



# CEA

Corporate  
Engagement  
Awards 2014

## WINNERS



Corporate engagement is no longer a philanthropic activity that leaves strategic partnership down to chance. Savvy companies now integrate their partnerships and sponsorships into their overall communications strategies. In that way, both the charity, community or organisation and the business itself benefit.

Tonight's Corporate Engagement Awards marks the fourth time Communicate magazine has benchmarked corporate social responsibility, community relations, sponsorship and sustainability. Corporate engagement has evolved as companies themselves have evolved. The UN Millennial Development Goals reflects the ways in which the business world is coming to terms with the impact it has on the world and with its responsibility to limit the negative effects of that impact. In many ways, this has allowed for more innovative, more meaningful and more powerful corporate partnerships, sponsorships and CSR activities.

The field is always one that defies sector, as businesses of all shape, size and persuasion engage in CSR and sustainability campaigns. Tonight's entries yield from the world of corporate and financial services, from massive consumer companies, from small local organisations and from innovative digital businesses. Their impact extends from just over the river in Lambeth to the wider UK area to Indonesia, sub-Saharan Africa and beyond.

There's no limit to the power that business can have to change the world. The winners here tonight know that. Their successes go beyond the confines of the business and become successes for the local community, region or world. It's our honour to recognise these partnerships, sponsorships and campaigns every year and we're pleased to celebrate the winners of this year's Corporate Engagement Awards.

Brittany Golob  
Editor, Communicate

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- Best alignment of brand values through a sponsorship activity
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## Meet the judges



### **Niklas Birgetz, managing director, Swedish Sponsorship Association**

Niklas is the managing director for the Swedish Sponsorship Association, the voice of the Swedish sponsorship and event marketing industry whose members include a wide range of buyers, rightsholders, consultants, suppliers and professional advisors. Prior to this, Niklas worked as head of sponsorship, events and CSR at Skandia Insurance Company. Niklas has lectured in law at Stockholm University for several years and has spoken at events on sponsorship and CSR many times around the world.



### **Stuart Boxall, senior corporate partnerships manager, Barbican**

Stuart has over 13 years of experience in developing fully-integrated corporate partnerships for a range of charity and arts organisations. Stuart currently leads the corporate team at the Barbican, Europe's largest multi-arts centre. With 2m visitors each year, the Barbican delivers a world-class programme of arts and learning across theatre and dance, classical and contemporary music, film and visual arts. It provides brands with a range of opportunities to support and engage all its audiences, internally and externally.



### **Katie Bucher, project manager CSR, British Gas**

Katie, a project manager for corporate responsibility at British Gas, manages a strategic five-year corporate partnership with Shelter. The partnership between British Gas and Shelter aims to improve living conditions in 1m homes in the private rental sector by 2017. Katie has a broad breadth of experience having managed and developed many strategic partnerships between non-profit organisations (e.g. UNICEF, Action for Children, BHF) and blue chip companies (e.g. Sky Sports, Barclays Bank, Santander) for over 10 years.



### **Jane Chambers, senior development manager, National Portrait Gallery**

Jane is senior development manager for corporate and major projects at the National Portrait Gallery. She leads the corporate development team and is responsible for securing sponsorship for exhibitions, major projects and corporate partnership income. She is also account manager for a number of significant partnerships at the gallery. Prior to this, Jane was the regional director for arts & business in the south east where she advocated and brokered relationships between businesses and the cultural sector in the region.



### **Nicky Day, director of corporate partnerships, WWF**

Nicky began her working life as a solicitor in the City. Yet, after volunteering in Cambodia, she became the head of private sector strategy at Oxfam, where her passion for the impact that can be achieved by bringing business and NGOs together developed. She then joined WWF in 2013. WWF is committed to working with business to achieve the major changes needed for people and the planet to thrive. It has a number of award winning partnerships.



### **Christèle Delbé, group head of sustainability for enterprise, Vodafone Group**

Christèle joined the Vodafone Group in March 2010 as head of sustainability for enterprise. Her role is to identify and lead the identification, testing and scaling of innovative, sustainability focussed solutions in partnership with Vodafone's enterprise customers on a global scale. Prior to this, Christèle was head of sustainability at Orange, with responsibility for the development and implementation of the corporate responsibility strategy at a group UK level.



### **Sinead Donoghue, corporate development manager, English Heritage**

Sinead has led the corporate development team at English Heritage for three years. She is responsible for partnerships across brand extension, sponsorship and corporate membership and has driven income growth by 50% over this period. She began her career in the fundraising team at the Motor Neurone Disease Association in 2006 and then joined Crimestoppers Trust in 2008 to develop the corporate partnerships programme particularly focussing on licensing and sponsorship.



### **Nick Gardener, co-founder, Project Dirt**

Nick is a co-founder of Project Dirt, the online network of 2,000 community-based social and environmental projects. Nick's background is in social and environmental research, primarily for large government bodies and corporate clients. His work has ranged from evaluating major national lottery-funded programmes, to auditing the Carbon Trust's Future Impact estimation tool for KPMG. With Project Dirt, Nick and his team have devised a new model for CSR which is currently being trialled with several companies.

## Meet the judges



### **Lydia Good, community and CSR development manager, Premiership Rugby**

Lydia leads Premiership Rugby's BreakThru campaign, which harnesses the power of rugby to catalyse positive change in education, health and social inclusion. Lydia drives the development of programmes delivered at home and overseas by England's 12 professional rugby clubs. Previously, Lydia worked for International Rescue Committee in Uganda, where she headed up the programme team. She spent eight years in the mine action and small arms control sectors, working with the United Nations Development Programme and the charity Mines Advisory Group.



### **David Hamilton, head of public relations and engagement, Action for Children**

David heads up Action for Children's public relations and engagement team, coordinating the charity's communications across Great Britain. He is also responsible for communicating with thousands of staff, volunteers and supporters in more than 650 locations around the UK. David is an elected member of the UK's PR Council and the CIPR's not-for-profit executive committee. He has won several national awards for his work, including the CIPR's Issue Management Award and the coveted PR Week Young PR Professional of the Year.



### **Sara Heald, community investment manager, Legal & General Group PLC**

Sara heads up the Community Investment Programme for Legal & General and is responsible for the group target for employee volunteering and investment into the third sector. She has a passion for bridging the gap between NFPs and the business. Using these organisations, knowledge and skills, L&G understands the needs of customers and engage employees. She sits on the board of a dyslexia charity and volunteers in primary and secondary schools to engage students in maths and financial education.



### **Sandra Hennessy, internal communication manager, RB (Reckitt Benckiser)**

Sandra is internal communication manager for global FMCG company, RB (Reckitt Benckiser) which has 38,000 employees and operations in over 60 countries. Sandra is responsible for global internal communications and for the company's global charity partnership with Save the Children. Last year RB announced its ambition to work with the charity to help stop children dying from diarrhoea, the second-biggest killer of children under five, with an investment of £23m over three years.



### **Tracey Herald, head of community at Telefónica UK (O2)**

Tracey is head of community at Telefónica UK (O2). Tracey has worked in a range of public government and NGO settings to support young people, delivering local and national youth programmes and developing national youth policy. Tracey joined Telefónica UK in 2012 to champion the company's Think Big programme which aims to support 1m young people to develop the entrepreneurial, digital and work skills to succeed.



### **Jane Jackson, head of sponsorship, Ascot**

Jane is head of sponsorship at Ascot and has worked at the racecourse since 1996 when she arrived for a two-week work placement. She became sponsorship manager in 2002 and head of sponsorship in 2012. Her main role today involves maintaining and enhancing relationships with Ascot's partners, suppliers and race sponsors, some of whom have been at Ascot for many years. Jane and her small team treat each brand as an individual to ensure they get the most from their Ascot experience.



### **Liz Jones, editor, Ethical Performance**

Liz is editor of Ethical Performance, the international newsletter for responsible business. Passionate about the importance of CR in today's business world, Liz writes about sustainability in all its diverse aspects. Liz has worked in a variety of industry sectors over the years - from cosmetics and packaging, to recruitment and property. At Ethical Performance, Liz aims to promote its core principle: that business should embrace responsibility for its actions and to have a positive impact on the environment, society and people.



### **Ileana Magureanu, research director, CSR International**

Ileana is a certified CSR 2.0 assessor and advisor with a passion for nature conservation and cultural diversity. She is an experienced grant writer with a focus on both EU and corporate funding. She worked as an environmental journalist and assessor in the Romanian NGO sector. She has successfully prepared applications for community projects that aim to promote a low-carbon economy and has also been a key expert in the Green Business Index project, the barometer of corporate environmental responsibility in Romania.

## Meet the judges



### **Naila Mir, senior communications business partner for HR, Unilever**

Naila has recently been appointed senior communications business partner for HR at Unilever. In her previous role as global partnerships manager, she was responsible for Unilever's global disaster and emergency response, building global partnerships and managing the Unilever Foundation Challenge and Ambassador Network. Naila has 13 years of experience at companies ranging from Tetra Pak to DuPont to Unilever Pakistan. Most of her experience has been with communications, employee engagement, partnerships and sustainability.



### **Ben Pawsey, executive producer, Sustainable Brands**

Ben is the executive producer of Sustainable Brands: developing dialogue and facilitating knowledge sharing among the Sustainable Brands vanguard. After graduating in industrial design, Ben has worked in the third sector, developed startups and managed new revenue streams within businesses. He also runs the Sustainable Brands Innovation Open, a global startup competition catalysing the success of companies balancing profit with purpose.



### **Fiona Pelham, managing director, Positive Impact**

Fiona launched Positive Impact in 2005, a not-for-profit that provides education for a sustainable event industry. She is also managing director of Sustainable Events Ltd and voluntary chair of ISO 20121, a management system for event sustainability inspired by London 2012 Olympic and Paralympic Games. This summer, Fiona received an honorary doctorate from Leeds Metropolitan University for services to the event industry in sustainability. Next year she will become international chair for Meeting Professionals International, a global association of over 20,000 members.



### **Jane Storie, head of sponsorship and patrons, Royal Opera House**

Jane is a senior manager within the development team at the Royal Opera House and is responsible for delivering an income target of £24m (20% of turnover). Jane has a budgetary target of £7m and manages a diverse portfolio of corporate partners, patron members and individual philanthropists. Jane enjoys developing creative, sustainable, branded partnerships that enable companies and individuals to enjoy and benefit from their association and support of the arts. She is also a trustee of the Young Vic Theatre.



### **Scott Radcliffe, senior partnerships manager, Sport England**

Scott is senior partnerships manager at Sport England. After beginning his career in the sports events industry in South Africa, Scott moved to the UK in 2005 and has worked for a number of leading sport sponsorship agencies and rights holders developing commercial partnerships. At Sport England, he manages a range of corporate partnerships and is responsible for their commercial consultancy programme working closely with a number of Sport England-funded national governing bodies to help them engage more effectively with the private sector.



### **Bill Royce, senior vice president cleantech, energy & sustainability EMEA, Weber Shandwick**

Bill joined Weber Shandwick in January 2012 after more than 25 years of experience in government and public affairs, corporate affairs and reputation management, financial and investor relations, social marketing and media relations with a wide network in business, media, NGOs and commentators. A member of the firm's international team, Bill is a co-manager for the global energy practice and advises public sector, corporate and NGO clients on strategy, sustainability, corporate responsibility, change communication, stakeholder engagement, integrated reporting, market research and issues management.



### **Tina Varns, sustainability and ethical sourcing manager, Waitrose**

Tina heads up the treating people fairly pillar of the Waitrose Way, where she is responsible for the strategy and implementation of Waitrose community programmes. Her role involves working with key stakeholders on initiatives to benefit Waitrose Partners, customers, suppliers and local communities. Tina's role includes overseeing the Waitrose Community Matters Initiative which recently celebrated its fifth anniversary. Tina joined the John Lewis Partnership (of which Waitrose is one part) in 1986.



### **James Wren, development director, Zoological Society of London.**

James has worked across a range of different organisations ranging from event management companies to banks and charities. He has spent the last 17 years in the charity and leisure sector in various marketing, fundraising, sponsorship and communication roles and is now the development director at the Zoological Society of London.





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## Who won what

### Type

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#### **Best arts and culture programme**

Gold - HighTide and Lansons

Silver - EY and Tate

Bronze - VTB Capital and Eifman Ballet

#### **Best charity, NGO or NFP programme**

Gold - Barrie Wells - Box 4 Kids

Bronze - CEAD - Centre for Environment And Development, CEAD Fisherfolk Collective and CEAD Women SHGs

Bronze - KPMG LLP, Dyslexia Action, Shelter and The National Literacy Trust

#### **Best pro bono work for a charitable, social and ethical cause**

Gold - KPMG LLP, Dyslexia Action, Shelter and The National Literacy Trust

Silver - 30% Club, BNY Mellon and MHP Communications

Bronze - Housing for Women and MerchantCantos

Bronze - Barrie Wells - Box 4 Kids

Highly commended - WPP

#### **Best educational programme**

Gold - Cospa, Hyde Housing, Keepmoat, Lambeth Council, Lambeth Living, London Youth, Mears and Metropolitan

Silver - Telefónica UK (O2) and Young Enterprise

Bronze - EDF Energy and EdComs

Bronze - National Apprenticeship Service and Public Relations Consultants Association

Highly commended - National Grid, City Year UK and Grayling Public Affairs

#### **Best environmental and sustainable programme**

Gold - Marks & Spencer Group and Oxfam

Gold - PT Bank Mandiri TBK and Universitas Gadjah Mada

Silver - Dentsu Aegis Network and Yomp

Bronze - O2 and Hope&Glory PR

Bronze - Wm Morrison Supermarkets

Highly commended - Olswang and Project Dirt

#### **Best sports and leisure programme**

Gold - Barrie Wells - Box 4 Kids

Silver - Premiership Rugby, British Council and Serviço Social da Indústria

#### **Best combined programme**

Gold - Cospa, Hyde Housing, Keepmoat, Lambeth Council, Lambeth Living, London Youth, Mears and Metropolitan

Silver - Camden Town Unlimited, Camden Council and The Mayor of London (Greater London Authority)

Bronze - Premiership Rugby, BT Sport's Supporters Club and Public Health England

Highly commended - School of Social Entrepreneurs, Big Lottery Fund, Lloyds Bank and Bank of Scotland

### Time

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#### **Most effective short term programme**

Gold - PT Bank Mandiri TBK and Universitas Gadjah Mada

Silver - Camden Town Unlimited, Camden Council and The Mayor of London (Greater London Authority)

Silver - KPMG LLP, Dyslexia Action, Shelter and The National Literacy Trust

Bronze - O2 and Hope&Glory PR

Highly commended - KCOM Group and Sparks

#### **Most effective long term programme**

Gold - KPMG LLP, Child Helpline International, Fairtrade and Restless Development

Silver - EDF Energy

Silver - Telefónica UK (O2), The National Youth Agency and UK Youth

Bronze - School of Social Entrepreneurs, Big Lottery Fund and Lloyds Bank and Bank of Scotland

Highly commended - HighTide and Lansons

### Sponsorship

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#### **Best sponsorship activity to raise brand awareness**

Gold - Sony Mobile, Crispin Porter + Bogusky and Grandins Flying Circus

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

Gold - Coca-Cola Great Britain, FIFA and StreetGames

Silver - vInspired and RBS Early Careers

#### **Most innovative sponsorship activity**

Gold - Cancer Research UK and ScottishPower

Silver - Sony Mobile, Crispin Porter + Bogusky and Grandins Flying Circus

Highly commended - VTB Capital and Calvert 22



### Corporate social responsibility

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

Gold - O2 and Hope&Glory PR  
Silver - BT and Lord's Taverners

#### **Best community involvement during a CSR programme**

Gold - Cospa, Hyde Housing, Keepmoat, Lambeth Council, Lambeth Living, London Youth, Mears and Metropolitan  
Silver - Astellas Pharma EMEA and various partners  
Silver - KPGroup Philippines, Inc. and Kanepackage Group of Companies  
Bronze - Premiership Rugby, Barclays, Comic Relief, Land Rover and Wooden Spoon  
Bronze - Michelin  
Highly commended - NatWest, Royal Bank of Scotland and M&C Saatchi Sport and Entertainment

#### **Best collaboration of a single event**

Gold - Vodafone, Vodafone Foundation and Threshold Sports  
Silver - Investec Wealth & Investment and Lord's Taverners  
Silver - Wm Morrison Supermarkets and National Farmers Union  
Highly commended - Cancer Research UK and ScottishPower

#### **Most innovative collaboration**

Gold - Camden Town Unlimited, Camden Council and The Mayor of London (Greater London Authority)  
Gold - Cospa, Hyde Housing, Keepmoat, Lambeth Council, Lambeth Living, London Youth, Mears and Metropolitan  
Silver - Internet Matters  
Bronze - Central England Co-operative and Saffron Lane Neighbourhood Council  
Highly commended - KPMG LLP, Child Helpline International, Fairtrade and Restless Development

#### **Best foundation programme**

Gold - Santander UK Foundation

### Communication

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#### **Best stakeholder communications**

Gold - Internet Matters  
Gold - Puma Energy and MerchantCantos  
Bronze - Marks & Spencer Group and Logistik

#### **Best internal communications**

Silver - Puma Energy and MerchantCantos  
Silver - Tayburn  
Bronze - McDonald's UK and Arc  
Highly commended - 100%Open and Oxfam

#### **Best PR and external communications**

Gold - MasterCard Europe and Ketchum  
Silver - Internet Matters  
Bronze - O2 and Hope&Glory PR  
Highly commended - Anthony Nolan and Trinity Mirror plc

### Process

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#### **Best collaborative approach**

Gold - Camden Town Unlimited, Camden Council and The Mayor of London (Greater London Authority)  
Gold - Central England Co-operative and Saffron Lane Neighbourhood Council  
Silver - Cospa, Hyde Housing, Keepmoat, Lambeth Council, Lambeth Living, London Youth, Mears and Metropolitan  
Silver - KPMG LLP and Living Wage Foundation  
Bronze - Cancer Research UK and ScottishPower  
Highly commended - Asda and Corporate Culture Group

#### **Best execution**

Gold - Camden Town Unlimited, Camden Council and The Mayor of London (Greater London Authority)  
Silver - O2 and Hope&Glory PR  
Bronze - Asda and Corporate Culture Group

#### **Best management of a programme**

Gold - KPMG LLP, Child Helpline International, Fairtrade and Restless Development  
Silver - TI Pharma, Astellas, Farmanguinhos, Merck, Simcyp and Swiss TPH

### People

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#### **Best personal contribution during a programme**

Gold - Ronan Dunne, CEO, Telefónica UK (O2)  
Silver - Mike Kelly, head of Living Wage, KPMG LLP

#### **Best team effort during a programme**

Gold - Cancer Research UK and ScottishPower  
Silver - Cancer Research UK and Compass Group

### Grand Prix

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Cospa, Hyde Housing, Keepmoat, Lambeth Council, Lambeth Living, London Youth, Mears and Metropolitan



## Best arts and culture partnership

**Gold - HighTide and Lansons**

Silver - EY and Tate

Bronze - VTB Capital and Eifman Ballet

Lansons' partnership with HighTide begins in the workplace. Lansons communications agency first welcomed festival theatre staff into its offices in 2008, this marked the beginning of a six year partnership that has seen the agency provide support ranging from administrative overheads, to business mentoring and media networking events.

Last year, Lansons converted its archives into offices for up to seven HighTide staff members. The partnership answered HighTide's need for a London base to support its work in the area. Due in part to Lansons' support, HighTide have grown in prestige year-on-year.

From Lansons' point of view, the partnership created an opportunity for employee engagement and client involvement. Lansons staff have close access to cultural events provided by HighTide; lunch time talks, evening play readings and subsidised HighTide production tickets are all available to Lansons staff. This is an attraction and point of interest for Lansons' clients. Lansons also uses exclusive HighTide performances as a chance to host potential clients and important contacts.

This ongoing relationship has served to enhance the reputation of Lansons' both externally and internally, while growing HighTide to one of the UK's major producers of new plays. As a company that relies mostly on donations, HighTide relies on its London offices to make it more visible to potential supporters and sponsors.



## Best charity, NGO or NFP programme

**Gold - Barrie Wells – Box 4 Kids**

Bronze - CEAD - Centre for Environment And Development, CEAD

Fisherfolk Collective and CEAD Women SHGs

Bronze - KPMG LLP, Dyslexia Action, Shelter and

The National Literacy Trust

For children in hospitals or suffering from illness, a trip to a football pitch can be a rare luxury. The Wells Sports Foundation, created and funded by entrepreneur Barrie Wells, seeks to change that. The Box 4 Kids programme allows seriously ill or disabled children the opportunity to attend a football match or major entertainment event in style. Children are treated to a VIP experience in a private box, often supplied by corporate partners.

The programme, which began at Anfield, has flourished since the 2012 Olympics in London and has inspired corporate partners to donate box seats to the foundation at least once a season. Wells has fostered the Box 4 Kids programme through a desire to bring joy to children in difficult situations. Thus far, corporate partners have included HSBC, Allianz, Nike and BDO, among others. Alongside hospitals and hospices nationwide, the foundation works with football clubs and partners to cater to children's medical needs while ensuring they have a once-in-a-lifetime experience through sport and entertainment.

Over 1,000 children have been treated to VIP experiences and corporate partners have been able to engage with their local communities in a meaningful way. A Corporate Engagement Awards judge says this is a "great programme that fits well in this category," adding that it was laudable that one individual could have such an impact and engage stakeholders and influence corporate partners.



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

**Gold - KPMG LLP, Dyslexia Action, Shelter and The National Literacy Trust**

Silver - 30% Club, BNY Mellon and MHP Communications

Bronze - Housing for Women and MerchantCantos

Bronze - Barrie Wells - Box 4 Kids

Highly commended - WPP

One of KPMG LLP's core aims is to support social mobility in the UK. Through its partnership with Dyslexia Action, The National Literacy Trust and Shelter, KPMG seeks to lead the national conversation about literacy and housing policy to ensure young people are encouraged to learn in a safe environment while simultaneously fostering young people's advancement into KPMG's own workforce.

KPMG has complemented its own expertise in literacy and housing with its charitable partners as a way to tackle some of the issues that have emerged from the UK's economic crisis. In addition to fundraising led by KPMG, the company has encouraged its employees to volunteer with its charitable partners. The programme seeks to push KPMG's CSR programmes from a traditional fundraising model to one rooted in pro bono work and employee engagement. Judges said the programme's goals were commendable as were KPMG's ability to support charitable partners in a valuable way and its encouragement of employees to volunteer their time and effort toward a cause.

KPMG's pro bono donation of services and time has saved Shelter 2,050 man hours and £1m. It has provided Action for Literacy with services amounting to an annual savings of £38,000 across different areas of business. National housing and literacy policy has also benefitted from KPMG's work with its partners and has allowed the government to tackle tangible problems in order to yield results.



## Best educational programme

**Gold - Cospa, Hyde Housing, Keepmoat, Lambeth Council, Lambeth Living, London Youth, Mears and Metropolitan**

Silver - Telefónica UK (O2) and Young Enterprise

Bronze - EDF Energy and EdComs

Bronze - National Apprenticeship Service and Public Relations Consultants Association

Highly commended - National Grid, City Year UK and Grayling Public Affairs

After two years, 1,500 young people and 400 mentors worked together to repair and refurbish 40 sites across Lambeth in south London through Cospa's work with construction firms Keepmoat and Mears. The Build-it programme, which seeks to impart skills and job training to young people outside of mainstream education and promote local regeneration and social action in disadvantaged communities, also has several public sector partners that support the project. One judge says, "This is an excellent project, with synergy across all stakeholders and clear, strong achievements."

Designed to teach 16-25 year olds vocational trades, the partnership with all parties involved allows participants access to employment and further training opportunities. Key objectives include 1,000 young people achieving a City & Guilds building and construction skills qualification and 500 advancing to further employment. Each of the partners provides relevant advice, training and support to those taking part in the project. Another Corporate Engagement Awards judge says, "The project illustrates an inspired alignment of the values and actions of all the stakeholders involved."

Thus far, 690 participants who were outside traditional education have achieved a City & Guilds qualification, 56% are in employment or further education and 18 housing estates in Lambeth have been improved. Build-it's partners have yielded new apprentices, students, improved housing and other results through participation in the programme.



## Best environmental and sustainable programme

Gold - Marks & Spencer Group and Oxfam

Gold - PT Bank Mandiri TBK and Universitas Gadjah Mada

Silver - Dentsu Aegis Network and Yomp

Bronze - O2 and Hope&Glory PR

Bronze - Wm Morrison Supermarkets

Highly commended - Olswang and Project Dirt

Every five minutes, 10,000 items of clothing are thrown away in the UK, much of it still wearable. Marks & Spencer (M&S) wanted to change thinking and actions around the disposal of old clothing. It partnered with Oxfam to enact the Shwopping programme. Judges were enthusiastic about the programme's objectives and successes. One says, "When the history of sustainability is written, Shwopping will still be a stand-out case study. This ticks all the boxes: strong purpose, complementary partner values and skills, strong consumer engagement and significant results"

Shwopping allows customers to exchange their old clothes at M&S or Oxfam for a £5 Marks & Spencer voucher. M&S partnered with Oxfam as it is the only UK-based charity to have its own sorting centre, allowing it to generate the most revenue from the donated clothing by easily determining to which outlet the items would be sent. The partnership also minimises the potential negative impact on local clothing markets by using Oxfam's expert knowledge of the global recycled goods landscape.

Since its inception in 2012, Shwopping has raised £5.6m and donated 8.4m items of clothing to Oxfam. The programme has also allowed M&S to develop new lines of clothing for sale through the low-environmental impact recycling of donated goods. Customer awareness is at 60% and donation of used clothing has become a familiar concept for M&S shoppers. Oxfam benefitted during the difficult recession period when fewer people were donating directly to charity shops. A judge summarises the programme, saying, "One word: brilliant."



## Best environmental and sustainable programme

Gold - PT Bank Mandiri TBK and Universitas Gadjah Mada

Indonesian based financial services company PT Bank Mandiri undertook a partnership with the Gadjah Mada University (UGM) to enact its Micro Business Development Group programme 'Be Independent Mandiri'. The project improves the livelihoods of rural communities by teaching natural resource management skills to encourage economic growth at the grassroots level.

By reviving the countryside, PT Bank Mandiri also seeks to limit the increasing urbanisation of Indonesia as villagers pour into the cities from ailing rural communities. Additionally, flourishing local business will increase PT Bank Mandiri's microfinancing offer in future and thereby decrease the government's economic responsibility for farmers and rural dwellers.

The pilot programme was launched in Argorejo Village as UGM provided the technical expertise and advisory capabilities to participants. The project focused on oyster mushroom cultivation, rice productivity improvement, optimisation of gardens and unused lawns and farmed and wild fishing. The biogas, rice and oyster mushroom results were the most impactful – rice yield increased by 20% translating to a 31% increase in farmers' income.

Judges thought the partnership's attention to cultural and economic problems was a key to the Total Solution project's successes. The environmental developments UGM and PT Bank Mandiri had was only enhanced by the programme's social impact. One judge says, "This is an excellent initiative with important social and sustainable outcomes at the heart, and a well-leveraged partnership with UGM to work directly with the smallholders to improve practices. It is highly authentic and business-related for PT Bank Mandiri."





## Best sports and leisure programme

**Gold - Barrie Wells - Box 4 Kids**

Silver - Premiership Rugby, British Council and Serviço Social da Indústria

Former track athlete from a sporting family, Barrie Wells grew up with an awareness of the impact professional sporting experiences can have on fans. His charitable organisation, the Wells Sport Foundation features two primary schemes to enhance the relationship between children and sports. The Box 4 Kids programme brings together corporate partners, Premier League football clubs and hospitals and hospices to deliver a VIP experience for disabled and ill children.

The programme, which developed from Wells' own executive box at Liverpool FC's Anfield home has now reached over 1,000 kids nationwide. The initial partnership with Liverpool's Alder Hey children's hospital has since extended to hospitals across the country to ensure that unused corporate boxes will always be filled with young patients. Judges thought the programme was creative and appreciated the impact it had on children's lives. One judge says, "The Box 4 Kids project gives the joy of life back to children with debilitating illnesses by offering them the best moments of their life in a hospitality box packed with all the fun and excitement of a sports event."

Hospital staff hand pick children for each sporting and entertainment event in the Box 4 Kids programme and corporate partners are encouraged to donate at least one box per season. Children are allowed to bring a guest, usually a family member, to allow them to spend time with their loved ones outside of the hospital environment. The project has also allowed corporate partners to give back to the communities in which they operate through the donation of executive boxes.



## Best combined programme

**Gold - Cospa, Hyde Housing, Keepmoat, Lambeth Council, Lambeth Living, London Youth, Mears and Metropolitan**

Silver - Camden Town Unlimited, Camden Council and The Mayor of London (Greater London Authority)

Bronze - Premiership Rugby, BT Sport's Supporters Club and Public Health England

Highly commended - School of Social Entrepreneurs, Big Lottery Fund, Lloyds Bank and Bank of Scotland

As a partnership between public and private sector organisations in housing, education construction and social development, the Build-it programme has had a huge impact on its target audiences. Facilitated by Cospa, the programme links housing companies Keepmoat and Mears with local organisations in Lambeth to engage young people outside of education. Build-it seeks to teach young people vocational skills through their participation in the redevelopment of 40 sites in their local community of Lambeth.

Judges appreciated the partnership and the programme's ability to meet each partner's objectives. One judge says Build-it was a "Great initiative with clear objectives for each party but also common objectives. [A] great example of two different problems solved with one solution" Build-it's successes are threefold: young people receive career experience and training, corporate partners gain apprentices and recruits and local communities see improved social housing stock. Build-it, launched in 2013, will take run through April 2015 and will likely engage 1,500 young people and 400 mentors.

Each partner contributes essential aspects to the programme from Keepmoat and Mears' expertise and job training to the Big Lottery Fund's resources to London Youth's local engagement and knowledge. Each partner has individual objectives ranging from improved housing stock for Lambeth's councils to new learners at Lambeth College to improving the skills of work-ready young people in apprenticeships and the career development of young people.



# KCOM Group is proud to support Sparks

Every day one in 30 babies are born in the UK with a condition which may affect them for life yet each year less than £10 per child is spent on health research. Sparks funds pioneering children's medical research to get this to change.



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[kcomplc.com](http://kcomplc.com)

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## Keeping children safe online matters

The internet is the most important innovation of our time. But, for parents and teachers it can be hard to keep up with the pace of change.

That's why BT, Sky, TalkTalk, and Virgin Media came together earlier this year to launch **Internet Matters** – an independent, e-safety organisation.

Working together with leading industry experts, our website helps parents and teachers learn about online issues, talk about them openly, and deal with them confidently.

If your company would like to get involved and help us in this mission then please get in touch.  
[Carolyn.Bunting@internetmatters.org](mailto:Carolyn.Bunting@internetmatters.org)

 [InternetMatters](https://www.facebook.com/InternetMatters)

 [Internetmatters](https://www.youtube.com/Internetmatters)

 [@im\\_org](https://twitter.com/im_org)



**TalkTalk**





## Most effective short term programme

**Gold – PT Bank Mandiri TBK and Universitas Gadjah Mada**

Silver – Camden Town Unlimited, Camden Council and The Mayor of London (Greater London Authority)

Silver – KPMG LLP, Dyslexia Action, Shelter and The National Literacy Trust

Bronze – O2 and Hope&Glory PR

Highly commended – KCOM Group and Sparks

PT Bank Mandiri launched a six-month pilot programme to radically change the local economic viability in Argorejo Village while testing its success at alleviating some of the urbanisation problems across Indonesia. One judge says this was, "An excellent project with a clear narrative on why the partnership was established, what the objectives were and the fact that the project included a sustainability plan."

The 'Be Independent with Mandiri' programme is facilitated by the bank's Micro Business Development Group through a partnership with Gadjah Mada University (UGM). Though agriculture is the primary mode of subsistence for most Indonesians, improper use of natural resources has caused a mass migration of countryside dwellers to cities. This has created a strain on Indonesia's urban environments and on its ability to feed itself, thereby forcing the government to subsidise local farming. By increasing self-reliance among farmers, PT Bank Mandiri hopes to alleviate some of these problems while developing its own micro-financing offer.

Through UGM's training and knowledge about both the local area and resource-friendly farming techniques, the pilot has been a success. Rice yield has resulted in a 31% increase in farmers' income in the Argorejo area. It has also allowed for farmers to cultivate oyster mushroom crops and fallow gardens and lawns and engage in fishing for the first time. The new crops and food supplies have provided farmers with increased income and alleviated some of the strain on Indonesia's natural resources. Through the success of the pilot, PT Bank Mandiri and UGM expect to extend the programme for a further two years.



## Most effective long term programme

**Gold - KPMG LLP, Child Helpline International, Fairtrade and Restless Development**

Silver - EDF Energy

Silver - Telefónica UK (O2), The National Youth Agency and UK Youth

Bronze - School of Social Entrepreneurs, Big Lottery Fund and Lloyds Bank and Bank of Scotland

Highly commended - HighTide and Lansons

A Corporate Engagement Awards judge says about KPMG's BRIGHT programme, "Fantastic use of KPMG expertise." Others laud its strategic value and its ability to develop the skills of KPMG's staff and partners alike. The project was launched four years ago as a means to put KPMG's professional skills to use by community partners. It has since donated time and services to Fairtrade, Restless Development and Childline International.

The NGO partnership and pro bono work was inspired by the UN's Millennium Development Goals which called on businesses to think more responsibly about their communities and environments. KPMG found that it could create an impact through partnering NGOs while also encouraging sustainable thinking across the organisation.

In the years since its development, 11,444 pro bono hours have been donated by KPMG's 121 participating employees. On the part of its partners, BRIGHT has achieved a 25% increase in community involvement, it has reached over 635,000 farmers and equipped 20,000 young people with skillsets to enhance their employabilities.

The project will run through 2015 with its current partners and will result in £5m in time and services donated by KPMG (thus far, BRIGHT clocks in at £3.5m). Launched at the board level, KPMG's BRIGHT is sponsored internally by the company's national senior partners and work directly NGO representatives to ensure a lasting legacy of BRIGHT's results.



### Best sponsorship activity to raise brand awareness

Gold – Sony Mobile, Crispin Porter + Bogusky and Grandins Flying Circus

In the mobile market, challenger brands face obstacles not only in competition with the omnipresent iPhone but also in brand awareness around certain handsets. For Sony, a longtime technology brand seeking to promote the upmarket Xperia Z at Sweden's Way out West festival, even getting Apple users to take a second look at Sony's mobiles was difficult.

In order to increase brand awareness and change perceptions of non-Apple mobiles, Sony Mobile used its sponsorship of the festival to host a phone swap programme. It allowed attendees to charge their mobiles at Sony's charging stations and adopt an Xperia Z in the meantime. One Corporate Engagement Awards judge says, "I really liked this idea and the whole clever concept of getting a new product into potential customers' hands so they could have first-hand experience." It promoted a photo contest using the Xperia's 13 megapixel camera – one of the major points of differential offered by Sony, a historic camera brand.

Sony Mobile has been a sponsor of the festival for years, but its phone swap in 2013 led to a 10% increase in preference for Sony mobiles among attendees. Additionally, 143 iPhone users traded their mobiles for a total of 247 hours during the festival. Sony Mobile is now upscaling its phone swap programme to other Sony-sponsored music festivals.



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

Gold – Coca-Cola Great Britain, FIFA and StreetGames

Silver – vInspired and RBS Early Careers

Coca-Cola has long supported major sporting events from the Olympics to the FIFA World Cup. Its brand values of promoting healthy lifestyles and tackling issues around public health have extended Coca-Cola GB's commitment to sports sponsorships. Its longtime work with the World Cup has taught Coca-Cola to social value through its sponsorship.

In its partnership with Britain's StreetGames, Coca-Cola GB was able to integrate its World Cup sponsorship with British sporting activity and public health objectives through its 'Movement Is Happiness' brand value. StreetGames believes all people should have access to physical activity, including those in disadvantaged communities. Judges found the alignment of brand values in this programme to be outstanding. One says, "There is significant evidence of a strong partnership between Coca-Cola and StreetGames which builds brand awareness at the same time as delivering an opportunity for increasing the amount of movement within the target market. The strong results demonstrate clear alignment."

Coca-Cola GB targeted teens as an audience group shared by the World Cup, StreetGames and Coca-Cola itself, as well as their gatekeepers to promote physical activity and build trust in the Coca-Cola brand. The company leveraged its World Cup brand assets to promote the StreetGames while also allowing StreetGames participants access to the World Cup.

The sponsorship yielded results in terms of sales increases for Coca-Cola, but also raised money to allow for StreetGames coaches to gain qualifications, leaving a community legacy. Coca-Cola also sponsored two teens and two coaches – all participants in the StreetGames – to travel Brazil for the World Cup.





## Most innovative sponsorship activity

**Gold – Cancer Research UK and ScottishPower**

Silver – Sony Mobile, Crispin Porter + Bogusky and Grandins Flying Circus  
Highly commended – VTB Capital and Calvert 22

Positive energy is not something to be disregarded in the fight against cancer. Major engagement events, like Cancer Research UK's Race for Life – the UK's biggest women-only fundraising event – harness that energy to make an impact in oncology and cancer care. ScottishPower, which serves 5.2m customers has a responsibility to its customers and, through its sponsorship of the Race for Life, inspired participants to donate their positive energy by engaging it in the former's High 5 activities before the race.

ScottishPower hoped to transform low interest in its brand to create a more imaginative, impactful reputation and reach new audiences along the way. The High 5 campaign was comprised of five online tasks for Race for Life supporters. ScottishPower pledged a £25,000 donation if participants reached 50,000 High 5s. High 5 activities at physical races were added to the online total, bringing the digital campaign together further with the Race for Life.

Judges found the alignment of brand values in the partnership between ScottishPower and Cancer Research UK to be commendable. One judge says, "The objectives were clearly set out and measurable and the results showed the sponsorship activity to have been a success."

The campaign, which ScottishPower had run in 2012 and 2013, saw a 440% increase in Facebook members this year. It created a 52% increase in positive feeling toward the ScottishPower brand while also encouraging 600 employees to take part in the Race for Life. The participation target was met as 12,998 people took part in the High 5 activities, thus deepening the relationship between ScottishPower and Cancer Research UK.

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

Gold – O2 and Hope&Glory PR  
Silver – Lord's Taverners and BT

Technological waste from mobile phone disposal amounted to 19,500 tons in 2010, 17,200 of which went to landfill. The challenge for mobile providers lies in encouraging consumers to recycle their old handsets in order to preserve the precious resources used in the phone hardware. O2 launched 'Remade Projects' to change the way it communicated about recycling from talking about recycling before it happened to discuss what can be done with recycled handsets in the future.

The campaign designed products that showed the afterlife of upcycled phones. Using artists to design products, O2 received widespread press coverage in national and international media outlets, as well as coverage on primetime TV. However, O2 still needed to change behaviour among its customer base. Thus it created further products to increase coverage for the campaign.

The campaign reached 32.2m adults in the UK and saw strong connection between mobile recycling messaging in the media and the O2 brand – 97% of coverage mentioned O2. Site traffic to [O2recycle.co.uk](http://O2recycle.co.uk) increased by 87% and 18,000 recycled their handsets during the campaign, a commercial success as well as a success for the O2 Recycle brand. One Corporate Engagement Awards judge says the programme was, "A highly-creative campaign that converted people to recycling." By creating mass awareness of the issue, and inducing action and behaviour change around recycling, O2 Recycle was able to change the conversation about mobile recycling – one of its core brand values.



### Best community involvement during a CSR programme

Gold - Cospa, Hyde Housing, Keepmoat, Lambeth Council, Lambeth Living, London Youth, Mears and Metropolitan

Silver - Astellas Pharma EMEA and various partners

Silver - KPGGroup Philippines, Inc. and Kanepackage Group of Companies

Bronze – Premiership Rugby, Barclays, Comic Relief, Land Rover and Wooden Spoon

Bronze - Michelin

Highly commended - NatWest, Royal Bank of Scotland and M&C Saatchi Sport and Entertainment

Though the Cospa-supported Build-it programme was designed as a means to help young people outside of traditional education gain skills and employment while supporting the building trades through the partnership with Keepmoat and Mears, one of its biggest impacts has been on the local community in which it took place. The London Borough of Lambeth, as of a November 2012 ONS report, has the highest unemployment rate in London 5.6% of residents or 11,830 people out of work or claiming benefits. The problem is compounded by a shortage of usable public housing.

The Build-it programme galvanised the support of London Youth, a south London-based charity, the Lambeth Council, Lambeth College and three local housing associations. In doing so, it will see 1,500 local young people work with 400 mentors to repair and refurbish sites across Lambeth – many of which are housing estates.

Judges thought Build-it was an excellent example of a partnership reflecting and addressing the needs of the local community. One judge says it was, "An excellent alignment of communities working together on a national problem." Local stakeholders contributed to and benefitted from improved housing stock within the borough, a commitment to youth employment and skills development and a local contribution to the national unemployment problem.





## Best collaboration of a single event

**Gold – Vodafone, Vodafone Foundation and Threshold Sports**

**Silver – Lord's Taverners and Investec Wealth & Investment**

**Silver – National Farmers Union and Wm Morrison Supermarkets**

**Highly commended – Cancer Research UK and ScottishPower**

Vodafone's JustTextGiving allows individuals to sponsor charity fundraisers via text and is one of the most prominent mobile tools for charity donations. In order to promote the brand, Vodafone and the Vodafone Foundation ran the Big Bike Challenge to encourage employees to become brand advocates for JustTextGiving.

Threshold Sports and Vodafone designed the 300-mile, three-day challenge between the Vodafone offices in Newbury and Manchester, with stops at regional offices in Bracknell, Newark and Stoke. The involvement of regional offices ensured high awareness of the event within Vodafone. Employees were encouraged to raise £100 in support of their 35, 100 or 300 mile cycles.

Vodafone and the Vodafone Foundation – which operate separately – encouraged 99% of employees to feel they could talk to family and friends about JustTextGiving. Additionally, 98% said their perception of Vodafone improved due to the event, many stating their pride at working for an organisation engaged in charitable causes.

Judges said the campaign was a standout entry due to its incorporation of employee engagement, fundraising activities and brand development. One judge adds, "Great employee activation to drive awareness and use of a social giving platform. Great planning, execution and results." Eventually, 280 staff members took part in the grueling ride and a total of £70,000 was raised for the Vodafone Foundation's partners.



## Best foundation programme

**Gold – Santander UK Foundation**

Santander has a strong commitment to supporting SMEs as a means to promoting community development in the UK. The Santander Foundation's Community Plus programme is one of the primary ways in which the bank achieves its objectives in this area. The programme, launched in 2012, was designed to help support small local charities facing tough times during the height of the recession. Nominated charities can receive up to a £5,000 grant to support their work; nearly 1,000 grants have been distributed since 2012.

One judge says it's "pleasing to see a large company looking after small charities who genuinely need help and support themselves, rather than contributing to one of the large and more glamorous charities."

The simple application process allowed small charities without the resources to apply for other grants the ability to receive funding. Unexpectedly, some charities were surprised the application process was so simple, many even took the time to send in additional materials. The programme was promoted among Santander employees first, allowing staff to nominate charities in their local communities. This was followed by an external relations campaign to promote the nationwide expansion of Community Plus.

Community Plus has extend grants to 33% of nominees. The programme has benefitted from the added bonus of employee engagement as many staff members have raised funds themselves or volunteered for applicant charities. The programme will continue to facilitate simple, accessible grants, for local charities in the UK after its first successful year.



### Most innovative collaboration

Gold - Camden Town Unlimited, Camden Council and The Mayor of London (Greater London Authority)

Gold - Cospa, Hyde Housing, Keepmoat, Lambeth Council, Lambeth Living, London Youth, Mears and Metropolitan

Silver - Internet Matters

Bronze - Central England Co-operative and Saffron Lane

Neighbourhood Council

Highly commended - KPMG LLP, Child Helpline International, Fairtrade and Restless Development

The British economy has, in recent years, been plagued by three factors that have made it difficult for young people to find work: lack of support and resources for creative businesses, a high number of vacant shops on the high street and high levels of unemployment. The Camden Town Collective represents an innovative, grassroots means of tackling those problems on a local level.

The Collective provides free high street retail and office space to startups in the Camden area to both foster creativity and entrepreneurialism and to increase the quality of high streets. The partnership unites public, private and third sector organisations to achieve these goals. With Camden Town Unlimited managing relationships with local business, the Camden Council providing connections with the area and identifying suitable business sites and the Greater London Authority offering London-wide oversight and networking, the Collective has flourished.

Judges were impressed with the Collective's partnership and its ability to tackle in critical issues in an impactful way. They also note the project's ability to be replicated in other locations. One judge says, "[I'm] really impressed to see such a collaboration and the impact that it has created. A very holistic programme with clear demonstration of the benefit to each party and most of all economic empowerment of the community. Would be great to see it replicate!"

In addition to creating 20,000 square feet of creative space, 250 businesses have been supported by Collective, yielding a £9.15m return on an £895,000 investment.



Gold - Cospa, Hyde Housing, Keepmoat, Lambeth Council, Lambeth Living, London Youth, Mears and Metropolitan

Cospa's Build-it programme addresses some of the most challenging issues facing the Lambeth community and greater London economy today. Its ability to bring together public, private and third sector organisations in the mission to provide young people with marketable skills and work experience earned it commendation from the Corporate Engagement Awards judges. One judge says, "One of the most exciting initiatives I have seen to re-engage disconnected youth with the labour market to boost the pool of qualified entry-level skills."

In recognition of the scheme's importance to the local community and its ambition to change the lives of young people for the better, Build-it was awarded a two-year, £1.7m Big Lottery Fund grant and was featured in a Channel 4 documentary series.

By helping solve Lambeth's housing crisis, the public sector partners working with Build-it – the Lambeth Council and various housing associations – benefit from enhanced construction timescales and improved housing stock, while the private-sector partners – Keepmoat and Mears – helped improve the supply of work-ready young people in the construction industry while engaging existing employees around a community project. Lambeth College, too, benefits from its support in the form of training and skills development by encouraging take-up of qualifications courses and further training.

Innovation led the way in ensuring all partners achieved their objectives through this partnership, with the added benefit of improving the lives and careers of 1,500 young people.





Shortlisted in five  
categories at 2014 Corporate  
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# Smart Ass



### Best stakeholder communications

Gold – Internet Matters

Gold – Puma Energy and MerchantCantos

Bronze – Marks & Spencer Group and Logistik

When an industry faces a common issue, like that of online safety for children, it is only good sense for that industry to meet that issue as one. Yet, collaboration in that sense is all too rare. Thus, the Internet Matters campaign, which united the UK's four major broadband providers – BT, Sky, TalkTalk and Virgin Media – for the first time, has both met its objectives and excelled at stakeholder engagement through the programme.

Internet Matters was designed to support the 74% of parents who wanted more assistance and guidance around online security.

With the objective of increasing awareness of and action toward improving online security, the four partners seconded employees to a joint management team with the single focus of achieving Internet Matters' objectives. The companies' communications teams provided support throughout the project and both major political parties supported the initiative. The charities and organisations that promote child wellbeing online, such as Ofcom, Childnet International and the Friendly WiFi scheme, were supportive of Internet Matters. Directors of these organisations note the unique value of a one-stop-shop like [internetmatters.org](http://internetmatters.org) in raising awareness and encouraging behaviour change around online security.

Judges were equally impressed by Internet Matters' ability to draw relevant stakeholders together behind a common problem. One says the project was an "excellent stakeholder involvement of big brands coming together with a common problem."



Gold – Puma Energy and MerchantCantos

Nine of 10 traffic deaths worldwide occur in developing countries and Puma Energy's drivers make 8,900 trips by road per month, intensifying their risk. Puma Energy, a mid- and downstream oil company operating in 45 countries on five continents, wanted to promote road safety among employees and its local community. The Puma Road Safety campaign was implemented in 35 countries in three languages and reached 6,000 employees and 3,000 school children.

Because of this vast variety of stakeholders, Puma Energy tailored the campaign for each market by translating written material, employing transparent iconography and focusing on the most prominent issue per locale. One of the key problems Puma Energy faced when tackling this issue was the poor standard of road safety education and awareness coupled with infrastructural problems with relation to roads and highways.

The programme began with a major internal push across four regions and involved a partnership with Amend, an NGO that seeks enhanced road safety in sub-Saharan Africa. Judges found the campaign's focus on employee awareness and community engagement laudable. One says, "The results were clear from this campaign and the reach to international stakeholder was impressive."

As a result of the Road Safe programme, there was a reduction of accidents across all of Puma's regions by six incidents per month, a 25% reduction in accidents involving a Puma Energy driver.



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## Best internal communications

Gold - EDF Energy

Silver - Puma Energy and MerchantCantos

Silver - Tayburn

Bronze - McDonald's UK and Arc

Highly commended - 100%Open and Oxfam

A commitment to reduce carbon output by 60% by 2020 is made a possibility due to EDF's acquisition of the UK's largest nuclear energy operator, British Energy, in 2009. While the carbon goals and external communications were aligned with the move, the 15,000-strong internal audience comprised of two varied company cultures struggled post-acquisition. EDF launched the 'Our Compelling Story' programme to combat disengagement and reluctance to adopt new values and goals.

The campaign ran interactive workshops with leaders and employees and created a piece of artwork depicting EDF's past, present and future to inspire employees around the business' objectives. A learning map was commissioned to educate employees about the two companies and their joint future.

During the nine months of operation, 96% of employees attended the workshops. This was followed by two years of change management to educate and encourage engagement with EDF's objectives. Judges found the interactive nature of the programme to be a creative way to tackle the combination of two corporate cultures. One judge says, "Bringing together two disparate groups of people under one banner is tough. EDF used a clear mechanic to do so, with obvious success. Great employee involvement."

After participating in the programme, 96% of employees responded favourably to the statement "We understand more about our refreshed ambitions and where we want to get to."



## Best PR and external communications

Gold - MasterCard Europe and Ketchum

Silver - Internet Matters

Bronze - O2 and Hope&Glory PR

Highly commended - Anthony Nolan and Trinity Mirror plc

Changing behaviour, particularly when money is involved, was not an easy task for MasterCard to tackle. With its new commitment to contactless payment, MasterCard found that promoting the benefits of contactless was only achieving limited success. In response, it decided to show the negative effects of paying with cash, the major competitor to credit card companies.

The 'Dirty Cash' campaign promoted the message that cash is unhygienic and furthermore, is a dirty habit. It examined the habit of merchants and consumers to use cash and sought to change the psychology around that.

MasterCard and Ketchum worked with Oxford University to understand the science behind dirty cash, finding that the average European bank note contains 26,000 colonies of bacteria. The press campaign also highlighted how people have developed the habit of washing their hands after other unsanitary activities – like touching an animal or riding the Tube – but had not done so after handling money.

The interactive campaign was promoted on Twitter using GIFs and short videos to make the research more transparent. MasterCard used influencers from the blogosphere and social media to raise awareness and word of mouth around dirty cash. Judges found the media relations methods creative and innovative. One Corporate Engagement Awards judge says, "This is an innovative project with a very clever media angle."

As a result, the share of voice in the 'world beyond cash' messaging increased by 13.4% and had a 59.1% positive response throughout the campaign. In other words, MasterCard succeeded in changing the conversation around the use of cash.

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### Best collaborative approach

Gold - Camden Town Unlimited, Camden Council and The Mayor of London (Greater London Authority)

Gold - Central England Co-operative and Saffron Lane Neighbourhood Council

Silver - Cospa, Hyde Housing, Keepmoat, Lambeth Council, Lambeth Living, London Youth, Mears and Metropolitan

Silver - KPMG LLP and Living Wage Foundation

Bronze - Cancer Research UK and ScottishPower

Highly commended - Asda and Corporate Culture Group

In its attempts to make an impact on the local economy, the Camden Town Collective relies on the collaboration of a number of partners to achieve success. The Camden Town Unlimited, Camden Council and the Greater London Authority exhibited an alignment of values that depended on and encouraged collaboration. That collaboration eventually led to the ability of all organisations involved to meet their objectives.

One of the judges says, "Collective is a perfect example of human solidarity to a cause. The collaborative approach is holistic and addresses key issues in the targeted community. This project should be replicated in every neighbourhood."

The Collective unified the goals and values of the organising partners as well as the stakeholders in local community. Those that participated in Collective embraced the spirit of collaboration. Though space was intended to be shared among several businesses, in a hot-desking model, businesses wound up collaborating on a day-to-day basis both casually and through paid projects. The Collective has yielded 300 paid collaborations thus far, for a total value of £110,000.

Thus the project not only achieved the objectives of creating a space to foster business and economic and creative growth, but allowed Collective members to learn from each other and from their experiences with the Collective, thereby ensuring future development and business growth.



Gold - Central England Co-operative and Saffron Lane Neighbourhood Council

The Central England Co-operative has a commitment to community retail and puts corporate social responsibility at the heart of its business strategy. In the East Midlands, particularly in Leicester, the Co-op has focused its efforts on community allotments in disadvantaged areas through its partnership with the Saffron Lane Neighbourhood Council.

The Saffron Acres Project saw 12 acres of unused inner-city land in Leicester converted into allotments for eventual use of fruits and vegetables in a new range of jams and chutneys. The Locally Sourced range was then sold in Co-operative stores. Each product includes food and drink produced from a 50-mile radius around that store.

One judge says, "The Saffron Acres Project combines complementary skills and knowledge of two partners already contributing a great deal in their community. This collaboration is in fact a recipe for social success and both the tangible and the intangible results obtained so far have spoken for themselves." The recipe for success was evinced through both the tasty products sold in 52 Leicestershire food stores under the Saffron Acres brand but also the objectives and achievements of each partner.

The community project engaged 31 volunteers and involved 15 young people with learning difficulties in the harvesting and production of the Saffron Acres products. It also helped change perceptions about people with learning difficulties and established the Saffron Lane Neighbourhood Council as a social enterprise. Saffron Acres was granted funding and a new permanent premise to continue operation. The Co-operative sold out of over 700 jars of jam and chutney and garnered press and social media coverage with over 2,400 views on YouTube.





## Best execution

**Gold - Camden Town Unlimited, Camden Council and The Mayor of London (Greater London Authority)**

**Silver - O2 and Hope&Glory PR**

**Bronze - Asda and Corporate Culture Group**

The Collective, in Camden Town, was the result of an olio of partners with complementary, yet complex, objectives and relied on the participation and support of small businesses in the Camden Town area. The Corporate Engagement Awards judges selected the Collective as the gold winner for 'Best execution' because of the partners' ability to carry out its objectives and, in places exceed them, without faltering at some of the inevitable challenges that faced a project of this depth.

The top of the Camden High Street had suffered from dwindling shops that caused a decreased footfall and thus negatively impacted otherwise-successful businesses in the area. The Collective seeks to counteract that and revive the high street by promoting creative business models and startups.

The involvement of Camden Town Unlimited, the Greater London Authority and the Camden Council allowed for Collective space to be provided for free. This allows Collective a wider variety of occupants businesses, but left it open to abuse. However, due to the programme's overall strategy – which included mentoring, a collaborative approach, skills training and other services – Collective has been a huge success thus far.

Collective has seen over 5,000 applications for creative space and provided resources for 180 businesses, created 72 jobs, raised £3.5m in investment and £21m in the net worth of Collective businesses.



## Best management of a programme

**Gold - KPMG LLP, Child Helpline International, Fairtrade and Restless Development**

**Silver - TI Pharma, Astellas, Farmanguinhos, Merck, Simcyp and Swiss TPH**

For a company whose strength lies in providing world-class business services and consulting, engaging in CSR activities could have suffered from a misalignment of brand values. However, KPMG has created a community responsibility programme that allows it to enhance its own business, while helping people and organisations around the world.

The BRIGHT programme was launched in 2010 as KPMG's first multinational pro-bono campaign and responds to the UN Millennium Development Goals. It galvanises interest in charities, NGOs and NFPs among KPMG employees and allows a select number of employees to take part in the programme. Thus far 121 people have donated 11,444 pro bono hours of business services in 10 African and Asian countries.

Fairtrade, Restless Development and Child Helpline International, in particular, have benefitted from the donation of business services. As a result, KPMG fulfills its objectives of aligning with the UN's goals and helping small business and charities to grow and thrive in a difficult economic landscape.

Corporate Engagement Awards judges thought KPMG's oversight of the project's objectives and implementation strategy was of a high standard. One judge adds that BRIGHT is a, "Great tool to help people to build resilient communities." KPMG found that 90% of employees felt an increased pride in the firm because of BRIGHT. Through its work with partners, KPMG has developed a financial profiling tool to help banks extend credit to small business, helped 954 young people find roles in sub-Saharan African agriculture, among other successes.



# EMPLOYER BRAND MANAGEMENT

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### Best personal contribution during a programme

**Gold – Ronan Dunne, CEO, Telefónica UK (O2)**

**Silver – Mike Kelly, head of Living Wage, KPMG LLP**

Sustainability is often driven from the bottom up, when an employee or group of employees petitions business leaders to engage in a favoured cause or project. In other instances, the change in a company's sustainability strategy is led by the corporate leadership. That was the case with Telefónica UK's (O2) CEO Ronan Dunne who entered the company in 2007 and focused his personal agenda on sustainability.

Under his leadership, the Think Big Blueprint sustainability plan was developed for 2012-2015. He has since been the programme's biggest advocate – as chair of the Sustainability Taskforce – and has changed the way sustainability is run from within O2.

One of Dunne's key objectives is to encourage young people to gain life skills and lead community projects. Through the Think Big Blueprint and his trusteeship of Step up to Serve – Prince Charles' cross-party campaign to encourage young people to take part in volunteering and social action – Dunne has changed the O2 outlook on sustainability.

O2 has also partnered with Bauer Media's GoThinkBig platform to promote the offering of 16,000 work experience opportunities across the UK. On the technology side of the O2 business, Dunne has been a champion of sustainable development. He launched the world's first point of sale eco-rating scheme for handsets to encourage customers and suppliers to consider the impacts of their choices.

Judges found Dunne's sustainability efforts commendable, particularly his initiatives to encourage young people to learn digital skills. Dunne himself does not describe sustainability as philanthropy, but as making good business sense. Conserving resources and encouraging efficiency is both good for the wider world and for Telefónica's bottom line.



### Best team effort during a programme

**Gold – Cancer Research UK and ScottishPower**

**Silver – Cancer Research UK and Compass Group**

In 2011, Cancer Research UK (CRUK) changed its requirements while seeking new corporate partners. It wanted a company that was not only committed to seeing a return on the investment in the partnership, but could help CRUK implement its goal of curing cancer.

ScottishPower was that organisation. It recognised that one in three people are affected by cancer, which inevitably impacts its customers and employees and its commitment to making a difference in the world, even outside of energy, could be implemented through the partnership. As part of its commitment to raise £5m by 2015 for CRUK, ScottishPower launched a version of Britain's Got Talent, "We've Got Talent," to encourage corporate and individual donations.

Judges say the team behind We've Got Talent was commendable for its intensive planning, collaboration, creativity and tenacity. One judge adds, "The team behind this did a great job. Bringing the supply chain on this journey was strategic and provided greater impact."

The event sold 400 tickets to suppliers, employees and family and friends while raising £100,000 through sponsorship packages. Though only eight acts were selected to perform at the event, 7,542 ScottishPower employees were involved in the show. We've Got Talent also developed the relationship between ScottishPower and CRUK, a result that will help the team garner support in the future – 100% of suppliers said they would consider being involved in and 93% of employees would attend the next edition of We've Got Talent.



## Grand Prix

Cospa, Hyde Housing, Keepmoat, Lambeth Council, Lambeth Living, London Youth, Mears and Metropolitan

"An excellent alignment of communities working together on a national problem, their objectives matched their results."

"This project is inspirational."

"One of the most exciting initiatives I have seen to re-engage disconnected youth with the labour market to boost the pool of qualified entry-level skills."

"This is an excellent project, with synergy across all stakeholders and clear, strong achievements."

"Build-it has a highly practical approach and empowers disempowered young people to build not only houses but also a future for themselves."

The accolades almost speak for themselves. Judges loved Build-it – the programme developed by Cospa and implemented by Keepmoat, Mears, the Lambeth Council, Lambeth College, London Youth, the Big Lottery Fund and three housing associations – Lambeth Living, Metropolitan and Hyde Housing.

Apprenticeships form the bricks and mortar of the construction trades. The Engineering Construction Industry Trading Board says apprenticeships are the best form of entry to the industry. For Keepmoat and Mears, two of the UK's biggest housing construction firms, young employees are in high demand, yet there is a skills shortage among urban youth. For the Lambeth Council and its housing associations, public housing stock in Lambeth had become a problem as estates were more and more comprised of unsuitable flats and houses. The wider problems plaguing the borough of Lambeth revolve around youth unemployment and under-education.

The Build-it programme tackles these issues in an innovative, high-impact way that brings construction company employees together with young people out of education to redevelop housing stock in Lambeth. Results range from the high number of participants that have gone on to further qualifications or apprenticeships (413) to the number of housing estates improved (18) to the amount of young people involved in London Youth's network (379).

For all partners, the project's results point to a marked success, but none more so than the 690 formerly out of work, education and training young people who have since gained a City & Guilds qualification in addition to career-enhancing apprenticeship experience. Build-it's innovation, collaborative approach, community benefit, alignment of brand values and sheer effectiveness make it this year's Corporate Engagement Awards Grand Prix winner.







