

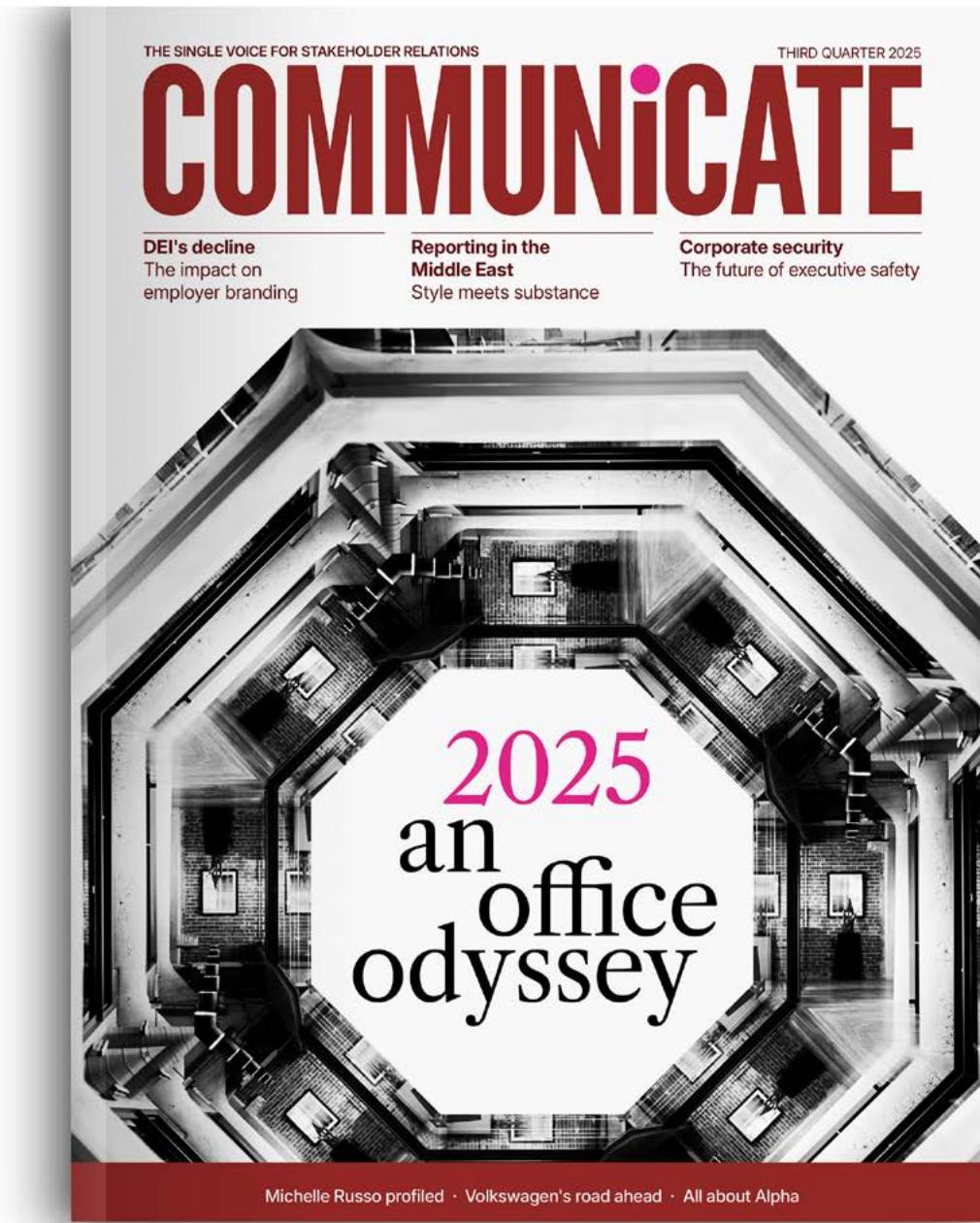


# WINNERS BOOK



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# NOTE FROM THE EDITOR



**Rebecca Pardon**  
**Editor**  
*Communicate magazine*

Across Communicate magazine's awards programmes, our winners are always spectacularly innovative, but it is our Corporate Engagement Awards winners who stand out. Not only do these campaigns snap up KPIs and impress colleagues, but they also support access to education and clean water, raise awareness of – and destroy stigmas surrounding – life-threatening diseases and encourage sustainable and conservational consumer behaviour. As the winners of the Corporate Engagement Awards 2025 celebrate and honour their communities, we're giving the teams behind the work the same recognition.

In this year's programme, a train operator showcases natural beauty spots along its network in a spellbinding video series, a motorway service provider tackles the UK's growing mental health crisis and a bank helps teenagers from underserved communities to develop crucial financial skills and knowledge.

As always, our shortlist has been tirelessly deliberated over by a panel of expert judges to select the work that best reflects the efforts companies make with their CSR, community and sustainability partnerships. We know the time, energy, resources and passion that is poured into all of the campaigns we have seen tonight. With the Corporate Engagement Awards now in its 14th year, it is always a pleasure to shine a spotlight on the good in business.

# Congratulations

to everyone shortlisted tonight!

From all of us at KP Snacks.

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**1 million** opportunities for people  
to get more active by 2033.



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100 PITCHES**  
to get Everyone In!



**THE HUNDRED**

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# MEET THE JUDGES



## **David Bedi**

Head of corporate partnerships  
*Guy's & St Thomas' Charity and Evelina London Children's Charity*

David is head of corporate partnerships at Guy's and St Thomas' Charity and Evelina London Children's Charity. Prior to this role, he worked for a number of domestic and international charities, including UNICEF UK, Alzheimer's Society and Breakthrough Breast Cancer, focusing on developing new strategic partnerships. David was also a member of the Chartered Institute of Fundraising's (CIOF) corporate fundraising special interest group (SIG).



## **James Devenny**

Senior corporate and commercial manager  
*Battersea Dogs & Cats Home*

James is the senior corporate and commercial manager at Battersea Dogs & Cats Home, overseeing the organisation's corporate partnerships and licensing programmes. With more than 15 years' experience in the third sector, James specialises in cause-related marketing and has a strong track record of developing impactful, narrative-focused partnerships. Prior to Battersea, James worked in corporate partnerships at the Royal British Legion. Notable achievements include securing an award-winning partnership with Cadbury.



## **Ellie Failes**

Partnerships consultant  
*United Nations World Food Programme (WFP)*

Ellie is a partnerships consultant at the United Nations World Food Programme (WFP). With more than a decade of experience in the NGO and intergovernmental sectors, Ellie specialises in developing large-scale, long-term partnerships that combine technical expertise and funding to drive social, economic and environmental change. She works with partners across industries and involves collaboration with governments to drive systemic, sustainable change, from tackling urgent humanitarian needs to strengthening supply chains that connect farmers to global markets.



## **Adam Feder**

Head of corporate partnerships  
*Maggie's Centres*

Adam is head of corporate partnerships at Maggie's, a charity providing free cancer support and information in centres across the UK and online. Adam has been at Maggie's since 2018 and his team builds and manages partnerships with companies such as Howden, Scotmid Co-operative, GSK and Sir Robert McAlpine. He has worked in corporate partnerships for nearly 15 years at Age UK, Breast Cancer Care and Vinspired, securing partnerships with companies such as Credit Suisse, nPower and First Utility.



## **Jeremy Gould**

Senior corporate growth manager  
*Charities Aid Foundation (CAF)*

Jeremy is the senior corporate growth manager at the Charities Aid Foundation (CAF), working with companies to help them give more effectively and impactfully and accelerate progress in society toward a fair and sustainable future for all. He also works as an associate at Bright Spot Fundraising, coaching a portfolio of fundraising clients. His career to date has included high-value fundraising roles at a range of domestic and international charities including the Stroke Association, Carers UK, World Child Cancer and HelpAge International.



## **James Hails**

Director of fundraising and communications  
*London Youth*

James joined London Youth as director of fundraising and communications in March 2024. Having worked in marketing and communications in film and TV, theatre and dance for six years in his native Newcastle, he joined the charitable sector in 2011. He has built a first-class reputation for working with global businesses, leading trusts and foundations and generous major donors at charities including Stroke Association, British Heart Foundation, Alzheimer's Society and Independent Age.

# lumo

 Hull Trains  
Your local link to London

## Celebrating our communities



**Sharing stories with purpose**



# MEET THE JUDGES



## **Sara Heald**

Sustainability manager  
*Premium Credit Ltd*

Sara is the sustainability manager at Premium Credit Ltd, where she steers the development and delivery of the company's sustainability strategy, targets and initiatives. With more than 30 years of experience in financial services, Sara has built her career from junior positions to senior leadership roles, including servicing as head of CSR at Legal & General. Sara is a trustee of Crawley Open House, a charity supporting those facing homelessness. She is also is chair of the Neurodiversity Network at Premium Credit. Sara has a passion for sustainability and a strong sense of purpose.



## **John Hibbert**

Corporate partnerships manager  
*Historic Royal Palaces*

John has more than 15 years' experience managing partnerships and high-impact campaigns with some of the biggest UK brands, including HSBC UK, M&S and Nationwide Building Society. John has recently joined Historic Royal Palaces, heading up its corporate team and was previously head of corporate partnership management at Shelter, leading the team to maximise engagement and raise more than £7 million per year from the private sector. John has also worked in corporate partnerships roles at The King's Trust, UNICEF UK, The Fairtrade Foundation and Australian Red Cross.



## **Mirième Hill**

Global corporate responsibility project manager  
*RELX*

Mirième is a corporate responsibility, stakeholder engagement and communications specialist with more than 15 years' experience in private sector, not-for-profit and FTSE 100 companies in the UK and overseas. In her current role as global corporate responsibility project manager, Mirième leads on partnerships and programmes to support the advancement of the United Nations Sustainable Development Goals (SDGs) including the RELX SDG Resource Centre and RELX Environmental Challenge.



## **Molly Mackins**

Senior customer and communications manager  
*Superdrug*

Molly is the senior customer and communications manager at Superdrug, working across public relations, experiential marketing and internal communications. Her work bridges external and internal audiences, ensuring alignment across commercial and brand awareness campaigns as well as community initiatives, which includes working on charity partnerships. Her role also explores customer innovation and driving loyalty from Superdrug customers, online and offline.



## **Caitlin Mills**

Superdrug senior partnership lead  
*Marie Curie*

Caitlin is a senior partnership lead at Marie Curie, overseeing Marie Curie's long-standing partnership with leading retailers Superdrug and Savers. Caitlin specialises in building purpose-driven strategic partnerships and has previously led on highly impactful pro-bono partnerships with companies such as KPMG, Mace and Fieldfisher. Her career to date has included working in a number of high value fundraising roles, across both corporate partnerships and philanthropy teams.



## **Natalie Moss**

Head of corporate partnerships  
*Southbank Centre*

With two decades of experience in arts fundraising and partnerships, Natalie is passionate about connecting world-class cultural institutions with brands. She currently leads corporate partnerships at the Southbank Centre, one of London's most iconic arts destinations, where she develops strategic brand collaborations that support the organisation's ambitious artistic output. Previously, Natalie spent 16 years at BAFTA, delivering award-winning campaigns with some of the most recognisable brands, consistently building long-term relationships and delivering revenue goals.



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# MEET THE JUDGES



## Emily Murphy

Former head of marketing and partnerships, Northern Europe  
*Alibaba Group*

Emily brings more than 20 years of experience in marketing and communications, with the past 17 spent working in the tech and telecoms sector. In her recent role at Alibaba Group, Emily oversaw marketing and partner development for the region, building Alibaba's reputation, profile and reach as a trusted enabler for Northern European SMEs selling overseas through Alibaba's marketplaces. Prior to Alibaba Group, she worked for the Global System for Mobile Communications Association, Skype and Badoo, among others.



## Sabrina Nixon

Deputy head of corporate (Partnerships)  
*Dogs Trust*

Sabrina is a corporate partnerships specialist, currently deputy head of corporate at Dogs Trust. Sabrina specialises in truly transformational partnerships that make a meaningful difference for charities, companies and society at large. Her award-winning work includes the #GetOnARoll campaign at Bowel Cancer UK – which mobilised supermarkets and toilet paper manufacturers to put life-saving information on their packaging – and the international partnership between Aviva and The British Red Cross.



## Becky Read

Head of corporate partnerships, business development and innovation  
*English Heritage*

Bringing a wealth of experience in corporate charity partnerships, working at organisations such as Macmillan Cancer Support and Dogs Trust, Becky is currently head of corporate partnerships, business development and innovation at English Heritage. Becky has built a career built around a passion for partnerships with purpose and partnerships.



## Lauren Riley

Communications manager UK and Ireland  
*CMA CGM*

Lauren joined the CMA CGM Group – a global player in sea, land, air, logistics and media solutions – as UK communications and CSR manager in May 2022 and is responsible for all internal and external communications, stakeholder engagement and corporate social responsibility activity in the country. With more than 12 years of experience in communications and CSR across industries including housing, recruitment, transport and agency, Lauren has a passion for telling a brand's story and developing a strong sense of purpose beyond the brand's day-to-day operations.



## Alyse Roberts

Head of corporate partnerships  
*Family Action*

Alyse is head of corporate partnerships at Family Action, the charity for every family in need and anyone without family support. Alyse leads her team across new business, account management and challenge events. With more than eight years of corporate fundraising experience, Alyse has held roles at Action For Children, Diabetes UK and Leonard Cheshire, working on sector-leading partnerships with companies such as Royal Mail and Tesco. Alyse is passionate about securing and developing purpose-driven partnerships and generating tangible and lasting impact.



## Illen Rowe

Social social impact manager  
*American Express  
Global Business Travel*

Over more than a decade, Illen has worked at the intersection of business and social impact to harness the power of the private sector for good. He is passionate about the positive role that companies can play in society by deploying their people, their products and their profits to solve some of society's biggest challenges. Illen is currently the social impact manager for American Express Global Business Travel, the world's leading B2B travel platform, providing software and services to manage travel, expenses, meetings and events.



## AT SODEXO OUR PURPOSE HAS ALWAYS BEEN TO CONTRIBUTE POSITIVELY TO THE COMMUNITIES IN WHICH WE LIVE AND WORK

**Our Social Impact Pledge 2030 outlines our commitment to create meaningful impact through four impact pathways: People, Planet, Places and Partners.**

The work of the Sodexo Stop Hunger Foundation, a UK-registered charity, sits within the Places pathway of our Social Impact Pledge. Operating since 2005, Stop Hunger fights insecurity and its root causes, striving for impact in local communities through a network of charity partners who direct our support to where they see the greatest need.

Today its work goes beyond providing immediate food aid. The Foundation works with charities tackling issues such as illiteracy and job skills to help create longer-term solutions to food insecurity.

We are proud that it has been shortlisted in the Best Foundation category at this year's Corporate Engagement Awards and wish all of tonight's finalists the very best of luck.

**Find out more about the services Sodexo delivers, its Social Impact Pledge 2030 and the Stop Hunger Foundation at [uk.sodexo.com](http://uk.sodexo.com)**



# MEET THE JUDGES



## **Rob Singleton**

Group sponsorship manager  
*Aviva*

Rob is the group sponsorship manager at Aviva, where he has helped develop the group sponsorship strategy for the UK, starting with Manchester's new landmark arts, culture and music venue, Aviva Studios. He is a sponsorship manager with more than 14 years' experience across the industry, including stints agency, rights holder and brand side. He joined Aviva in 2021 having worked on a diverse portfolio of properties and brands including Norwich Union's British Athletics sponsorship, Rugby League World Cup 2013, Rugby Football League, UEFA Women's Euros 2021, Gillette, Marriott and Specsavers.



## **Megan Smith**

Former strategic partnerships lead - EMEA  
*Blackbaud Europe*

Megan was the strategic partnerships lead at Blackbaud Europe, where she forged impactful cross-sector collaborations. Her extensive experience includes delivering sports education programmes for Chelsea FC and QPR FC, as well as leading consultancy projects for events such as the Commonwealth Games, World Athletics, and The FA. She is known for her passion, energy and strategic mindset, paired with a proven track record in the sponsorship and partnership sector.



## **Tanushree Srivastava**

Corporate partnerships manager  
*Royal British Legion*

Tanushree has been working in the charity sector for more than a decade, during which time she has worked across various income streams with leading charities such as Macmillan Cancer Support and The Prince's Trust. Tanushree found her passion in corporate fundraising after joining the partnerships team at The Prince's Trust and has since worked on some outstanding strategic partnerships. In her current role as corporate partnerships manager at The Royal British Legion, she is delivering impact for funders and the charity through collaborative partnerships focusing on long-term strategic partnerships.



## **Lauren Tones**

UK partnerships director  
*ASM Global*

Lauren is the UK partnerships director at ASM Global, overseeing brand activation across iconic UK venues including the AO Arena Manchester, OVO Arena Wembley and first direct arena Leeds. With nearly 20 years of experience in live entertainment, Lauren began her career at Brixton Academy before moving on to roles at Wembley Arena and The O2, managing relationships with brands such as O2 Telefonica and Nissan. At ASM Global, she has played a key role in renewing first direct's naming rights agreement and has built strong partnerships with brands including OVO, Sky and Three.



## **Ghalib Ullah**

Head of commercial partnerships  
*Parkinson's UK*

Ghalib has more than 20 years' experience of commercial and charity income generation, relationship management, marketing and advertising. He joined Parkinson's UK in 2012 and is currently head of commercial partnerships. In his time at the charity, Ghalib has secured the charity's biggest partnerships and now leads a talented group of fundraisers who have delivered multiple award-winning partnerships over the years, with people who have Parkinson's at the very heart of them.



## **Aaron Uthman**

Senior corporate and community stakeholder manager  
*London City Airport*

Aaron has more than a decade of expertise in community and stakeholder relations. He has held senior roles at London City Airport, where he led strategic engagement initiatives and currently serves as vice chair of the Newham Chamber of Commerce, championing local business interests and economic development. Aaron's career spans public and private sectors, with a focus on building sustainable partnerships, delivering impactful corporate responsibility programmes and fostering inclusive growth.

# THE WINNERS

## PARTNERSHIPS

### Best Arts and Culture Programme

**Gold** — Sky Arts and We Are Futures  
**Silver** — JTI UK and The London Philharmonic Orchestra  
**Bronze** — SoftServe

### Best Charity, NGO or Not-For-Profit Programme

**Gold** — Kimberly-Clark (Andrex) and Bowel Cancer UK  
**Silver** — UK Space Agency and Scouts UK  
**Bronze** — Essity (Tork) and In Kind Direct  
Highly commended — The British Gas Energy Trust and British Gas

### Best Educational Programme

**Gold** — Cadent and YMCA England & Wales  
**Gold** — NatWest and The National Youth Agency  
**Silver** — Dove Self-Esteem Project and World Association of Girl Guides and Girl Scouts  
**Silver** — UK Space Agency and Scouts UK  
**Bronze** — National Grid and Connectr  
Highly commended — Boots UK, The Hygiene Bank and Colgate  
Highly commended — CGI with Love of the Game and Bupa

### Best Environmental or Sustainable Programme

**Gold** — Metrisk and MYGroup and Boots UK  
**Silver** — CGI with Love of the Game and Bupa  
**Silver** — The Conservation Volunteers with NatWest Group  
**Bronze** — Euston Town with Transport for London, Camden Collective and Camden Town Unlimited  
Highly commended — Springer Nature and Hubbub

### Best Pro-Bono Work for a Charitable, Social or Ethical Cause

**Gold** — Mike Golding OBE and The International SeaKeepers Society  
**Silver** — Euston Town with Transport for London, Camden Collective and Camden Town Unlimited  
**Bronze** — Watch Duty and Sixième Son

### Best Sports and Leisure Programme

**Gold** — ParalympicsGB and Ocean Outdoor  
**Silver** — KP Snacks and The Hundred  
**Bronze** — Mike Golding OBE and The International SeaKeepers Society

## SPONSORSHIP

### Best Alignment of Brand Values Through a Sponsorship Activity

**Gold** — School Food Matters and Whole Foods Market Foundation  
**Silver** — Vestey Holdings and YMCA England & Wales

### Best Engagement of an Internal Audience in a Sponsorship Programme

**Gold** — Allianz SE  
**Gold** — NatWest Group and Team GB  
**Silver** — DHL Group

# THE WINNERS

CORPORATE SOCIAL RESPONSIBILITY	TIME	COMMUNICATION
<b>Best CSR Activity or Programme to Support or Develop a Corporate Reputation</b> <b>Gold — Coats Group plc</b> Silver — TEI - TUSAŞ ENGINE INDUSTRIES, INC. Bronze — Treedom and Hangzhou EZVIZ Network Co., Ltd.	<b>Most Effective One-Off Campaign</b> <b>Gold — Hull Trains &amp; Yorkshire Wildlife Trust</b> Silver — Lumo and Smart Outdoor Bronze — Hull Trains with Hull Comedy Festival	<b>Best Stakeholder Communications</b> <b>Gold — Boots UK</b> Silver — Prof. Marco Imperadori / ROCKWOOL Core Solutions and Definition
<b>Best Alignment of Brand Values During a CSR Programme</b> <b>Gold — Macmillan Cancer Support and La Roche-Posay</b> Silver — School Food Matters and Whole Foods Market Foundation Bronze — Sabancı Holding	<b>Most Effective Long-Term Commitment</b> <b>Gold — Mind, SAMH and Moto Foundation</b> Silver — Barclays LifeSkills and The Talent Foundry Silver — Macmillan Cancer Support and Boots UK Bronze — AstraZeneca YHP and UNICEF UK Bronze — Samsung UK and We Are Futures	<b>Best Internal Communications</b> <b>Gold — Springer Nature</b> Silver — Boots UK Bronze — GSK and Radley Yeldar
<b>Best Community Involvement During a CSR Programme</b> <b>Gold — KP Snacks and The Hundred</b> Silver — Legal & General		<b>Best PR and External Communications</b> <b>Gold — Superdrug and Marie Curie</b> Silver — Hull Trains with Hull Comedy Festival
<b>Best Engagement of an Internal Audience in a CSR Programme</b> <b>Gold — The Big Difference - Centrica</b> Silver — Springer Nature		
<b>Most Innovative Collaboration</b> <b>Gold — Mike Golding OBE and The International SeaKeepers Society</b> Silver — Lumo and Metrocentre Bronze — Euston Town with Transport for London, Camden Collective and Camden Town Unlimited		
<b>Best Foundation</b> <b>Gold — Sodexo Stop Hunger Foundation</b> Silver — OVO Foundation		

# THE WINNERS

## PROCESS

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### **Best Collaborative Approach**

**Gold** — Network Rail with The Rail Safety and Standards Board and The Talent Foundry

**Silver** — Euston Town with Transport for London, Camden Collective and Camden Town Unlimited

**Bronze** — Hull Trains and Yorkshire Wildlife Trust

**Bronze** — Lumo

### **Best Execution**

**Gold** — Euston Town with Transport for London, Camden Collective and Camden Town Unlimited

**Silver** — Lumo with Newcastle Gateshead Initiative and Destination North East England

# THE WINNERS

## GRAND ACCOLADE

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Grand Prix  
**Sodexo Stop  
Hunger Foundation**



# PARTNERSHIPS

## BEST ART AND CULTURE PROGRAMME



### Sky Arts and We Are Futures

#### Gold

Access All Arts is an arts and culture programme from Sky Arts designed to address the steady decline of arts education in primary schools, especially in communities where access is already limited. Its mission is to make the arts accessible and establish them as a key part of everyday school life. Working with We Are Futures to deliver the ambitious scheme, Sky Arts is structured around six key modules: marks, moves, sounds, words, images and digital mark making.

Since its launch in 2022, more than 633,000 children have taken part in the programme, with nearly half of the schools involved based in underprivileged areas. What's more, the framework underpinning the programme is designed to guide teachers through the curriculum, ensuring that every teacher is equipped to teach arts education without specialist training. One judge said, "This is a truly collaborative programme, using expertise from across the education and arts and culture sector to achieve its clearly set-out objectives. It shows clear impact and legacy."

## BEST ART AND CULTURE PROGRAMME



### JTI UK and The London Philharmonic Orchestra Silver

JTI UK has supported The London Philharmonic Orchestra since 2008. Through this partnership, the orchestra was able to launch OrchLab, a programme that makes music accessible to disabled adults through assistive technology, accessible instruments and inclusive workshops. The project has had a huge impact on participants. One judge said this was a "brilliant partnership approach using the skills of both parties to develop and support music for disabled people."



### SoftServe Bronze

IT consultancy SoftServe, which is based in the US and Ukraine, has supported the Ukrainian people since the 2022 invasion. One of its main programmes has been to support homegrown rock band Okean Elzy in its world tour to raise awareness and funds for ambulances and medics on the frontlines. This has helped encourage people to take action through music-driven advocacy – all while promoting Ukrainian arts and culture during a critical time. Judges thought this was a brilliant way to use the power of the arts to support vital resources during a time of utmost need.

## BEST CHARITY, NGO OR NOT-FOR-PROFIT PROGRAMME



### **Kimberly-Clark (Andrex) and Bowel Cancer UK Gold**

One of the nation's favourite toilet-products brands, Andrex has worked in partnership with Bowel Cancer UK to amplify awareness of bowel cancer. To make it easier for the British public to talk about poo, the two organisations have launched Get Comfortable, a platform to encourage people to engage with their intimate wellness and adopt healthier toilet habits.

Its open, punchy tone of voice takes an unembarrassed view of an oft-embarrassing topic. It starts the conversation around bowel health and wellbeing. And the massive scale provided by Andrex means that more than half of British adults have been reached by the campaign. Not only has this had a net positive on brand love for Andrex, but 63% of people also felt more comfortable talking about bowel cancer after seeing the campaign. The volume of people saying they will talk to their GPs about worrying symptoms has increased from 24% to 33%. Judges praised the clearly shared mission and objectives, aligned goals and excellent results. But more importantly than that, this is a partnership that may actually save people's lives.

# BEST CHARITY, NGO OR NOT-FOR-PROFIT PROGRAMME



## UK Space Agency and Scouts UK Silver

The UK Space Agency redeveloped its programme with Scouts UK, updating its badge curricula and better connecting the Scouts' ethos with its own 'space to inspire' programme. As a result, more than 108,000 young people have achieved space badges in just one year – a full quarter of the total Scouting population. This has also re-embedded the impact of British space exploration into the heart of children's education. One judge said, "I loved everything about this, from identifying the issue and securing the partner to the creative implementation."



## Essity (Tork) and In Kind Direct Bronze

In Kind Direct fights hygiene poverty in the UK. Tork supports the charity with free professional hygiene dispensers for charities that work with vulnerable communities across the country. Not only is this crucial in providing hygienic goods, but it also allows charities to spend their limited funds in more impactful ways. Tork also helps achieve its goal of promoting good public health. Judges thought this was a wonderful way to achieve a clear impact with a defined focus and scope.



## The British Gas Energy Trust and British Gas Highly commended

British Gas donated £140 million to customers and communities that need help with their energy bills and worked with the British Gas Energy Trust to fight fuel poverty at a time of great need.

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## BEST EDUCATIONAL PROGRAMME



### Cadent and YMCA England & Wales Gold

In a bid to tackle the complex, overlapping inequalities that link fuel poverty, deteriorating health due to inadequate heating and the risk of carbon monoxide poisoning, Cadent teamed up with the YMCA. The Safe and Well Communities Project was designed to improve awareness and knowledge of fuel needs and budgeting, gas safety and good health.

The project has reached more than 140,000 vulnerable people, empowering them to improve their health and wellbeing through a better understanding of heating safety, healthy eating and fuel economy. This is just one way the cost-of-living crisis is being addressed by partnerships, but it is an incredibly impactful way. It impressed judges with its ability to tap into the YMCA's network to deliver vital, life-changing education to the people who need it most.

### NatWest and The National Youth Agency Gold

The NatWest Thrive programme is a collaboration between NatWest and the National Youth Agency (NYA) that empowers teenagers, particularly in underserved communities, to take action toward owning the future they want. The programme has a two-fold mission to improve young people's financial confidence and equip them with better financial skills and knowledge while also providing youth workers with training and support to deliver the programme effectively.

As a result of the collaboration, 59% of the teens who have taken part say they have a better understanding of how to manage their money. Others note greater confidence in making financial decisions and future planning. "There is a natural synergy with both organisations," said one judge, with another adding that this was a "great partnership with clear objectives. The programme's evolution and lessons meant it felt authentic and sustainable."

# BEST EDUCATIONAL PROGRAMME

## Dove Self-Esteem Project and World Association of Girl Guides and Girl Scouts Silver

Free Being Me is a programme developed by the Dove Self-Esteem Project and the World Association of Girl Guides and Girl Scouts. Designed to tackle appearance-led anxiety and discrimination among girls, the programme builds self-esteem and challenges beauty stereotypes. As a result, 85% of participants said they felt better about themselves and their bodies. One judge called this “a landmark campaign in confidence education.”



## UK Space Agency and Scouts UK Silver

The UK Space Agency teamed up with Scouts UK to build a STEM-focused programme to inspire Scouts and encourage education in STEM: science, technology, engineering and maths. New badges, educational information and engaging interactions with the space industry have helped to ignite a greater understanding of jobs in space exploration. One judge called this a “thoughtful collaboration” and an “innovative partnership” that has reached thousands of children across the country.



## National Grid and Connectr Bronze

The National Grid worked with Connectr on a school engagement programme designed to educate 100,000 children about net-zero goals and career opportunities in sustainable energy. It focused specifically on students in lower socioeconomic areas, particularly across south London and helped them build the skills they’d need to achieve these future jobs. One judge called it “a best-in-class example of how CSR can drive long-term talent pipeline and social mobility.”



## BEST EDUCATIONAL PROGRAMME



### **Boots UK, The Hygiene Bank and Colgate Highly commended**

Boots collaborated with the Hygiene Bank and Colgate to tackle hygiene poverty among young people and improve children's oral health.



### **CGI with Love of the Game and Bupa Highly commended**

CGI's Sustainability Careers Expo made a big impact on London students as it raised awareness of careers in sustainability, green energy and climate-change prevention.



# CGI's Sustainability Careers Expo

Inspiring the next generation to consider careers in sustainability

Launched by CGI in 2022, Sustainability Careers Expo is the UK's largest sustainability-themed careers festival for students. The event has engaged over 5,600 young people and partnered with more than 60 employers and education providers to showcase opportunities in the green economy.

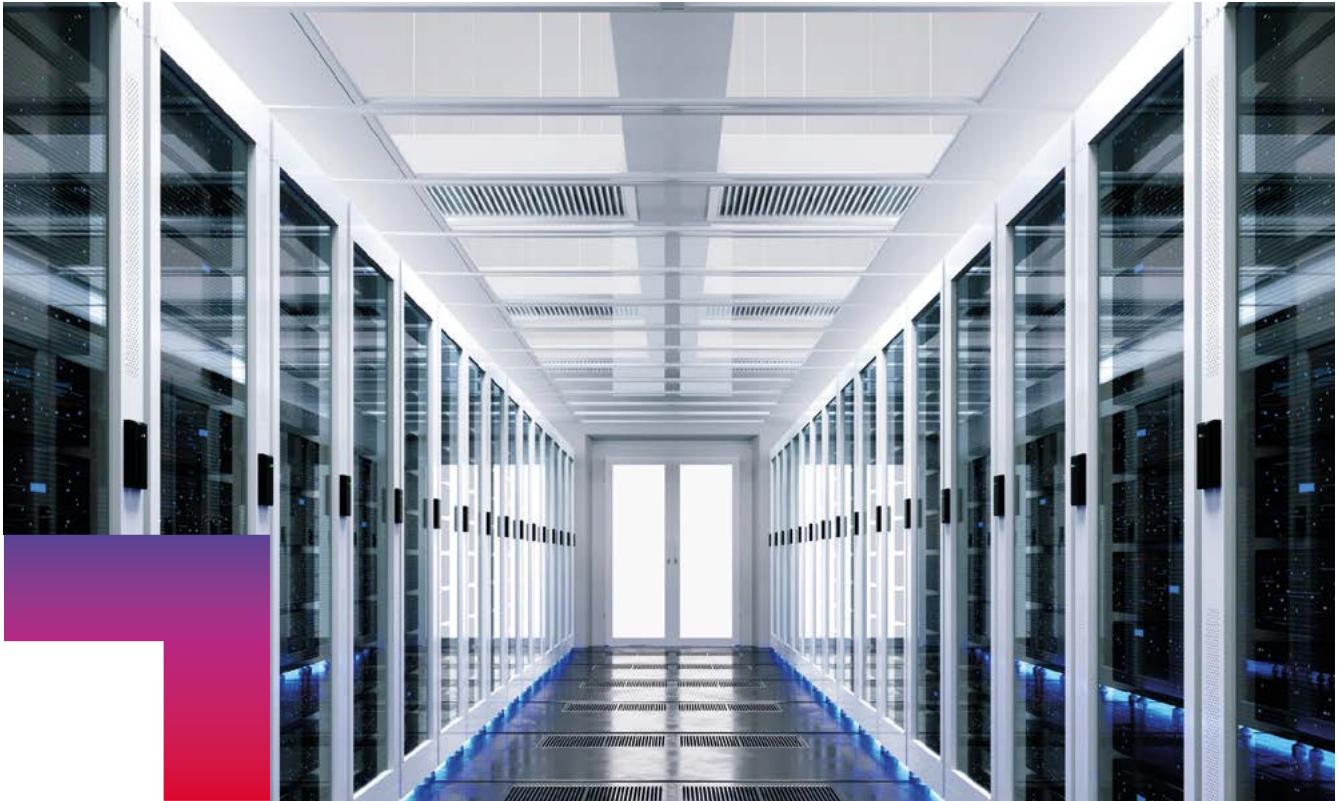
Featuring workshops, panels, and immersive experiences - from virtual reality and robotics to environmental science - the Expo has been hosted at London Stadium and Manchester's Etihad Stadium.

In recognition of its impact, the Expo won Gold at the Corporate Engagement Awards 2024.

For attendance or to host an event, contact  
[sustainability.uk@cgi.com](mailto:sustainability.uk@cgi.com).



**CGI**



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# DataTwin360

Reduce your carbon footprint with CGI's DataTwin360 – a physics-based digital twin for data centres and hosting platforms.

It benchmarks, optimises, and monitors energy use, enabling real-time, data-driven decisions to improve efficiency, cut emissions, and lower costs.

With predictive analytics, DataTwin360 provides stakeholders with remote visibility and actionable insights, helping identify inefficiencies, minimise downtime, and maximise operational performance. Aligned with decarbonisation strategies, the tool ensures cost-effective decision-making guided by ROI metrics.

For more information on CGI's sustainability solutions, contact [sustainability.uk@cgi.com](mailto:sustainability.uk@cgi.com).



**CGI**

## BEST ENVIRONMENTAL OR SUSTAINABLE PROGRAMME



### **Metrisk and MYGroup and Boots UK Gold**

Recycle at Boots is a programme that encourages consumers to recycle the health, beauty and wellness products that cannot be recycled at home. In doing so, customers are rewarded with Boots Advantage Card points. Boots has worked together with Metrisk, its technology partner, and MYGroup, a specialist recycler, to reach more than 600,000 registered users and divert more than 10 million items from landfill.

The programme has a clear sustainable benefit and encourages a better understanding and awareness of recycling, consumption and the end-of-life of FMCG products. During Recycle Week 2025, communications around the scheme led to a 40% increase in items deposited via the collection boxes. "The beauty of this project," said one judge, "is its simplicity and effectiveness and the clear rationale for these specific organisations coming together to reach as many people as possible and drive tangible results."

# BEST ENVIRONMENTAL OR SUSTAINABLE PROGRAMME



## CGI with Love of the Game and Bupa Silver

IT company CGI worked with Love of the Game and Bupa on the Sustainability Careers Expo. The massive London-based event brings nearly 2,000 students together to understand the impacts of climate change, engage with potential green careers and have a strong foundation for their sustainability education. One judge said this was "a great example of cross-sector partnership combining environmental issues, health and corporate expertise around a shared goal."

## The Conservation Volunteers with NatWest Group Silver

NatWest Group has partnered with The Conservation Volunteers on a project designed to improve the sustainability of native British tree populations while educating volunteers in seed collection and tree propagation. Not only is it a net boon for the environment, but NatWest employees are also engaged through tree-planting projects, thereby building a stronger corporate culture. One judge called this "a great example of how to engage staff in CSR projects."

## Euston Town with Transport for London, Camden Collective and Camden Town Unlimited Bronze

Euston Town is a social enterprise scheme devised by the Camden Collective, Camden Town Unlimited and Transport for London to repurpose disused spaces for the benefit of the local economy. The development is designed to be a sustainable business hub with local entrepreneurs bringing their businesses to life. One judge said this was "a great example of a long-term plan with economic benefits. A very well done piece of work."

## Springer Nature and Hubbub Highly commended

Springer Nature worked with Hubbub to bring to life its SDG Games, an Olympics-inspired internal event engaging employees around sustainability objectives and activities.



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



## **Mike Golding OBE and The International SeaKeepers Society Gold**

Yachtsman Mike Golding OBE teamed up with The International SeaKeepers Society to build awareness of marine science and conservation through an innovative pro-bono partnership. Golding undertook a self-funded, multi-ocean voyage aboard his catamaran to sample different waters – some in the most remote areas on Earth – for the Microplastic Sampling Project.

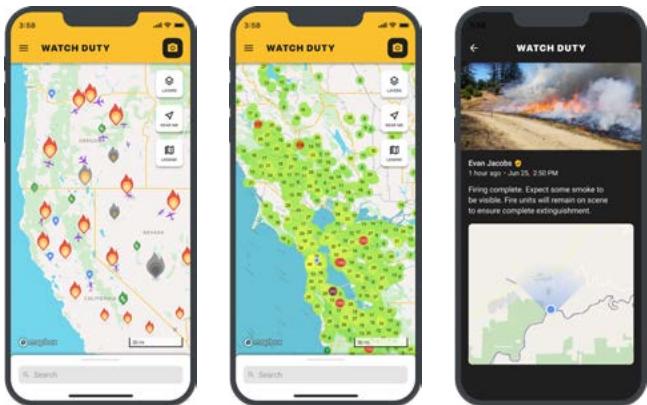
This incredible display of seamanship and selflessness delivered invaluable scientific contributions that were otherwise too costly or too challenging to access. In doing so, Golding has demonstrated the value the yachting community can have for marine sciences, simply by collaborating with key partners. He is encouraging sailors the world over to share in these endeavours as part of their sailing voyages. “What an incredible pro-bono contribution from an expert in his field to further the cause of marine conservation,” said one judge. Another called it a “great success story for promoting citizen science, especially in the field of marine conservation.”

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



## Euston Town with Transport for London, Camden Collective and Camden Town Unlimited Silver

Euston Town is the result of TfL's contribution of publicly owned buildings to support local entrepreneurs and small businesses in the borough of Camden. This initiative has created a designated space for businesses to thrive and the community to come together. It's a unique, synergistic partnership that is yielding excellent results. One judge called it a "brilliant initiative to engage business leaders in mentoring and their use of skills."



## Watch Duty and Sixième Son Bronze

Fire watch app Watch Duty worked with Sixième Son to create unique alert sounds to ensure fire alerts are noticed among the noise of the average smartphone. This system of distinctive signal has the potential to save lives. Judges thought this was an incredibly innovative way for technology to make a big difference and for a pro-bono project to actually make a real difference to people's lives.

# BEST SPORTS AND LEISURE PROGRAMME



## ParalympicsGB and Ocean Outdoor Gold

ParalympicsGB in partnership with Ocean Outdoor hosted the first ever official ParalympicsGB fan zone at Battersea Power Station during the Paris 2024 Paralympic Games. Designed to promote engagement with the Paralympics, the space was not only a viewing centre, but also allowed people to have a go at para-sports and promote awareness of the need for inclusive activities for all children.

More than 425,000 people visited the fan zone during the Paralympics, with more than 5,000 taking part in a sporting experience. As a result, 75% of attendees said the fan zone experience increased their awareness and understanding of inclusive sports and more than a third of disabled attendees were inspired to get active. Judges thought this was an excellent activation that had a clear purpose, ambitious objectives and commendable results demonstrating "impressive alignment with the objectives."

# BEST SPORTS AND LEISURE PROGRAMME



## KP Snacks and The Hundred Silver

The Everyone In initiative, a collaboration between KP Snacks, the England and Wales Cricket Board and Wasserman, aims to make cricket accessible to underserved urban communities. The programme created 100 new community cricket pitches with a focus on women, girls and diverse audiences. Tailored events and programming were designed to get more women and girls into the game. One judge called this “a compelling multi-layered campaign with communities at the heart...a true grassroots movement.”



## Mike Golding OBE and The International SeaKeepers Society Bronze

The International SeaKeepers Society and yachtsman Mike Golding OBE joined forces to show yacht owners how they could support marine science as part of their normal sailing activities. The Discovery programme encourages sailors to collect water samples for microplastic analysis, host scientists and promote marine climate education and awareness. As a result, SeaKeepers has seen a 17% increase in engagement, an excellent result from an ambitious partnership.



# SPONSORSHIP

# BEST ALIGNMENT OF BRAND VALUES THROUGH A SPONSORSHIP ACTIVITY



## School Food Matters and Whole Foods Market Foundation Gold

School Food Matters and the Whole Foods Market Foundation are both devoted to improving people's lives through food and advocating for better, healthier food at every opportunity. So a joint effort designed to address childhood obesity and improve health education was a clear opportunity to make a big impact. Three joint initiatives – Schools to Market, the Honeybee Programme and School Garden Grants – improve food and health education, get children into outdoor spaces around food and farming and improve access to fresh produce.

More than 540 schools have taken part in the programme, giving more than 250,000 children a better education around healthy eating and food product development. One judge said, "I like the clear synergy between the brands. I also like the range of activity, sharing information and allowing the young people to enjoy practical exercises. The scale of the impact is also clear. It all feels very positive."

## BEST ALIGNMENT OF BRAND VALUES THROUGH A SPONSORSHIP ACTIVITY



### Vestey Holdings and YMCA England & Wales Silver

Family business and investment company Vestey Holdings has a clear interest in its community, empowering culture and creating a positive future – as does the YMCA. So Vestey Holdings' support of the YMCA Youth Ambassador Programme allows future leaders to gain skills and experience. Judges thought this was a highly impactful programme that was a good example of two organisations building strong connections with each other.

# BEST ENGAGEMENT OF AN INTERNAL AUDIENCE IN A SPONSORSHIP PROGRAMME



## Allianz SE Gold

There is no doubt that the Olympics and Paralympics are the world's biggest sporting events, so harnessing the power of a Games sponsorship is the perfect opportunity to engage employees. Allianz seized the opportunity with its sponsorship of Paris 2024 to build pride among employees. It encouraged staff to participate in the sponsorship by volunteering, taking part in the torch relay, support athlete experiences and more.

This unforgettable sponsorship saw 91% of employees saying they were proud to work at Allianz. A concerted internal communications campaign was designed to make employees aware of the ways in which they could take part in Olympic activities. It charted progress by measuring pride, awareness and other metrics to ensure it was making a positive impact on the corporate culture. One judge said, "A world-class internal sponsorship activation. High strategic clarity, exceptional global reach and a superb use of storytelling. It sets the benchmark for others to follow."



## NatWest Group and Team GB Gold

A dip in employee pride meant that NatWest Group needed new, exciting ways to get the NatWest brand to connect with its internal audience. Its sponsorship of Team GB ahead of the Paris Olympics was just the ticket. But this was the first group-wide partnership undertaken since 2018. NatWest's internal communications team set clear objectives around increasing employee pride, community involvement and employee satisfaction.

Several Olympics-related events and activations allowed staff to get into the Games. Team GB-specific volunteering opportunities were oversubscribed by 300%, showing just how effective the partnership was at galvanising the NatWest employee base. There was a 7% increase in pride and an increase in mental health at work, belonging and retention. "I really liked the way it identified a problem and showed how the partnership results had turned around the situation," one judge said, praising the "standout results and really first-class brand partnership!"

# BEST ENGAGEMENT OF AN INTERNAL AUDIENCE IN A SPONSORSHIP PROGRAMME



## DHL Group

### Silver

DHL Group's partnership with Coldplay's recent tour was a great opportunity to create an innovative employee engagement programme, unique volunteering opportunities and increase awareness of sustainable logistics. There was excellent brand alignment with Coldplay, which pledged to reduce its carbon emissions by half on its previous tour. "Creative, emotionally resonant and cost-effective. DHL made a massive cultural event personal for employees – this is grassroots engagement at its best," one judge said.



# CORPORATE SOCIAL RESPONSIBILITY

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



### Coats Group plc

#### Gold

Coats Cares is Coats' flagship global CSR and employee engagement initiative. It allows employees to take paid 'Care Days' each year to support causes they are passionate about, whether through volunteering, community engagement or charitable work. Through the contributions of employees, Coats is able to build a stronger reputation in the communities in which it operates.

First devised as an employee engagement tool, the programme has also become a key way for Coats to build a positive reputation around its people-first philosophy. Coats Cares in Indonesia, for example, has delivered water access, water hygiene literacy and waste management, thereby connecting Coats with a positive impact on the local community. Judges thought this was a really authentic programme that delivered simple projects to achieve a great impact. One called it "a well-integrated, values-led CSR programme that build pride and community engagement with a strong internal culture impact."

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



## TEI - TUSAŞ ENGINE INDUSTRIES, INC. Silver

TEI believes that empowering children is an essential way to shape the future. It delivers a range of technology, aviation and STEM activities to children in Turkish schools – particularly in disadvantaged communities and those affected by the recent catastrophic earthquake. Interest in aviation careers has increased from 20% to 83% as a result. Judges praised the targeted approach, clear brand-value alignment and “deeply rooted, emotionally resonant programme aligning civic purpose, education and national pride.”



## Treedom and Hangzhou EZVIZ Network Co., Ltd. Bronze

EZVIZ Green is a company-wide initiative reflecting EZVIZ's long-term commitment to sustainability. It partnered with Treedom to plant new forests around the world, promoting carbon capture and environmental sustainability. The partnership reinforces EZVIZ's positioning as a responsible innovator. Judges thought this was a great way to position the solar company as a green business committed to mitigating the effects of climate change.

## BEST ALIGNMENT OF BRAND VALUES DURING A CSR PROGRAMME



### Macmillan Cancer Support and La Roche-Posay Gold

Suncream manufacturer La Roche-Posay has a vested interest in helping people protect their skin from the sun – so a collaboration with Macmillan Cancer Support around dermatology, skin cancer awareness and support was a clearly relevant alignment. The programme was designed to improve trust and engagement with Macmillan Cancer Support, encourage people to turn to dermatologists with their skin concerns and improve skin protection by tackling taboos, often within marginalised communities.

The partnership was a perfect fit as Macmillan Cancer Support and La-Roche Posay's missions both prioritise health, engagement with healthcare professionals and cancer prevention and support. The collaboration between the two organisations gave the campaign a massive social and media reach. One judge said there was a "strategic interrogation of the brand values and clever identification of how La Roche-Posay could uniquely address the issue of skin concerns held by cancer patients."

# BEST ALIGNMENT OF BRAND VALUES DURING A CSR PROGRAMME



## **School Food Matters and Whole Foods Market Foundation Silver**

School Food Matters teamed up with Whole Foods Market Foundation to improve healthy, sustainable lifestyles and eating habits among school-age children. The multifaceted programme was expertly conceived to engage children with gardening and food production, product development and cooking and healthy eating. Judges said the “activity was relevant and meaningful,” with a “strong alignment of brand values.”



## **Sabancı Holding Bronze**

Sabancı Youth Mobilization is an initiative from Sabancı Group that partners with universities to leverage the expertise of the company’s technology minds and foster young talent in STEM subjects. A vast range of initiatives has contributed to thousands of students benefitting from technology education and engagement. Judges thought this was an ambitious programme with a clear objective and impressive results.

# BEST COMMUNITY INVOLVEMENT DURING A CSR PROGRAMME



## KP Snacks and The Hundred

### Gold

Everyone In is a programme designed to bring cricket to underserved communities, engage with underrepresented groups in the sport and improve access to cricket. KP Snacks worked with the Hundred, the England and Wales Cricket Board and Wasserman to build 100 community cricket pitches across the UK. But a behaviour change programme was crucial to the success of the infrastructure development. Celebrity-led activations put England's best cricketers in front of the target audience. Interactive experiences and brand tie-ins ensured awareness and understanding.

A 'get active' online hub featured educational resources about getting into cricket and improving overall health through exercise. This programme was not just an activation, but also a long-term commitment to deliver social change, community engagement and improved public health well into the future. One judge said this was a "brilliant piece of work by KP Snacks to engage with the local communities on a longer-term basis and support with infrastructure for the project to make it accessible to everyone."

## BEST COMMUNITY INVOLVEMENT DURING A CSR PROGRAMME



### Legal & General Silver

Legal & General's Community Champions initiative was designed to boost its corporate culture during a period of change, while also supporting external community organisations and charities. It backed more than 22 charities and has transformed from a three-month programme to a permanent pillar of the company's ongoing commitment to its culture. Judges liked the way this programme not only improved the internal Legal & General community, but also represented a long-term commitment to improving the communities in which the company operates.

# Congratulations to the winners!



**We're proud to work  
with our customers,  
communities and  
colleagues to reach  
100,000 days of  
volunteering by 2030.**



**centrica**

# BEST ENGAGEMENT OF AN INTERNAL AUDIENCE IN A CSR PROGRAMME



## The Big Difference - Centrica Gold

Centrica encourages employees to make a difference in their local communities and reach farther and deeper across the UK. It supports employees in their volunteering efforts and donates £2 million each year to local charities. Centrica inspires participation – which has risen 340% this year – by supporting charities on a nationwide basis, but also encouraging employees to bring their own passions to life at work.

As a result, not only are neighbourhoods and causes across the country the beneficiaries of support and funding, but Centrica is also building a strong internal culture rooted in volunteering and community engagement. Judges thought the communications around the opportunities were well considered and deftly timed. One judge said that this year's engagement means Centrica "delivered a bigger impact and greater depth of engagement with really impressive metrics."

# BEST ENGAGEMENT OF AN INTERNAL AUDIENCE IN A CSR PROGRAMME

## Springer Nature Silver

Springer Nature created the SDG Games, inspired by the Paris Olympics, as a way to bring its scientific and sustainability content to life for its internal audience. More than 90 events took place, including tree planting, speaker sessions, sustainable cooking workshops and upcycling activities. Judges loved the way this initiative built community spirit and engagement with the business' purpose. One said, "The commitment to the sustainable development goals really shines through."

### SDG Games

In September – October 2024, colleagues across Springer Nature came together in person to be part of progress towards the SDGs in a fun and impactful way.

Across the globe, colleagues organised 91 events including...

6 speaker events    6 clean-up events  
7 swap shops    7 plant swaps    12 sustainable cooking events  
13 upcycling/recycling events    15 well-being events

Around 2,600 colleagues in 31 locations participated and together we...

planted 160 trees  
collected 365 kgs of waste  
supported 8 charities



Together we contributed to these Sustainable Development Goals...



## MOST INNOVATIVE COLLABORATION



### **Mike Golding OBE and The International SeaKeepers Society Gold**

The mission: to empower experienced mariners to contribute meaningfully to marine science and to share the SeaKeepers' mission with the world. This unusual objective aligned a renowned yachtsman with a marine conservation charity on a voyage across the world's oceans. The programme brought together several charity partners on Mike Golding's global journey. It sampled microplastics, tracked manta rays, built awareness in far-flung communities and delivered global attention on key issues around marine conservation.

Not intended to be a one-off, the programme was designed to inspire yachtsmen to become citizen scientists on their own voyages, too. By promoting the benefits to global climate-change science, Golding's journey has also inspired SeaKeepers to partner with two global ocean races: Cape2Rio and the Clipper Round the World race. "Mike Golding's profile and efforts have clearly produced results for ocean conservation. Great success story for promoting citizen science, especially in the field of marine conservation," said one judge. Another said this was "a clear innovative partnership and alignment with the sea in common."



I've had eczema since I was born.  
When soap is full of chemicals it feels like  
I've stuck my hands in stinging nettles.

### 1 in 2 people are likely to face barriers to hygiene in washrooms\*

Inclusive hygiene isn't just the right thing to do for people, it's the right thing to do for business. That's why Tork is on a mission to make washroom hygiene more inclusive, from dermatologically tested soaps to dispensers accredited by the Swedish Rheumatism Association. Because everyone benefits when more people can use washrooms with ease.

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\*Survey conducted of 11,500 respondents in US, UK, DE, FR, MX, CA, ESP, SWE, NL and PL, 2025. 54% of respondents reported experiencing barriers, without limitation, diagnosed or self-diagnosed physical/cognitive conditions, e.g. eczema, chronic pain, general anxiety, claustrophobia.

# MOST INNOVATIVE COLLABORATION



## **Lumo and Metrocentre** **Silver**

Lumo, in partnership with Metrocentre Gateshead, launched an innovative, family-friendly rail-safety campaign using the shopping centre's mini-express train. This brilliant use of an existing beloved attraction and key footfall location, combined with a synergistic message about rail safety resulted in excellent engagement with the vital communications. One judge said it was a "thoughtful collaboration that has really thought about the assets of both partners, as well as the shared objectives."



## **Euston Town with Transport for London, Camden Collective and Camden Town Unlimited** **Bronze**

Euston Town is a true innovation in public sector alignment with business development, local regeneration and sustainable business growth. Repurposing disused buildings to support socio-economic development in an underprivileged area is a brilliant way to kickstart growth. The alignment in objectives between TfL, the Camden Collective and Camden Town Unlimited has led to an innovative hub for entrepreneurship that is transforming the area.

# BEST FOUNDATION



## Sodexo Stop Hunger Foundation Gold

For more than 20 years, the Sodexo Stop Hunger Foundation has been committed to combating food insecurity across the UK and Ireland, especially focusing on women. To amplify its impact, the foundation works in partnership with organisations like AstraZeneca, Wells Fargo and Enactus. The foundation connects back to Sodexo by encouraging employees to volunteer and engage with the community-development initiatives. With millions of pounds and thousands of hours donated, the foundation has impacted the lives of nearly 10 million people over two decades.

The Stop Hunger Foundation also supports Sodexo in demonstrating a tangible impact on the places where Sodexo operates. With multiple streams of activities, employee engagement and a clear objective of building a more sustainable future through food security, the foundation is delivering real change. One judge said, "Sodexo Stop Hunger has been going strong for more than 20 years and particularly impressive is how it has evolved to focus beyond food initiatives." Judges liked the cross-sector collaboration and use of partnership and employee engagement to achieve the organisation's goals, calling the foundation a "sector leader."

# BEST FOUNDATION



## OVO Foundation Silver

The OVO Foundation was instituted to build a greener, brighter future for the next generation. It works closely with charity partners and harnesses the power of its employees as volunteers to contribute to a net-zero carbon future. It has also undertaken the ambitious goal of driving systemic change within government for climate-change action. One judge said, "OVO Foundation showcases the strength of the foundation in supporting and furthering the mission of the organisation, involving all stakeholders and building pathways for a better future."





TIME

## MOST EFFECTIVE ONE-OFF CAMPAIGN



### **Hull Trains & Yorkshire Wildlife Trust Gold**

For Mental Health Awareness Week 2024, Hull Trains and the Yorkshire Wildlife Trust worked together on a campaign that highlighted the benefits of nature and green spaces accessible via its services and stations. They produced a video series that showcased the natural beauty of six areas along the Hull Trains network. The result was a resonant, impactful campaign that encouraged people to improve their mental health by seeking out the areas of nature and beauty accessible by rail.

Not only has the campaign been viewed thousands of times, but it also generated media coverage and plaudits from the Rail Safety and Standards Board, indicating that it is an industry-leading activation. "This is a brilliant example of a one-off campaign that clearly showcases the strengths of both organisations through one unique campaign," one judge said. Another added that it was "a values-driven, beautifully delivered campaign with meaningful content and public service tone. Excellent storytelling and alignment with CSR. A standout for authenticity and relevance."

# MOST EFFECTIVE ONE-OFF CAMPAIGN



## Lumo and Smart Outdoor Silver

Rail operator Lumo developed a campaign to support the Great North Run 2024. Designed to strengthen the connection between participants and supporters, the initiative encouraged the public to submit personal messages of support, which would then be showcased along the race route. Judges liked the way Lumo's purpose of connecting people was reflected in the partnership with Smart Outdoor and the way the initiative connected fans and supporters of the run with those taking part.



## Hull Trains with Hull Comedy Festival Bronze

Hull Trains worked with the Hull Comedy Festival on a pop-up comedy gig on a train carriage. The Hull Trains Comedy Carriage reflected the railway operator's deep roots within its community, its ability to bring people together across Yorkshire and its commitment to supporting local talent and events. One judge called it "clever, fun and culturally engaging. A standout for creative originality and local flavour."

## MOST EFFECTIVE LONG-TERM COMMITMENT



### **Mind, SAMH and Moto Foundation Gold**

Moto Hospitality, the motorway service area provider, launched a five-year partnership between its Moto Foundation, Mind and Scottish Action for Mental Health (SAMH). The programme's objective was to tackle the UK's growing mental health crisis by driving social change. Large-scale campaigns have raised awareness of talking about mental health while Moto's national footprint has provided excellent reach and visibility for Mind and SAMH's platforms.

The partnership has delivered fundraising, awareness and employee engagement campaigns and is well on its way to achieving its five year goals. At the halfway point, it has already raised £1.22 million against its target of £1.25 million for the whole period. The partnership has also contributed to a growing culture change of open conversation around mental health challenges – in one example through a wellbeing hub for HGV drivers. And there's still time to do more! One judge praised the "clear shared objectives, good partnership working and fantastic maximisation of Moto's assets to activate the partnership."

# MOST EFFECTIVE LONG-TERM COMMITMENT



## Barclays LifeSkills and The Talent Foundry Silver

Barclays teamed up with The Talent Foundry to deliver Barclays LifeSkills, an educational workshop programme designed to support young people in achieving their career goals. It offers workplace skills training, careers guidance and careers experience. Judges thought this programme was commendable because of its long-term commitment to making tangible change among the nation's youth.



## Macmillan Cancer Support and Boots UK Silver

Boots and Macmillan Cancer Support have been working together for 16 years to deliver cancer information and support with accessible in-store support. The partnership has raised more than £23.6 million for people living with cancer and Boots employees have been trained in supporting those living with cancer. This "sector-leading" partnership impressed judges with its natural synergy, excellent achievement against its objectives and "broad, deep and long-term impact."



## AstraZeneca YHP and UNICEF UK Bronze

AstraZeneca's Young Health Programme is a global community investment initiative, focusing on the prevention of non-communicable diseases (NCDs) among young people in vulnerable and under-resourced areas around the world. It works with UNICEF to build awareness around healthy lifestyles, achieve policy change and reduce NCDs like obesity and lung disease through health education. Judges called this "a highly targeted initiative, impressive in scale and results. Noble work with real purpose."



## Samsung UK and We Are Futures Bronze

Samsung's Solve for Tomorrow (SFT) is its global flagship education programme designed to empower the next generation of innovators to use technology to solve real-world issues. It provides free, high-quality STEM education and has consistently improved the way the UK's young people are able to gain technology skills and STEM education. Judges thought this programme exhibited a "strong sense of mission and clarity," while also "effectively combining youth empowerment with innovation."



# COMMUNICATION

## Did you know that there are over three million people living with cancer in the UK?

For 16 years, Boots and Macmillan have been working together to provide cancer support in the community.

From diagnosis, through treatment, and beyond, our specially trained colleagues are here to offer advice, every step of the way.



Find out more about the partnership



Meet Charlotte, a Boots Macmillan Beauty Advisor



Macmillan Cancer Support, registered charity in England and Wales (261017), Scotland (SC039907) and the Isle of Man (604)



## Recycle at Boots and get rewarded



\*Terms & conditions apply

### How does it work?



**Step 1**  
Wash and clean your empty products



**Step 2**  
Download the Recycle at Boots app



**Step 3**  
Scan your products



**Step 4**  
Deposit your empties



**Step 5**  
Recycle at least five empties and spend £10 in a Boots store to collect 500 Boots Advantage Card points



**Step 6**  
Your empties will be recycled into playground equipment and furniture!



Find your nearest Boots donation point



## Donate to The Hygiene Bank

Boots believes access to hygiene essentials is a basic human right, not a luxury.

Yet 4.2 million adults in the UK are living in hygiene poverty.



### What can you donate?



Shampoo & conditioner



Deodorant



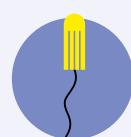
Toothpaste & toothbrushes



Cleansers, creams & body wash



Disposable razors & nail files



Period products

### How to donate...

Donate your unused and in date toiletries by depositing them in a donation box at a Boots store.

Your donation will be distributed to people in your local community who are most in need.



Find your nearest Boots donation point



The Hygiene Bank is a registered charity in England and Wales (1181267) and Scotland (SC049895)

## BEST STAKEHOLDER COMMUNICATIONS

**Mark Kirk**

Head of SSC Operations

As well as being Head of SSC Operations,

### **Boots UK** **Gold**

The Boots Benevolent Fund supports eligible current and former employees in the UK when they are experiencing financial hardship. To promote understanding and awareness of the programme, it organised 'Benny Week', targeting more than 50,000 employees nationwide. Not only did the campaign result in thousands of pounds raised, but it also ensured employees were engaged in the fund's objectives.

Fun activations and events were delivered across stores, the supply chain and the national headquarters. This multi-channel campaign was designed to appeal to employees across the Boots landscape and engage as wide an audience as possible. As a result, there was a 56% increase in applications for support, generous contributions to the fund and excellent engagement with communications. One judge said this was "a wonderful cause that everyone got behind, and it boosted Boots reputation as a great employer. The team faced a challenge in trying to engage non-desk-based employees, but did a fantastic job overall."



Discover “**Building with stone wool insulated sandwich panels**” – the first comprehensive scientific reference book dedicated to this innovative construction material.



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PUBLISHING**

**Cravenhill publishing is a publishing and events business focused on corporate and brand communications.**

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# BEST STAKEHOLDER COMMUNICATIONS



**Prof. Marco Imperadori / ROCKWOOL**

**Core Solutions and Definition**

**Silver**

Rockwool worked with a professor at the Polytechnic University of Milan to create a book documenting the science behind sustainable construction using stone wool installation techniques. The book became a key asset in communicating with journalists, trade bodies, clients and beyond. It delivered ROCKWOOL's purpose and commitment to sustainability in an engaging, easy-to-understand piece of communication. Judges called this a "strategic and well-executed example of corporate/academic research partnerships" with "strong emotional resonance and internal alignment."

# BEST INTERNAL COMMUNICATIONS

## SDG Games

In September – October 2024, colleagues across Springer Nature came together in person to be part of progress towards the SDGs in a fun and impactful way.

Across the globe, colleagues organised **91 events** including...



Around **2,600 colleagues** in **31 locations** participated and together we...



Together we contributed to these Sustainable Development Goals...



SDG Impact Festival

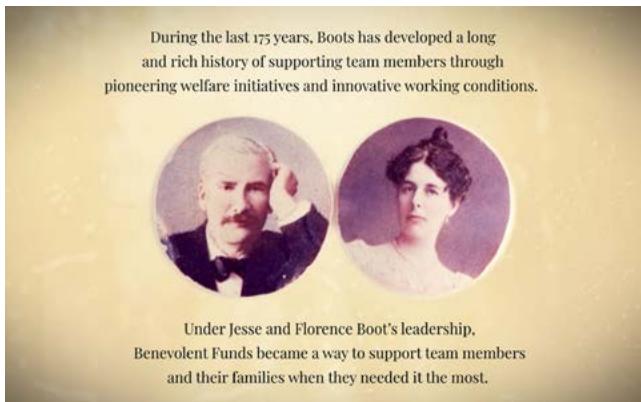


## Springer Nature Gold

In September 2024, Springer Nature caught Olympics fever. It launched the SDG Games, designed to promote sustainable education and awareness among its internal audience. The event was also aligned to the business' purpose of communicating about sustainable science and climate-change action. The Games comprised a number of fun activations and events that aligned closely with the UN's Sustainable Development Goals. It also helped build a strong sense of collaboration, shared purpose and community among Springer Nature's employees.

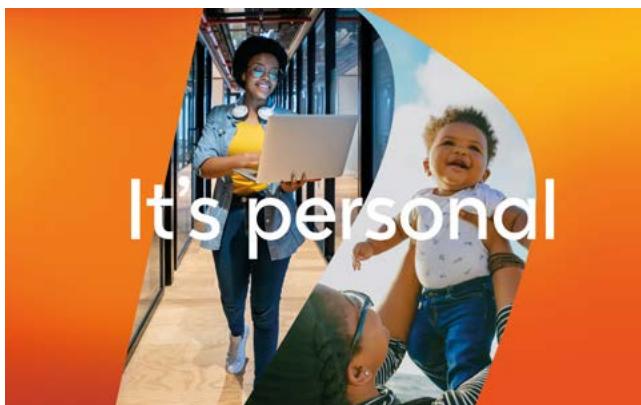
With 31 locations taking part in the activities, the campaign reached 2,600 employees globally. As a result, 100% of survey respondents said the SDG Games brought them closer to their colleagues and helped them learn more about sustainability. One judge said this campaign "did a really good job of engaging and involving colleagues. It showed an understanding of colleagues and building an internal comms brand campaign that resonates with staff and delivers results."

# BEST INTERNAL COMMUNICATIONS



## Boots UK Silver

To raise awareness of and funding for the Boots Benevolent Fund, Boots UK developed 'Benny Week'. This week-long celebration of the internal community reached employees across Boots stores, offices and supply chain. It raised thousands for the fund while also encouraging those in need to apply for support. One judge said this campaign "hits all of the right notes. A real sense of collective purpose and collective responsibility."



## GSK and Radley Yeldar Bronze

GSK worked with Radley Yeldar to promote GSK as a great place to work by amplifying its mission to 'get ahead of disease'. The campaign made this purpose personal as it told the story of GSK's life-saving products and treatments and how they impact GSK's own community. This multichannel campaign reached almost half of GSK's global workforce. Judges thought this was an engaging way to "demonstrate the value GSK brings to employees."

## BEST PR AND EXTERNAL COMMUNICATIONS



### **Superdrug and Marie Curie Gold**

Superdrug's partnership with Marie Curie is an ongoing commitment that matches its objective of doing good with its purpose of building a healthier society. As part of this year's roster of events, Superdrug launched 'The Art of Care'. This was a 3D art installation – made from Superdrug products essential to end-of-life care – depicting a Marie Curie healthcare assistant caring for a patient at the end of her life. This became a major PR moment for the annual fundraising event, Purchase for Marie Curie Nurses.

The six-day installation at Westfield Stratford delivered excellent footfall, while TV personality Joe Baggs ensured punchy, engaging social media content. As a result, the campaign achieved 34 pieces of media coverage against a target of 19 and saw an excellent reach across social media channels. One judge said, "This was an interesting way to create a standout PR-able moment within an annual PR campaign that showed creativity in such a long-standing partnership."

## BEST PR AND EXTERNAL COMMUNICATIONS



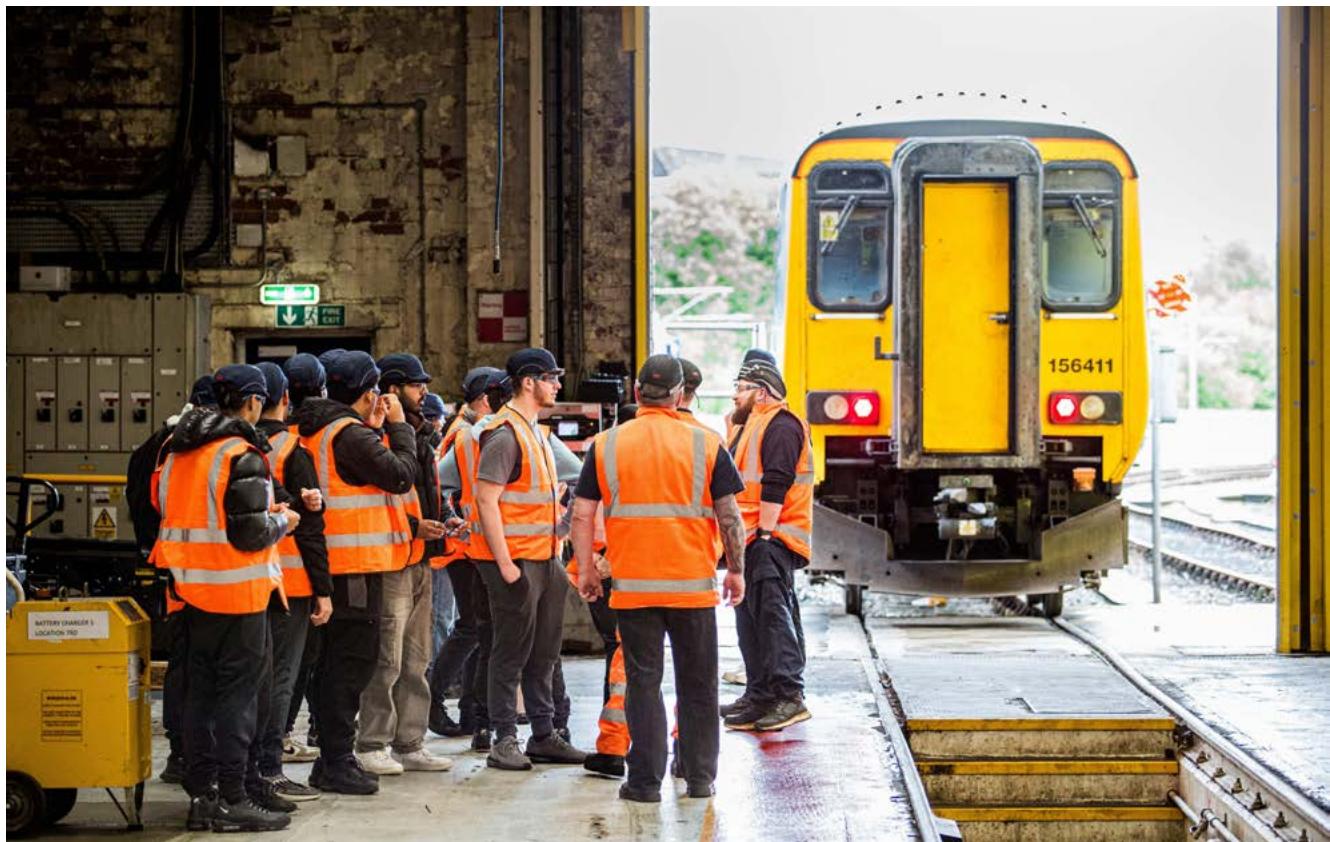
### Hull Trains with Hull Comedy Festival Silver

Hull Trains' support for the local community was on show with the Hull Trains Comedy Carriage. The standup comic gig on rails was an exciting, unique moment that was one of Hull Trains' most impactful pieces of external communications to date. Judges loved the fun inherent in this partnership and praised the way the collaboration exemplified a clear alignment in values and a commitment to fostering Hull's cultural landscape.



# PROCESS

# BEST COLLABORATIVE APPROACH



## Network Rail with The Rail Safety and Standards Board and The Talent Foundry Gold

Network Rail and The Rail Safety and Standards Board (RSSB) worked with The Talent Foundry to deliver industry-focused skills workshops to enhance opportunities for young people. The educational programmes addressed misconceptions about the railway, provided practical experience and developed workplace skills, bridging the gap between education and employment.

This collaboration has reached 13 rail organisations to ensure a nationwide impact and promote diversity in rail-related professions. Of those who took part, 87% said they gained confidence in essential skills and 93% said they gained a better understanding of rail careers. Judges loved the "huge reach and impact, with the organisations all pulling together to deliver a great outcome." One judge added, "This is a sector-leading collaboration model with deep integration, social mobility outcomes and long-term workforce strategy."

# BEST COLLABORATIVE APPROACH



## Euston Town with Transport for London, Camden Collective and Camden Town Unlimited Silver

The unique collaboration between public, private and social enterprise that is Euston Town is an exemplary collaboration that is changing the fabric of the borough of Camden. The sustainable business hub is thriving and allowing the community space to gain skills, take business risks and achieve success. One judge called this "a best-in-class example of creative, systemic collaboration with economic, environmental and social outcomes."



## Hull Trains and Yorkshire Wildlife Trust Bronze

Hull Trains worked in partnership with the Yorkshire Wildlife Trust to promote tourism to some of Yorkshire's natural gems and encourage use of Hull Trains' vast network. This joint purpose led to a synergistic collaboration that communicated accessible, wildlife tourism and strong regional pride. One judge called this a "well-executed and relevant campaign with authentic environmental collaboration."



## Lumo Bronze

Lumo is redefining onboard hospitality through its specially curated partnerships with independent, local and sustainable businesses. Not only is this diversifying the on-board experience, but it is also supporting the success and sustainability of local businesses, embedding Lumo firmly in the North of England community. One judge said, "This felt like an authentic partnership, demonstrating true collaboration with the small businesses the firm worked with."

# BEST EXECUTION



## Euston Town with Transport for London, Camden Collective and Camden Town Unlimited **Gold**

Camden Collective is committed to creating social and economic change through economic inclusivity. It has worked closely with Transport for London to develop Camden Town Unlimited. The partners worked together to transform disused space into a new free climate startup hub across a three-building campus and deliver free meeting rooms, event spaces and training spaces to the borough.

The site is in one of the most deprived areas in England, making its implementation a key resource for economic redevelopment. More than 300 jobs have been created and businesses using the space have introduced nearly 500 internships and work placements. Moreover, the project has transformed from a grant-funded initiative to a self-funding site with successful businesses at its heart. Judges called this “a promising, inclusive project with huge potential for the community and economy.”

## BEST EXECUTION



### **Lumo with Newcastle Gateshead Initiative and Destination North East England Silver**

Train operator Lumo worked with Newcastle Gateshead Initiative and Destination North East England on 'Purple Tuesday'. The campaign was designed to position the north east as a leader in inclusive and accessible travel and tourism. With a 'day in the life' style video at the heart of the campaign, Lumo was able to highlight simple, transformative actions businesses can take to improve accessibility. One judge said this showed "great execution in collaboration with people with lived experience of disability and a clear wider commitment to accessible travel."



# GRAND ACCOLADE

# GRAND PRIX



## **Sodexo Stop Hunger Foundation** **Winner**

For twenty years, the Sodexo Stop Hunger Foundation has been committed to combating food insecurity across the UK and Ireland, especially focusing on women who represent one of the most effective ways to tackle hunger. And, its commitment now extends beyond food aid, to drive a positive social impact to the benefit of the communities Sodexo serves. It has worked with a number of partners to create meaningful social impact initiatives and deliver change for over 9.6m people.

The Stop Hunger Foundation has evolved its approach to maximise impact. Starting with immediate food aid, it has proactively adapted to changing needs, responding to challenges like the pandemic and the cost-of-living crisis. Now, the foundation dedicates over half of its funding to addressing the root causes of food insecurity. Through charity funding, volunteering and collaborative projects, the foundation is an example of a company's long-term commitment to building robust communities, tackling real problems and affecting positive change.

Judges thought that this long-term focus and impressive contribution was especially noteworthy. They praised the way the foundation has flexed its approach to move beyond immediate food aid and tackle the contributing factors to food insecurity. One judge called it "a deeply embedded, long-standing foundation that's grown from direct aid to tackling structural causes of hunger and inequality. High-impact partnerships, scale, and internal engagement make this a sector leader." The Sodexo Stop Hunger Foundation is a deserving recipient of this year's Grand Prix award.

# MORE CHANCES TO WIN



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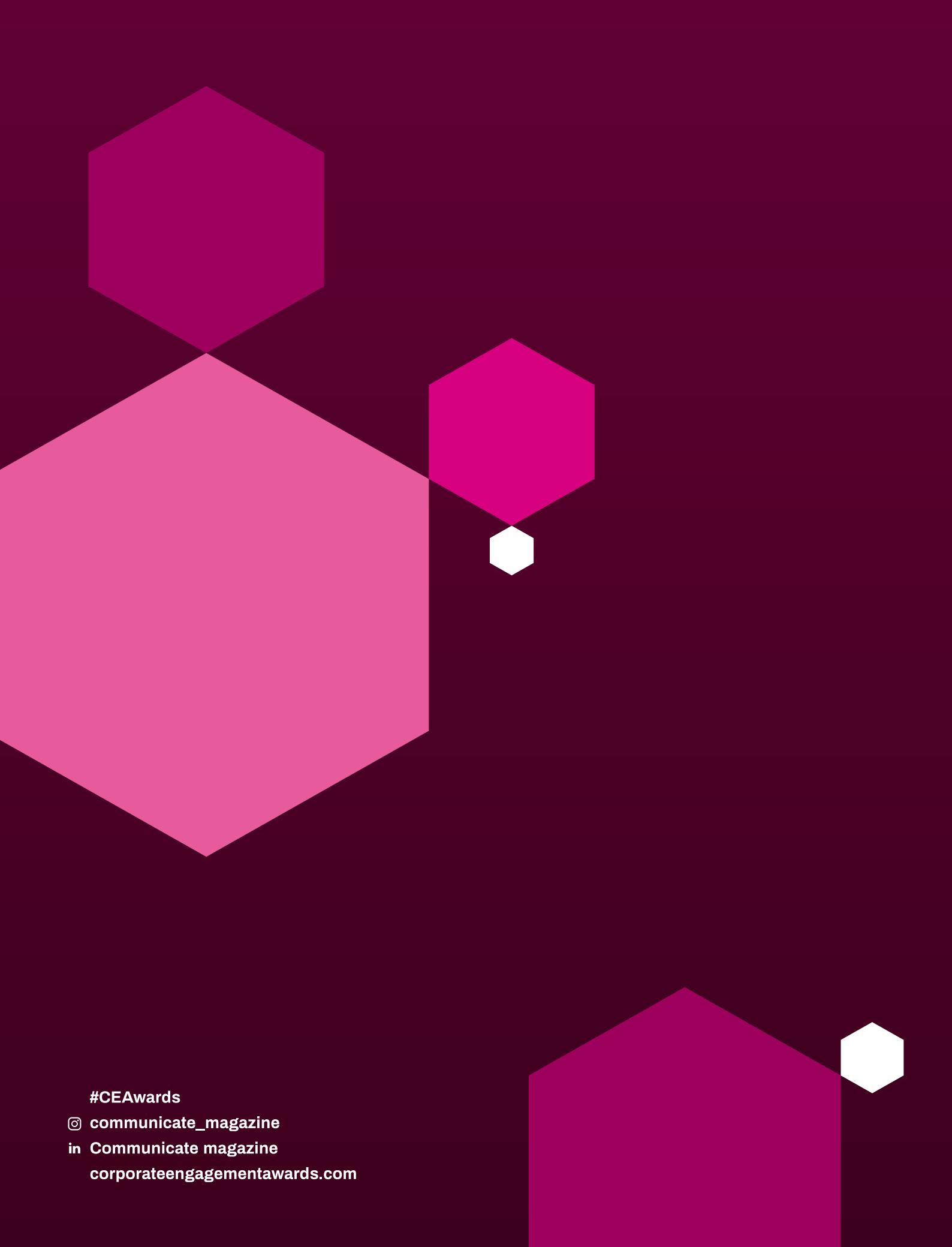
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