



**THE
SUSTAINABILITY
AND PURPOSE
AWARDS 2025**

THE SUSTAINABILITY & PURPOSE AWARDS 2025 ENTRY KIT

The Sustainability & Purpose Awards showcase the best Sustainability and Purpose campaigns in line with the [UNs 17 Sustainable Development Goals](#).

Winning these awards will provide a transparent platform for companies to showcase their Sustainability and Purpose progress and performance to stakeholders and peers.

GENERAL RULES

To enter, please download the entry form, complete this for each category you wish to enter, and upload your completed forms to the [Sustainability & Purpose Awards website](#). All entries should include one entry form and a company logo 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.

Use a selection of documents and URLs to provide context and background to your entry. Each entry allows for up to 3 pieces of supporting information. These can be in Word, Excel, PDF or JPEG format and must be below 20MB 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. Finally, entries should not exceed 1350 words in total. Should you win, we'd love to showcase your work at the awards and on our website, so please send us high quality images or links to videos that we can use!

KEY DATES

Early bird deadline: Friday 19th September 2025

Final deadline: Wednesday 15th October 2025

Shortlist announcement: Friday 7th November 2025

Virtual Awards Ceremony: Thursday 20th November 2025

PRICING

Early bird entry fee: £255+VAT

Standard entry fee: £299+VAT

CONFIDENTIALITY / ELIGIBILITY

Entries should focus on work completed between 1 September 2024 – 3 October 2025. The 100-word summary provided as part of your entry may be used on the awards website should your nomination be shortlisted. Sensitive information from entries, such as exact budget figures, will not be published at any time.

Please note, a company may only enter a single campaign into a maximum of 6 campaign categories.

CATEGORIES

CAMPAIGN/CASE STUDY AWARDS

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

1. ADVOCACY CAMPAIGN OF THE YEAR

Recognising impactful campaigns that drive awareness, policy change, or behavioural shifts towards a more sustainable and equitable future. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

Aligned SDGs:

- Partnerships for the Goals
- Peace, Justice, and Strong Institutions
- Reduced Inequalities

2. ENVIRONMENTAL ACTION CAMPAIGN OF THE YEAR

Celebrating campaigns that have significantly raised awareness, driven action, or influenced policy for critical environmental issues, from conservation to pollution reduction. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

Aligned SDGs:

- Affordable and Clean Energy
- Clean Water and Sanitation
- Climate Action
- Life Below Water
- Life on Land
- Responsible Consumption and Production
- Sustainable Cities and Communities

3. INCLUSIVE COMMUNITY CAMPAIGN OF THE YEAR

Recognising outstanding campaigns that champion diversity, equity, and inclusion, driving positive change and advocating for a more just and equitable society for all. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

Aligned SDGs:

- Gender Equality
- Reduced Inequalities
- No Poverty
- Quality Education

4. FUNDRAISING INNOVATION OF THE YEAR

Awarding campaigns that demonstrate exceptional creativity, reach, and effectiveness in raising vital funds to support charitable causes, social impact initiatives, or sustainable development projects. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

Aligned SDGs:

- No Poverty
- Zero Hunger
- Good Health and Well-being
- Quality Education
- Clean Water and Sanitation

5. HEALTH & WELL-BEING INITIATIVE OF THE YEAR

Recognising impactful campaigns dedicated to promoting public health, raising awareness about health issues, improving access to healthcare, or advocating for healthier communities. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

Aligned SDGs:

- Good health and well-being

6. PUBLIC AWARENESS CAMPAIGN OF THE YEAR

Celebrating campaigns that excel at educating and engaging the public on critical social, environmental, or economic issues, fostering understanding and encouraging positive action. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

Aligned SDGs:

- Zero Hunger
- No Poverty
- Quality Education
- Decent Work and Economic Growth
- Sustainable Cities and Communities

7. BEST USE OF INFLUENCER

This award celebrates campaigns that strategically and authentically leverage the reach and credibility of celebrities and/or social media influencers to amplify a cause, drive engagement, and inspire action for positive social or environmental change. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

Aligned SDGs:

- From poverty to climate action, this category celebrates how strategic influence can universally amplify any cause, making a tangible difference across virtually every SDG goal.

8. BEST CREATIVE APPROACH

This award celebrates innovative and imaginative approaches that cut through the noise, inspire new ways of thinking, and drive tangible progress towards a more sustainable and equitable future. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

Aligned SDGs:

- This category champions the power of original thought to unlock solutions and amplify impact and applies to almost all SDG goals.

9. BEST TECHNOLOGICAL INNOVATION

This award celebrates groundbreaking applications of technology that address critical environmental and social challenges, driving efficiency, scalability, and new solutions for a sustainable future. Judges want to see objectives, budget, insight, innovative and inventive execution and evidence-based results.

Aligned SDGs:

- Industry, Innovation, and Infrastructure
- Affordable and Clean Energy
- Clean Water and Sanitation
- Sustainable Cities and Communities
- Climate Action

TEAM / CONSULTANCY CATEGORIES

10. SUSTAINABILITY & PURPOSE CONSULTANCY OF THE YEAR

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 Sustainability & Purpose Consultancy 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 Sustainability & Purpose related work in your entry. Please note the work of the whole organisation does not have to be Sustainability or Purpose related, but please do disclose your Sustainability or Purpose related revenues. The judges will seek to honour consultancies that deliver outstanding quality of work, achieve strong financial growth, and maintain a clear track record of fostering a positive and supportive work environment.

REPORT OF THE YEAR

11. ESG / SUSTAINABILITY REPORT OF THE YEAR

This award will recognise the most accurate, best structured and informative ESG / Sustainability 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 / Sustainability Report. An outline of how the report is put together, including how it includes different stakeholder perspectives will also benefit your entry.

12. IMPACT REPORT OF THE YEAR

The Impact Report of the Year category celebrates exemplary reports that transparently and effectively communicate an organisation's social, environmental, and economic impact. The jury will want to see evidence of the organisation's purpose and sustainability credentials. Judges are looking for clear, concise narratives backed by robust data, demonstrating measurable progress towards sustainability goals and highlighting the tangible positive difference made to the world.

JUDGING

The Sustainability & Purpose 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.

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 7 November and the winners will be announced at a virtual awards ceremony on 20 November.

A GUIDE TO ENTERING

If you're thinking of entering the Sustainability & Purpose 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 many 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 20MB 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.

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. 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 Sustainability & Purpose Awards 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 Sustainability and Purpose 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. Campaign or case study objective (1 to 10 points)

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

2. Strategy (1 to 10 points)

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

3. Creativity (1 to 10 points)

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

4. Implementation (1 to 10 points)

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

5. Results & Evaluation (1 to 10 points)

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

6. Why your entry should win (1 to 10 points)

This is your opportunity to tell the judges why you should win. You should provide information on what makes your entry stand out from others.

TEAM / CONSULTANCY CATEGORY CRITERIA

The judges will seek to honour consultancies that deliver outstanding quality of work, achieve strong financial growth, and maintain a clear track record of fostering a positive and supportive work environment. Judges will also 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 Sustainability & Purpose Consultancy of the Year Award. Entries should not exceed 1350 words in total and should focus on work completed between 1 September 2024 – 3 October 2025

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

1. Team / agency objectives (1 to 10 points)

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

2. Recent campaign / work examples (1 to 10 points)

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 (1 to 10 points)

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 (1 to 10 points)

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 (1 to 10 points)

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

REPORT OF THE YEAR CRITERIA

Judges will be looking for reports that show a progressive and thorough understanding of ESG / Sustainability or Impact. Importantly, the judges are not looking to reward the best ESG or Sustainability performance or greatest impact, they are looking to reward the best reports.

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

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 (1 to 10 points)

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

2. Target Audience & Strategy (1 to 10 points)

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

3. Content, Presentation & Creativity (1 to 10 points)

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 (1 to 10 points)

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 (1 to 10 points)

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

Contacts

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

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