



ESG

A W A R D S

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THE ESG AWARDS 2021

ENTRY KIT

CATEGORIES

The ESG Awards celebrate, recognise and reward outstanding ESG performance.

The ESG Awards showcase the best ESG performance in line with the [UNs 17 Sustainable Development Goals](#).

The awards aim to shine a light of transparency, excellence and progress in this ambitious movement which has the potential to transform modern capitalism.

The early deadline for entries is 3 September 2021 and the final entry deadline for entries is 17 September 2021.

Entries should not exceed 1350 words in total and should focus on work completed between May 2020 - 1 September 2021.

CAMPAIGN/CASE STUDY AWARDS

The categories in this section are aligned with the [UN's 17 Sustainable Development Goals](#)

1. BEST ESG CAMPAIGN OR CASE STUDY TO REDUCE POVERTY

GOAL 1: No Poverty

This award will recognise successful campaigns or case studies where an organisation has either reduced the level of poverty or helped people living in poverty. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

2. BEST ESG CAMPAIGN OR CASE STUDY TO REDUCE HUNGER

GOAL 2: Zero Hunger

This award will recognise successful campaigns or case studies where an organisation has either reduced the level of hunger or helped people living with hunger. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

3. BEST ESG CAMPAIGN OR CASE STUDY TO IMPROVE HEALTH AND WELL-BEING

GOAL 3: Good Health and Well-being

This award will recognise successful campaigns or case studies where an organisation has improved people's health and wellbeing. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

4. BEST ESG CAMPAIGN OR CASE STUDY TO IMPROVE EDUCATION OR ACCESS TO EDUCATION

GOAL 4: Quality Education

This award will recognise successful campaigns or case studies where an organisation has either improved people's education or access to education. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

5. BEST ESG CAMPAIGN OR CASE STUDY TO IMPROVE GENDER EQUALITY

GOAL 5: Gender Equality

This award will recognise successful campaigns or case studies where an organisation has improved gender equality in society. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

6. BEST ESG CAMPAIGN OR CASE STUDY TO IMPROVE CLEAN WATER AND/OR ACCESS TO CLEAN WATER AND SANITATION

GOAL 6: Clean Water and Sanitation

This award will recognise successful campaigns or case studies where an organisation has either improved people's clean water and sanitation and/or access to clean water and sanitation. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

7. BEST ESG CAMPAIGN OR CASE STUDY TO CREATE OR IMPROVE ACCESS TO AFFORDABLE AND CLEAN ENERGY

GOAL 7: Affordable and Clean Energy

This award will recognise successful campaigns or case studies where an organisation has either created or improved access to affordable and clean energy. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

8. BEST ESG CAMPAIGN OR CASE STUDY TO IMPROVE THE QUALITY OF PEOPLE'S WORK OR THEIR ACCESS TO WORK

GOAL 8: Decent Work and Economic Growth

This award will recognise successful campaigns or case studies where an organisation has either improved the quality of people's work or their access to work. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

9. BEST ESG CAMPAIGN OR CASE STUDY TO IMPROVE INDUSTRY, INNOVATION AND INFRASTRUCTURE

GOAL 9: Industry, Innovation and Infrastructure

This award will recognise successful campaigns or case studies where an organisation has built resilient infrastructure, promoted inclusive and sustainable industrialization to support economic development and human well-being, with a focus on affordable and equitable access for all. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

10. BEST ESG CAMPAIGN OR CASE STUDY TO REDUCE INEQUALITY

GOAL 10: Reduced Inequality

This award will recognise successful campaigns or case studies where an organisation has reduced inequality. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

11. BEST ESG CAMPAIGN OR CASE STUDY TO IMPROVE THE SUSTAINABILITY OF CITIES AND/OR COMMUNITIES

GOAL 11: Sustainable Cities and Communities

This award will recognise successful campaigns or case studies where an organisation has improved the sustainability of either cities or communities. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

12. BEST ESG CAMPAIGN OR CASE STUDY TO IMPROVE AND ENCOURAGE RESPONSIBLE CONSUMPTION AND PRODUCTION

GOAL 12: Responsible Consumption and Production

This award will recognise successful campaigns or case studies where an organisation has either improved and/or encouraged responsible consumption and production. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

13. BEST ESG CAMPAIGN OR CASE STUDY TO PROMOTE AND ENCOURAGE CLIMATE ACTION

GOAL 13: Climate Action

This award will recognise successful campaigns or case studies where an organisation has either improved and/or encouraged climate action. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

14. BEST ESG CAMPAIGN OR CASE STUDY TO PREVENT OR REDUCE MARINE POLLUTION

GOAL 14: Life Below Water

This award will recognise successful campaigns or case studies where an organisation has either prevented or reduced marine pollution. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

15. BEST ESG CAMPAIGN OR CASE STUDY TO IMPROVE CONSERVATION, RESTORATION AND SUSTAINABLE USE OF THE TERRESTRIAL ECOSYSTEMS

GOAL 15: Life on Land

This award will recognise successful campaigns or case studies where an organisation has improved the conservation, restoration and sustainable use of the terrestrial ecosystems. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

16. BEST ESG CAMPAIGN OR CASE STUDY TO PROMOTE PEACE AND SOCIAL JUSTICE

GOAL 16: Peace, Justice & Strong Institutions

This award will recognise successful campaigns or case studies where an organisation has either promoted peace and/or social justice. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

17. BEST ESG CAMPAIGN OR CASE STUDY WHICH HAS PLAYED A ROLE IN STRENGTHENING GLOBAL PARTNERSHIPS

GOAL 17: Partnerships to achieve the Goal

This award will recognise successful campaigns or case studies where an organisation has played a role in strengthening global partnership which has had a positive impact on sustainable development. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

ESG PERFORMANCE CATEGORIES

The categories in this section reward outstanding performance in specific areas important to ESG best practice.

18. BRAND ACTIVISM ESG CAMPAIGN OF THE YEAR

This award will recognise and reward outstanding brand activism campaigns and case studies within the context of ESG. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

19. CARBON FOOTPRINT ESG PERFORMANCE OF THE YEAR

This award will recognise and reward outstanding carbon reducing programs. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

20. EMPLOYEE ENGAGEMENT ESG PROGRAMME OF THE YEAR

This award will recognise and reward outstanding employee engagement campaigns and case studies within the context of ESG. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

21. ENVIRONMENTAL PRODUCT ESG CAMPAIGN OF THE YEAR

This award will recognise successful campaigns and case studies where an organisation has launched a sustainable and environmentally friendly product.

Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

22. ESG RELATED CHARITY PARTNERSHIP OF THE YEAR

This award will recognise and reward outstanding charity partnership campaigns and case studies. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

23. GOVERNANCE TRANSFORMATION OF THE YEAR

This award will recognise and reward outstanding governance transformation within an organisation within an ESG context. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

24. INVESTOR RELATIONS ESG CAMPAIGN OF THE YEAR

This award will recognise successful ESG investor relations campaigns and case studies. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

25. MOST ETHICAL AND SUSTAINABLE PROCUREMENT PROCESS OF THE YEAR

This award will recognise and reward an outstanding, ethical and sustainable procurement process. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

26. MOST SUSTAINABLE SUPPLY CHAIN OF THE YEAR

This award will recognise and reward outstanding case studies showing sustainability of the supply chain. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

ESG LEADERS OF THE YEAR

27. CORPORATE COMMUNICATIONS ESG LEADER OF THE YEAR

This award will recognise the brightest, most successful (as demonstrated by their work) Corporate Communications Leader working in either an agency or in-house role. Entrants must include details of their career to date and the contribution they make to their organisation and the wider ESG movement.

28. IR ESG LEADER OF THE YEAR

This award will recognise the brightest, most successful (as demonstrated by their work) Investor Relations Leader working in either an agency or in-house role. Entrants must include details of their career to date and the contribution they make to their organisation and the wider ESG movement.

29. SUSTAINABILITY AND CHANGE MANAGEMENT ESG LEADER OF THE YEAR

This award will recognise the brightest, most successful (as demonstrated by their work) Sustainability and Change Management Leader working in either an agency or in-house role. Entrants must include details of their career to date and the contribution they make to their organisation and the wider ESG movement.

TEAM / CONSULTANCY CATEGORIES

30. BOUTIQUE ESG AGENCY OF THE YEAR

This award celebrates agencies with fees up to £5m. Judges will be looking for clear agency objectives, examples of recent campaigns, examples of recent achievements, details of any challenges faced, and why you think your agency deserves to win the Boutique Agency of the Year Award. Please be sure to include a concise overview of the agency, number of staff, details of clients and turnover figures. You will need to show examples of excellent ESG related work in your entry. Please note the work of the whole organisation does not have to be ESG related but please do disclose your ESG related revenues.

31. MID-SIZED ESG AGENCY OF THE YEAR

This award celebrates agencies with fees between £5-10 m. Judges will be looking for clear agency objectives, examples of recent campaigns, examples of recent achievements, details of any challenges faced, and why you think your agency deserves to win the Mid-Sized ESG Agency of the Year Award. Please be sure to include a concise overview of the agency, number of staff, details of clients and turnover figures. You will need to show examples of excellent ESG related work in your entry. Please note the work of the whole organisation does not have to be ESG related but please do disclose your ESG related revenues.

32. LARGE ESG AGENCY OF THE YEAR

This award celebrates agencies with fees over £10m. Judges will be looking for clear agency objectives, examples of recent campaigns, examples of recent achievements, details of any challenges faced, and why you think your agency deserves to win the Large ESG of the Year Award. Please be sure to include a concise overview of the agency, number of staff, details of clients and turnover figures. You will need to show examples of excellent ESG related work in your entry. Please note the work of the whole organisation does not have to be ESG related but please do disclose your ESG related revenues.

ESG REPORT OF THE YEAR

33. ESG REPORT OF THE YEAR

This award will recognise the most accurate, best structured and informative ESG report of the year. Entries must include an example of the report. The entry should highlight comparable year on year KPIs, who is the target audience for the report, why the report is structured as it is and what the objectives are for your ESG report. An outline of how the report is put together, including how it includes different stakeholder perspectives will also benefit your entry.

JUDGING

The ESG Awards judges are chosen because of their professional and wide-ranging level of expertise.

Judges will be split into panels and will read and pre-score all allocated entry forms, considering any supporting materials submitted. Judges' pre-scores will be combined and the highest scoring entries will determine the shortlists. Any judge who has a potential conflict of interest will not be allowed to judge that entry. In addition, judges will not be involved in the judging of any categories their organisation has entered and will not have access to any competing entries. Judges have the discretion to move entries between categories if they deem another category more suitable. All judges are required to sign a confidentiality agreement pre-judging.

Following pre-scoring the judges will meet to discuss the highest scoring entries and then agree the winner for each category. The shortlists will be announced on 15 October and the winners will be announced at an awards ceremony in November.

A GUIDE TO ENTERING

If you're thinking of entering the ESG Awards, there are a few things to consider when planning and completing your entry that will give you the best chance of winning.

Follow the entry instructions

Take note of the format your entry needs to be in, the time limits for work entered, how to make payment for your entry, the word count and deadline date.

Pick the right category

You won't have a chance of winning if you enter your work into the wrong category – read the category descriptions and if you are still unsure, give us a call as we're happy to offer advice. Remember that you aren't restricted to entering one category. If your campaign fits into more than one you can enter the same work into as many as you wish but do ensure you tailor each entry form to the specific category criteria.

Read the judging criteria

Ensure your entry covers the judging criteria for the category you are entering and answers all questions for your category. Judges can only mark you on what is included in your entry form so make sure all important information is included and all criteria adhered to. This leads on to the next point...

Stick within the word limit

Judges may mark entries down, or even disqualify them, if they exceed the stated word limit. Please ensure your answers are clear and succinct – don't waffle! Judges love clear, concise entries – use bullet points or infographics to effectively illustrate points.

Link your results to your objectives

If there is one thing that judges hate, it's when outcomes don't bear any relation to the objectives.

Evidence your results

Judges love quantified results and want to see some proof of what you've achieved – include facts and figures, quotes from clients or the media, and even images or infographics.

Get the judges attention

Remember that judges will be reading a large number of entries, so you need to make your entry memorable. Make sure your entry is passionate, tells an interesting story and is backed up with statistics and evidence.

Watch your language!

Always write in clear, concise English, avoid jargon and never copy and paste from existing materials. Do ask someone to check your entry reads well and is free of typos.

Take your time

Winning awards entries take time and effort to write and perfect. Again, we'd highly recommend you get someone to proofread your entry before you submit it.

Get approval

If you are submitting work on behalf of a client, make sure they are happy for you to do so. It would be devastating to spend days writing an entry and then have to withdraw it.

Provide supporting materials

Use a selection of documents and URLs to provide context and background to your entry. These can be in Word, Excel, PDF or JPEG format and must be below 2MB each. In addition, judges love to watch video content so please provide links to relevant videos on Vimeo or YouTube and remember to include any necessary passwords in your entry form.

Picture perfect

Attach an image or logo to your entry form. This will be used in the event brochure and presentations should you be shortlisted. Ensure this represents the campaign, product or organisation you are entering.

All those who win will receive a winner's kit of assets including logos, GIFS and winners' photos to help them shout about their success!

ENTRY REQUIREMENTS & THE CRITERIA THE JUDGES MARK YOUR ENTRIES ON

There is often a feeling of mystery as to how judges score entries for industry awards. At the ESG Awards we don't think this sense of mystery is necessary or the right way to do things.

So, very simply, here is the criteria that our judges use to score the ESG Award entries.

CAMPAIGN / CASE STUDIES RELATED TO THE 17 UN SUSTAINABILITY GOALS AWARDS CRITERIA

The judges will be looking for clear objectives, creative and effective implementation, with tangible and demonstrable results in the campaign/case studies award categories.

We realise many ESG campaigns and case studies are long term projects, so the results section may not include "final" results as these could be many years into the future.

They will also consider the structure, presentation and clarity of each entry.

Please consider your entry title carefully as we will use your exact wording on the trophy should you win. Concise and to the point is always best!

Each entry should include information under the following headings.

1. Objective & Budget

Judges will be looking for entries that clearly identify the objectives of the campaign or project.

2. Target Audience & Strategy

Judges will look at the quality of the strategy that was implemented considering the budget, objective and target audience stated.

3. Implementation & Creativity

The level of creativity employed and quality of implementation when delivering the campaign or project will be assessed. Judges are looking for fresh, innovative thinking, best practice examples, partnership working where appropriate, and resourcefulness.

4. Results & Evaluation

Please ensure these relate directly to your objectives. Judges are looking for tangible results and evaluation that can be quantified, qualified and substantiated.

5. Why your entry should win

This is your opportunity to tell the judges why you should win.

ESG PERFORMANCE CATEGORY CRITERIA

The ESG performance categories are designed to give entrants an opportunity to raise the profile of outstanding ESG work related to a specific discipline or aspect of ESG best practice. The judges will be looking for clear objectives, creative and effective implementation, with tangible and demonstrable results in the campaign award categories.

We realise many ESG campaigns and case studies are long term projects, so the results section may not include "final" results as these could be many years into the future.

Judges will also consider the structure, presentation and clarity of each entry. Entries should not exceed 1350 words.

Each entry must include information under the following headings. Any entries that do not include information under all of these headings will be marked down.

1. Objective & Budget

Judges will be looking for entries that clearly identify the objectives of the campaign or project.

2. Target Audience & Strategy

Judges will look at the quality of the strategy that was implemented considering the budget, objective and target audience stated.

3. Implementation & Creativity

The level of creativity employed and quality of implementation when delivering the campaign or project will be assessed. Judges are looking for fresh, innovative thinking, best practice examples, partnership working where appropriate, and resourcefulness.

4. Results & Evaluation

Please ensure these relate directly to your objectives. Judges are looking for tangible results and evaluation that can be quantified, qualified and substantiated.

5. Why your entry should win

This is your opportunity to tell the judges why you should win.

ESG LEADER OF THE YEAR CATEGORY CRITERIA

Judges will be looking to reward personal stories of ESG best practice from an individual perspective. The jury will reward ESG professionals who have shown leadership and improved their organisations ESG performance through a progressive and creative approach to ESG.

Judges will also consider the structure, presentation and clarity of each entry. Entries should not exceed 1350 words.

Each entry must include information under the following headings. Any entries that do not include information under all of these headings will be marked down.

1. Details of the nominee

Please provide a brief outline of the nominee and their role - this will not be scored and is for background information only.

2. Recent work example

Entries should provide details of recent work examples to include objectives, implementation, results and evaluation. The quality of the execution of the campaigns will also be judged.

3. Recent achievements

Judges are looking to reward recent achievements, the success and achievements of the individual will be scored

4. Why your nominee should win

The jury is looking for a young individual who demonstrates exceptional commitment to delivering the very best in communications, demonstrates best practice and shows an innovative and creative approach to the work they deliver. Entries should detail the contribution they make to their organisation and the wider communications industry.

TEAM / CONSULTANCY CATEGORY CRITERIA

Judges will be looking for teams and consultancies that can demonstrate an ongoing and sustained commitment to delivering best practice while showing a creative and innovative approach to ESG. Judges will also consider the structure, presentation and clarity of each entry. Entries should not exceed 1350 words in total and should focus on work completed between May 2020 - 1 September 2021.

Each entry must include information under the following headings. Any entries that do not include information under all of these headings will be marked down.

1. Team / agency objectives

Entries should clearly identify the objectives of the team and /or the agency

2. Recent campaign / work examples

Judges are looking to reward recent work examples to include objectives, implementation, results and evaluation. The quality of the execution of the campaigns will also be judged.

3. Recent achievements

The jury wants to reward your achievements. Entries should include details of any recent achievements. The success and achievements of the team will be scored.

4. Challenges

Entries should contain details of any challenges the team faced and how they overcame these. The team's ability to respond to challenging situations and the resourcefulness they show will be scored.

5. Why your team / agency should win

We are looking for a team who demonstrate exceptional commitment to delivering the very best in communications, demonstrate best practice and show an innovative and creative approach to the work they deliver

ESG REPORT OF THE YEAR CATEGORY CRITERIA

Judges will be looking for a report that shows a progressive, sustainable and thorough understanding of ESG. Importantly, the judges are not looking to reward the best ESG performance, they are looking to reward the best ESG Report.

While ESG performance is important, so is a story of ESG transformation. Judges will need to see robust metrics which support the organisation's ESG story.

Clearly, the judges are *not* looking to reward any greenwashing ESG reports.

Judges will also consider the structure, presentation and clarity of each entry. Entries should not exceed 1350 words.

Each entry must include information under the following headings. Any entries that do not include information under all of these headings will be marked down.

1. Objective & Budget

Judges will be looking for entries that clearly identify the objectives of the report.

2. Target Audience & Strategy

Judges will look at the quality of the strategy that was implemented considering the budget, objective and target audience stated.

3. Content, Presentation & Creativity

The level of creativity employed and quality of implementation when delivering the campaign or project will be assessed. Judges are looking for fresh, innovative thinking, best practice examples, partnership working where appropriate, and resourcefulness.

4. Results & Evaluation

Please ensure these relate directly to your objectives. Judges are looking for tangible results and evaluation that can be quantified, qualified and substantiated.

5. Why your entry should win

This is your opportunity to tell the judges why you should win.

HOW TO ENTER & SUPPORTING MATERIALS

To enter, please download the entry form, complete this for each category you wish to enter, and upload your completed forms to the ESG Awards website. All entries should include one entry form and a company logo (max 2MB, JPEG or PDF) per submission. Please make sure your company logo is of high quality as this will appear on the awards presentation should you be shortlisted.

Entrants may submit their own PDF awards entry, instead of using the supplied entry form, however in this case, agencies/individuals doing so should ensure they include information under all the headings listed in the judges' criteria. Not doing so may result in your entry being marked down.

Each entry allows up to three pieces of supporting material. Supporting documents should be in either Word, PDF or JPEG format and not exceed 2MB.

Video files cannot be uploaded and should be hosted online with the URL added to your entry form. Please share any necessary passwords in your entry form.

Please ensure you upload a separate entry form for every category you wish to enter and supply a 100 word summary of your campaign or team along with your entry. This may be used during and after the awards process to showcase your work.

Entries should not exceed 1350 words in total and should relate to work undertaken between May 2020 - 1 September 2021.

Please ensure you read the terms and conditions on this website before submitting an entry. Entries can be submitted by organisations or their representatives, as long as full approval is sought from all parties before submission.

ADDITIONAL INFO & KEY CONTACTS

Entry prices

All entries made before 23:59 on 3 September will be charged an administration fee of £195 + VAT per entry, which must be paid when submitting your entry or entries.

Entries submitted after this first closing date will be £235 + VAT. The final deadline for submission is 17 September 2021.

Contacts

Ticket and entry enquiries – Siobhan Barlow, siobhan@prmoment.com, 07850 189142

Sponsorship - To receive an ESG Awards Partnership pack, or to talk through the various sponsorship options contact Ben Smith, bensmith@prmoment.com, 07833 290795