



## ADSG AWARDS 2023 - RECOGNISING SUSTAINABILITY LEADERSHIP IN THE REGION

### BEST SUSTAINABILITY COMMUNICATION PROGRAMME AWARD APPLICATION FORM

<b>Organisation name:</b>	
<b>Short description of the submission:</b>	
<b>Name of person making the submission:</b>	
<b>Position:</b>	
<b>Phone number:</b>	<b>Email:</b>

**DEFINITION:** This award is for communications programmes on the subject of sustainability that include any or all of: Social media, TV, Radio, Newspapers, Public advertisements, Poster campaigns, targeted programmes in institutions such as schools & universities, speaking programmes etc.

#### This award will be judged on the following criteria:

- **Integration of sustainability:** How has sustainability communications been integrated? Including sustainability as part of an organisation's regular communications agenda, strategy, programmes & policies is critical. Submissions need to demonstrate that sustainability communications are not merely one off or discretionary.
- **Plan/Do/Review cycle:** Demonstrate how the sustainability programme was planned, implemented and reviewed. Keeping track of the plans and checking the results against objectives/targets, described in action plans, is key to truly sustainable achievements.
- **Impact:** All submissions need to address what sustainability impact was achieved. Sustainable performance must drive real impact.
- **Innovation and thought leadership:** How were the sustainability communications different from business as usual? Sustainability challenges require new ways of doing things or new ways of approaching existing activities. Submissions should demonstrate the thought leadership and innovation that took place.
- **Communication and engagement:** Submissions must demonstrate that engagement and communication that supported sustainability took place. Promoting transparency to all stakeholders through internal/external engagement & communication is key to realise the benefits from sustainable actions.

Please limit all entries to 150 words only

**INTEGRATION OF SUSTAINABILITY:**

**PLAN/DO/REVIEW CYCLE:**

**IMPACT:**

**INNOVATION AND THOUGHT LEADERSHIP:**

**COMMUNICATION AND ENGAGEMENT:**