

**ENTRY TEMPLATE :
BEST SUSTAINABILITY INITIATIVE**



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Entries can ONLY be submitted online via www.mediaawards.ie*

BEST SUSTAINABILITY INITIATIVE ENTRY TEMPLATE

Entry Details

Entry Title : _____

Entrant Organisation : _____

Client Organisation : _____

Contact Person : _____

Email : _____

Phone : _____

Campaigns must have been active in the Republic of Ireland and/or Northern Ireland between Jan 1st 2025 and March 19th 2026

Respecting our ambitions for our industry to come together and reach net zero by end of 2030, this Category is open to all organisations and looks to recognise and reward a change, campaign, project or event (internal or external) that has enhanced the environmental credentials of the company or brand.

Entries should demonstrate

- An understanding of the company's/brand's responsibility towards the environment
- The impact of the movement on the business
- The measured success in relation to the objectives and expectations.

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CRITERIA	WEIGHT	WORD COUNT
Executive Summary		200
Background		100
Insight	20%	200
Strategy	20%	150
Environmental Practices : This involves reducing carbon emissions, managing waste and using renewable energy.	15%	150
Social Impact : How the company affects its employees, customers, and community, including work practices and community engagement.	15%	150
Governance and Ethics : Evaluating the company's governance and ethical standards.	10%	100
Business Results	20%	150
TOTAL	100%	1200

SUPPORT MATERIALS

Required

- Company Logo (JPEG / PNG / GIF)
- Digital Presentation Image (To be used at Awards Ceremony)

Optional

- URL (e.g: Website or Video content such as a creative reel*)
- With a maximum of five pieces of supporting content (e.g: Creative Images / Brochure / Product shot etc.)

Judging Overview

Entries will be judged and scored by a panel of judges based on the relevant criteria & weightings :

- On the basis of this scoring a shortlist of 6 entries will be shortlisted and published.
- These 6 shortlisted entrants will go forward to present their entries 'live' to a panel of judges.
- Gold, Silver & Bronze awards will be awarded based on these presentations.

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CONTACT

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