

Hollard. SPORT INDUSTRY AWARDS 2023

THE SOCIAL AND ENVIRONMENTAL IMPACT AWARD

WHO SHOULD ENTER?

This award is open to any professional organisation either within the sport industry, or an organisation using sport as a vehicle to drive community, environmental, diversity and inclusion or broader social and sustainability benefits through sport. This award can be entered by agencies, brands, broadcasters, events, governing bodies, leagues, rights holders, teams, venues and more, for internal or external work.

ABOUT THIS CATEGORY

- This award recognises an organisation's understanding that new ideas, creativity, innovation and success come by driving positive societal change and/or the inclusion of different perspectives and experiences.
 - Entries will be judged against initiatives from a variety of organisations, based on the merits and successes of the project rather than the size of the organisations involved. Entries can be focussed on a single well-defined social or environmental outcome and do not have to deliver against all areas of social and sustainable development.
 - Entries will be accepted for work at a variety of levels including, but not limited to, impact on the organisation's workforce, impact on the organisation's consumers and/or the sport it serves, or sport as a whole via campaign/movement-led work.
 - A community can be defined as a sport, social, geographical or organisational group.
 - The programme must have been active within South Africa but can also have been present across other international markets and territories, however, South African work and results should be clearly highlighted in the entry.
 - The Social and Environmental Impact Award will be judged on performance between 31st August 2022 and 30th September 2023.
 - The entire judging process is fully overseen by our independent auditors, and all information submitted is kept strictly confidential.
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JUDGING CRITERIA

Judges will assess entries in this category with particular attention to the points below:

- Entries should demonstrate how the activity has directly or indirectly led to improved environmental or societal impact, and, where applicable, positive commercial outcomes in an integrated way
- An inspirational campaign or programme that has demonstrated tangible results for the organisation and/or partners
- Entries should prove how the activity has enhanced its business, for example helping its brand values, consumer or industry sentiment, or reducing running costs, or creating new revenue opportunities while reducing environmental impacts and/or improving, developing or educating the society and community it operates in
- Demonstration of how this project goes above and beyond standard social and environmental practices, giving details of any key partner organisations involved and/or industry standards met

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- Transparent monitoring, reporting and evaluation of the organisation's social and/or environmental efforts
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ENTRY FORM QUESTIONS

ADDITIONAL ENTRY DETAILS

Should this entry progress through judging, the details below will be used on the Official Shortlist. This is the **only** information that will be shared beyond the Judging Panel.

TITLE (Name of the event, campaign, brand, sponsorship, agency)

CREDIT (Please list any organisations that should be credited in your entry)

PROFILE (maximum 150 words)

ENTRY FORM

The information below will remain **strictly confidential**.

ELEVATOR PITCH: WHY DOES YOUR ENTRY DESERVE TO WIN THIS AWARD? (maximum 150 words)

WHAT DEMONSTRABLE DIFFERENCE HAS THE PROGRAMME MADE TO SOCIETY, AS WELL AS THE BUSINESS? (maximum 150 words)

OBJECTIVES (maximum 100 words)

EXECUTION (maximum 150 words)

RESULTS (maximum 150 words)

TOTAL SPEND

TOTAL SPEND COMMENTS (maximum 100 words)

ADDITIONAL FINANCIAL INFORMATION (maximum 100 words)

BUSINESS IMPACT (maximum 100 words)

SOURCES (optional)