



CEA

The Corporate
Engagement
Awards 2015



Communicate
magazine

BEST INVESTMENT BANK IN RUSSIA

Leader in investment banking: market share 32.5%



1. VTB Capital 32,5%
2. Sberbank CIB 7,3%
3. ING 7,2%
4. Barclays 6,5%
5. Gazprombank 6,4%
6. Other 40,1%

Leader in DCM: market share 62.9%



1. VTB Capital 62,9%
2. Sberbank CIB 15,2%
3. Gazprombank 13,9%
4. Vnesheconombank (VEB) 1,5%
5. OOO Brokerskaya kompaniya 1,4%
6. Other 5,1%

Leader in ECM: market share 51.6%



1. VTB Capital 51,6%
2. Credit Suisse 15,6%
3. Morgan Stanley 15,3%
4. OTKRITIE Financial Corp Ltd 9,4%
5. JP Morgan 8,1%

Welcome

For some, collaborative working takes the form of a strong partnership to raise brand awareness or to provide educational benefits or to support the arts or sport. For others, corporate social responsibility, sustainability and environmental objectives are drivers behind collaborative working. Strong sponsorships also make a difference to companies in all sectors who seek to support an organisation that in some way, relates to their business objectives. For others, communicating about a partnership, sponsorship or CSR programme is a way to change a company's reputation, the way its audiences perceive it or to motivate a shift in focus from within the business.

The winners at tonight's Corporate Engagement Awards are all companies that know how to create mutually beneficial relationships that push the boundaries and make a difference. They have developed creative collaborations that enhance the objectives of all the organisations involved.

Tonight's successes are achieved by business representing sectors as wide ranging as professional sports, supermarkets, consumer goods and financial services. They operate in Hackney and the Hague, Birmingham and Brazil. They support women, out of work youth, deprived children, community sport associations, young creatives, students, mothers, art, the environment and cancer research. They are truly exceptional.

And it doesn't take a huge organisation to make a difference. Tonight's winner of the 'Best personal contribution' award, Judith Crowe from Vision Express, single-handedly embodied the partnership between the eye care company and the Childhood Eye Cancer Trust in the north of England. We congratulate all the nominees and winners at the Corporate Engagement Awards 2015 who have proven that exceptional collaborations can make business, and its relationship with its communities, better.

Brittany Golob

Editor,
Communicate magazine

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Meet the judges



Niklas Birgetz, managing director, Swedish Sponsorship Association

For two years, Niklas has been the managing director for the Swedish Sponsorship Association – the voice of the Swedish sponsorship and event marketing industry. Its members include a wide range of buyers, rights holders, consultants, suppliers and professional advisors. Prior to this role, Niklas worked as head of sponsorship, events and CSR at Skandia Insurance Company and he was also a corporate lawyer at Skandia Life Insurance Company for some time.



Richard Brophy, head of corporate responsibility, Paddy Power plc

Richard has been head of corporate responsibility for Paddy Power since November 2013. He is the first person to occupy what was a newly-created function for the international gaming and gambling business, charged with developing and implementing the strategic direction of Paddy Power's approach to CR. Richard was previously head of CR for international law firm Herbert Smith Freehills at which he was responsible for the firm's award-winning programme. He is a fellow of the RSA.



Mandy Critchley, head of partnerships and insights, mySupermarket

As the head of brand partnerships and insights at mySupermarket, Mandy works with leading FMCG brands to help them to develop their understanding of the online shopper in order to grow the category and share of category. Mandy has over 10 years of digital consumer sales experience within the FMCG marketplace. Prior to mySupermarket, she spent eight years heading up the sales operation at Bounty, a Parenting Club, an organisation that delivers help, support and information to new parents.



Emma Francis, manager, corporate responsibility and government affairs, Zurich Insurance

Emma is corporate responsibility manager for Zurich Insurance in the UK. This involves coordinating Zurich's work in all aspects of CR to deliver shared value for Zurich's stakeholders. Emma sits on the national committee of Zurich's Women's Network and is leading its programme on agile working. She has worked for Zurich for 15 years in various roles including employee communications, project management and government affairs. Her previous work includes politics and the wine trade.



Nick Gardner, co-founder, Project Dirt

Nick Gardner is co-founder of Project Dirt, the online network of 2,000 community-based social and environmental projects. His work has ranged from evaluating major national lottery-funded programmes such as 'Transforming Your Space' and 'People's Places,' to auditing the Carbon Trust's Future Impact estimation tool for KPMG. Through Project Dirt, Nick and his team have devised a new model for CSR which is currently being trialled with several companies.



David Greenfield, director, SOcial, ENvironmental & EConomic Solutions (SOENECS) Ltd.

David is a chartered waste manager, fellow of the CIWM and chartered environmentalist with 15 years of leadership experience in public sector roles focused on strategy, planning and delivering efficiencies in the environmental space. He has a strong track record in transformation, facilitated by expertise in partnership working, procurement and strategic policy interventions. He is immediate past chair of the National Waste Network Chairs (WNC) and a visiting lecturer at the University of Brighton.



Jamel Haouas, CSR manager, Petrofac Energy Developments Ltd

Jamel is CSR and social performance manager at Petrofac Energy Developments Ltd. in Tunisia. He has eight years of experience with projects management in international organisations. With a strong academic background in development and business studies, he started his career as a marketing manager then became a consultant conducting marketing strategies, business development plans and supporting entities to mobilise resources for a better access to markets.



Sarah Hertzog, head of corporate partnerships, vInspired

Sarah has over 14 years of experience as a fundraiser in the charity sector. She started her charity career working for an international women's charity and then moved to the Prince's Trust, where she set up the employee engagement partnership with RBS Group and then led multiple leadership groups to bring in substantial unrestricted income. Sarah now leads a small team within vInspired's fundraising department, building a diverse portfolio of corporate partners.

**Dave Howson, global sustainability director, Bacardi Ltd**

As global sustainability director for Bacardi Ltd, based in Geneva, Dave leads its sustainability program 'Good Spirited: Building a Sustainable Future' with a focus on reducing the environmental impacts of the company's sourcing, operations and packaging. Dave also represents Bacardi in a number of multi-stakeholder initiatives, including the Beverage Industry Environmental Roundtable (BIER), the AIM-Progress® taskforce and Bonsucro®, a not-for-profit initiative dedicated to developing a sustainable sugarcane industry.

**Joe Huxley, senior producer, World Television**

Joe has over eight years of experience working in the corporate film sector. Joe has worked for many major corporations producing films around their CSR initiatives including BP, Anglo American, SABMiller and Standard Chartered. Joe was a central figure in the production team working on BP's response films to the Macondo incident and the roll out of their 'Values and Behaviours' campaign. Joe has also produced all the Standard Chartered Sustainability Review films since 2012.

**Donald Johnson, head of corporate responsibility and brand strategy, National Grid plc**

Donald joined National Grid in 2009 to establish a cohesive brand identity, strategy and narrative for the group, focusing on defining frameworks and processes for telling the company's responsibility story to all stakeholders. He designed and implemented the company's first CR strategy: 'Making Connections,' which played a key role in helping National Grid win BITC's Responsible Business of the Year 2014. Previously, he worked for Marsh, launching its online TV issues briefing series across the EMEA region.

**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. An established B2B journalist and editor, Liz has worked in the cosmetics, packaging, recruitment, property and other sectors over the years. The core principle Ethical Performance is that business should embrace responsibility for its actions and to have a positive impact on the environment, on society and on people.

**Erica Katsambis, head of cross border trade, digital goods and business development partnerships, PayPal**

Erica has developed strategic partnerships in the telecoms sector with Orange, Nokia and Sony Ericsson over the last 16 years. She has collaborated with well-known entities including Helen Christensen, Ronaldinho, UEFA and Warner Bros to deliver strong customer propositions and scalable, innovative global consumer campaigns for key global business partners in up to 30 markets. She is currently responsible for driving the marketing partnership strategy for PayPal to deliver sustainable business impact.

**Rebecca Kendall, head of development, Royal Court Theatre**

Rebecca is currently head of development at the Royal Court Theatre, the world's leading new writing theatre, overseeing individual giving, trust and foundation funding as well as corporate partnerships. Her previous roles include head of corporate partnerships at the Old Vic Theatre, corporate partnerships manager at the Southbank Centre – where she developed MasterCard's now longstanding partnership across summer festivals – and senior corporate manager at the V&A Museum.

**Ileana Magureanu, CSR 2.0 advisor and assessor, CSR International**

Ileana is a certified CSR 2.0 assessor and advisor with a passion for nature conservation and cultural diversity and 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.

Helping companies
measure and
communicate the
social impact
of their community
programmes.

thirdbridge is an online platform creating shared value partnerships
to tackle and solve social issues. See how at thirdbridge.co.uk

UnLtd ★ Award Winner

The logo for thirdbridge, featuring the word "thirdbridge" in a white, lowercase, sans-serif font. Above the letter "i" in "third" is a teal-colored arch that spans the width of the letters "th".



Andrew Marcus, deputy head of communications, Museum of London

Andrew is deputy head of communications at the Museum of London where he oversees the brand's PR, marketing, social media and public affairs. Andrew has previously worked at the Science Museum and Habitat as well as communications agencies Porter Novelli and Bell Pottinger. In 2012, Andrew was voted one of PR Week's top industry professionals under 29.



Jonathan Neill, director, head of sponsorship partnerships, Barclays

Jonathan is a sponsorship professional with over 15 years of experience. A graduate of Loughborough University, he started his career in Leeds in sports marketing. After a move to London and two agency director roles leading work for Barclays, Aviva, Samsung, Wrigley's, the FIA World Rally Championship, QBE Insurance and the Co-operative, he moved in-house at Barclays in 2010. Jonathan is responsible for leading Barclays' global sponsorship partnerships, including the title sponsorship of the Barclays Premier League.



Louise Robertson, director of partnerships, BAFTA (British Academy of Film and Television Arts)

Louise is currently director of partnerships at BAFTA, an independent charity that supports, develops and promotes the art forms of the moving image by identifying and rewarding excellence, inspiring practitioners and benefiting the public. Louise leads a team of four which manages and delivers over 60 brand partnerships across BAFTA's awards and events, both in the UK and globally. Louise has worked at BAFTA for over nine years and has a background in advertising sales.



Helen Searle, managing director corporate, Cohn & Wolfe

Helen is a corporate brand communications specialist with more than a dozen years of experience advising blue chip companies. As well as leading the business, Helen continues to develop strategies to both build corporate reputation proactively and minimise reputational risk to organisations. A large part of her work involves working deeply within businesses to mine, craft and evolve messages to build compelling narratives. Helen advises Scottish Widows, Barclays, Danone and Make Architects.



Kirsty Simpson, sponsorship manager, Stand Up To Cancer, Cancer Research UK

Kirsty has over five years of experience in the planning and delivery of high-value sponsorship and PR campaigns. She started her career at BT where she was part of the award-winning team responsible for BT's London 2012 sponsorship campaign. Kirsty joined Cancer Research UK (CRUK) in 2014, developing commercial partnerships for Stand Up To Cancer. Kirsty leads a small team within CRUK's corporate partnerships department, maintaining and enhancing relationships with a diverse portfolio of corporate partners.



Barney Stinton, sponsorship director, UBM EMEA

Barney is a sponsorship director at UBM EMEA, working across a number of events and properties, including the National Business Awards and Decorex. This role puts him in front of many FTSE 250 companies, giving him insight into UK business and CS strategies. Barney began his sponsorship career in Formula 1 working for Eddie Irvine and Giancarlo Fisichella, specialising in career strategy and sponsorship acquisition. He has brokered sponsorship across many sectors, from F1 to the Royal Family.



Laura Vickery, global CSR manager, Jaguar Land Rover

Laura has been working in CSR for over a decade and is currently the global CSR manager at Jaguar Land Rover (JLR), the 2013 Business in the Community 'Responsible Business of the Year.' JLR has committed to creating opportunities for 12m people by 2020. Laura helps manage the delivery of this at a strategic level and oversees a programme of over 30 development projects worldwide. She also has experience of charity partnerships through her previous role at the Co-operative Group.

Who won what

Type

Best arts and culture programme

Gold – Coutts and the National Portrait Gallery: Grayson Perry: Who Are You?

Silver – HighTide Festival Theatre and Lansons partnership
Bronze – Barbican, Bloomberg and Google: Digital Revolution at the Barbican

Highly commended – Vista, Leeds Young Film Festival and Leeds City Council Artforms: Golden Owl Awards

Best charity, NGO or NFP programme

Gold – Barrie Wells Trust: Box4Kids

Silver – Ketchum, World Hepatitis Alliance and World Health Organisation: Rethinking Hepatitis

Bronze – 30% Club and MHP Communications

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

Gold – Dentsu Aegis Network and Movember: Changing the face of men's health

Silver – Aimia and over 40 charities: Data Philanthropy
Highly commended – Vista, Leeds Young Film Festival and Leeds City Council Artforms: Golden Owl Awards

Best educational programme

Gold – Barclays, UK Schools and FE Colleges: LifeSkills created with Barclays

Silver – Tesco Poland and Garden of Words: Tesco for Schools – 'Culinary explorers'
Silver – UBS and the Bridge Academy partnership
Bronze – Premiership Rugby, Barclays, Land Rover, Comic Relief and Wooden Spoon: HITZ
Highly commended – EDF Energy and the Transformation Trust: The Big Energy Project
Highly commended – MBNA Foundation, Sharks Community Trust, MBNA and Sale Sharks: Number Cruncherz

Best environmental or sustainable programme

Gold – O2 Telefónica UK and Forum For The Future: Think Big for Planet

Silver – Konsumentföreningen Stockholm, Skansen and Concept Store Sweden: Captain Reko
Highly commended – Dentsu Aegis Network and Project Dirt: #getDANandDirty

Best sports and leisure programme

Gold – Barclays and the Football Foundation: Spaces for Sports

Silver – Premiership Rugby, Barclays, Land Rover, Comic Relief and Wooden Spoon: HITZ

Bronze – Barrie Wells Trust: Box4Kids

Time

Most effective short-term programme

Gold – Asda and the British Heart Foundation: Saving Lives in Local Communities

Highly commended – IKEA and Hope&Glory: Happy Ending
Fairytale

Most effective long-term programme

Gold – UBS and the Bridge Academy partnership

Silver – Boots UK and Macmillan Cancer Support: Working together to improve the lives of everyone living with cancer
Highly commended – O2 Telefónica UK and the National Youth Agency: Think Big Youth

Highly commended – The Roundhouse and Bloomberg: Bloomberg Broadcast Programme

Sponsorship

Best sponsorship activity to raise brand awareness

Gold – Macmillan Cancer Support and Sheilas' Wheels: Driving a bonzer Night In, to ensure no one faces cancer alone

Bronze – Fortum Power and Heat AB: City Fishing

Best alignment of brand values through a sponsorship activity

Gold – SCA, Team SCA in the Volvo Ocean Race and the WSSCC: Team SCA in the Volvo Ocean Race

Silver – Coutts and the National Portrait Gallery: Grayson Perry: Who Are You?

Bronze – The Roundhouse and Farah: Farah Presents
Roundhouse Rising

Most innovative sponsorship activity

Gold – O2 Telefónica UK and Bauer Media: GoThinkBig – FREAKS wanted

Silver – Barrie Wells Trust: Pay it Forward
Bronze – Konsumentföreningen Stockholm, Skansen and Concept Store Sweden: Captain Reko
Highly commended – Passionlab: Rinkside 3

Corporate social responsibility

Best CSR programme to raise brand awareness

Gold – Western Union and Hill+Knowlton Strategies:
#PassForSchool

Silver – IKEA and Hope&Glory: Happy Ending Fairytales
Bronze – Article 25, Clerkenwell Design Week, Scandinavian
Business Seating and russ+henshaw: Agora on the Green at
Clerkenwell Design Week

Best alignment of brand values during a CSR programme

Gold – Skipton Building Society and 161 voluntary groups:
Grassroots Giving

Silver – Fortum Power and Heat AB: Brighter Christmas
Silver – Vision Express, CHECT, Stroke Association, Macular
Society, International Glaucoma Association, Alzheimer's
Research UK and Temple Street Children's Hospital: Vision
Express puts charities in the frame
Bronze – IKEA and Hope&Glory: Happy Ending Fairytales

Best community involvement during a CSR programme

Gold – Barclays and the Football Foundation: Spaces for Sports
Silver – John Lewis Partnership: Bringing Skills to Life
Silver – Tesco Poland and Garden of Words: Tesco for
Schools – 'Culinary explorers'
Bronze – EDF Energy and Transformation Trust: The Big
Energy Project
Highly commended – Santander: Community Days

Most innovative collaboration

Gold – Aimia and over 40 charities: Data Philanthropy
Gold – Boots UK and Macmillan Cancer Support: Working
together to improve the lives of everyone living with cancer
Silver – Shelter and British Gas: Better Homes for Britain
Bronze – HighTide Festival Theatre and Lansons partnership
Highly commended – BT Sport: The Supporters Club and the
Premier League – building a better world through sport

Communication

Best internal communications

Gold – The Fresh Olive Company and Veris Strategies: The Ready,
Steady, Green! Campaign
Silver – Johnson & Johnson: Race to Brazil
Bronze – Gonvarri Steel Services and AESLEME:
Emotional Driving

Bronze – IKEA Foundation and Kindred Agency: IWitness
Bronze – RB Companies: Health and wellbeing initiative
#livebetter
Highly commended – Cisco and WMW: Our People Deal

Best PR and external communications

Gold – Tata Consultancy Services: The digital skills gap: bring the
voice of 90 million European youth to policy makers
Silver – Tesco Poland and Garden of Words: Tesco for Schools –
'Culinary explorers'
Bronze – IKEA and Hope&Glory: Happy Ending Fairytales
Highly commended – MasterCard Europe and Ketchum:
#OhMyGift

Process

Best execution

Gold – IKEA Foundation and Kindred Agency: IWitness
Silver – Wolverhampton City Council: 100:100 project
Bronze – Shelter and British Gas: Better Homes for Britain
Highly commended – Dentsu Aegis Network and Project Dirt:
#getDANandDirty campaign

Special awards

Best foundation

Winner – The Aberdeen Asset Management
Charitable Foundation

Best personal contribution

Winner – Judith Crowe, store manager, Vision Express
Runner up – Bill Eyres, head of sustainability, O2

Best team effort

Winner – Think Big Blueprint Team

Grand Prix

Winner – Boots UK and Macmillan Cancer Support: Working
together to improve the lives of everyone living with cancer

TYPE

Best arts and culture programme

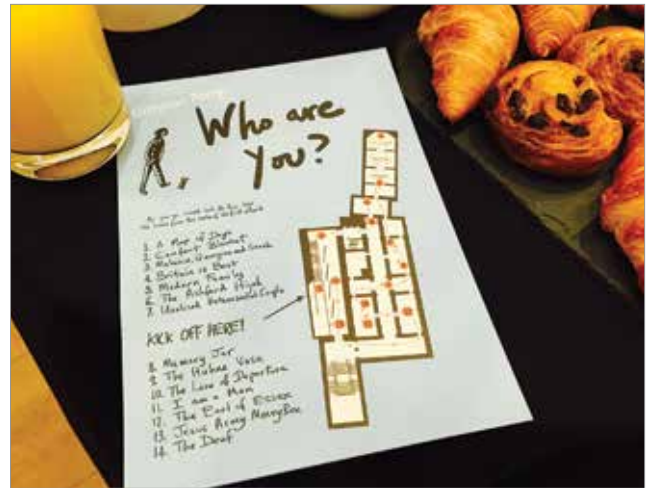
Coutts and the National Portrait Gallery: Grayson Perry: Who Are You?

Gold

With a 300-year pedigree of supporting the arts, private bank and wealth manager Coutts made for an ideal headline sponsor of the National Portrait Gallery's Grayson Perry: Who Are You? exhibition.

Perry's creation, featuring individuals who embody potent aspects of British identity, resonated well with Coutts' own philosophy of balancing traditional values with the challenges and surprises of contemporary life. Coutts masterfully used its association with the exhibition to highlight its specialist interests – investing through art and philanthropy – while also championing the important role of the arts in the economy.

With almost 300,000 visitors attending the display, 99% of whom rated it as excellent or good, the exhibition was a tremendous success. One of the judges said "The impact of this project has been colossal". It stood as a proud testament to the strong partnership between Coutts, the National Portrait Gallery.



HighTide Festival Theatre and Lansons

Silver

Since 2008, communications consultancy Lansons has opened its doors to the Suffolk-based HighTide Festival Theatre. The collaboration has created a dynamic, shared space for performance and creativity, attracting new audiences and providing a cultural hub for clients and staff. Lansons has also been on hand to support HighTide with everything from storage for sets and costumes to business mentoring.



Barbican, Bloomberg and Google: Digital Revolution at the Barbican

Bronze

The Barbican came together with tech giants Bloomberg and Google to produce the groundbreaking exhibition Digital Revolution (DR). Showcasing artists, filmmakers, architects, designers, musicians and developers, DR highlighted that in digital technology as in art, boundaries were made to be broken.



Highly commended - Vista, Leeds Young Film Festival and Leeds City Council Artforms: Golden Owl Awards

Best charity, NGO or NFP programme



Barrie Wells Trust: Box4Kids

Gold

When it came to bringing some well-deserved VIP treatment to sick and disabled children, entrepreneur and philanthropist Barrie Wells decided to think inside the box. His scheme, Box4Kids, gives children and their families a chance to be treated like stars as they watch high-profile sporting events from executive hospitality boxes.

Barrie began the trust using his own funds and contacts in the sporting world to score a few otherwise empty boxes across Premier League, Rugby Union and Rugby League matches.

Following an article in the Times about the trust in March 2014, the operation began to expand. Box offers came flooding in, from sporting organisations and major events arenas across the north.

Now in its fifth season, Barrie's box at Anfield is approaching its 1,000th guest. Box4Kids offered 71 different VIP experiences last year alone, including pop concerts and other major entertainment events. One judge said it was, "A programme with great growth, sustainability and inclusiveness."



Ketchum, World Hepatitis Alliance and World Health Organisation: Rethinking Hepatitis

Silver

Concerned the fight against hepatitis wasn't getting the attention it needed, the WHO and WHA took drastic action to raise awareness of this devastating disease. With clever use of social media, partner Ketchum created World Hepatitis Day, a remarkably successful campaign that, according to one judge, "Delivered world class ambassador engagement."



30% Club and MHP Communications

Bronze

The 30% Club, supported by MHP Communications and Montfort, has driven a tangible shift in attitudes toward gender diversity at the highest levels of business. Its success has been reflected in the continuing rise of female representation on FTSE 100 boards.

TYPE

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

Dentsu Aegis Network and Movember: Changing the face of men's health

Gold

With the not-for-profit sector under increasing financial pressure, Dentsu Aegis Network offered its extensive advertising experience and reach to men's health charity, the Movember Foundation.

The multi-year partnership was driven by two aims: to deliver global marketing and advertising support to raise awareness and funds for Movember, and to share expertise between the two organisations in the spirit of innovation and collaboration.

Dentsu Aegis Network pioneered a range of unique advertising solutions including live digital content on the London Underground and guerrilla campaigns in urban areas, extending Movember's reach to 2.6m individuals

To date, the partnership has unlocked over \$15m of free advertising space in 21 countries for the charity and has inspired Dentsu Aegis Network's own staff to raise \$180,000.



Aimia and over 40 charities: Data Philanthropy

Silver

Responding to the lack of data analysis expertise within the charity sector, Aimia launched Data Philanthropy in 2012 – and has since provided its services to more than 40 charities. Through collaborative hackathons, building statistical tools, running workshops and providing long-term support, Aimia has helped charities streamline their delivery models, improve outcomes and generate more than £2.5m in new funding.



Highly commended - Vista, Leeds Young Film Festival and Leeds City Council Artforms: Golden Owl Awards

Best educational programme



Barclays, UK Schools and FE Colleges: LifeSkills created with Barclays

Gold

Concerned with the number of people leaving education without the practical skills and workplace knowledge needed to secure a job, Barclays partnered with Hopscotch to make a difference. Launching LifeSkills, now the UK's most trusted and ambitious employability programme, Barclays helped up-skill more than a million young people for the world of work.

The programme helps 11-19 year-olds enhance their skills and career prospects through engaging content and practical experience in schools, FE colleges and at home. Online resources empower teachers to develop skills throughout the curriculum via downloadable activities and planners.

This impressive social initiative has made a tangible difference to many a young lives with around 80% of participants reporting increased confidence in their ability to get a job.

Our judges said LifeSkills was top of the class among its peers and, "A great educational initiative," adding, "LifeSkills is a super theme with clear development and implementation."



Tesco Poland and Garden of Words: Tesco for Schools – 'Culinary explorers'

Silver

Against a backdrop of increasing obesity rates, Tesco Poland enlisted Garden of Words to help raise awareness of healthy nutrition. They asked children to shoot short videos teaching others how to cook. The programme was a recipe for success, sparking culinary interest across genders and strongly influencing parents to start cooking from scratch.



UBS and the Bridge Academy partnership

Silver

UBS founded the Bridge Academy in London's Borough of Hackney in 2007 with the ambition to break a cycle of inner-city poverty through inspired education. In 2014, the first intake of students completed their A Levels, with an impressive 56% going on to university. One judge described it as, "A whole new level of corporate social responsibility."



Premiership Rugby, Barclays, Land Rover, Comic Relief and Wooden Spoon: HITZ

Bronze

In partnership with 12 Premiership Rugby clubs, HITZ gives 3,000 vulnerable young people per year the life and employability skills to reach their full potential through educational resources, employment networks and powerful mentorships.

Highly commended – EDF Energy and the Transformation Trust: The Big Energy Project

Highly commended – MBNA Foundation, Sharks Community Trust, MBNA and Sale Sharks: Number Cruncherz

TYPE

Best environmental or sustainable programme

O2 Telefónica UK and Forum For The Future: Think Big for Planet Gold

In a bid to combat the immense quantity of electronics currently finding their way into landfill, O2 partnered with Vodafone and UK sustainable development organisation Forum for the Future to launch Eco Rating 2.0 – an industry-wide ratings system that allows consumers to compare the green credentials of different mobile devices.

This has not only empowered O2's customers to make more ethical, sustainable choices but also encouraged suppliers, including HTC, Microsoft and Sony, to put the environment at the forefront of their design philosophies.

Through their Think Big for Planet campaign, O2 has also inspired its customers to purchase charger-free phones, extend the functional life of their existing devices and to recycle them at the end of their lifespans – all of which dramatically cuts down on waste.

The results have been nothing short of remarkable, with countless customers persuaded to purchase more sustainable devices resulting in 150,000 fewer chargers and more than 1.4m devices recycled.



Konsumentföreningen Stockholm, Skansen and Concept Store Sweden: Captain Reko

Silver

Konsumentföreningen Stockholm, Skansen and Concept Store Sweden joined forces to tackle the growing problem of food waste. Through the charismatic Captain Reko character, they taught children what happens to uneaten food and how it can harm the environment; influencing students, along with their parents and teachers to make more sustainable choices.



Highly commended - Dentsu Aegis Network and Project Dirt: #getDANandDirty

Best sports and leisure programme



Barclays and the Football Foundation: Spaces for Sports Gold

In 2003, Barclays decided to support its sponsorship of the Premier League with a strong local community sports programme. Together with the Football Foundation, Barclays created Spaces for Sports, and committed to building and renovating 204 sports facilities in deprived communities across the UK.

A decade later, the project has been taken a step further with an ambitious new goal; to ensure at least 75% of the sites they had funded were sustainably equipped for the future.

The programme has had a powerful social impact, accessing some of the hardest to reach, poorest communities in the UK. To their credit, a number of Barclays employees also volunteer for the sites, sitting on boards and advising on funding and sustainability strategies.

With eight months still remaining, 68% of the sites are already sustainable and 53,000 people use Spaces for Sports sites every week. As one judge commented, the programme has, "Amazing reach. It really delivers on its potential."



Premiership Rugby, Barclays, Land Rover, Comic Relief and Wooden Spoon: HITZ Silver

HITZ is an innovative scheme that uses rugby's team spirit to build responsibility, confidence and self-esteem in young, vulnerable people. It has already helped thousands of people get their lives back on track after being in care and juvenile detention. One clearly impressed judge commented, "This programme is changing lives for young people."



Barrie Wells Trust: Box4Kids

Bronze

Box4Kids improves the lives of seriously ill and disabled children by providing VIP experiences at sports and entertainment events. "A really worthy programme making wonderful progress," said one judge.



TACTIC FILMS



Tactic Films is an agile London-based production company with a global reach. We create internal and external films for companies seeking clear and highly effective content. Our previous clients include Land Securities, M&C Saatchi, NatWest, RBS and Tesco. Please feel free to get in touch!



www.tacticfilms.com



Most effective short-term programme



Asda and the British Heart Foundation: Saving Lives in Local Communities

Gold

When Asda and the British Heart Foundation teamed up to launch a groundbreaking new health initiative, they weren't just looking to improve lives – they wanted to save them as well.

By investing more than £500,000 to install public access defibrillators and train staff in CPR in each of its 607 stores and depots, Asda is helping to safeguard its employees and 18m customers. This ensures life-saving intervention is never more than a moment away in the event of cardiac arrest. The rollout, completed three months ahead of schedule, was supported by an engaging, high profile multimedia campaign to generate interest and awareness. The programme has already saved the lives of customers nationwide.

Asda colleagues and customers also united to raise £290,000 for the BHF's flagship campaign, Ramp Up the Red, funds that could potentially save even more lives. As one judge simply said, "A brilliant objective with excellent results."

Highly commended - IKEA and Hope&Glory: Happy Ending Fairytales

Most effective long-term programme



UBS and the Bridge Academy partnership

Gold

For over 30 years, financial services firm UBS has worked to help disadvantaged communities in the London Borough of Hackney, an initiative that culminated in the 2007 founding of the Bridge Academy secondary school.

Launched to break the cycle of deprivation and educational inequality in the borough, the Bridge Academy caters to higher than national average numbers of students on free school meals, with English as a second language and from minority ethnic backgrounds.

The 2013-2014 academic year was a milestone year for the partnership and saw the first intake of students complete their A levels. A strong result placed the Bridge Academy in the top 10% nationally for 'value added,' a key measurement of progress made by every student. Just as impressively, 56% of the Bridge Academy's 2014 school-leavers went on to university, 60% of whom were the first in their families to do so.



Boots UK and Macmillan Cancer Support: Working together to improve the lives of everyone living with cancer

Silver

Boots UK partnered with Macmillan Cancer Support to bring the charity's vital help and information for those affected by cancer to the high street. Since 2008, the partnership has trained more than 2,000 Boots Macmillan information pharmacists and has engaged 70,000 Boots employees, raising more than £10m in funding for the charity.

Highly commended - O2 Telefónica UK and the National Youth Agency: Think Big Youth

Highly commended - The Roundhouse and Bloomberg: Bloomberg Broadcast Programme

SPONSORSHIP

Best sponsorship activity to raise brand awareness

Macmillan Cancer Support and Sheilas' Wheels: Driving a bonzer Night In, to ensure no one faces cancer alone

Gold

In 2013, Macmillan Cancer Support and insurance brand Sheilas' Wheels united to create Night In, to get people together for fun and fundraising. The number one cause for Sheilas' Wheels' customers is the fight against cancer, thus the partnership was a recipe for success.

Both organisations have a strong element of fun to counter their serious and supportive missions. Night In struck a chord with their audiences, which enthusiastically embraced the chance to raise money for charity while having a good time with friends in a relaxed environment.

The 2014 event was even more successful than the previous year's due to the support of a strong multi-channel marketing campaign. Targets for registrations, reach and fundraising far exceeded expectations. Thanks to Night In, many more Macmillan nursing hours can now be funded. "A perfect alignment of brands executed brilliantly across different platforms," said one judge.



Fortum Power and Heat AB: City Fishing

Bronze

Fortum has brought inner-city angling to life by funding the release of fish in Stockholm's waters. Its clever cross-channel campaign educated residents about the programme's benefits and built good feeling for Fortum. It was a, "Tasteful campaign," according to one judge.



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SPONSORSHIP

Best alignment of brand values through a sponsorship activity

SCA, Team SCA in the Volvo Ocean Race and the WSSCC: Team SCA in the Volvo Ocean Race

Gold

With women making up more than 80% of SCA's retail market, the global hygiene and forest products company knows how important it is for women to feel empowered and supported. Its sponsorship of the first all-female team in over a decade to compete in the world's toughest ocean race, is achieving just that.

SCA's goal is to create a lasting legacy of support for women on a mass scale, raising funds and awareness for a range of important issues. The partnership has created hygiene workshops and community engagement sessions around the world.

SCA's sponsorship campaign has also seen the launch of 'Amazing Women Everywhere,' a digital initiative that presents the stories of inspiring women. The 13-woman strong sailing crew placed sixth in the 38,739 nautical mile race.

The campaign chimes with SCA's brand values to empower women to live their lives with freedom, choice and confidence.



Coutts and the National Portrait Gallery: Grayson Perry: Who Are You?

Silver

As the headline sponsor of the Grayson Perry: Who Are You? exhibition at the National Portrait Gallery, wealth management firm Coutts affirmed its commitment to British art and culture. With a service that blends tradition with modern convenience and flair, Coutts was the ideal partner for Perry's unique and iconic vision.



The Roundhouse and Farah: Farah Presents Roundhouse Rising

Bronze

As champions of youth creativity, the Roundhouse and Farah joined forces to showcase emerging musical talent with Roundhouse Rising. Offering artists a high profile space in which to perform, the event leveraged a mutual passion for unlocking young people's potential to deliver engaging and inspiring entertainment.



Most innovative sponsorship activity



02 Telefónica UK and Bauer Media: GoThinkBig – FREAKS wanted Gold

In 2012, in response to growing youth unemployment, 02 teamed up with Bauer Media to give young people a leg up the career ladder. They created GoThinkBig, to give as many people as possible an opportunity to access valuable work experience opportunities. 2014 was the year for GoThinkBig to excite young people about the opportunities of work experience and make GoThinkBig famous. A high profile campaign offered 70 young people the chance to work with acclaimed music artists Nile Rodgers and Rudimental to remix disco classic, 'Le Freak.'

A call-to-arms video was seeded, and with the two stars driving word of mouth it notched up 532,000 views in just 11 days. The programme also secured an astounding 20,000 work opportunities. One judge says, "Love the concept and execution, very inclusive with wide mix of channels leveraged." PR content reached more than 32 million and 114 million OPS, 02's biggest owned PR story in 2014.



Barrie Wells Trust: Pay it Forward Silver

Through the Barrie Wells Trust, entrepreneur and philanthropist Barrie Wells funds a number of charitable sport-related schemes. His sponsorship of British athlete Katarina Johnson-Thompson and Goldie Sayers includes an innovative system of mentorship, with Sayers coaching Johnson-Thompson in the javelin. According to one judge, it's a great example of "Giving back in return for sponsorship."



Konsumentföreningen Stockholm, Skansen and Concept Store Sweden: Captain Reko Bronze

To help reduce food waste, pre-schoolers were introduced to Captain Reko, an engaging character who taught them about foods connections with nature and animals through fun games. The unique approach, "Really brings it home," according to one judge.

Highly commended - Passionlab: Rinkside 3

CORPORATE SOCIAL RESPONSIBILITY

Best CSR programme to raise brand awareness

Western Union and Hill+Knowlton Strategies: #PassForSchool Gold

Entering its third season in partnership with the UEFA Europe League, Western Union sought to revitalise its PASS initiative, a campaign that sees on-field passes transformed into funding for a day of education in developing nations.

Western Union enlisted Hill+Knowlton Strategies to spearhead the campaign. The agency delivered an innovative plan that seamlessly blended the PASS initiative and the UEFA Europa League sponsorship. Sports fans were encouraged to upload photos of childhood sporting moments, and by doing so, adding another pass to the tally. The campaign attracted 1,500 new followers to Western Union's social channels and contributed more than a year's worth of education funding to developing nations.

Praised by one judge as a, "Fantastic entry, thoughtful and clearly aligned," H+K's initiative is a tremendous example of engaging with stakeholders to re-energise an existing campaign and brand.



IKEA and Hope&Glory: Happy Ending Fairytales Silver

When it came to raising the profile of IKEA's annual soft toy campaign, Hope&Glory knew that it was all about the story. Through an engaging series of six online films, starring the toys and voiced by celebrity ambassadors, Hope&Glory delivered a huge swell of support for the initiative. It made 2014 the most successful year for coverage and engagement to date.



Article 25, Clerkenwell Design Week, Scandinavian Business Seating and russ+henshaw: Agora on the Green at Clerkenwell Design Week Bronze

To revitalise Clerkenwell Green as a community gathering space, this four-way collaboration pooled expertise to deliver a memorable campaign of events. Judges praised the emphasis on brand alignment, a resounding achievement given the variety of stakeholders.



Best alignment of brand values during a CSR programme



Skipton Building Society and 161 voluntary groups: Grassroots Giving Gold

Skipton Building Society has affirmed a strong commitment to the local community through another successful year of its 'Grassroots Giving' campaign.

Launched in 2013 as part of the society's 160th anniversary celebrations, the campaign has helped more than 300 community organisations fund ongoing and future projects. While Skipton Building Society is no stranger to corporate social responsibility, this initiative specifically targets groups that may be too small to apply for major grants or need non-financial support.

In 2014, it not only offered 161 organisations £500 in funding, but access to wide-ranging media exposure, plus a unique collaborative social platform that helps small organisations connect for mutual benefit.

With a PR campaign reaching over 8.4m people and extensive editorial coverage giving a voice to hundreds of unsung local heroes, Skipton Building Society is championing its community and its ethos: helping people to help themselves.



Fortum Power and Heat AB: Brighter Christmas

Silver

As Stockholm's premier energy supplier, it was fitting that Fortum's campaign, 'Brighter Christmas,' shone a light on the needs of the city's homeless citizens. In partnership with not-for-profit, Stockholm Stadmission, Fortum raised over SEK 267,180 (around £20,000) through an innovative online platform through which individuals switched on a digital light in order to donate money.



Vision Express, CHECT, Stroke Association, Macular Society, International Glaucoma Association, Alzheimer's Research UK and Temple Street Children's Hospital: Vision Express puts charities in the frame

Silver

Expanding on its significant work with the Childhood Eye Cancer Trust, Vision Express partnered with a range of charities to raise awareness of eye health in the UK. Holding over 35 events and reaching over 10m people.



IKEA and Hope&Glory: Happy Ending Fairytales

Bronze

Hope&Glory supported IKEA's soft toy initiative with an engaging series of cute and cuddly films that captured the spirit of the Save the Children and Unicef education awareness campaign. Reaching 69% of UK parents, the campaign had record success.

CORPORATE SOCIAL RESPONSIBILITY

Best community involvement during a CSR programme

Barclays and the Football Foundation: Spaces for Sports Gold

For over a decade, Barclays has partnered with the Football Foundation to build and renovate sports facilities in the most deprived areas of the UK. Now, with increased pressure on local funding, the partnership has changed its focus to safeguard the sustainability of those facilities. It ensures that communities have continued access to the centres.

Relationships between facilities and local councils, youth groups and professional sports teams, generated over £900,000 since 2013. Barclays provided training for facility managers and encouraged its staff to volunteer. The bank also leveraged its Premier League sponsorship to organise a 12-day tour of the Premier League trophy at over 30 sites.

Within eight months, 68% of the facilities had been classed as 'long term sustainable.' Use of the sites has increased by more than 12%, attracting 53,000 people per week and more than 24,000 volunteers per month. A judge said, "This entry is game-changing. To invest in communities and community leaders to support sustainable sports provision at grass roots level feels like the very essence of what this category seeks to recognise."



John Lewis Partnership: Bringing Skills to Life Silver

Since its founding, community has been central to the John Lewis ethos. The retailer's flagship education programme, Bringing Skills to Life, empowers and connects students by providing resources to teachers and building relationships between schools and community partners. Over 5,000 teachers and parents have registered with the scheme, which one of the judges described as a "Great entry," and, "Very engaging."



Tesco Poland and Garden of Words: Tesco for Schools – 'Culinary explorers' Silver

To help children make better decisions about nutrition and to give them kitchen skills for life, Tesco Poland and Garden of Words teamed up to create the 'Culinary Explorers' campaign. The campaign was sweet success for both brands, generating over 2,500 social media posts, 3,000 press clippings and attracting an audience of 300,000.



EDF Energy and the Transformation Trust: The Big Energy Project Bronze

EDF Energy partnered with educational charity Transformation Trust for the 'Big Energy Project,' a campaign to inspire community interest in the environment by engaging with disadvantaged students. "Good brand synergy and clear objectives," said one judge of the partnership.



Highly commended - Santander: Community Days

CORPORATE SOCIAL RESPONSIBILITY

Most innovative collaboration



Aimia and over 40 charities: Data Philanthropy

Gold

Knowing that data can transform how organisations function, Aimia leveraged its analytic insight to help more than 40 charities enhance their operations. Aimia used hackathon events, mentoring by data professionals, the development of analytic tools and training workshops to help a range of non-profits get more out of their data, countering the shortage of data analysis expertise in the charity sector.

Aimia's leading data analysts put more than 15,000 hours into the campaign, working closely with charities to provide insights that have helped increase funding, community engagement and investor interest. The data has also assisted charities in future planning, allowing them to make better-informed decisions about upcoming campaigns.

One judge says, the campaign was, "Truly innovative...Cut through the noise of traditional partnership activities, to demonstrate a unique focus on changing charities and their ability to deliver impact for the better."



Boots UK and Macmillan Cancer Support: Working together to improve the lives of everyone living with cancer

Gold

In a boost for cancer sufferers and their families, Boots UK and Macmillan Cancer Support have partnered to provide specialist information and support on high streets across Britain.

The collaboration, united by a passion for community service, now boasts more than 2,000 Boots Macmillan information pharmacists in-store every day, and over 400 Boots Macmillan beauty advisors who are trained to help people manage the visible side effects of cancer and its treatment. The partnership means that 97% of the population now lives within 30 minutes of a Boots Macmillan information and support centre. Each year, more Boots staff are being trained to expand the service still further. The partnership has also turned its eye to fundraising, generating more than £10m – enough to provide nursing and care to over 28,000 people and their loved ones.

The initiative was described by one judge as a, "Gorgeous programme, really worthwhile and fantastically integrating charity expertise with reach and presence."



Shelter and British Gas: Better Homes for Britain

Silver

In an ambitious project to improve conditions in 1m privately rented homes, British Gas made use of its extensive reach and customer channels in a partnership with housing charity Shelter. Conditions for renters in over half a million homes have already been improved through joint lobbying, and the two organisations have already raised over £2.2m – including £705,000 raised by British Gas employees.



HighTide Festival Theatre and Lansons partnership

Bronze

Since Lansons opened the doors of its London office to the HighTide Festival Theatre in 2008, the two organisations have become a case study in how the arts and business can benefit from close collaboration.

Highly commended - BT Sport: The Supporters Club and the Premier League – building a better world through sport

COMMUNICATION

Best internal communications

The Fresh Olive Company and Veris Strategies: The Ready, Steady, Green! Campaign

Gold

The Fresh Olive Company inspired a race to adopt environmentally friendly practices, partnering with Veris Strategies for its 'Ready, Steady, Green!' campaign. Designed to inspire and educate employees to make less waste, reuse more and promote the ideal of 'environmental fitness,' the campaign was focused on embedding eco-friendly behaviours across the business.

Campaign initiatives included a competitive calorie-burning bike challenge, eco-themed guessing games, quizzes, collaborative brainstorming and a peer-nominated Eco Angel award. By performing a bi-annual eco survey, the Fresh Olive Company is continuing to inspire its employees to go green, as well as encouraging feedback to drive further engagement. Described by one judge as, "A brilliantly effective campaign whose results speak for themselves," the 'Ready, Steady, Green!' initiative saw the organisation achieve zero waste to landfill within one month. Just as impressively, 100% of inedible food waste is now sent for anaerobic digestion, saving an estimated 102 tonnes of carbon per year.



Johnson & Johnson: Race to Brazil

Silver

To galvanise its 5,000-strong employee base to take part in charity initiative Race to Brazil, Johnson & Johnson needed an engaging internal communications campaign. A powerful social media push, in-office displays, a dedicated website and a handy phone app proved the ticket. The campaign delivered 70% employee engagement, 567,000 social media impressions and a hefty £112,000 raised for charity.



Gonvarri Steel Services and AESLEME: Emotional Driving

Bronze

Gonvarri Steel Services got motoring to promote road safety among its employees and in the community. Using a fun and engaging multimedia campaign, it drove home the message and raised vital funds for a Spanish spinal injury charity.



IKEA Foundation and Kindred Agency: iWitness

Bronze

More than 80% of IKEA employees do not have computer access at work. Thus, the IKEA Foundation faced a challenge in inspiring its staff to greater charitable efforts. Kindred Agency's strategy of engaging employees in their personal time via social media grew IKEA's Facebook community from 5,000 to 375,000 and led to record engagement.



RB Companies: Health and wellbeing initiative #livebetter

Bronze

RB Companies united its global research and development workforce to promote healthy living with an inclusive social media campaign. RB drove interaction between global R&D teams through creating channels to share content and collaborative digital projects.



Highly commended - Cisco and WMW: Our People Deal

Best PR and external communications



Tata Consultancy Services: The digital skills gap: bring the voice of 90 million European youth to policy makers

Gold

Tata Consultancy Services took a youthful approach to highlighting its work across Europe and generating brand awareness with senior public figures and decision makers.

A youth and technology themed thought leadership campaign was an ideal fit with TCS – 70% of its global workforce is under the age of 30 and the company has strong working relationships with over 200 European schools. The campaign also provided the perfect opportunity for TCS to showcase its stalwart support for the digital industry and young talent.

The cornerstone of the campaign was a study of Europe's youth and their attitudes to work and technology, featuring contributions from leading stakeholders including European government bodies, academics and businesses. Supported by email and social media campaigns as well as interactive panel debates and summits, the initiative more than achieved its goal of raising the European profile of TCS while establishing partnerships with key decision makers.



Tesco Poland and Garden of Words: Tesco for Schools – 'Culinary explorers'

Silver

Tesco Poland was hungry for change in response to a national study highlighting shortages of culinary education in schools. An extensive community programme motivated nearly 1,000 schools to get involved. Tesco's strategy, supported by Garden of Words, included everything from door-to-door visits to an online channel for students to upload videos.



IKEA and Hope&Glory: Happy Ending Fairytales

Bronze

Hope&Glory's campaign for IKEA's annual soft toy initiative left stakeholders full of good cheer, delivering over 490,000 social media impressions and more than €500,000 raised for the charity programme. The agency's innovative narrative films lent the initiative a nostalgic, heartwarming feel that helped reach over 45% of UK adults.

Highly commended - MasterCard Europe and Ketchum: #OhMyGift

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Best execution



IKEA Foundation and Kindred Agency: IWitness

Gold

Despite its status as one of the world's largest charitable foundations – donating more than €104m in 2014 alone – the IKEA Foundation has long struggled with low awareness, even within the broader IKEA brand.

To meet the challenge of communicating with a global, disparate staff, many of whom do not have access to a computer during work hours, the IKEA Foundation partnered with Kindred Agency to launch an innovative digital strategy.

Called IWitness, the programme recruited IKEA workers to act as ambassadors for the foundation. This cohort was armed with digital devices to record, upload and promote its work to colleagues and friends alike.

By communicating with IKEA staff on their personal time via social media, the programme dramatically increased reach, growing the foundation's Facebook community from 5,000 to over 375,000 and increasing total engagements to 435,000. More importantly, the programme has created a community of enthusiastic and engaged staff, committed to actively sharing and promoting the IKEA Foundation's work.



Wolverhampton City Council: 100:100 project

Silver

To help employees feel more involved and engaged, Wolverhampton City Council boldly launched the '100:100 project,' an initiative to implement 100 employee ideas in 100 days. Wolverhampton City Council sought employee suggestions about new ways of working, improving efficiency and increasing employee engagement. The council's innovative marketing campaign saw over 600 ideas submitted and 112 implemented within the target 100 days.



Shelter and British Gas: Better Homes for Britain

Bronze

The partnership between Shelter and British Gas has exceeded its ambitious goal of improving conditions in 1m privately rented properties. The initiative has already led to new laws being enacted to protect tenants and nearly £1m in funds raised.

Highly commended - Dentsu Aegis Network and Project Dirt: #getDANandDirty campaign

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Best foundation

The Aberdeen Asset Management Charitable Foundation Winner

The launch of the Aberdeen Asset Management Charitable Foundation, the charitable arm of Aberdeen Asset Management plc, heralded a new focus on corporate philanthropy and stakeholder engagement from the global asset manager.

Bringing Aberdeen's commitment to investing in communities and emerging markets to a global audience, the foundation now supports hundreds of charities around the world.

A key success of the Aberdeen Foundation has been the global network of Foundation Committees, designed to channel funding towards worthwhile local initiatives. These committees have now provided grants to every country in which Aberdeen operates, embodying its ethos of 'global giving locally.'

The foundation has now successfully supported a wide array of projects, from tackling social inclusion in London to children's charities in Cambodia and Ghana, with more than £1.6m in funds generated last year alone.



SPECIAL AWARDS

Best personal contribution

Judith Crowe, store manager, Vision Express

Winner

Judith Crowe, store manager at Vision Express in York, has become a northern star for the company's charity partnership with the Childhood Eye Cancer Trust (CHECT).

In the past year alone, Crowe has coordinated charity activity across 17 Vision Express stores, assisting with everything from fundraising advice and supplying promotional materials to motivating and training staff and highlighting their success. Crowe has also been instrumental in establishing relationships with the CHECT team and local journalists, ensuring the partnership is as productive as possible and continues to attract funding and support. A particular triumph of Crowe's charity work has been her connection with a local Yorkshire family affected by retinoblastoma, a rare eye tumour, hosting them at in-store events to provide much-needed support and raise awareness.

In 2014, stores within Crowe's region broke the £1,400 per month target for fundraising, collecting a total of £17,000 – more than 10% of the total raised during the year by the Vision Express initiative.



Runner up - Bill Eyres, head of sustainability, O2

Best team effort



Think Big Blueprint Team

Winner

The Blueprint Team is at the core of O2's drive towards greater sustainability. Uniting representatives from across the business, the team has been instrumental in a number of impressive achievements, including a 79% reduction in carbon emissions and providing work experience and skills training to over 21,000 young people.

An embodiment of O2's goal to put sustainability at the heart of its business, the Blueprint Team has a bold vision and plan. With a focus on embedding sustainability within every aspect of O2's structure, the team has crafted a legacy of programmes and initiatives that will deliver benefits long into the future.

The many achievements of the Blueprint Team include £47m in savings through improved network energy performance and the recycling of 95% of office waste and 1.4m handsets. With its partners, NYA and Bauer Media, the Blueprint Team has also enabled nearly 6,000 young people to run local social action projects and helped deliver training in digital skills to 5,600 students.

SPECIAL AWARDS

Grand Prix

Boots UK and Macmillan Cancer Support: Working together to improve the lives of everyone living with cancer

Winner

There are 2.5m people living with cancer in the UK today. Macmillan found that 81% of women said cancer had a negative impact on their self esteem. In seeking to promote a positive self image and to provide readily available assistance to those affected by cancer, Macmillan Cancer Support and Boots UK joined forces. The partnership yielded the Boots Macmillan Beauty Advisors programme. Now in its fifth year, 400 beauty advisors trained by Macmillan and employed by Boots, offer support and share beauty expertise with customers. Additionally, 2,000 Boots Macmillan information pharmacists provide in-store support from behind the chemists' counter.

The partnership allows Macmillan to increase its support to those affected by cancer at a local level while it diversifies Boots' offer and allows for individual engagement between staff and customers. Boots employees were engaged through a programme of awareness building, fundraising and upskilling. As a result of their efforts, 97% of the UK population lives within half-an-hour of a Macmillan-trained Boots pharmacist. The 500-strong community champions support the programme in terms of awareness and fundraising.

Judges wholeheartedly commended the partnership for its goals and successes thus far. One of the Corporate Engagement Awards judges said, "Scale and synergy [are] seriously impressive. Benefits to staff and community apparent. National reach and leveraging Boots' community footprint made the partnership feel intrinsic and instinctive." Another adds, "A brilliant initiative that is changing lives through increased awareness and self belief and support." A final judge points specifically to the partnership's benefits, "A very clear connection between Boots customer demographic and those that Macmillan are trying to reach. The relationship brings together Boots expertise in pharmacy and beauty products and successfully exploits the market and community/high street reach of the brand to ensure many more people are aware of effective cancer treatment options."

The Boots UK and Macmillan Cancer Support partnership was a clear winner for the judges in the 'Most innovative collaboration' category and earned a solid silver in the 'Most effective long-term programme' category. For these successes and for the judges' belief in the value, relevance and triumphs of the partnership, it is the Corporate Engagement Awards 2015's Grand Prix award winner.



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