



WINNERS BOOK

FLOURISH CSR

GREAT WORK DESERVES TO FLOURISH!

**Congratulations to WRAP and all this year's
Corporate Engagement Awards finalists.**

Flourish CSR helps organisations turn responsible business commitments into results: ESG strategy and reporting, supply chain due diligence, social impact, stakeholder engagement and sustainability communications.

Senior-level support, clear thinking, and communications that stand up to scrutiny.

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



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www.communicatemagazine.com

NOTE FROM THE EDITOR



Rebecca Pardon
Editor
Communicate magazine

The best corporate engagement campaigns do more than achieve their KPIs; they leave something of value behind. Across Communicate's awards programmes, we see work that challenges convention and delivers results. But the Corporate Engagement Awards programme offers a particular reminder of what business can contribute beyond its immediate interests.

This year's winners span three decades of breast cancer awareness, a roadmap for a more circular fashion and textiles industry and a partnership helping young people in Islington build skills and access opportunities. Elsewhere, Arm's 1 Million Minutes campaign has helped double volunteering hours, while Marie Curie and SGN are working with local communities to support people facing terminal illness and rising energy costs.

Behind each campaign is a considerable investment of time and conviction. Our judges have carefully considered the shortlist, recognising partnerships that demonstrate purpose in practice, across CSR, community engagement and sustainability. Now in its 15th year, the Corporate Engagement Awards programme offers an opportunity to pause and consider the contribution business can make to the communities it serves. Tonight, we recognise the teams making that contribution.

MEET THE JUDGES



Kristina Blissett
Internal communications and
engagement consultant
London & Partners

Kristina has extensive experience of internal communications and engagement from more than 20 years working across a range of companies and sectors including FTSE 100, FTSE 250, industrial, manufacturing and professional services. Her recent roles have focused on creating and delivering communication strategies during times of transformation, acquisition and integration. Kristina has formed and led teams which have won internal and external awards and recognition.



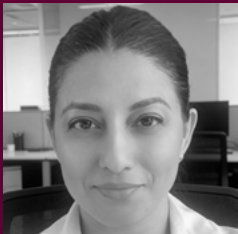
Katerina Giannini
Corporate communications
lead (EMEA)
UL Solutions

Katerina is a senior corporate communications leader with extensive international experience across market-leading global organisations. As corporate communications lead at UL Solutions, she oversees external communications strategy across EMEA, advancing the company's reputation and visibility. Previously, she held senior communications roles at Boeing, Xerox, JLL and Kroll. Katerina specialises in executive positioning, reputation management, media engagement, employee communications, change and content strategy.



Sara Heald
Sustainability manager
Premium Credit

Sara is the sustainability manager at Premium Credit, 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 chair of the Neurodiversity Network at Premium Credit. Sara has a passion for sustainability and a strong sense of purpose.



Farhia Jabbar
Head of communications
SDGme Lab

Farhia is an accomplished head of communications with over 20 years of experience leading strategic communications and reputation management across complex global organisations. Currently working with SDGme, she is a proven team and executive leader who holds an MRes in Leadership and Strategy and an MBA in Marketing. Her expertise centres on embedding purpose and ethical practice into organisational narrative, aligning initiatives with responsible standards and driving meaningful social and environmental progress.



Jamie Klingler
Co-Founder
Reclaim These Streets

Jamie is a writer, consultant and campaigner for women's safety. As co-founder of Reclaim These Streets, she was part of the group that successfully sued the Metropolitan Police for breaching her human rights after they banned a vigil for Sarah Everard. She was named ninth in PR Week UK's list of top communicators in 2021. Her writing can be seen in The New World, British Vogue, the Guardian, Grazia and many more outlets.



Naomi Lane
Global PR and communications lead
Carwow

Naomi is the global PR and communications lead at Carwow Group, overseeing UK corporate, trade and consumer PR across the brands Carwow UK, Carwow DE and Auto Express. She manages a network of UK and German agencies and freelancers spanning broadcast, automotive print and trade press and leads external and internal comms for major news including fundraising and M&A. She built her career at agency MHP Communications and fintech start-up Habito, where she successfully tripled its brand awareness in a year.

MEET THE JUDGES



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 around her passion for purpose and partnerships.



Samantha Reyes Ronso

Senior adviser – impact accelerator
Charities Aid Foundation (CAF)

Samantha helps global corporations and foundations design community investment strategies that deliver measurable social impact while strengthening stakeholder relationships and brand reputation. With more than 20 years of experience across two continents, she has supported over £20m in philanthropic capital deployment, working with organisations from FTSE 100 companies to innovative startups. Her expertise spans the full lifecycle of social impact programmes – from initial strategy development and stakeholder engagement to partnership brokerage and evaluation frameworks.



Illen Rowe

Global 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 global 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.



Andrew Selby

Head of partnerships
Deloitte

Andrew leads Deloitte UK's sponsorships and partnerships, he's responsible for leveraging these relationships to help people to understand who Deloitte is and what they stand for. Prior to Deloitte, he worked agency-side helping brands and rights holders to develop, manage and execute partnerships across several sectors and industries including FTSE100 companies, start-ups, entrepreneurs, sport, media and fashion to name a few. He is driven by the transformational impact which sport, activity, and entertainment can have on our lives.



Rob Singleton

Group sponsorship lead
Aviva

Rob is the group sponsorship lead at Aviva, where he leads the development and delivery of Aviva's UK wide group sponsorship strategy. With more than 15 years of experience across the industry, Rob has worked agency side, rights holder side and brand side, bringing a well rounded and pragmatic perspective to sponsorship strategy, activation, governance and effectiveness. He previously worked across a diverse portfolio, including Norwich Union's British Athletics sponsorship, the Rugby League World Cup 2013, the Rugby Football League, UEFA Women's EURO 2021.



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 King's Trust. Tanushree found her passion in corporate fundraising after joining the partnerships team at The King's Trust and has since worked on some outstanding strategic and commercial partnerships. In her current role as corporate partnerships manager at The Royal British Legion, she is delivering impact for funders and the charity by focusing on long-term strategic partnerships.



Powering young people to recharge

Together, British Gas, Team GB and ParalympicsGB are helping young people understand the power of rest, movement and wellbeing through Get Set for Positive Energy.



See the partnership in action



CRAVENHILL PUBLISHING

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

Cravenhill publishing is the publisher of Communicate magazine and Transform magazine.

Cravenhill publishing's awards division organises a number of industry leading awards programmes that seek to benchmark and reward best practice in the fields in which they operate.

For further information about our awards and entry process please email:
Melanie at melanie.han@cravenhillpublishing.com

cravenhillpublishing.com

MEET THE JUDGES



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.



Leah Weal

Head of partnerships, engagement and growth
Breast Cancer Now

Leah is head of partnerships, engagement and growth at Breast Cancer Now, the UK's leading breast cancer charity. Breast Cancer Now has multi-award-winning partnerships with leading companies such as Asda, M&S, ghd, Primark and Everyone Active, among others. Leah has worked in corporate partnerships for almost 12 years and prior to this, spent seven years working for a leading market research and consulting firm, alongside major FMCG brands.

THE WINNERS

PARTNERSHIPS

Best Arts, Sports and Leisure Programme

Gold – Pan Macmillan

Silver – West Ham United and Lyca Mobile

Best Charity, NGO or Not-For-Profit Programme

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

Gold – SPAR UK and Marie Curie

Silver – Young Lives vs Cancer and The Access Group

Bronze – GO Outdoors and Scouts

Best Educational Programme

Gold – MUFG with Big Alliance and City of London Highgate Hill

Gold – The Mowgli Trust and Plan International UK

Silver – PA Consulting and The Economist Educational Foundation

Silver – Samsung Electronics UK and Hark

Bronze – BT Group and We. Communications

Bronze – CGI

Bronze – Investec and Arrival

Best Environmental or Sustainable Programme

Gold – WRAP with Flourish CSR

Silver – CGI

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

Gold – PA Consulting and PBE

Silver – Barclays - 25 years of Make a Difference

SPONSORSHIP

Best Alignment of Brand Values Through a Sponsorship Activity

Gold – GO Outdoors and Scouts

Silver – Kormotech and U-Hearts Foundation

Highly Commended – The Department for Education, Flywheel IT Services, Morgan Sindall Construction, Mott MacDonald, Nexus Associates, Reds10, Wates Group, Willmott Dixon and The Talent Foundry

CORPORATE SOCIAL RESPONSIBILITY

Best CSR Activity or Programme to Support or Develop a Corporate Reputation

Gold – mydeposits and Centrepont

Silver – Trendyol and Linkus

Bronze – LMAX Group

Best Alignment of Brand Values During a CSR Programme

Gold – Nurofen (Reckitt) and Plan International UK

Silver – Pan Macmillan

Bronze – British Gas, Team GB and ParalympicsGB

Best Community Involvement During a CSR Programme

Gold – SGN and Marie Curie

Bronze – Knight Frank

Bronze – LMAX Group

Best Engagement of an Internal Audience in a CSR or Sponsorship Programme

Gold – Arm

Gold – Barclays

Gold – The Royal Marsden Cancer Charity and Nationwide Building Society

Silver – Springer Nature

Silver – Young Lives vs Cancer and The Access Group

THE WINNERS

CORPORATE SOCIAL RESPONSIBILITY

Best Collaboration for a Single Event

Gold – Durham University Charity Fashion Show and Marie Curie

Silver – Lumo

Most Innovative Collaboration

Gold – Unreasonable Group and Barclays

Silver – Investec and Bromley by Bow Centre

Bronze – EPAM Systems

Best Foundation

Gold – The PA Foundation

TIME

Most Effective One-Off Campaign

Gold – Arm

Gold – PureGym and British Heart Foundation

Silver – Springer Nature and Everyman on the Canal

Bronze – Lumo

Most Effective Long-Term Commitment

Gold – Asda Tickled Pink, Breast Cancer Now and CoppaFeel!

Gold – Battersea Dogs and Cats Home and Mars

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

Silver – Studio You, Sport England and We. Communications

Silver – The National Garden Scheme and Marie Curie

Bronze – BBC Children in Need and Asda

Bronze – The Royal Marsden Cancer Charity and Banham

COMMUNICATION

Best External Stakeholder Communications

Gold – WRAP with Flourish CSR

Silver – CWA

Best Internal Communications

Gold – Barclays

Silver – Springer Nature

THE WINNERS

PROCESS

Best Collaborative Approach

Gold – Asda Tickled Pink, Breast Cancer Now and CoppaFeel!

Gold – The Co-operative Bank and Centrepont

Silver – Greater London Authority and Transport for London

Bronze – British Gas, Team GB and ParalympicsGB

Best Management of a Programme

Gold – Investec and Bromley by Bow Centre

Silver – The Gas Distribution Networks and Marie Curie

Silver – WRAP with Flourish CSR

Best Team Effort During a Programme

Gold – PA Consulting's Community Engagement Team

Silver – CWA

GRAND ACCOLADE

Grand Prix

**Asda Tickled Pink,
Breast Cancer Now and
CoppaFeel!**



PARTNERSHIPS

BEST ARTS, SPORTS AND LEISURE PROGRAMME



Pan Macmillan **Gold**

Pan Macmillan positioned books as a driver of cultural conversation while widening access and representation. Initiatives include the National Year of Reading's "A Single Page" campaign, the launch of Gruffalo Granny with the National Literacy Trust, sponsorship of the Black British Book Festival, investment in apprenticeships and creative talent, and advocacy for literacy as essential social infrastructure.

The programme combines external cultural activity with workforce initiatives and community engagement, including partnerships with 751 independent bookshops, reaching 120,000 people through events and donating 375,000 books over 18 months. It also reports 5,500 Black British Book Festival visitors and a 20% year-on-year increase. One judge described the initiative as "ambitious, with a clear social purpose."

BEST ARTS, SPORTS AND LEISURE PROGRAMME



West Ham United and Lyca Mobile Silver

Lyca Mobile Track Nights is a dedicated running club designed to bolster community spirit, provide a welcoming environment and champion health and wellbeing. By partnering with West Ham United, the telecoms company is helping local residents and fans build community relations while also deepening the partnership between the two organisations. One judge said this was “a great example of a partnership that can grow year-on-year that’s targeted and local and making a difference to real people who otherwise wouldn’t visit the stadium.”

BEST CHARITY, NGO OR NOT-FOR-PROFIT PROGRAMME



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

Whitbread and Great Ormond Street Hospital (GOSH) have a longstanding partnership that has seen the development of the hospital's facilities and helped provide much-needed care for children during the most challenging periods of their lives. Not only have millions of pounds been raised to support GOSH, but essential wards and hospital centres have been built thanks to Whitbread's ongoing commitment.

Premier Inn used the partnership as an internal engagement tool, producing fun content featuring the partnership's mascot, Bernard Bear, as he travels across the UK. This helped inspire fundraising and awareness. "An exceptional example of a transformational long-term charity partnership. The scale of fundraising, the tangible legacy through major hospital facilities and the depth of employee engagement are all highly compelling. Particularly impressive is the ability to sustain momentum and secure repeated commitments over more than a decade, delivering demonstrable impact for patients, families and hospital services," said one judge.



SPAR UK and Marie Curie Gold

Two community-oriented organisations have teamed up to provide care to those who need it the most. SPAR UK has supported Marie Curie with fundraising for its end-of-life care, while also running a number of campaigns designed to build awareness of and connections between Marie Curie and the communities in which SPAR operates.

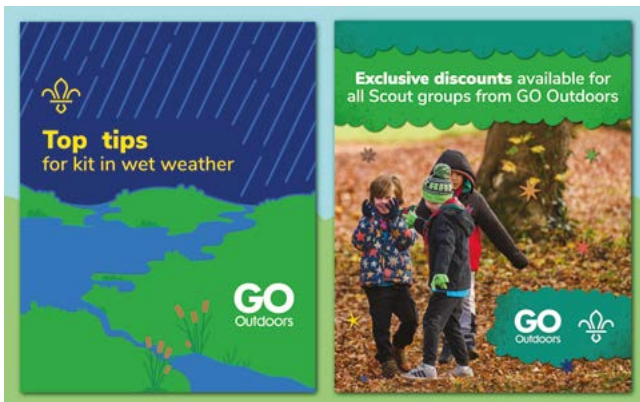
The partnership has shifted from one-off campaigns to a long-term, strategic approach to fundraising and involvement designed to deepen the ties between the two organisations. With events throughout the year, the calendar is packed with community engagement activities and fundraising opportunities. One judge said this is "a mature and strategically managed partnership that successfully balanced national coordination with local delivery. It is particularly strong in showing how a complex retail network can be mobilised behind a shared purpose while delivering meaningful societal outcomes."

BEST CHARITY, NGO OR NOT-FOR-PROFIT PROGRAMME



Young Lives vs Cancer and The Access Group Silver

The Access Group allows employees to nominate causes for their colleagues to vote on. The winning charities receive grants and Access matches employee-driven fundraising. In the UK, Young Lives vs Cancer was the nominated charity, inspiring employees across the country to run events and drive support for kids living with cancer. Judges loved that this was an employee-led programme that built strong emotional connections between Access' workforce and the worthy cause.



GO Outdoors and Scouts Bronze

GO Outdoors has worked with Scouts over the past nine years to remove financial, practical, and social barriers to outdoor participation, promote physical health, mental wellbeing, confidence and resilience among future generations. Judges thought this was a brilliant, authentic way to achieve the aims of both organisations, with one adding, "The scale of impact is impressive, particularly the reach across 450,000 young people and 140,000 volunteers."



Empowering Brighter Futures

At MUFG, we work in partnership with communities to create long-term, sustainable impact and empower brighter futures. Through our partnership with City of London Academy Highgate Hill and Big Alliance, Young Minds, Brighter Futures gives our employees the chance to share their skills, knowledge and experience with the next generation, helping students build the confidence, skills and experiences that can strengthen their future opportunities. Now in its third year, the programme has delivered 50 events, engaged 356 volunteers, and connected with students through more than 3,400 touchpoints, from Career Insight Visits and work experience placements to international trips that provided some students with their first passport and first flight.

We're proud that this partnership has been shortlisted for Best Educational Programme at this year's Corporate Engagement Awards, and even prouder of the confidence, curiosity and ambition it continues to inspire in the students we work with as they explore future education and career pathways.



**FIND OUT MORE ABOUT MUFG'S
COMMUNITY ENGAGEMENT AT MUFG CSR.**

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www.mufgemea.com

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BEST EDUCATIONAL PROGRAMME



MUFG with Big Alliance and City of London Highgate Hill **Gold**

Finance company MUFG is based in Islington, amid massive inequality, where 43% of children grow up in poverty. It wanted to work with a local school to deliver a big impact in its direct local area. It partnered with the City of London Academy Highgate Hill to help students build skills, improve GCSE outcomes, remove financial barriers to travel and cultural opportunities and improve student engagement with the curriculum.

MUFG's employees devoted their time and energy to directly supporting the educational journeys of students in their local area. As a result, the programme has seen a massive improvement across many metrics, including the ability of students to stay positive, their comprehension skills and their commercial awareness. "The model goes well beyond traditional volunteering, combining mentoring, workshops and academic interventions into a sustained programme of support. There is also something powerful about a company supporting a school on its doorstep, creating a clear sense of local responsibility and employee motivation," said one judge.



The Mowgli Trust and Plan International UK **Gold**

In 2023, restaurant chain Mowgli Street Food began working with Plan International UK to transform educational outcomes for girls in Varanasi, India. Mowgli's founder Nisha Katona MBE has ancestral ties to the city and it provides much of the cultural inspiration behind the restaurants. The educational programme aims to improve literacy and menstrual hygiene, thereby removing two key barriers to girls' continuing their education at the secondary level.

Since its implementation, the programme has seen a 10-15% increase in attendance across the two schools involved. One judge called it an "impactful partnership that tackles multiple barriers to girls' education through a well-designed, community-focused model. There is strong evidence of improved engagement, confidence and school participation."

BEST EDUCATIONAL PROGRAMME

PA Consulting and The Economist Educational Foundation Silver

PA Consulting worked with the Economist Educational Foundation to help equip young people with the skills they need to navigate truth online. The partnership developed teaching resources free for use in schools, aimed to improve students' abilities to analyse and digest news and current affairs. Judges called it "a highly innovative partnership that successfully combines industry expertise and education to equip young people with the critical-thinking and skills needed for the future."



Samsung Electronics UK and Hark Silver

For six years, Samsung Solve for Tomorrow has been empowering young people aged 11–18 to use creativity, design thinking and technology to solve real-world challenges, while supporting teachers with free, curriculum-aligned, classroom-ready resources. The programme, developed alongside Hark, was praised for its reach and accessibility, with one judge adding, "This is a highly effective programme addressing an important STEM cause, with strong objectives around design thinking, creativity and solving real-world problems."



BT Group and We. Communications Bronze

BT Group's Work Ready programme supports students aged 11-14 by broadening perceptions of careers in technology, and who they are for. Digital and in-person events ensure there is both scale and depth of engagement. Judges thought the programme delivered with the support of We. Communications was "a well-thought-through programme with clear alignment to BT Group's core expertise in connectivity, digital skills and employability."



CGI Bronze

IT consultancy CGI launched the Sustainability Careers Expo to provide real-world sustainability education and careers guidance. With over 10,000 students and 127 organisations taking part, it is the largest sustainability education programme in the UK. Judges called it "an ambitious programme that addresses a skills and awareness gap around sustainability careers. The partnership model is particularly compelling, bringing together schools, employers, universities, charities and the public sector."



BEST EDUCATIONAL PROGRAMME



Investec and Arrival

Bronze

Investec's Career Catalyst programme is designed to address a critical social mobility challenge by supporting aspirational unemployed and underemployed young adults aged 20-30 from low-income backgrounds to develop the skills and confidence they need to access a professional career path. One judge said of the partnership between Investec and Arrival, "The programme demonstrates how targeted educational interventions can create meaningful pathways into employment and social mobility."

BEST ENVIRONMENTAL OR SUSTAINABLE PROGRAMME



WRAP with Flourish CSR

Gold

Global environmental action NGO WRAP wanted to push its commitment to responsible resource management in the textiles industry forward a step. Going beyond voluntary action to reduce consumption, it launched the UK Textiles Pact Circularity Roadmap. This creates a circular economic model that aims to reduce consumption of virgin materials, increase circularity and promote a massive impact through each participating company making a small difference.

The pact is not only an inspiring or aspirational piece of work, but a genuine model facilitating real change across the UK's fashion and textiles industry. Alongside Flourish CSR, WRAP has delivered a programme that can make real change well into the future. "The scale of ambition, depth of partnership and potential for systemic change make this initiative pretty strong. The fact that it places the effort in the industry and not only in the consumer means the potential for systemic change in the long-term is quite strong," said one judge.

BEST ENVIRONMENTAL OR SUSTAINABLE PROGRAMME



CGI Silver

CGI's ambitious Sustainability Careers Expo aims to change perceptions around sustainability careers, inspire young people to pursue opportunities that make a positive change and bring together hundreds of businesses and thousands of students to facilitate careers connections. "This is a very good initiative trying to create awareness and understanding around career pathways and approaches to sustainability that are usually distant or removed from day-to-day conversations or hidden for students when it comes to career choices," said one judge.

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



Economics to improve lives

PA Consulting and PBE

Gold

PA Consulting has worked with charity PBE to contribute over 1,000 hours of pro bono work to six charities over the past two years. This work allows smaller organisations that lack essential funds to operate efficiently and deliver their own essential programming well into the future. The alignment between PA Consulting's objective of supporting charities and PBE's work makes for a big impact on the day-to-day operations of small charities.

Moreover, PA Consulting's employees get the opportunity to make a difference in their communities and facilitate programmes that help people in need across the UK. This facilitated a stronger connection between employees and the business, and promoted professional development along the way.

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



Barclays - 25 years of Make a Difference Silver

For 25 years, Barclays' Make a Difference campaign has been the bank's flagship volunteering initiative. Running across two months, thousands of global employees contribute their time and efforts to communities around the world. It also acts as an essential employee engagement tool, inspiring Barclays' employees each year as they take part in charitable work that matters to them.



SPONSORSHIP

BEST ALIGNMENT OF BRAND VALUES THROUGH A SPONSORSHIP ACTIVITY



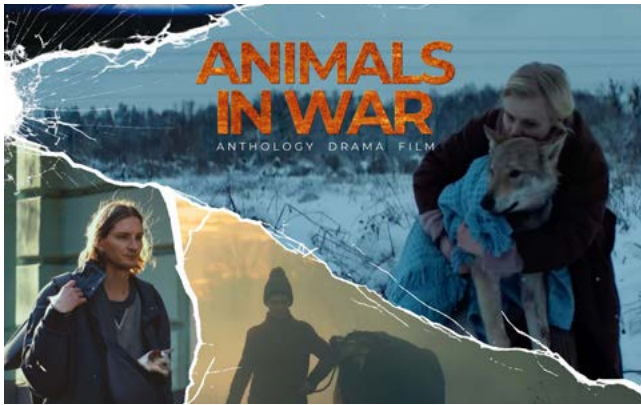
GO Outdoors and Scouts

Gold

UK outdoor retailer GO Outdoors is all about getting people outside. So a partnership with Scouts – an organisation that gets kids and families engaging in outdoor and community activities – was a stroke of genius. The partnership goes beyond mere sponsorship and is designed to link into the brand values and operations of each organisation. Go badges encourage sporting and outdoor activities among scouting groups while exclusive Scouts discounts help families access outdoor kit and clothing.

This programme has developed strong ties between the organisations in which many activities, sponsorships and interactions have evolved. It's a seamless integration of two like-minded organisations that has the net impact of promoting outdoor lifestyles to kids and their families across the country. Judges praised the brilliant alignment of brand values in this partnership, with one praising the "strong and authentic alignment between the brand and the Scout movement, with a shared focus on adventure, outdoor experiences and youth development."

BEST ALIGNMENT OF BRAND VALUES THROUGH A SPONSORSHIP ACTIVITY



Kormotech and U-Hearts Foundation **Silver**

Ukrainian pet food company Kormotech partnered with the U-Hearts Foundation to create the film, 'Animals in War.' The anthology of seven short films was designed to draw international attention to the impact of war on animals. Judges thought there was a strong alignment of values between the two organisations and praised the use of high-impact storytelling to inspire behavioural change.



The Department for Education, Flywheel IT Services, Morgan Sindall Construction, Mott MacDonald, Nexus Associates, Reds10, Wates Group, Willmott Dixon and The Talent Foundry **Highly commended**

The Talent Foundry facilitates the Cycle Challenge Consortium to align usual competitor organisations behind the shared ambition of supporting cycling as a means to improving wellbeing and exercise.





CORPORATE SOCIAL RESPONSIBILITY

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



mydeposits and Centrepont

Gold

mydeposits launched a partnership with homelessness charity Centrepont to encourage rental tenants to donate the interest earned on their deposits at the end of their tenancy. This seamless alignment between two organisations allows ordinary people to use their housing to support those who are unhoused. The programme has been embraced by participants in the MyDeposits scheme, allowing the company to donate over £500,000.

And the corporate partnership is only just getting started, with employee engagement activities beginning and deeper ties developing each day. Judges thought this was a brilliantly conceived partnership with the potential to achieve an even greater impact well into the future. One judge called it “a great new initiative demonstrating the power of community engagement through the right partnership with housing and homelessness. Wonderful to see these exceeded expectations.”

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

trendyol

Trendyol and Linkus

Silver

Villages of Tomorrow is a large-scale rural development programme led by Trendyol in partnership with UNDP Türkiye, designed to address structural inequalities in rural regions through digital transformation. The digital centres provide local communities with access to digital skills, e-commerce capabilities and sustainable production practices. “A substantial and well-structured programme addressing digital inclusion, rural development and economic opportunity at scale,” said one judge.



LMAX Group

Bronze

LMAX Group’s sustainability strategy was established to ensure that the company’s growth delivers positive, measurable outcomes for the people, communities and environments connected to its operations. It partnered with the Kensington & Chelsea Foundation to support over 50 community projects for thousands of local residents. “The breadth of activity across environmental, social and governance pillars is impressive and demonstrates genuine organisational commitment,” said one judge.

BEST ALIGNMENT OF BRAND VALUES DURING A CSR PROGRAMME

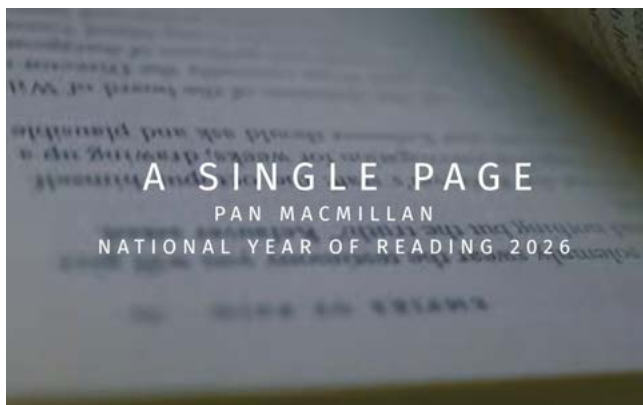


Nurofen (Reckitt) and Plan International UK **Gold**

Nurofen's 'See My Pain' campaign was designed to promote a better understanding of women's health and address the gender pain gap in healthcare and wellbeing. It worked with Plan International UK to extend this programme through a new Period Peers initiative. This aims to break down stigmas around menstrual hygiene and health and help girls speak openly about their own bodies.

The programme has built a community of 226 period peers and engaged over 500,000 young people with information and resources regarding menstrual health. Moreover, 63.5% of the young people involved said they learned something new about periods. "This is a really powerful entry and a genuinely well argued values match, clearly demonstrating the impact the campaign has had for both," said one judge.

BEST ALIGNMENT OF BRAND VALUES DURING A CSR PROGRAMME



Pan Macmillan **Silver**

Pan Macmillan has aligned its community, curiosity and integrity values with a broad literacy programme, using partnerships, volunteering, accessible publishing and advocacy to address inequality. Initiatives include donating 35,500 books, supporting the Black British Book Festival and reaching 580,000 high-need families. Results include 96% of teachers reporting improved reading behaviour. Judges praised the “coherent, values-led approach” and strong evidence of tangible social impact.



British Gas, Team GB and ParalympicsGB **Bronze**

Get Set for Positive Energy is an education programme that aims to reach young people across the UK and show them the impact of shared actions. The partnership between British Gas, Team GB and ParalympicsGB links healthy, active lifestyles with responsible energy use and environmental awareness. It's a well-aligned programme that links the organisations in a creative, but effective, way.

BEST COMMUNITY INVOLVEMENT DURING A CSR PROGRAMME



SGN and Marie Curie

Gold

Marie Curie and SGN's Community Companion Service delivers vital support to people living with terminal illnesses by helping them pay for rising energy costs. Because outreach relies on deep ties throughout the community, the programme relies entirely on strong communications and trust with the target audience.

Excellent training for SGN employees and volunteers helps them reach the people who need help with end-of-life costs. The programme – delivered across Bournemouth, Brighton & Hove and East Surrey – is designed to help break down cultural barriers and communicate the vital support SGN and Marie Curie can provide. One judge said, "This is a classic well-rounded corporate-charity partnership - trust-based, grassroots, embedded in local community settings rather than a very top-down approach."

BEST COMMUNITY INVOLVEMENT DURING A CSR PROGRAMME



Knight Frank

Bronze

Limitless is Knight Frank's programme to transform one-off giving into a local, community strategy that deepens ties with local groups and provides aid where it is needed most. Its first partner in the programme is Sported, which has seen millions of pounds and thousands of hours of volunteering brought to bear on grassroots sporting initiatives. Judges loved the community approach and commended the big impact the partnership has already delivered in just a few months.



LMAX Group

Bronze

LMAX Group is aiming to address income inequality in its home borough of Kensington & Chelsea by supporting 53 community projects, donating millions of pounds and building stronger employability skills and resilience among local jobseekers and young people. Judges praised the "genuine commitment to corporate responsibility, with sustainability and social impact clearly embedded across the business rather than isolated within a single function."

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BEST ENGAGEMENT OF AN INTERNAL AUDIENCE IN A CSR OR SPONSORSHIP PROGRAMME



Arm Gold

Arm wanted to encourage its employees to make use of their company-sponsored volunteering time, but staff didn't know where volunteering opportunities lie. The company implemented 1 Million Minutes, a CSR programme amplifying charity partners and existing volunteering work to encourage further contributions of time.

As a result, volunteering hours doubled year-on-year and 360 organisations benefited from the time and efforts of Arm's staff. Moreover, 85% of volunteers reported an increased sense of pride working for Arm as a result. "A standout internal engagement programme with a clear insight led strategy, ambitious goals and exceptional results. The One Million Minutes campaign directly addressed identified barriers to participation and used a combination of strong branding, storytelling, visible leadership support and local champions to drive engagement globally," said one judge.



Barclays Gold

For 25 years, Barclays' Make a Difference campaign has been the bank's flagship volunteering initiative, uniting colleagues across the company to support the communities where they live and work. Barclays has shifted this from a single day of volunteering, to a two-month-long initiative that encourages pride in Barclays, creates strong ties between the bank and its communities and strengthens employee engagement.

This year there was a 23% increase in participation, year-on-year and internal social media content reached 110,000 employees worldwide. Judges loved the massive scale, the local impact this programme had and praised the strategy for its "mature and highly scalable volunteering programme with excellent participation levels and strong heritage."

BEST ENGAGEMENT OF AN INTERNAL AUDIENCE IN A CSR OR SPONSORSHIP PROGRAMME



The Royal Marsden Cancer Charity and Nationwide Building Society

Gold

Nationwide joined forces with the Royal Marsden Cancer Charity for the first time in 2025. And swiftly after partnering, it launched its Walk 50K event, encouraging employees to walk or wheel 50 kilometres during the month of September. It had to swiftly promote the partnership and event and encourage staff to take part with minimal hesitation.

Because the messaging around the event aligned with Nationwide's internal 'Fairer Futures' strategy, it reached colleagues across the business. The event saw 2,275 signups, outstripping the target participation by 114%. It was an excellent launch to the partnership and one that achieved incredible results not just in terms of fundraising, but also in terms of fun and engagement by Nationwide's workforce.

BEST ENGAGEMENT OF AN INTERNAL AUDIENCE IN A CSR OR SPONSORSHIP PROGRAMME



Springer Nature **Silver**

To mark its 10-year anniversary, Springer Nature ran a charity drive and a volunteering campaign designed to encourage employees to deepen ties with their local communities. This approach allowed individuals to contribute to causes they cared about, while still strengthening their engagement with Springer Nature as an employer. One judge called it “a highly engaging global campaign that successfully transformed a corporate milestone into a meaningful employee engagement programme.”



Young Lives vs Cancer and The Access Group **Silver**

The Access Group's UK charity was chosen by employees, with more than 60 volunteering to become Giving Champions, forming peer-led teams responsible for planning and delivering fundraising activity across the year. This shifted the partnership from a centrally delivered campaign to a movement owned by employees. Judges thought this was a brilliant strategy to create a “fully employee-owned” partnership, deliver culture change and make a big, lasting impact on both organisations.

BEST COLLABORATION FOR A SINGLE EVENT



Durham University Charity Fashion Show and Marie Curie

Gold

The Durham University Charity Fashion Show is one of the university's landmark events each year. It is a professional production featuring high-impact fashion and incredible student engagement. This year's partner was Marie Curie in recognition of the fact that one in three people in the North East and Yorkshire lack essential end-of-life care.

The fashion show partnership produced educational content and used storytelling to boost awareness across the university community and beyond. This excellent collaboration saw student involvement with the charity as well, building connections between Durham and its local community. One judge called it "a highly creative and professionally delivered collaboration that successfully combined student leadership, fundraising and awareness raising. The scale of the event with four sold out shows and extensive student involvement is particularly impressive."

BEST COLLABORATION FOR A SINGLE EVENT



Lumo **Silver**

To celebrate its expansion into Preston in Lancashire, Lumo celebrated with a community event designed to showcase the value of the railway to the region's economy. It used the opportunity to partner with the Preston Caribbean Carnival as well. The fun, joyful event helped Lumo build strong ties to the Preston community and create a strong understanding of its role as an employer in the region. One judge said it was "a well-executed launch event that demonstrated strong local stakeholder engagement and collaboration with community partners."

MOST INNOVATIVE COLLABORATION



Unreasonable Group and Barclays

Gold

Unreasonable Impact is a decade-long partnership between Barclays and Unreasonable Group that supports 410 high-growth ventures globally, helping them scale and address global issues by offering a network, resources and mentorship – including coaching by Barclays employees. With a shared ambition to support high-growth businesses through technology and innovation, it is a well-suited partnership.

But the innovation lies in the way the programme is delivered, with regional gatherings and relationship-building forums. This means that both organisations are equal partners in contributing to the development of high-growth businesses. “A highly innovative and scalable collaboration that redefines the relationship between corporate engagement, entrepreneurship and sustainability. The partnership goes beyond funding by combining Barclays’ expertise, networks and employee skills with Unreasonable Group venture ecosystem,” said one judge.

MOST INNOVATIVE COLLABORATION



Investec and Bromley by Bow Centre **Silver**

Investec Beyond Business is a social enterprise incubator delivered through a 15-year partnership between Investec UK and the Bromley by Bow Centre. It supports local entrepreneurs in east London by helping them launch sustainable businesses and cut through entrenched cultural and social barriers. The partnership sees the centre and Investec design, refine and evolve the programme each year based on real-time community needs. This means the partnership delivers a high impact where it is needed most.

EPAM Systems **Bronze**



EPAM's AI Well-Being Ideathon was a global, cross-functional collaboration designed to reframe the role of AI in the workplace, not as a tool to accelerate output alone, but as a way to improve everyday wellbeing at work. It brought together employees, business stakeholders, clients and external partners to develop AI ideas that would support real workplace needs. Judges called this “a really innovative way to approach AI within the workplace and demonstrate the usefulness on how it supports colleagues’ wellbeing rather than only productivity.”

Inspiring the innovators and leaders of tomorrow



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- Distributed £7.3m in funding
- Supported projects reaching >33,000 people facing disadvantage to improve educational, skills, and employment outcomes for participants
- Partnered with 57 charitable organisations across the UK, US, Nordics, and Netherlands.
- Volunteered more than 21,000 hours in the past year

Congratulations to all the finalists in this year's Corporate Engagement Awards!

BEST FOUNDATION



The PA Foundation Gold

In 2022, PA Consulting established the PA Foundation as an independent charity with a £10m commitment. It was designed to support social mobility through education and STEM careers. It uses the expertise and enthusiasm in PA's workforce to deliver strategic support to charities in its communities. The foundation model allows PA Consulting to help small charities who lack the funds or operational capacity for traditional consulting.

The foundation has delivered over 10,000 hours of mentoring and coaching, 3,600 hours of employability workshops, 120 work placements and millions of pounds in donations to almost 60 charities. Moreover, over 30% of PA Consulting's workforce has gotten involved, making this a true company-wide programme. It's a brilliant example of a foundation being firmly and effectively embedded within a corporate culture.



TIME

MOST EFFECTIVE ONE-OFF CAMPAIGN



Arm Gold

Arm wanted to encourage its employees to make use of their allotted volunteering time. But staff had a lack of understanding about where and when to do so. In response, Arm launched the One Million Minutes campaign that showcased existing volunteers across the business while also spotlighting volunteering opportunities and building a culture of volunteering.

As a result, there has been a 111% increase in volunteering time and a 194% increase in the number of people volunteering. Judges thought this was an excellent example of a company breaking through the cultural barriers preventing CSR activity and making real, lasting change in a workforce. One praised the “sophisticated implementation with multichannel and culturally embedded content, internal champions, leaderboards, storytelling, executive sponsorship and global activation.”



PureGym and British Heart Foundation Gold

PureGym and the British Heart Foundation have worked together since 2022 and with the joint ambition of shifting heart health from reactive to proactive, the partnership launched Every Beat Counts. The one-off campaign created a simple, time-bound challenge that makes movement and exercise accessible and part of everyone's everyday activity.

Not only did the campaign normalise conversations around heart health and provide essential funds for the British Heart Foundation's work, but it united the PureGym team behind a joint goal and showcased the tangible impact of socially focused wellbeing strategies. “Every Beat Counts is a highly compelling one-off campaign. Its origin is rooted in a shared purpose – ‘heart health’ – and the concept is simple, inclusive and behaviour driven,” one judge said.

MOST EFFECTIVE ONE-OFF CAMPAIGN



Springer Nature and Everyman on the Canal **Silver**

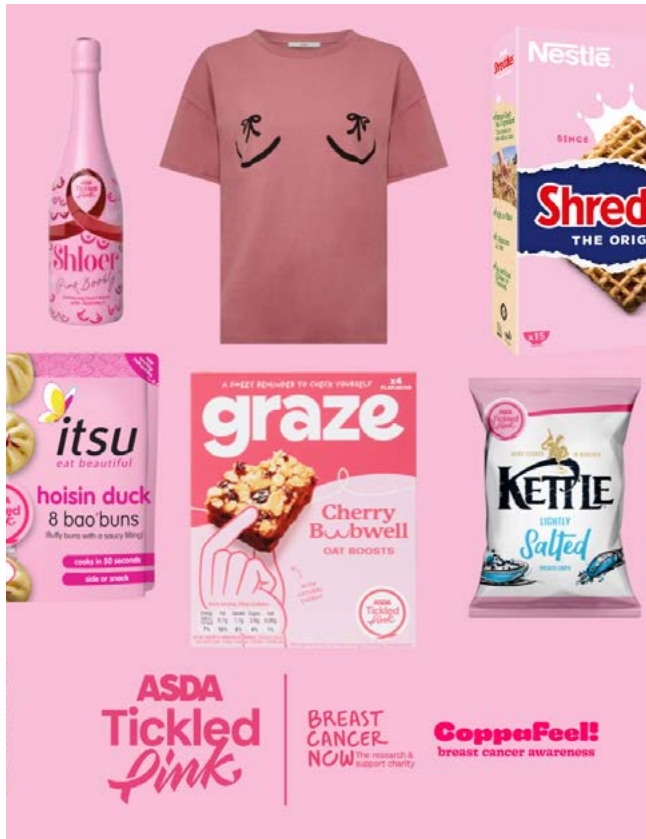
Springer Nature partnered with Everyman Cinemas to run a one-off science communication campaign engaging the King's Cross community. Using two film screenings at the Everyman's outdoor cinema in Coal Drops Yard as centrepieces of the programme, the two organisations made science and STEM careers more accessible and understandable to the local community. Judges thought this was a brilliant, well-linked partnership and praised the "thoughtful, culturally rich one-off campaign."



Lumo **Bronze**

Lumo ran a preview journey of its new Euston to Stirling service by bookending a train's journey with cultural performances and radio broadcasts. It was designed to inspire and involve the communities in London and Stirling while also building awareness of the new route's opportunities for stations along the way. Judges thought this showed excellent community engagement and praised the way it "effectively built community buy-in, showcased the new service, and supported early ticket sales."

MOST EFFECTIVE LONG-TERM COMMITMENT



Asda Tickled Pink, Breast Cancer Now and CoppaFeel!

Gold

The partnership between Asda, Breast Cancer Now and CoppaFeel! has extended across three decades. Born from employee requests for Asda to support breast cancer charities, its internal Tickled Pink strategy is now celebrating its 30th birthday. To mark this occasion, the partnership worked to shift away from fundraising to inspire behavioural change among women as a means of reaching earlier diagnoses.

Asda's impressive reach across the UK means the partnership has excellent cut-through among the nation's consumers. Meanwhile, Breast Cancer Now and CoppaFeel! achieve their goals of inspiring awareness and understanding around breast cancer checks and early diagnosis. Now, 55% of Asda shoppers check their breasts regularly compared to 45% of women nationally. "This is a highly effective and mature long-term partnership that demonstrates the power of sustained collaboration around a clear and important public health objective," said one judge.



Battersea Dogs and Cats Home and Mars Gold

Over 15 years of partnership, Mars has worked with the Battersea Dogs and Cats Home to shift from transactional support to a true social impact collaboration. Cross-communications, public affairs campaigning and employee engagement have contributed to systemic change in animal welfare in the UK.

By inspiring pet adoption, and ensuring that animal welfare centres are well-equipped and safe, the partnership is contributing to a behavioural change in Britain where pet adoption is seen as a preferred and responsible option. Countless campaigns, events and activations have contributed to this long-term partnership. It is an excellent example of a strong alignment between brand values that leads to real, lasting change. "This is an excellent example of what a long-term commitment should look like," one judge said. "Particularly impressive is the way the partnership has grown in ambition and impact over time, demonstrating how enduring relationships can create change not only for individual beneficiaries but across an entire sector."

MOST EFFECTIVE LONG-TERM COMMITMENT



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

Great Ormond Street Hospital (GOSH) serves the nation's sickest children. And it would undoubtedly look entirely different both physically and in terms of reach without the support of Premier Inn and Whitbread. The company has contributed millions to the development of new treatment centres, while also providing essential spaces for families to use when accessing GOSH's services.

What began as a simple partnership that made sense, has become a lasting commitment on the part of Whitbread to continue to support the UK's families in their times of need. "This is not simply a fundraising partnership; it demonstrates a long-term commitment to helping deliver transformational hospital infrastructure. The relationship has remained relevant over more than a decade, consistently expanding its ambition and maintaining strong engagement from employees, customers and suppliers," said one judge.

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Preston

Milton Keynes

Stirling
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Carlisle
Morpeth
Newcastle
Preston

Milton Keynes

Stevenage
London

Glasgow

Edinburgh

Gateshead

Stevenage

London



MOST EFFECTIVE LONG-TERM COMMITMENT



Studio You, Sport England and We. Communications Silver

Studio You is part of Sport England's This Girl Can platform and sees inclusive video lessons and supportive resources transforming PE for girls in 70% of England's secondary schools. The collaboration between Sport England and We. Communications means that girls are getting active in an enjoyable way, because of accessible exercise that helps break through social barriers that limit involvement. Judges thought this was an incredibly valuable partnership that has transformed the lives of the girls it reaches.



The National Garden Scheme and Marie Curie Silver

Marie Curie and the National Garden Scheme have worked together since 1996 to promote the idea that gardens and green spaces can play a vital role in mental and physical wellbeing, especially at the end of someone's life. Over 30 years, the partnership has invited people to stunning gardens across the UK while also contributing funds to Marie Curie's work. Judges called it "a highly effective long-term partnership that exemplifies trust-based collaboration and sustained commitment."



BBC Children in Need and Asda Bronze

Asda has supported BBC Children in Need for 25 years to tackle food insecurity, low wellbeing and limited access to safe community spaces. It inspires shoppers and employees to get involved and has become a cultural touchpoint in the UK in its own right. One judge called it, "a highly successful and enduring partnership that has remained relevant and impactful over 25 years. The scale of fundraising and community participation is impressive, and the partnership has clearly become embedded within Asda's culture."



The Royal Marsden Cancer Charity and Banham Bronze

Banham has worked with the Royal Marsden Cancer Charity for over 10 years to raise money and awareness for the charity's life-saving work. Employees have gotten involved every year in the programme's landmark events and the partnership has become strongly embedded in the Banham corporate culture. "Its greatest strength is the commitment and evolution of the relationship; its main opportunity is demonstrating clearly how the funds raised have translated into outcomes," said one judge.



COMMUNICATION

BEST EXTERNAL STAKEHOLDER COMMUNICATIONS



WRAP with Flourish CSR

Gold

WRAP worked with Flourish CSR to create the UK Textiles Pact Circularity Roadmap. This landmark piece of work is designed to transform Britain's fashion and textiles industry by providing real, actionable strategies for creating more circular businesses. It goes beyond a standard call to action or consumer campaign by delivering clear, relevant insights that businesses can use to make a big impact.

The pact aims to transform the industry from a linear one to a circular one, putting the onus on businesses, but also showcasing how circular business practices can contribute to greater long-term sustainability and benefits. It's an incredible piece of work that has engaged companies right across the fashion and textiles industry. "Results show rare industry alignment, policy influence, and a credible pathway to 2030 targets. This is strategic, systemic and high impact work," said one judge.

BEST EXTERNAL STAKEHOLDER COMMUNICATIONS



CWA **Silver**

CWA delivers excellent strategic communications and consultancy work to charities and businesses across the UK. Its media and communications team has helped the likes of Lumo and Hull Trains deliver a social impact along with successful business results due to excellent community engagement, a clear understanding of target audiences and best-in-class communications. Judges praised the team's work and said it delivered "impressive outputs and growth."

BEST INTERNAL COMMUNICATIONS



Barclays Gold

Barclays developed its Citizenship, Inclusion & Opportunity Awards to celebrate employee-led initiatives and turn recognition into a bank-wide cultural moment. The awards showcase impactful stories and reinforce Barclays' long-term commitment to inclusion and citizenship. Because of the bank's strategic commitment to CSR, its workforce responded well to the programme launch. The awards received over 630 nominations and engaged thousands in voting and promotion.

The awards programme is a brilliant step for Barclays to recognise the brilliant achievements of its staff. But in doing so, it also further embeds the bank's commitment to CSR and strengthens emotional ties to the business itself. "The Citizenship, Inclusion & Opportunity Awards demonstrate how internal communications can successfully transform a recognition programme into a meaningful cultural initiative," said one judge.

BEST INTERNAL COMMUNICATIONS



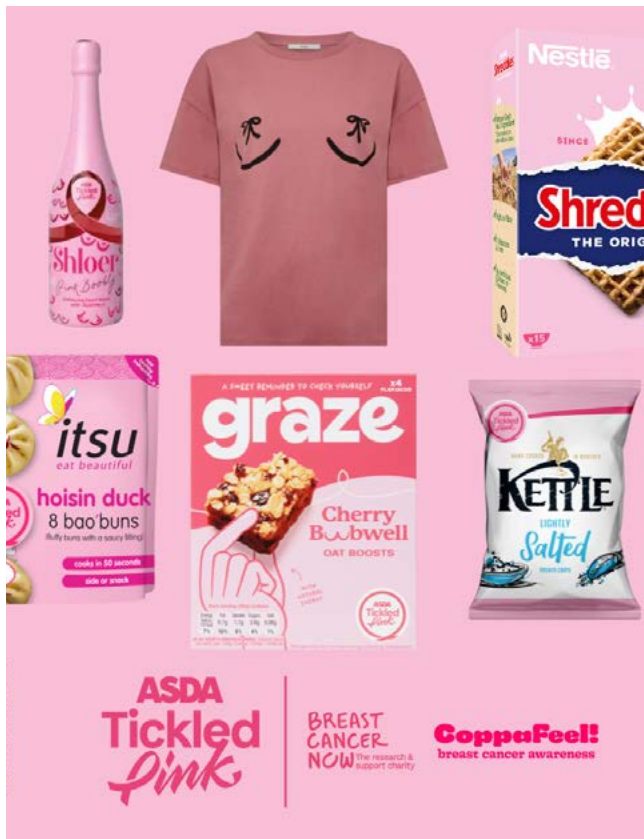
Springer Nature Silver

Springer Nature launched SN10 to celebrate its 10th anniversary. The campaign was designed to promote its corporate purpose and build a strong culture of volunteering and giving within the business. Judges loved the way the company used its anniversary moment to inspire employees to take meaningful social action within their communities. And the incredible uptake by employees – with 90% of the workforce participating – makes it a standout programme.



PROCESS

BEST COLLABORATIVE APPROACH



Asda Tickled Pink, Breast Cancer Now and CoppaFeel!

Gold

The partnership between Asda, Breast Cancer Now and CoppaFeel! brings together massive reach with a clear, incisive message. Asda's gigantic footprint across the UK helps it reach millions of consumers on a daily basis. The joint ambitions of the charities involved and the Tickled Pink strategy means there is a clear driving force behind the partnership that still allows for flexibility in its implementation.

Collaborations with brands like KitKat and Yorkshire Tea are complemented by behaviour change communications around breast cancer checks while fundraising supports the vital work the charities undertake each day. It is a brilliant, well-conceived programme that brings the best of all three organisations together to make a huge impact. "This is an outstanding example of a truly collaborative approach," said one judge. Another praised the "clear roles for every partner which are distinct and complementary," making it "one of the strongest examples in the sector of collaboration between two charities on the same partnership."



**ENDING YOUTH
HOMELESSNESS**

COVENTRY
Building Society
All together, better

The co-operative bank
Ethical then, now and **always**

The Co-operative Bank and Centrepoint Gold

Brick by Brick is an early careers programme developed by The Co-operative Bank and Centrepoint which supports young people facing homelessness build independence and secure long-term employment. Because of a joint ambition to support young people into sustainable and effective career paths, the partnership brings together two like-minded organisations and helps make a big impact. The programme has begun modestly, with four young people taking part in work experience, but aims to create 24 job opportunities each year, supporting 100 Manchester residents per year by 2030.

This programme is an extension of the existing partnership between the two organisations that sees Centrepoint help young people out of rough sleeping situations around Manchester. "The partnership is built on a strong alignment of values and purpose, with both organisations sharing a commitment to improving opportunities for vulnerable young people. Importantly, the programme builds on an existing long-term relationship, demonstrating trust, mutual understanding and a foundation for effective co-creation," said one judge.

BEST COLLABORATIVE APPROACH



Greater London Authority and Transport for London **Silver**

The Greater London Authority (GLA) and Transport for London established the Prompt Payment Working Group to address a longstanding systemic challenge of ensuring its supplier SMEs are paid swiftly upon invoicing. Not only is this a transformative business strategy for the GLA but it also represents the organisation's strong commitment to building a sustainable community of small businesses across London. Judges were impressed by the impact this initiative has had.



British Gas, Team GB and ParalympicsGB **Bronze**

Get Set for Positive Energy is a cross-curricular learning programme that empowers primary-aged children and their communities to understand the role everyone can play in saving energy. Leveraging the popularity and impact of Team GB and ParalympicsGB, British Gas has created energy superheroes out of Britain's elite athletes to inspire kids to act responsibly with energy consumption from a young age.

BEST MANAGEMENT OF A PROGRAMME



Investec and Bromley by Bow Centre

Gold

Investec first worked with the Bromley by Bow Centre as an urgent intervention to save a collapsing local authority. It transformed that partnership into a long-term commitment that provides seed funding to local businesses, coaching and mentoring, and two different funds that support local entrepreneurs. Investec regularly reevaluates the impact of its partnership in order to refine the support it gives and address new or changing needs across the community.

This responsive model means it is providing its time, efforts and energy where they are needed most. Because the partnership has extended over 15 years, it has built a culture of strong co-leadership that means both the community and the business are getting value out of the work.

BEST MANAGEMENT OF A PROGRAMME



The Gas Distribution Networks and Marie Curie **Silver**

Marie Curie's partnership with the UK Gas Distribution Networks has evolved into a long-term, strategically managed programme delivering sustained social value to people facing serious illness alongside fuel poverty and vulnerability. The programme leaders communicate honestly and use evidence-based decision making to ensure the partnership is making a consistent impact in the best possible way.



WRAP with Flourish CSR **Silver**

WRAP's work on the UK Textiles Pact Circularity Roadmap is a brilliant example of an organisation leading an industry to make a huge change. Not only is it inspiring change and communicating about the benefits of a sustainability cause, but the pact is actively providing businesses with the tools they need to build a circular business model. This kind of leadership is making a difference not just for WRAP's work, but for the entirety of the UK's fashion and textiles industry.

BEST TEAM EFFORT DURING A PROGRAMME



PA Consulting's Community Engagement Team

Gold

PA Consulting's community engagement team built PA in the Community from scratch in 2023, creating a global programme focused on social mobility, STEAM education and support for charities. Led by a two-person team, the programme combined £10m of PA Foundation funding with employee volunteering, supported by senior leaders, community champions and a central volunteer portal. By 2025, volunteer participation had risen to 32%, while more than 21,000 hours were contributed.

The programme reached 33,618 people through workshops, mentoring, work experience and insight sessions, while 202 organisations received pro bono business advice and £7.1m was awarded to 57 charities. Judges found the entry an "impressive example of a small team delivering at scale, with strong evidence of collaboration, employee engagement and social impact."

BEST TEAM EFFORT DURING A PROGRAMME



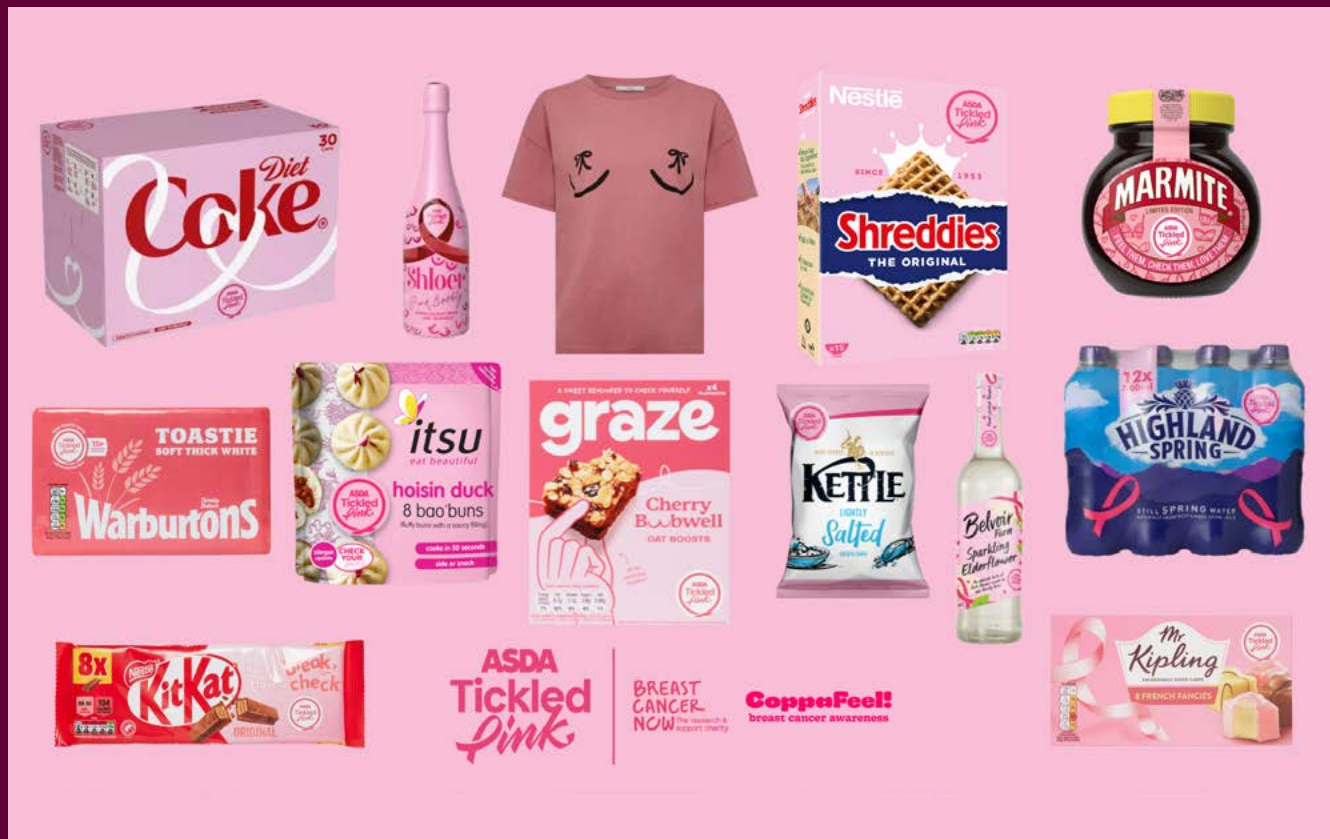
CWA **Silver**

CWA's team supported Lumo with the launch of its new Preston rail base, coordinating strategy, stakeholder engagement, media relations and event logistics. The launch connected Lumo with the local community and promoted jobs, training and its new West Coast route. One judge said, "A strong example of clear community engagement."



GRAND ACCOLADE

GRAND PRIX



Asda Tickled Pink, Breast Cancer Now and CoppaFeel! Winner

Breast cancer affects one in seven women in the UK, with 160 new cases being diagnosed every single day. This is one of the biggest health issues to affect the British population. And, over 30 years of close collaboration, excellent engagement and a clear alignment of values, Asda Tickled Pink, Breast Cancer Now and CoppaFeel! are making a big difference in breast cancer awareness.

The partnership is one of the country's premier CSR collaborations. It not only raises awareness about breast cancer and encourages women to check their breasts regularly, but it brings together consumer brands, celebrities and regular people to inspire a culture of regular checks and earlier diagnosis. Activations like Tickled Pink branded products and in-store breast check centres are complemented by communications campaigns and fundraising.

The partnership cannot be commended enough for its depth of collaboration, its massive impact or its real, life-saving work. Judges called it "a partnership where the combined impact is significantly greater than what any organisation could achieve independently," and "an impressive example of a long-standing partnership that has maintained relevance, evolved its delivery model and consistently delivered measurable outcomes." It is an outstanding collaboration that is the epitome of excellence in corporate engagement and a worthy winner of this year's Grand Prix award.

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