are, what they do and how they benefit society. Judges described the clear investment case and business model, developed alongside Jones and Palmer, as “refreshing.”



IP Group plc and Jones and Palmer

Bronze

Having rebranded and re-considered how it describes its business, IP Group plc wanted to reflect its new approach in the design and format of its annual report. It turned to Jones and Palmer to become more accessibility-conscious and innovative. Judges were impressed by the clear layout and “sensible structure.”



Syncona and three thirty studio

Bronze

From its early days as a charitable foundation, Syncona has quickly grown and expanded, adding 22 companies to its portfolio. With a new CEO at the helm, the company launched a refreshed strategy, which was reflected in its three thirty studio designed annual report, alongside deep-dives and case studies. Judges described the work as an “excellent presentation of financial content.”

Derwent and Emperor

Highly commended

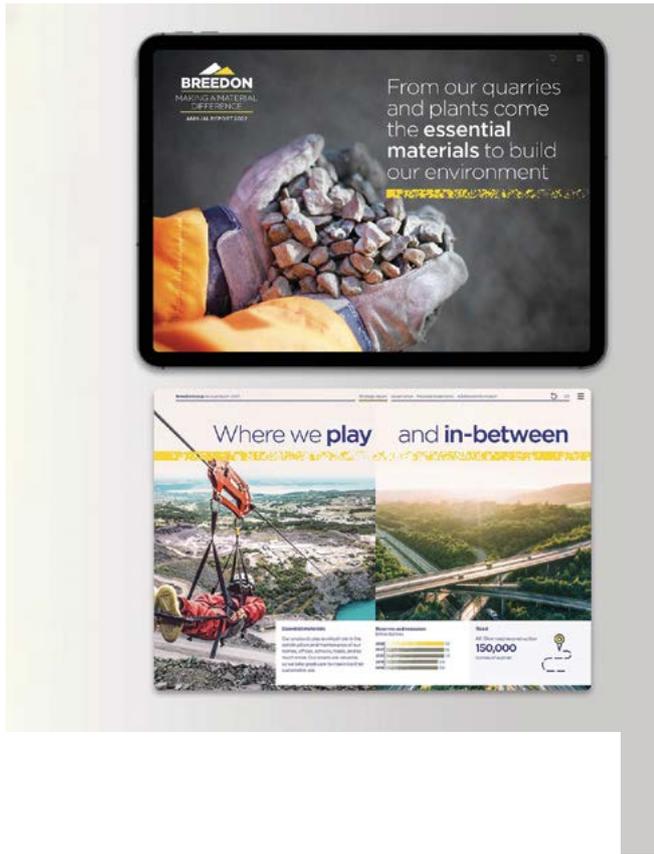
With its annual report, Derwent worked with Emperor to focus on ESG data and operational highlights.

Oakley Capital Investments and Friend Studio

Highly commended

Oakley Capital Investments wanted to modernise its reporting with bright and interactive features and turned to Friend Studio to do so.

Best printed report – AIM



Breedon Group plc and Friend Studio Gold

Construction materials business Breedon Group plc felt that its current reporting failed to reflect its brand, position in the market and investment case. Approaching the design of the new report with a ‘revolution, not evolution’ strategy, Friend Studio helped Breedon Group plc to produce a report that had a stronger and more expressive design, incorporating high-quality photography and several infographics. In the 2022 report, messaging is far clearer, especially around its investment case.

In order to reflect the move to online reporting, Breedon Group plc’s report was also switched from a portrait format to a landscape one. One judge described the entry as “fresh and colourful, with well-structured and varied pages.” Judges were impressed by the “visually strong” design.



Volex plc and Jones and Palmer Gold

The strategy employed in Volex plc’s annual report this year aimed to address four areas: the business overview, business model, sustainability and overall design and aesthetics of the report. Its objective was to present Volex plc as more than just an acquisitive manufacturing company, and to engage with stakeholders through a compelling narrative approach.

Jones and Palmer delivered, opening with the strapline of ‘Delivering critical connections,’ and highlighting the nature of Volex plc’s products as vital connections within various applications. One judge described the work as “a strong, good quality report with a good colour scheme, strong cover page and robust visual identity.” Judges found the report “visually consistent throughout and engaging” and praised the strong links to KPIs and risks.

Best printed report – AIM



Alliance Pharma and Emperor Silver

Following a review, Alliance Pharma developed a refined vision which was consistent with its strategic transition away from its heritage prescription medicines business, instead focusing on the consumer healthcare market. With its new report, developed alongside Emperor, Alliance Pharma aimed to convey its fresh vision, demonstrate its sustainability efforts and communicate key elements to its stakeholders.



Boohoo Group plc and Jones and Palmer Bronze

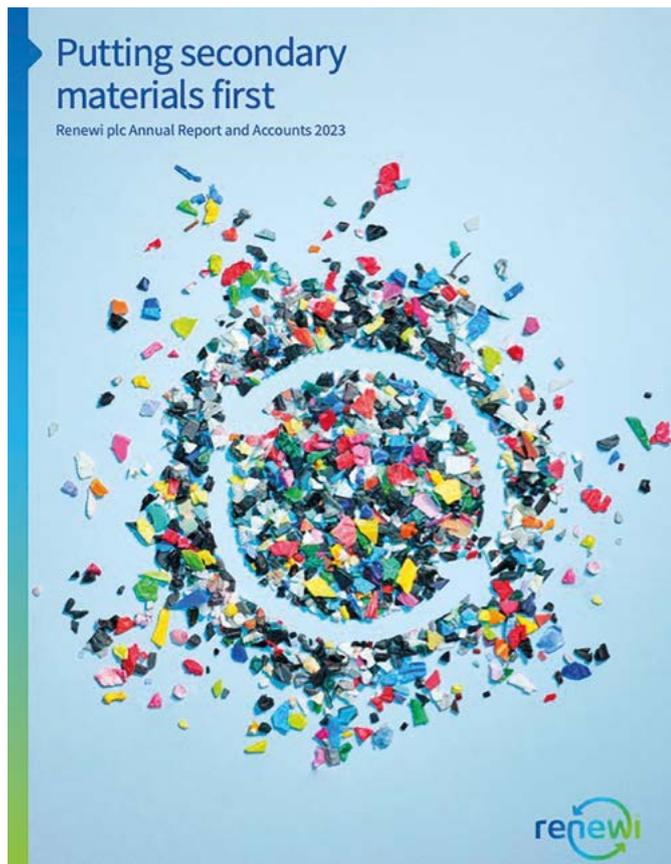
With its young, value-orientated demographic, Boohoo Group plc wanted to improve the way in which the group's growth and culture is articulated, enlisting Jones and Palmer for help. Its report began by introducing a growth strategy spread within the business overview, followed by a detailed insight into Boohoo Group plc's people and culture. Judges were impressed by the "strong visual identity."



Savannah Energy Bronze

Savannah Energy is an AIM-quoted British independent energy company. Given the nature of its business and the range of interested stakeholders, Savannah Energy knew its annual report needed to be accessible and comprehensive. Serving as the consolidated source of current information, its 2022 annual report became a vital tool for stakeholder engagement. Judges commended the report's "determination."

Best printed report – Small cap



Renewi and Wardour

Gold

Waste-to-product company and leader Renewi used its annual report, developed alongside Wardour, to reposition itself as an innovative business at the cutting edge of the circular economy. Building on the 2022 ARA, Renewi's annual report made its end products the 'hero,' presenting them as beautiful, significant materials worthy of a spotlight. Renewi wanted to position its strong focus on the future of sustainability at the core of the report. A photoshoot incorporating secondary materials produced striking imagery, which was ultimately featured across the report.

The final report was a huge success, with the imagery going on to be published across Renewi's website and a 'Full Year Results FY23' video involving the CEO and CFO. Judges commended the report's 'measuring our performance' segment as being "particularly strong."

Best printed report – Small cap



Forterra plc

Silver

With its 2022 annual report, Forterra plc aimed to furnish investors with clear and relevant information on its performance, meeting accounting standards and regulations while simultaneously attending to the needs of stakeholders. Sustainable reporting has been a key focus for Forterra plc, with its annual report consisting of a 33-page sustainability report. Judges commended the report as being “really strong.”



MJ Gleeson plc and Jones and Palmer

Silver

Operating as two separate businesses, Gleeson Homes and Gleeson Land, MJ Gleeson plc seizes the annual report as an opportunity to illustrate the synergy between these two divisions and to demonstrate how they collaborate with one another. In its 2022 annual report, developed with Jones and Palmer, MJ Gleeson plc had also brought its sustainability narrative to the forefront with ‘Our Sustainability Approach.’



STthree and Emperor

Silver

In 2022, STthree worked with Emperor to use its annual report to bring more clarity around what differentiates the company from peers in the recruitment sector. The report hoped to give stakeholders an understanding of STthree’s unique position in the market, an update on its medium-term goals as well as insights on the company’s climate action.

Best printed report – Small cap

Foresight Group Holdings Limited and Lyonsbennett

Bronze

Foresight Group Holdings Limited worked with Lyonsbennett to use its annual report to increase investor understanding of its investment case, business strategy and approach to sustainability. The report also needed to meet shareholders' demands for more sustainable investment propositions. Judges praised its "clear objectives."



Luceco plc and Lyonsbennett

Bronze

After noticing a drop in trading results due to rapidly changing macroeconomic conditions, the objective of Luceco plc's 2022 annual report was to help the reader understand the temporary nature of these challenges while reinforcing how the long-term strategy leaves the group well-positioned going forward. Judges commended the "fun and eye-catching" report, developed alongside Lyonsbennett.



Halfords Group plc and Jones and Palmer

Highly commended

Halfords Group plc worked with Jones and Palmer to communicate its strategy while emphasising its core values.

Reach and Black Sun Global

Highly commended

Reach's annual report, crafted with Black Sun Global, focused on how the publisher is remaining resilient and adaptable.

Best printed report – International



KazMunayGas and Fanda Gold

In 2022, oil and gas company KazMunayGas (KMG) succeeded in getting its IPO on the Kazakhstan Stock Exchange (KASE) and the Astana International Exchange (AIX). As an important milestone for the company, this achievement became the focus of its reporting during the period, in addition to its acquisition of a larger stake in the Kashagan mega-project and the company's efforts to promote the petrochemical industry in its home country.

In order to improve the report's accessibility, KMG worked with Fanda to alter its formatting to provide information in a way that felt more natural to readers. Graphics and other design elements were used to break up the text. Judges described the report as "clean and concise" and were impressed by its ability to bring the story of the company's activities – and its importance to the country of Kazakhstan – "to life."

Best printed report – International

Ahold Delhaize and Radley Yeldar

Silver

The aim of Ahold Delhaize's 2022 annual report, developed alongside Radley Yeldar, was to simplify key areas, provide a clearer hierarchy of section breaks and introduce a theme to explain what sets them apart. Features focusing on 'Local Matters', 'Our Integrated Approach' and 'Our Value Creation model' were at the heart of the report, making for a more impactful narrative.



ASML and Radley Yeldar

Silver

For its 2022 annual report, ASML worked with Radley Yeldar to achieve an ambitious goal of moving towards publishing "the most innovative annual report among the most outstanding companies in the industry." Aspiring to set the bar for other companies, ASML produced a report with a clear structure, minimal repetition and a beautiful and engaging design.



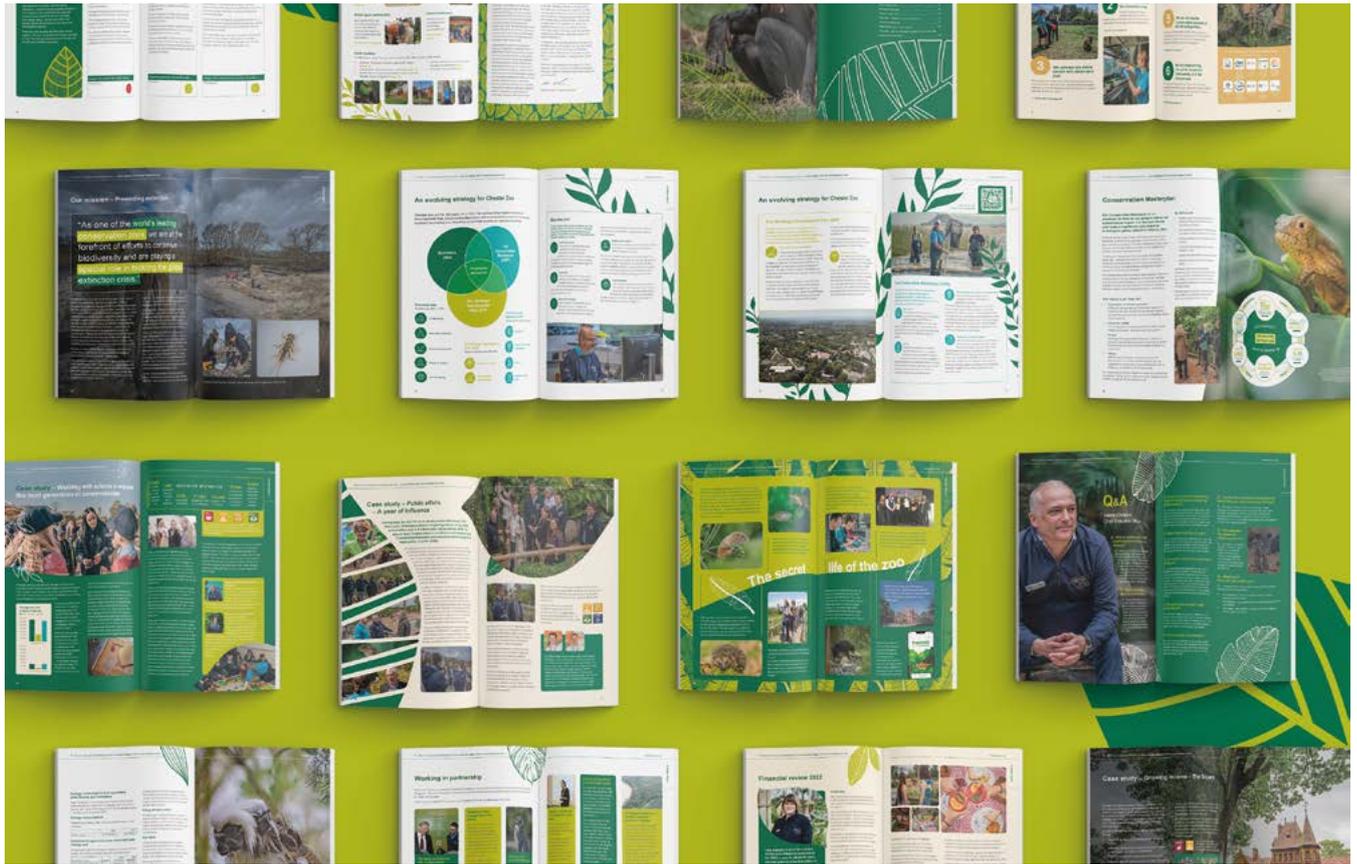
Nokia and Conran Design Group

Bronze

Nokia's ambitions for its 2022 reporting suite were to introduce a refreshed strategy and visual identity, align the content of its reports as closely as possible, approve its 'fast-read', showcase market context and explain Nokia's new 'people strategy'. Eye-catching imagery, crafted by Conran Design Group, conveys the ways Nokia's technology facilitates human activities and interactions.



Best printed report – Unlisted



Chester Zoo and Denfield

Gold

In 2022, Chester Zoo remained open to visitors for the first full year since the start of the pandemic. It was imperative that the year was a success, not only in visitor numbers but also for the zoo's wider goal of global conservation. Therefore, 2022 became 'A Year of Influence' for Chester Zoo, which served as the inspiration for the title proudly displayed across its annual report.

The final result of the report, developed alongside Denfield, was a printed document that would look flattering on any coffee table or in any office reception. From the attention-grabbing 'lizard green' core colourway on the cover design, to its people-centric content, the report stands out. Judges described the report as a "breath of fresh air" that is clear and easy to follow.

Best printed report – Unlisted

Kantar Group and Friend Studio

Silver

Although not a publicly listed company, Kantar Group's annual report builds confidence among its stakeholders. In partnership with Friend Studio, Kantar aspired to produce a report that was in accordance with FTSE 100 best practice. The 2022 report pushed brand identity into a more vibrant, engaging space while reflecting the significant changes the business underwent throughout the year.



Lucy Group and Jones and Palmer

Bronze

Despite being unlisted, Lucy Group sought to solidify its position in the marketplace by communicating like a listed business. With its new annual report, developed alongside Jones and Palmer, Lucy Group aimed to showcase its diversified nature, growth potential and commitment to ESG principles while maintaining a balance between storytelling and protecting sensitive information.



Together and Black Sun Global

Bronze

In 2022, Together aimed to deliver a step-change in its corporate communications to reflect its leading position within the specialist lending industry. Following extensive investment in purpose, brand and strategy, the annual report was positioned to showcase Together's new narrative. Judges were impressed by the Together and Black Sun Global report for its "clean design" and detail.



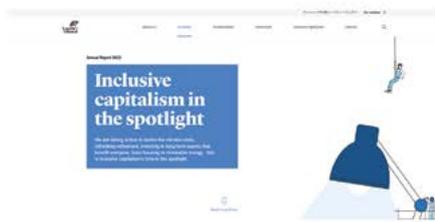
Octapharma and Luminous

Highly commended

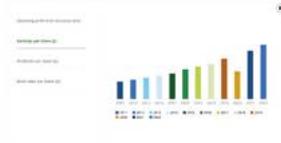
In partnership with Luminous, Octapharma's report marked its 40-year anniversary, detailing its rich history and future goals.

Best online report – FTSE 100

Legal & General Online Annual Report 2022



Financial highlights



Our six growth drivers

In response to these long-term drivers our strategic priorities are set to deliver sustainable profits as well as positive social and environmental outcomes. Environmental, social and governance issues are central to inclusive capitalism and are relevant to all six growth drivers.



See how we're making change happen



Our virtuous circle of inclusive capitalism

Inclusive capitalism is what sets Legal & General apart. It gives us purpose, underpinning what business we do, and how we do it. Put simply, it's investing capital for high return and the greatest social benefit.

[Read more in our Annual Report](#)

Our climate actions

To avoid the most extreme impacts of a changing climate, we must collectively limit global temperature rises to 1.5°C. Addressing climate change is one of our strategic priorities and we have identified six climate actions to achieve this.

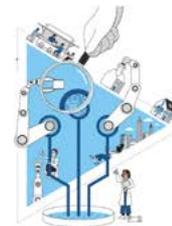
[Read more in our Annual Report](#)

[Read our Climate Report](#)



Performance highlights

FTSE dividend 19.37 <small>(2021: 19.46)</small>	FTSE adjusted earnings per share £2,523m <small>(2021: £2,624m)</small>	FTSE return on equity 20.7% <small>(2021: 20.8%)</small>
Equivalent carbon dioxide 1 and scope 2 emissions 30,062 tCO₂e <small>(2021: 30,007 tCO₂e)</small>	Employee satisfaction index 78% <small>(2021: 78%)</small>	Return on capital employed 23.6% <small>(2021: 23.7%)</small>



Helping to fuel the growth of tomorrow

At Legal & General we have a track record for investing in new areas of growth – from investment in small companies, technology and science partnerships. Our reach is expanding across UK regions and internationally.

[Read more in our Annual Report](#)

Legal & General and Radley Yeldar **Gold**

Following its 2021 website rebrand, Legal & General wanted to continue to engage wider audiences and aimed to bring life to its corporate story and purpose of 'inclusive capitalism'. Through the development of new features, hero content and making technical SEO improvements, Legal & General achieved impressive results, with website dwell time up 18% on the previous year.

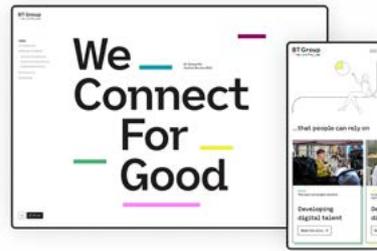
Legal & General turned to Radley Yeldar with the objective of summarising key content from the full annual report on a single, user-friendly page and to provide links to further, in-depth detail. The report uses interactive video to tell its inclusive capitalism story, putting the user in control. The judges described the report as "visually attractive" with detailed information and easy navigation. Judges praised its clear presentation of key messages and highlights.

Best online report – FTSE 100

BT Group and Emperor

Silver

Currently on a journey of transformation, BT Group looked to use its reporting suite to showcase its new brand in a concise manner while imbuing a sense of trust in stakeholders. A key aspect of the report was including an engaging and animated strategic progress section which included detailed case studies, alongside leadership videos which brought the story to life.



Burberry and Black Sun Global

Bronze

Burberry's 2022/23 online annual report introduces the next phase of its strategy to realise its potential as a modern British luxury brand, achieved through its heritage and position as the leading luxury fashion house in the UK. In partnership with Black Sun Global, Burberry crafted a report that adopts the corporate expression of their new visual identity and is accompanied by a multimedia campaign.



United Utilities Group plc and Jones and Palmer

Highly commended

United Utilities Group plc's report, crafted alongside Jones and Palmer, provides an integration of its purpose alongside its strategic goals.

Best online report – FTSE 250



Britvic and Design Portfolio

Gold

Britvic describes its purpose as “Enjoying life’s everyday moments.” Its website had not been updated properly since 2007, during which time Britvic had evolved and adapted to different markets, locations and strategies. In those six years, the company had made a commitment towards a more sustainable and healthier portfolio of drinks. The new website championed this transition, bringing Britvic to life vividly and dynamically.

Britvic aimed to make its report more accessible, working with Design Portfolio to cut content and repetition while introducing infographics to communicate complex frameworks. The new layout allowed for better use of space and a more inviting read. The judges were impressed by the report’s attractive design and described it as “very informative and engaging.”

Best online report – FTSE 250

Dechra Pharmaceuticals plc and Jones and Palmer Silver

In order to create a well-rounded annual report, Dechra Pharmaceuticals plc conducted market research to gather feedback from investors and stakeholders. Dechra Pharmaceuticals plc also sought viewpoints through investor roadshows and an interim results presentation. The report, crafted alongside Jones and Palmer is strong and makes a clear investment case.



Workspace Group and Gather Bronze

Workspace Group is passionate about giving customers the freedom and flexibility to shape their own space. Its 2022 annual report, with Gather, conveys how Workspace Group strives to meet its purpose of “Giving businesses the freedom to grow.” Judges described the report as “attractively presented with a good balance between summary and detail.”



Best online report – AIM

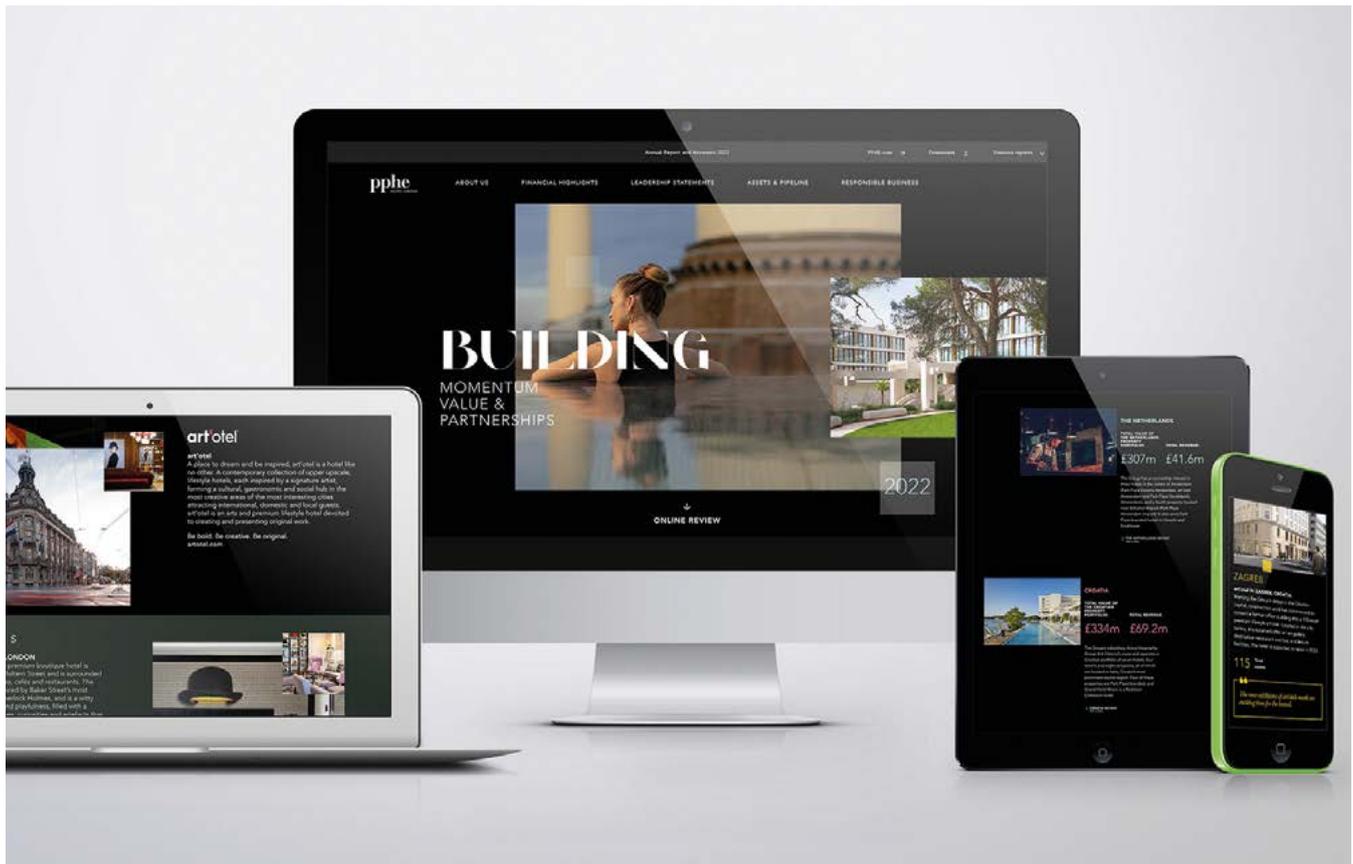


Cohort and Design Portfolio

Silver

Having previously focused on traditional mediums to deliver its annual report as a standalone printed document, Cohort's digital report, developed alongside Design Portfolio, aimed to provide a single source for its IR team to share with stakeholders when asked for details rather than providing a printed copy via post. Judges commended the "logical navigation and ease of use."

Best online report – Small cap



PPHE and Luminous Gold

Hospitality company PPHE believed it needed to restore confidence in its stakeholders around its commitment to ESG issues and financial stability. PPHE worked with Luminous to understand how its integrated report, themed 'Building Momentum, Value & Partnerships,' could successfully convey its progress, recovery and commitment to sustainability while simultaneously demonstrating a solid financial outlook.

PPHE's key objectives are summarised as telling its progress story, positioning its financial future with expansion and new hotel openings, integrating sustainability into its business model, reaching net zero and emphasising stakeholder engagement. Judges praised the report's "wonderful arthouse-school style," which is consistent with the hotel's brand. The judges also enjoyed the report's seamless online navigation.

Best online report – Small cap



Henry Boot plc and Jones and Palmer Silver

Henry Boot plc strives to demonstrate the company's transparency, openness and authenticity commitments, fostering trust and maintaining strong stakeholder relationships. Its annual report, in partnership with Jones and Palmer, emphasises Henry Boot plc's sustainability practices, positioning its commitment to sustainability at the core. Judges praised an "excellent integration of digital resources."



Halfords Group plc and Jones and Palmer Bronze

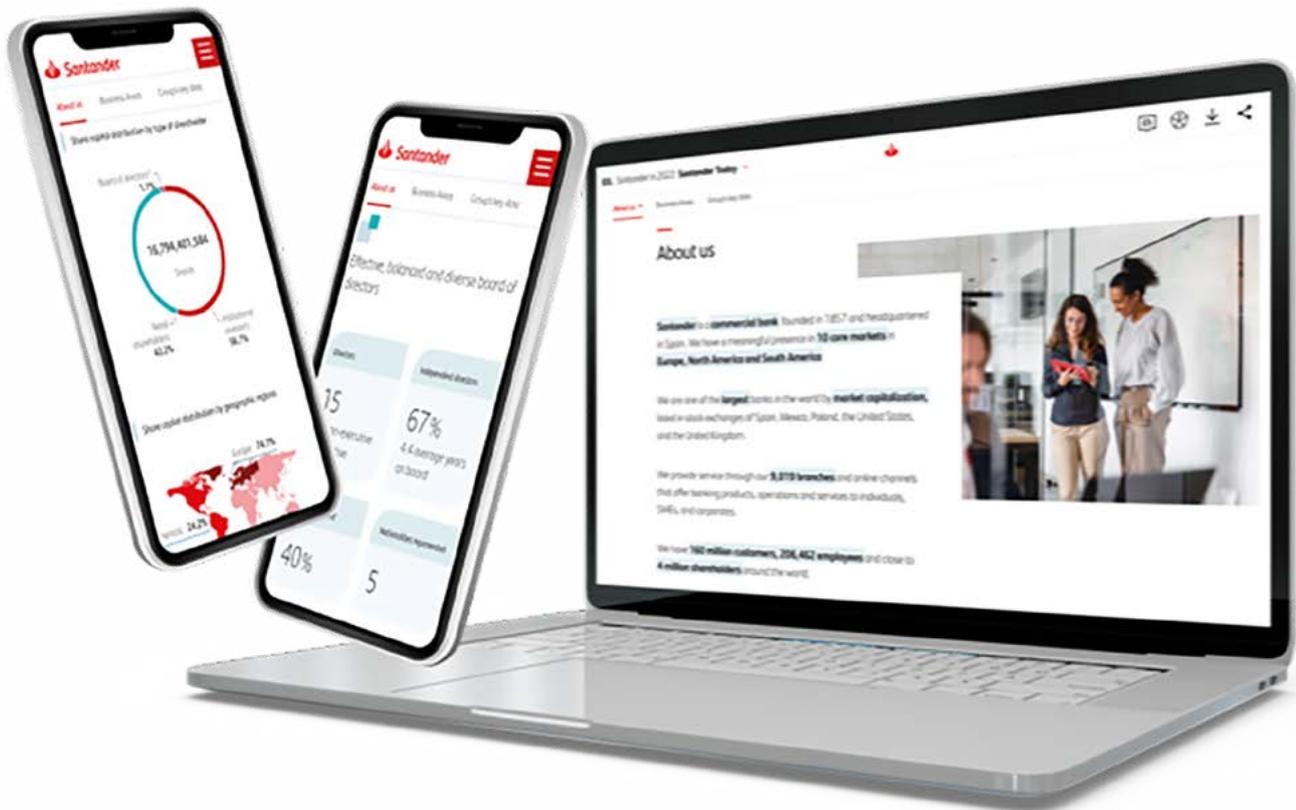
Known for its rich heritage and strong brand, retailer Halfords Group plc wanted to effectively communicate its move to being purpose-led with a brand refresh for its corporate website. The Jones and Palmer assisted design and content were crafted to be visually appealing, showcasing its purpose-led approach and company culture while also highlighting its approach to ESG factors and sustainability.



Severfield plc and Jones and Palmer Bronze

Severfield plc's annual report, crafted with Jones and Palmer, highlighted the group's strides in ESG and sustainability strategy. Its growth strategy, accompanied by a 'growth in numbers' feature, revolved around five key elements: growth, clients, India, operational excellence and people. The report was accessible across formats and connected to various communications channels.

Best online report – International

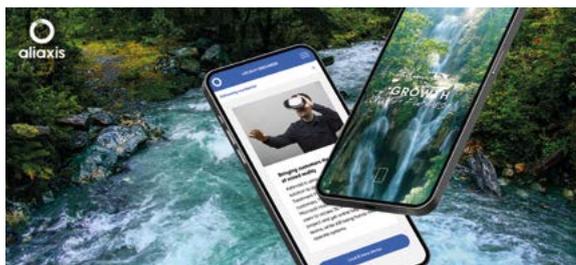


Banco Santander and Bestiario Gold

Although its previous 2021 digital annual review was a milestone in Banco Santander's communications with the market, feedback from audiences identified four areas of improvement: content which could be simplified, key messaging that needed to be clarified, the necessary expansion of its DataHub and the need to evolve its design to be even more visually attractive.

Having accepted these challenges, Banco Santander got to work addressing these issues, enlisting Bestiario for help. Its 2022 annual report received an incredible figure of 15,000 unique visitors only one month after its release and achieved an average session length of four minutes and twenty-seven seconds. One judge commented: "I loved the look and feel of this site." Overall, judges were impressed by the easy navigation and the easy-to-read, in-depth information.

Best online report – International



Aliaxis and Gather

Silver

After the launch of its online annual report, Aliaxis described it as having served as a 'catalyst' for sustainable change and engagement within the organisation and as a worldwide showcase for their future strategies and senior management team. Through its online report, created in partnership with Gather, Aliaxis sought to accelerate its 'digital first' mindset. One judge described it as "visually impactful."



Lenzing Group and GW+Co

Bronze

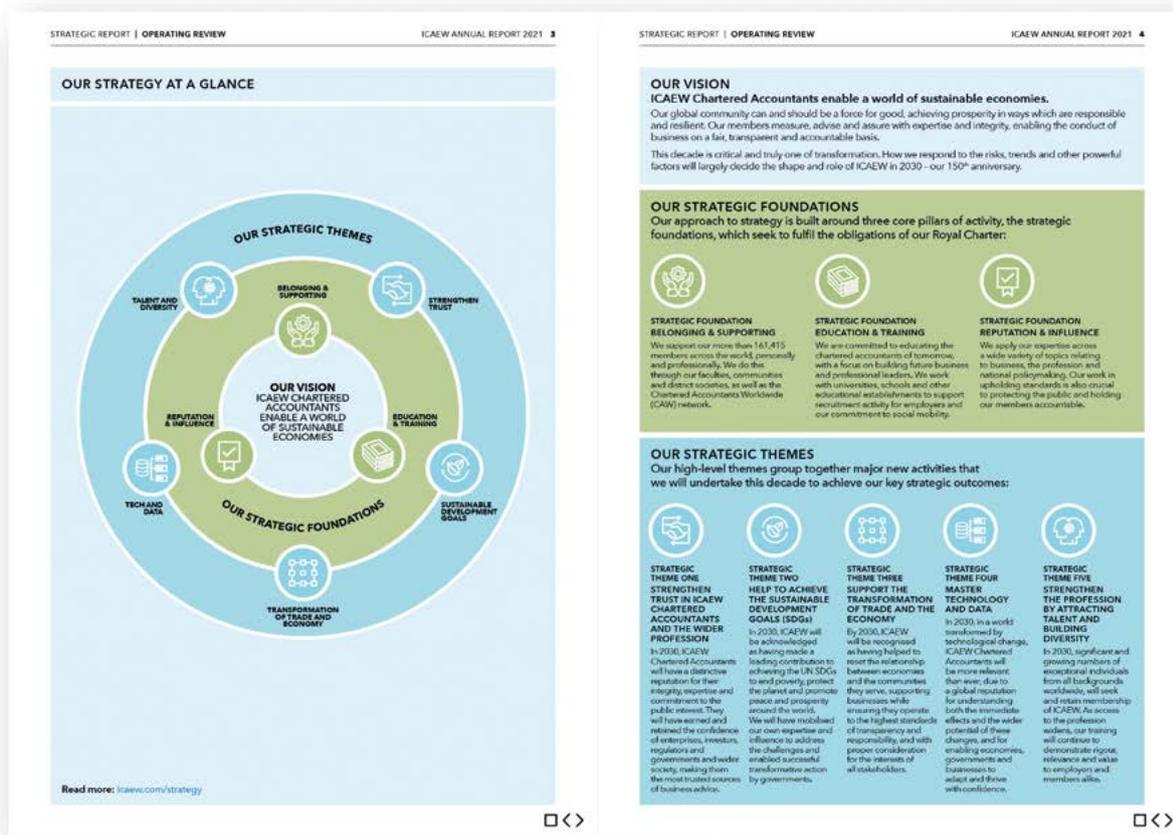
In the face of a globally challenging environment, global producer of speciality fibres Lenzing Group needed to showcase Lenzing's advancing journey towards a circular business model. The GW+Co report highlights Lenzing's achievements, as well as the people driving the business. Judges liked the "circulatory theme" which runs through the report, and its consistent visual style.

ACWA Power and Fanda

Highly commended

ACWA Power's report, developed with Fanda, hoped to raise the standard of its corporate reporting following a successful IPO.

Best online report – Unlisted



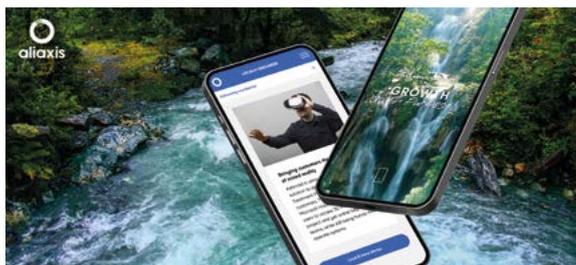
ICAEW and The Team

Gold

With its refreshed brand and newly achieved net-zero status, ICAEW wanted to signal a positive step towards progress against its ten-year strategy. Working with The Team and moving away from a print-led, numbers-heavy format towards a sustainable, digitally-led publication, ICAEW's report celebrated not only its achievements over the last year, but the brilliance and diversity of the people behind the brand too.

In order to fully embrace its sustainability status and ambitions, ICAEW's report needed to be digital-first, with a design centred around providing the best possible experience for the end-user's scrolling pattern and how international audiences would want to access the information. Judges described the online report as well laid-out and clear, with an impressive people-focused strategy. One judge praised the report's 'How long do you have?' feature, which caters to each user's preferences.

Best online report – Unlisted



Aliaxis and Gather

Silver

With the launch of its online annual report, developed in partnership with Gather, Aliaxis was keen to tackle the question of how to credibly foster a genuine belief that an organisation can be committed to creating value and taking ownership of issues. Aliaxis described its report as having served as a 'catalyst' for sustainable change and engagement within the organisation.



UK Power Networks and Instinctif Partners

Bronze

UK Power Networks is a distribution network operator for electricity. Operating on the core principle of continuous improvement, the company looked to bolster the quality of its annual review in terms of content, structure and design. It turned to Instinctif Partners to articulate its commitment and progress towards maximising consumer benefits in a tangible way.

Best printed CSR or ESG report



SSP Group plc and Gather

Gold

With its expertise in food travel, SSP Group plc looks after customers worldwide, operating in over 2,800 branded catering and retail units in 180 airports, 300 railway stations and across 35 countries. Under its purpose statement of 'The best part of the journey', SSP Group plc brands strive to set global food standards across travel hubs.

SSP Group plc's sustainability report, crafted in partnership with Gather, focused on its commitment to employees, business partners, suppliers, customers, communities and wider society. Throughout the report, SSP Group plc's key achievements over the course of a year are outlined, such as the embedding of its sustainability strategies and the expansion of its workforce from 23,000 people to 35,000. Judges described the work as excellent, well-presented and clear and were especially impressed by its 'Understanding Our Market' segment, CEO Q&A and regional reviews.

Best printed CSR or ESG report



Aviva and Brunswick Creative Silver

Aviva, one of the UK's leading insurance, wealth and retirement businesses, serves 18.7 million customers across the UK, Ireland and Canada. With its sustainability report, Aviva was ambitious to take it to 'the next level,' turning to Brunswick Creative and hoping to convey Aviva's deep technical knowledge in a way which was engaging for all audiences.



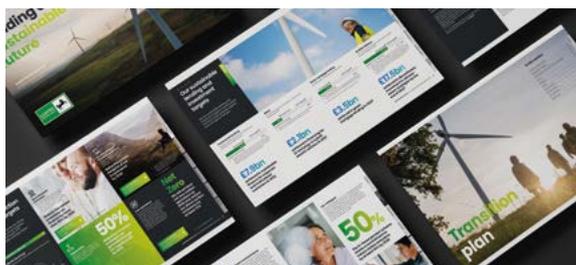
Taylor Wimpey and Black Sun Global Silver

The Taylor Wimpey annual report, developed alongside Black Sun Global, was designed to reflect its fully integrated strategy this year, meaning it was crucial that stakeholders were able to find the information they needed easily. Using Taylor Wimpey's insights into stakeholders' needs, a content mapping exercise was conducted across the report, website and sustainability supplement.



Experian plc and Friend Studio Bronze

2023 marks the second year that Experian plc has published its 'Improving Financial Health Report', which concentrates on improving the financial health of the millions of people using its products. Experian plc's challenge, tackled by Friend Studio, was ensuring the report's global audience recognised Experian plc as a force for good, with a strong overarching narrative threaded throughout the report.



Lloyds Banking Group and Emperor Bronze

To help demonstrate how Lloyds Banking Group brings its purpose of 'Helping Britain Prosper' to life, it introduced two new reports, in partnership with Emperor, in 2022: an environmental sustainability report, and a social sustainability report. Judges described both reports as "excellent" and "innovative," with "clearly met challenges."

Croda International and Black Sun Global Highly commended

Croda International's report, developed alongside Black Sun Global, tells the story of its meeting stakeholders' needs sustainably.

Vanquis Banking Group and Design Portfolio Highly commended

Vanquis Banking Group aspired to promote its ESG commitments and sustainability strategy, turning to Design Portfolio for help.

Best online CSR or ESG report



DS Smith and Black Sun Global Gold

DS Smith is a leading provider of sustainable packaging solutions across Europe and North America, with a circular business model which incorporates recycling, paper and packaging operation, supplying recyclable packaging to some of the world's most iconic brands. In 2022/23, DS Smith refreshed its 'Now & Next Sustainability Strategy', ensuring it remains relevant to a rapidly changing world.

In its latest report, crafted in partnership with Black Sun Global, this refreshed strategy was articulated along with a progress update that demonstrated how DS Smith's ambitions had translated into tangible action and achievements. The report communicated a clear and concise narrative which also aligned with upcoming ESG reporting standards. Judges were impressed by the report's interactive online presence, which they felt was enhanced by its use of video and infographics.

Best online CSR or ESG report



NatWest Group (Climate-related Disclosures Report) and Black Sun Global Silver

Developed with Black Sun Global, NatWest Group's 2022 'Climate-related Disclosures Report' details the group's progress towards its climate ambitions, incorporating an overview of its approach to climate-related governance, strategy, risk management, metrics and targets. Judges commended the report's interactive online presence and accessibility.



United Airlines and Brunswick Creative Silver

United Airlines' annual report, developed alongside Brunswick Creative, was launched within the context of an increasingly polarised attitude towards ESG in the US. The report aimed to demonstrate clearly, simply and quickly, the link between value-creation and the firm's corporate responsibility strategy. Judges described the work as "well thought out" and complimented its interactive online presence.



Dechra Pharmaceuticals plc and Jones and Palmer Bronze

To commemorate the company's 25th anniversary in 2022, Dechra Pharmaceuticals plc launched its 2022 annual report and sustainability report, in partnership with Jones and Palmer, designed to emphasise its growth and unwavering dedication to animal welfare. The reports hoped to engage stakeholders while promoting transparency and building trust.



NatWest Group (ESG Disclosures Report) and Black Sun Global Bronze

NatWest Group's ambition for its 2022 report was to provide a comprehensive overview of its key progress across ESG issues, while conveying its purpose-led strategy. Black Sun Global delivered, with judges complimenting the report's clean design and vibrant colours, with its impressive use of charts and graphs and its clear links to strategy.

KPMG UK Highly commended

KPMG UK's report gave a full update on its impact and its journey towards net zero.

Savannah Energy Highly commended

Savannah Energy sought to make its report informative, accessible and comprehensive.

**And the
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Best diversity and inclusion reporting



Schroders

Gold

Schroders describes its purpose as being to inspire its people to make sustainable, positive change to the world on behalf of clients. Believing information transparency to be key to driving meaningful changes, Schroders enhanced the readability of its inclusion report – which it renamed ‘Inclusion at Schroders’ – separating qualitative and quantitative aspects to ensure seamless navigation. Its refreshed report also underwent an independent review in order to assess any ways in which it could be made even more accessible to a broad range of audiences.

Schroders hoped to help employees see how their data further bolsters the report and therefore encourage its people to disclose ethnicity data in more locations. This has proven a success, with Schroders having now reached an 80% ethnicity profile completion in the UK, lending a statistical robustness to its reporting.

Best diversity and inclusion reporting



Britvic and Design Portfolio

Bronze

Britvic aimed to demonstrate its commitment to diversity and inclusion beyond gender reporting in this year's annual report. The report, developed in partnership with Design Portfolio, highlighted the company's strategy, progress and ambitions regarding ability, age, race, ethnicity, LGBTQ+ and inclusion. The report aspired to showcase the brand's involvement in disability inclusion campaigns and employee empowerment.

Best integrated report



Helios Towers and Emperor Gold

This year, Helios Towers published its maiden integrated report, in partnership with Emperor, hoping to set a powerful example of how an annual report can embrace integration in an innovative and stylish way, while engaging stakeholders. Its refreshed report incorporated a more evolved structure and flow, embracing best practice elements across the report. Its narrative-led business model, which serves as an engaging introduction to the report, clearly captures what Helios Towers represents and the value its work brings.

As well as reporting on progress throughout the year in its report, Helios Towers was keen to pay particular attention to demonstrating the positive impact of its business on various stakeholder groups. An evolutionary design approach saw the report take a landscape format, giving it a more modern and accessible feel.

Best integrated report



Coca-Cola Europacific Partners and Radley Yeldar Silver

As one of the leading consumer goods companies, Coca-Cola Europacific Partners felt that its 2022 report needed to tell a logical and coherent strategic story, which would elevate the advantages of the wider group, in order to be a success. It turned to Radley Yeldar to do just that, with judges praising the clear signposting of ESG priorities and accessibility.



Coca-Cola HBC and Black Sun Global Bronze

The objectives of Coca-Cola HBC and Black Sun Global's 2022 Integrated Annual Report were to convey both opportunity and empathy, launch its new purpose, showcase sustainability and launch its digital journey. Judges were impressed by the infographics, which enhance audience comprehension and the "excellent" integration with financial communications.



Taylor Wimpey and Black Sun Global Bronze

Customer-focused national homebuilder Taylor Wimpey sought to use its annual report to convey the group's clear strategy which, for the first time, explicitly incorporating sustainability as a standalone cornerstone of value. Black Sun Global delivered, with judges commending the report's clear, clean and simple design and its good focus on value creation.

SGS and Radley Yeldar Highly commended

SGS's streamlined report, in partnership with Radley Yeldar, aimed to engage readers, communicate its progress and outline its sustainability commitments.

The Crown Estate and Luminous Highly commended

The Crown Estate's reporting, developed alongside Luminous, outlines how it fulfils its purpose and creates ESG value.

Best cover

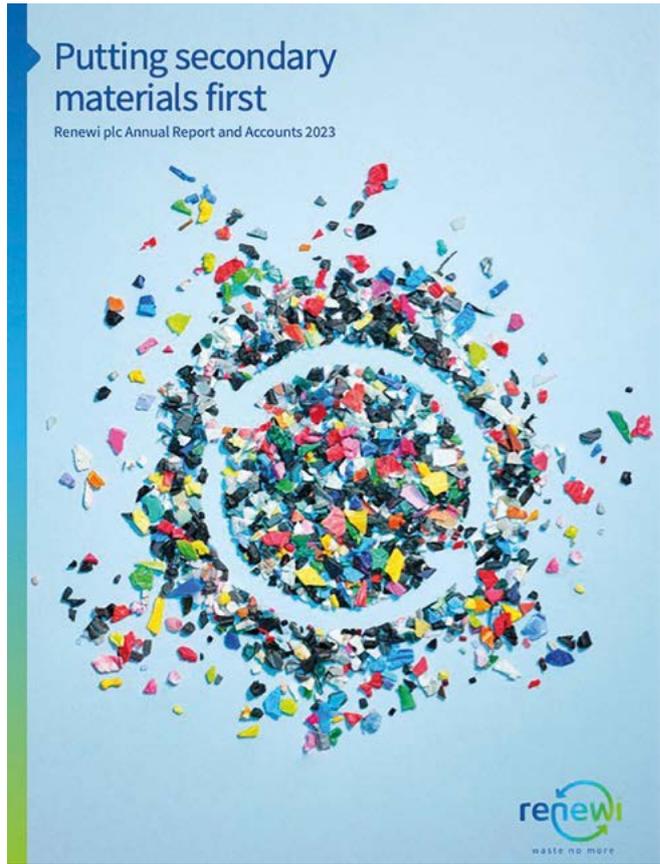


Chester Zoo and Denfield

Gold

'A Year of Influence' is the title proudly displayed across the cover of Chester Zoo's annual report. 2022 marked the first full year which Chester Zoo had managed to remain open since the beginning of the pandemic. With the pressure to ensure that this year was a success, not only in terms of visitor numbers, but in the wider goal of conservation, 2022 became 'A Year of Influence' for the zoo.

The final result of the annual report, created in partnership with Denfield, was a printed document that would look flattering on any coffee table or in any office reception. Judges described the cover as simple but attention-grabbing and enjoyed the concept of the zoo "turning a new leaf". The report was described as "instantly recognisable as Chester Zoo."



Renewi and Wardour

Gold

Building on the 2022 ARA, waste-to-product company Renewi made its end products the 'hero' feature of its annual report, presenting them as beautiful, significant materials worthy of a spotlight across the report. Wanting to position its strong focus on the future of sustainability at the report's core, Renewi organised a photoshoot to create striking imagery through using secondary materials.

The report, crafted with Wardour, was a huge success, with the imagery going on to be included across Renewi's website and a 'Full Year Results FY23' video featuring its CEO and CFO. One judge commented that the report had "transformed something small and simple into a beautiful piece of art." Judges were impressed by the visually strong design and found the use of recycled materials clever and engaging.

Best cover



Howdens Joinery Group and Emperor Silver

For its 2022 annual report, Howdens Joinery Group was looking to retain its recognisable branding and concise and engaging style and to emphasise key aspects of its business model. The company's distinctive and attractive cover illustrations, crafted by Emperor, are designed to appeal to diverse stakeholders. Judges described the report as “engaging” and “instantly recognisable as Howdens.”



Legal & General and Design Bridge and Partners Silver

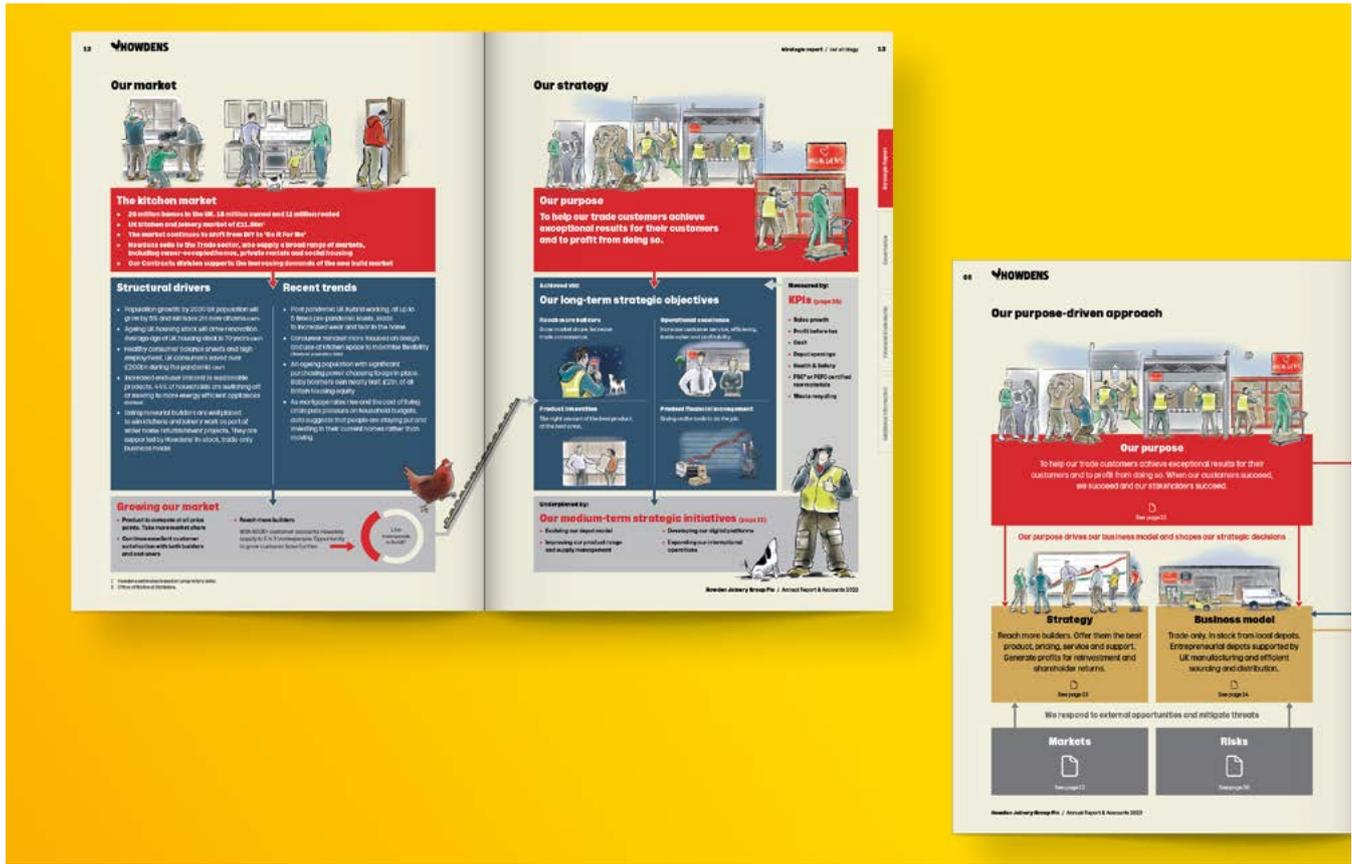
Following the upheaval of the war in Ukraine and the cost-of-living crisis, Legal & General wanted to change the approach for its annual report, turning to Design Bridge and Partners for help. A key challenge was conveying the right tone for its front cover, which would show that, during turbulent times, Legal & General's core value of 'inclusive capitalism' would prevail.



Premier Foods plc and Jones and Palmer Bronze

Premier Foods plc's annual report aimed to reflect the current climate, in which it finds more people are celebrating occasions at home due to the cost-of-living crisis. The cover of the report, designed by Jones and Palmer, showcased this and brought the range of Premier Foods plc products to life.

Best copy style and/or tone of voice



Howdens Joinery Group and Emperor Gold

Howdens Joinery Group's report, developed alongside Emperor, features a visually engaging and rich design, keeping the group's recognisable branding and concise style, while highlighting essential aspects of its business model. Designed to resonate with and to engage a diverse range of stakeholders, the writing style aims to guide readers in an intuitive way.

Divider pages including thumbnails with succinct supporting text and the use of clear headings, bullet points, infographics and illustrations, clearly convey Howden Joinery Group's purpose, culture and values to its audience. Judges described the work as possessing a "clearly strong identity" and as "instantly recognisable."

Best copy style and/or tone of voice



Legal & General and Design Bridge and Partners Silver

Legal & General's 2021 annual report, in partnership with Design Bridge and Partners, represented a return to "business as usual" for the company. Following the upheaval of the war in Ukraine and the cost-of-living crisis, a key goal of the report was conveying the right tone, which would demonstrate that, during turbulent times, Legal & General's core value of 'inclusive capitalism' would prevail.

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Best M&A communications

NAS (National Aviation Services) and FGS Global Silver

Following a takeover bid by Menzies Aviation in February 2023, NAS (National Aviation Services) and FGS Global had two objectives: firstly, leveraging external communications activity to demonstrate the merits of a potential transaction and secondly encouraging the board of Menzies to consider further offers. Judges were impressed by the strong sense of brand identity.



Best IPO communications



Aurigo International and Instinctif Partners

Gold

In 2022, Aurigo International completed a successful IPO and fundraising effort on the London Stock Exchange's AIM. These achievements marked the culmination of a six-month project to prepare the company for the public markets, build its investment case and support and train the management team.

The project began in March 2022, at a time when investors were shying away from technology as a whole, along with growth companies and risk more generally. It was crucial for Aurigo International to communicate its solid goals and growth potential. With the assistance of Instinctif Partners, one of the ways in which this was achieved was through a short, attention-grabbing film sent to investors, designed to persuade them to get onboard with management roadshow meetings. Judges were impressed by the "excellent" communications work and described the film as "really helping to bring the brand to life."

Best communications with overseas investors and/or media

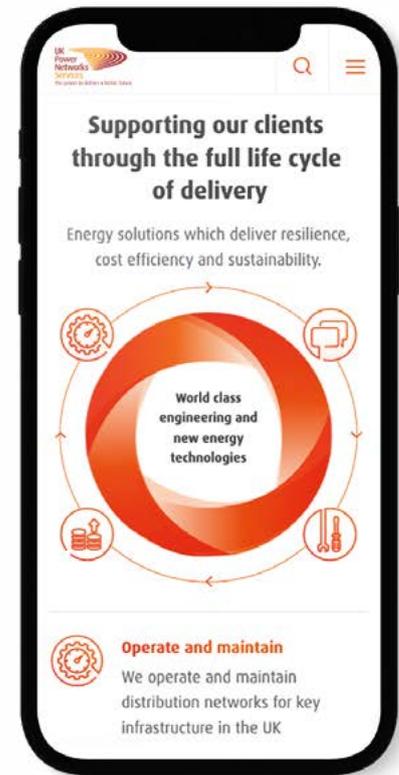
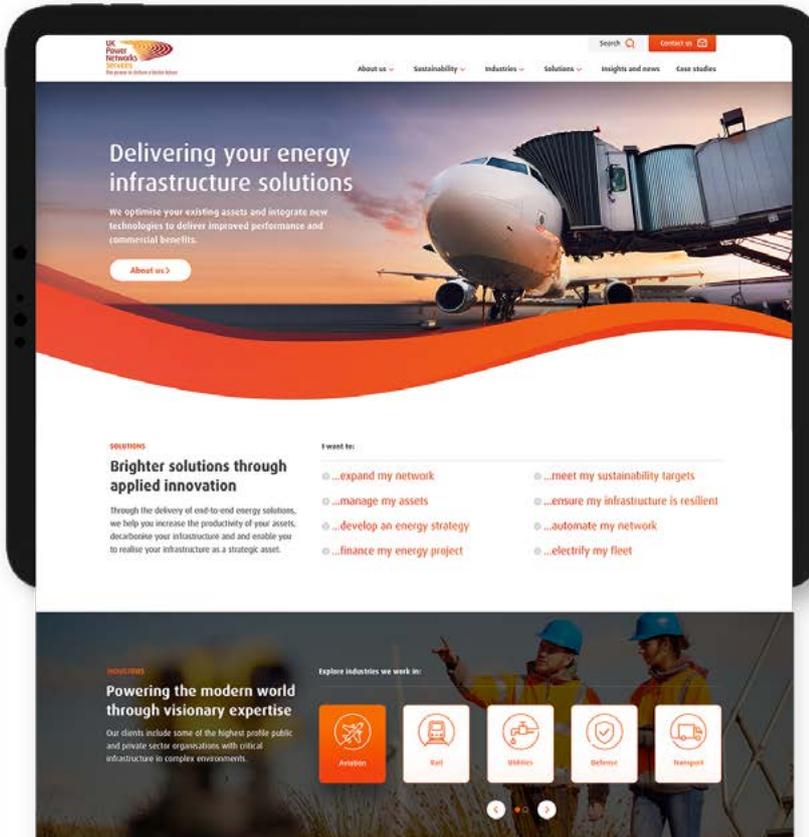
Ma'aden and Instinctif Partners

Silver

Following the refresh of its executive leadership, Ma'aden wanted to attract and engage with more international investors and recognised the need for a proper, outsourced IR function. The goal of its annual report, developed in partnership with Instinctif Partners was to increase engagement with investors and capital markets generally. Judges described the work as “impressive.”



Best use of digital media

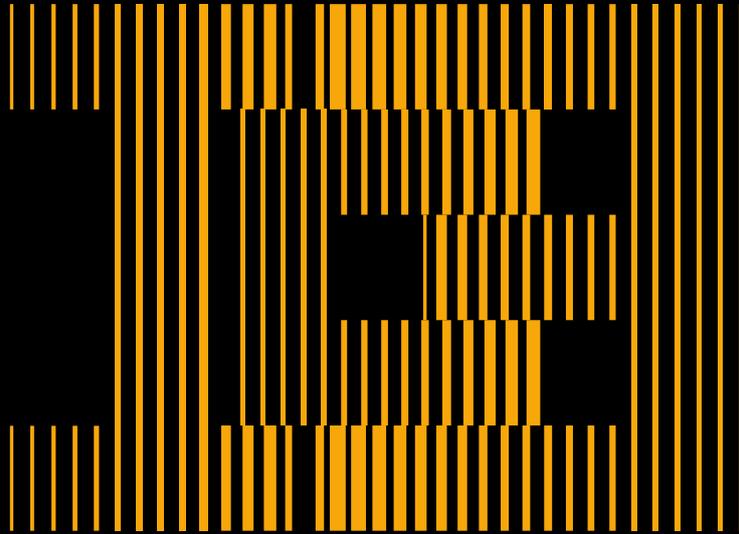


UK Power Networks Services and Instinctif Partners

Gold

With ambitious plans to become the UK's leading B2B electrical engineering firm, UK Power Networks Services sought to elevate its profile with its target audience. To do this, the energy infrastructure provider launched a sustained content marketing campaign across digital channels. Designed in partnership with Instinctif Partners, the campaign aimed to showcase the firm's expertise through videos, infographics and thought leadership pieces and used LinkedIn to reach an expansive professional network.

As a result, UK Power Networks Services received an impressive 11% increase in followers on LinkedIn. Its content received over 21,000 impressions and a strong click through rate of more than 600 to its website. Judges were vastly impressed by the "very solid" campaign, observing that "clearly considerable work" had been invested in it. The campaign was described as impactful and informative.



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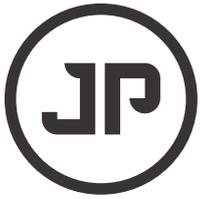
Protect your money with FSCS

FSCS and Hanover Communications

Gold

The Financial Services Compensation Scheme (FSCS) was designed to pay out to savers who had suffered from failed banks and building societies. Hoping to build awareness of their services, FSCS often felt its message got lost in a torrent of other content. It turned to Hanover Communications to help communicate its compensation service in a fresh, innovative way.

Finance is renowned for being a tough sector for producing exciting content, so FSCS faced the challenge of conveying topics without complex financial jargon, in a way that was digestible – as well as engaging and informative – for all audiences. The solution was the launch of a consumer-focused podcast programme which served as a vehicle to reach a broad and diverse audience. Judges commended the programme’s “innovative approach to increasing engagement on a difficult topic.”



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IQE IQE plc Capital Markets Day 2022 9

IQE and Black Sun Global

Gold

Though leaders in a specialised sector, IQE often felt that it had a lower profile within investment markets. The complexity of some of the products that IQE produces means that IQE feels poorly understood by many audiences, which is crucial when competing with global tech giants. With a new CEO and a refreshed growth strategy, IQE turned to Black Sun Global for help to develop its external profile and reposition the business in the eyes of investors, customers and broader stakeholders.

These efforts culminated in the launch of IQE's 2022 Capital Markets Day, designed to leverage a refreshed corporate brand and vision, and showcase how IQE plays a pivotal role in everyday life. The event garnered overwhelmingly positive feedback, which was reflected in its share price reaching an 18-month high in January 2023.

Best event



Coca-Cola HBC and Aspect **Silver**

Coca-Cola's Investor Day, taking place on 25 May 2023, was crucial for engaging its analysts and investors, showcasing its sustainability performance. It allowed them to engage with management team and highlight where the company's future growth would come from. The event, developed with Aspect, took place in Rome and hosted 40 people, with a further 200 joining virtually.



CitNOW Group and Denfield **Bronze**

Following CitNOW Groups' recent growth, it wanted to create and deliver a sense of unity between all colleagues and companies within the group. The 'UNiFY' conference, in collaboration with Denfield, launched to create a way for stakeholders to engage with corporate information and ambitions, and to inspire excitement about being part of the group's future. Judges described the event as "well-managed" with impressive feedback.

Best in-house corporate and financial communications team



Britvic **Winner**

Over the last 18 months, the corporate and financial communications team at Britvic, led by Stephanie Macduff-Duncan, has delivered a highly impactful communications strategy, working closely with investor relations, employee communications, sustainability, risk, marketing and legal teams.

Pursuing its objective of promoting Britvic's reputation across its stakeholder audiences, and looking to articulate its commercial strategy, Britvic's team reports on its non-financial data and data across the financial calendar. Through a challenging environment, Britvic's focus is on reporting consistently and coherently across its 'People, Planet and Performance' (PPP) strategy.

This has helped the team to maintain momentum internally, while driving its corporate reputation through stakeholder engagement with a regular drum beat of news and the promotion of partnerships (such as with The Prince's Trust and Xampla). The corporate and financial communications team has been at the heart of managing Britvic's reputation. A small but creative and dedicated team, its mission 'To know, understand and engage every team across Britvic,' through reporting, media relations and utilising social platforms.

Britvic has remained focused on efficiency initiatives and revenue growth, while continuing to invest in brands, sustainability and infrastructure. In March, Britvic announced a further £13 million investment into a fifth canning line at its Rugby factory. As a result of the work of carried out by the corporate and financial communications team, Britvic has seen a "sentiment impact" increase of five points.

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Small agency or consultancy of the year



Design Portfolio

Winner

In 2022, Design Portfolio launched its new sustainability consultancy, 'Ever Sustainable' (Ever), which includes Kurt Geiger, CMC Markets and Carlyle among its clients. Ever was designed to bring a new approach to the growing sector. Pursuing the ethos of 'Sustainability is opportunity', the consultancy exists to ensure that businesses can withstand the test of time through sustainable business transformation.

Led by director Martha McPherson, who was formerly at UCL's Institute for Innovation and Public Purpose, the Ever team has grown significantly over the past year servicing clients across many sectors with specialisms in climate change, biodiversity and private equity. The Ever team undertakes research, materiality assessments, strategy development and communications, enabling Design Portfolio to pursue its purpose of helping forward-thinking companies to build trust with stakeholders.

Design Portfolio aspires to be a leading light in its industry, helping clients to build trust and meaningful relationships with stakeholders. With this in mind, the agency has curated a culture of collaboration, creativity and consideration in everything it does, and places significant importance on its mental health and wellbeing initiatives. Its new KITT online training platform, launched to provide increased and ongoing development opportunities, supports both junior and experienced employees at the beginning of their journeys.

Small agency or consultancy of the year



Copia Digital

Highly commended

Copia Digital has been helping companies to effectively communicate with stakeholders through annual reports since 2005.

Large agency or consultancy of the year



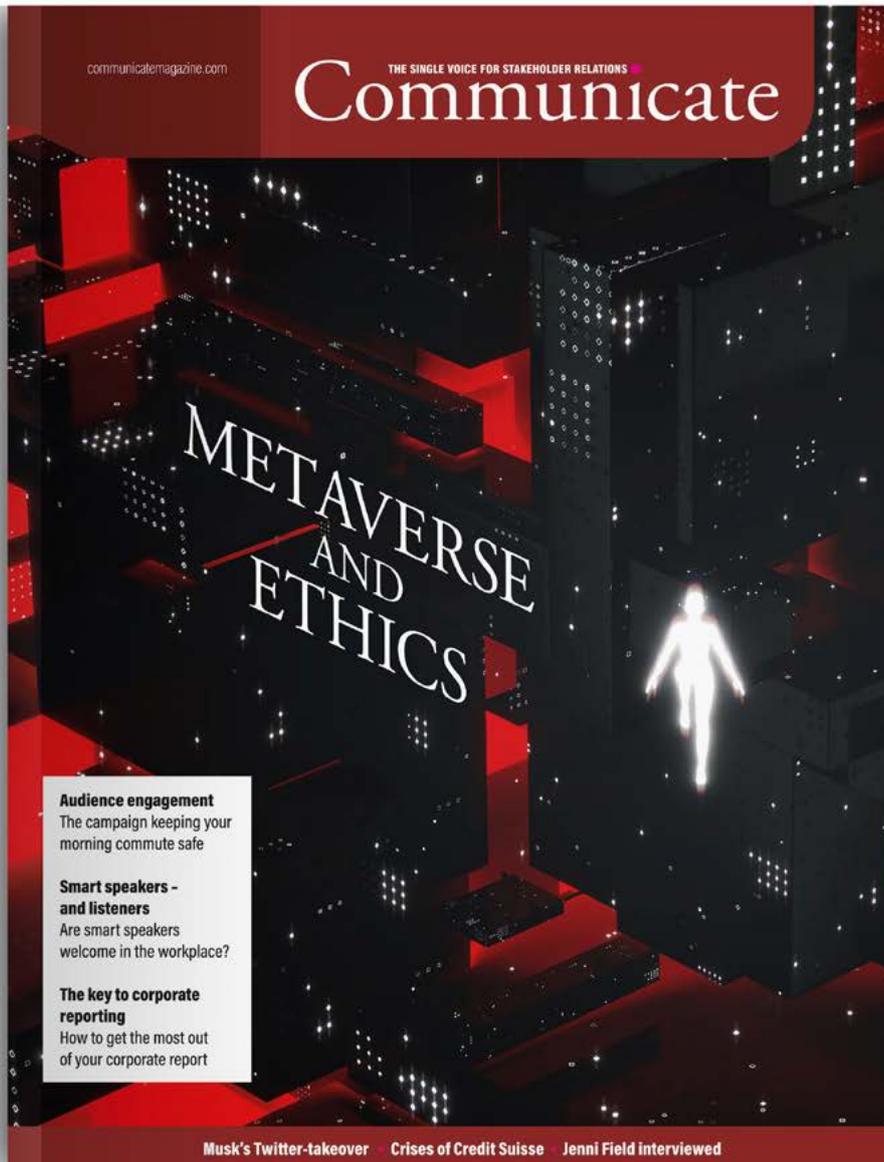
Emperor Winner

Emperor believes its business resilience – the way in which it has embraced change and supported its corporate and financial clients to thrive post-pandemic – is what has differentiated it from its peers. In an effort to enhance its capabilities and relevance, Emperor has made strategic moves such as hiring award-winning talent, launching grassroots initiatives and investing in learning and development. The agency has also boosted its responsible business credentials through achieving B Corp status, opening a creative hub in Birmingham and appointing new co-CEOs.

It is the agency's focus on becoming the preferred agency for full-service corporate communications that has driven Emperor to expand its services in digital, sustainability and moving image to meet clients' needs. Following the appointment of its new co-CEOs, Victoria Sugg and Cameron Gunn, a new leadership model has been implemented to establish a new strategy for the agency going forward.

At the heart of the agency's new strategy sits a "client obsession" and an ambition to achieve operational excellence, while nurturing talented individuals. As an employee-owned agency, accountability to its people is crucial for Emperor. These changes have yielded impressive achievements, with the agency seeing a 30% growth in annual review, and receiving 25 award wins, as well as notable growth in key accounts. Emperor designates its B Corp certification as its major milestone for the year, marking a commitment by the entire business towards shared values and collaboration.

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Annual report of the year



Breedon Group plc and Friend Studio Winner

Breedon Group plc summarised its approach to transforming its annual report as “revolution, not evolution.” In accordance with this mindset, the construction materials business transformed its reporting style to be far stronger and more expressive, incorporating high-quality photography, infographics and clear messaging. Rather than the traditional portrait format, Breedon Group plc switched to a landscape style to reflect the broader trend of annual reports moving online.

Breedon Group plc felt that its current reporting failed to reflect its brand, position in the market and investment case, and worked with Friend Studio to produce a report that felt refreshed and offered tangible insights. The interactive PDF ‘digital-first’ document was produced with the assumption that the majority of the audience would be reading the report on-screen. A six-page business model description offers crucial insight for investors into how Breedon Group plc operates and generates its revenue, while strategy reporting includes a comprehensive overview of progress, future priorities, connected KPIs and risks, as well as relevant case studies.

Generally, the report is designed to provide greater accessibility to a wider audience. Pages of text are broken up by frequent use of diagrams, charts, imagery, large type and pull-stats to create the effect of the document feeling more like a magazine than an annual report. Judges were enthused that the report felt refreshingly accessible and editorial, with strong design and signposting. Overall, the judges believed the report was differentiated by its fresh feel, colour, excellent structure and rich content.



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