

Most Impactful Environmental, Social, Governance (ESG) Communication Campaign

This award highlights initiatives that drive social good, corporate responsibility, and/or sustainability.

- 1** What was the brief/objective e.g. the problem to be solved or opportunity to be grasped?
The campaign could be related to climate change, sustainability, water quality, gender-based violence, poverty, migration, corporate citizenship, the living wage, diversity in the boardroom etc.
10 points **100 word limit**
- 2** Who were the target stakeholders/publics to be reached and what did you need them to do?
10 points **100 word limit**
- 3** What was the strategy and plan of action undertaken to deliver the objective?
20 points **450 word limit**
- 4** What outputs were delivered?
For example: earned, owned and social coverage, event attendance, engagement with policy makers, legislators, etc. This is both quantitative and qualitative measures of outputs.
20 points **300 word limit**
- 5** What was the impact of your campaign?
Emphasise how your work made a difference. Show that you delivered the impact the organisation wanted, met the objectives, maybe even exceeded the expectations and changed societal attitudes, behaviours or policies.
20 points weighted x 2 **400 word limit**
- 6** What was unique/innovative about this campaign?
20 points **150 word limit**