



Open. Digital. Global.

Guardian Sustainable Business  
Awards 2014



# The Awards

The world of business is changing. Sustainability has rapidly become the lens through which progressive business views the world.

For organisations at the forefront of change, the Guardian Sustainable Business Awards are an opportunity to tell their story and be recognised for key achievements. Our goal is to accelerate the pace of change by giving progress a global platform.

The awards are all about celebrating best practice, and rewarding those organisations that are raising the bar.

The awards will also deliver a longer lasting legacy for the corporate sustainability community. Through the GSB Awards Best Practice Exchange we share the best success stories with our a global audience for over 12 months.

Guardian Sustainable Business Awards: who are the winners? - interactive

The Guardian Sustainable Business Awards recognise leading innovation and impact in corporate sustainability. Use our interactive wall to see our category winners and click on the icons to learn more about their sustainability initiatives - which companies are leading the way?

Sam O'Neill  
theguardian.com, Thursday 16 May 2013 22:00 BST

### Guardian Sustainable Business Awards 2013 - winners

**Sustainability case studies**  
Innovation and inspiration in corporate sustainability

**Sustainability case studies: built environment**

M&S: prove the big – and the greenest

Aside from being the largest store chain in the world, Marks & Spencer has built Cheshire Oaks, the most energy efficient

**Sustainability case studies: waste and recycling**

**Northumbrian Water: serious about sewage**

Company uses sludge waste as a source of renewable energy, saving millions of pounds and cutting carbon by 20%

**Seacourt: the small firm tackling big challenges**

First firm to achieve zero waste to landfill has gone far beyond best practice and continues lead the field in sustainability

# The Opportunity

With the international reach, progressive stance, and renowned integrity of the Guardian, the Guardian Sustainable Business Awards offer an unrivalled marketing opportunity for businesses. Benefits include:

- Be at the heart of the judging process, seated alongside 30 leading international industry experts
- Network with 300 leaders from progressive businesses, journalists and industry experts
- Be associated with global editorial coverage of the awards across our print, digital and mobile media platforms
- Visibility on GSB Awards marketing material including, print, digital, Ebook, email alerts, awards literature and on-the-night displays.
- Position your organisation as an authoritative and committed voice within industry
- Associate your brand with the Guardian, Guardian Sustainable Business and the corporate sustainability agenda



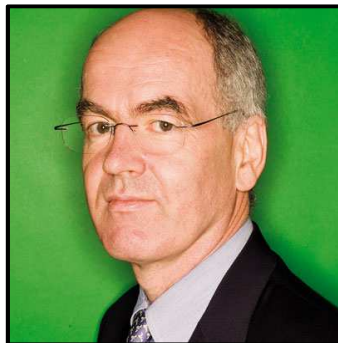
# The Network



**Judging takes place at the Guardian and is guided by 30 leading figures in the sustainability space. Judges include:**



**Jonathon Porritt**  
Forum for the future



**John Elkington**  
Volans



**Polly Courtice**  
CPSL



**Jo Confino**  
Guardian



**Paul King**  
UK GBC

**Amongst our previous guests are many high profile key opinion formers and senior professional who are leading the charge:**

**John Sauven**, Executive director, Greenpeace UK  
**Niall Dunne**, Chief Sustainability Officer, BT Group  
**Stephen Howard**, CEO, Business in the Community  
**Paul Simpson**, Carbon Disclosure Project  
**David Jones**, Global Chief Executive, Havas  
**Mike Barry**, Head of Sustainable Business, M&S

**Ian Cheshire**, CEO, Kingfisher  
**Joe Franses**, Director CR and Sustainability, Coca Cola  
**Dax Lovegrove**, Head of Business and Industry, WWF  
**Rupert Howes**, Chief Executive, Marine Stewardship Council  
**Fiona Ball**, Head of Environment, British Sky Broadcasting  
**Dr Liz Goodwin**, CEO, WRAP



# The Categories



Net Positive

Social Impact

Work

Supply chain

Waste

Lifetime  
achievement  
award

Natural capital

Carbon and  
Energy  
Management

Collaboration

Communicating  
sustainability

Leader of the  
Year

Built  
environment

# Packages – Principal Partner



## Principal Partner

We are inviting **one organisation** to be involved in the awards as principal partner. This exclusive high profile position will give the partner a 12 month schedule of targeted exposure. Benefits include in depth content sponsorship, networking with leading sustainability and CSR professionals, and primary positioning on all marketing materials. The key benefits are:

### Pre-event:

- Company logo to appear on all pre-event publicity until May. This includes print, digital, editorial, on-the-night display and event literature – **\*this includes a solus position on over 1million digital adverts, exclusive to the principal partner**
- Company logo, statement and link to be shown on the awards micro site
- Invitation to the judges lunch for top tier networking and participation in the judging process
- Solus sponsorship of 'A view from the top'. This will be an interactive content series with insight from the award judges, launched on GSB homepage and housed in a dedicated co branded section **\*exclusive to the principal partner**
- Video interview, conducted by Jo Confino, with a senior representative, to be uploaded to the awards website explaining reasons for supporting the awards

### At event:

- Speaking opportunity, to thank guests and explain reasons for supporting the awards **\*exclusive to the principal partner**
- Places for 10 guests
- Sponsorship of the Leader of the Year award in on-the-night multimedia display
- Comprehensive branding at the awards venue, including primary position on staging
- Company representative to have photo opportunities with award recipient at the ceremony
- Logo engraved on the award
- Opportunities for bespoke package tailoring. eg After party, create a special cocktail etc. **\*exclusive to the principal partner**

### After event:

- Lead logo positioning and half page advert in four page print supplement about the awards, published in the Guardian following the awards evening (Guardian readership – 935,000) **\*exclusive to the principal partner**
- Primary positioning on the awards microsite Best Practice Exchange
- Full page advert and full page welcome letter within the event eBook – highlighting sustainability best practice and circulated to every Guardian Sustainable Business member (27,000+) **\*exclusive to the principal partner**

# Value Analysis – Principal Partner



Item	Detail	Value
<b>Exclusive opportunities</b>		
Seat on the judging panel	30 senior executives from across the GSB community	By invitation only
Speaking opportunity at the ceremony	2 minute welcome address	<b>Exclusive to principle partner</b>
Places for 10 guests	Attendance at awards is capped at 300	By invitation only
<b>Media value</b>		
Branding at the ceremony	Primary position on all signage and literature	£5,000
Print promo adverts with branding	Minimum 7 guaranteed in Business, Environment, Society, and main sections - 22 x 5's	£38,500
Company logo to appear on 'Best Practice Exchange'	Minimum 6 months (£1,500 per month)	£9,000
Full page advert and thank you letter in eBook	Sent to 27,000+ GSB members	£3,000
4 email alerts with branding		£4,000
Half page advert in supplement	Full colour, on the back page of the supplement	£11,368
Online promo adverts with branding	1m+ page impressions on GSB (300k+) and rest of Guardian (700k+)	£40,000 <b>Exclusive to principle partner</b>
Sponsorship of 'A view from the top'	Insights from selected judges on an agreed relevant topic, including view from representative of lead partner. Launched on homepage of GSB.	£15,000 <b>Exclusive to principle partner</b>
Video interview	Published on GSB	£3,000
Lead position in 4 page supplement	Logo in prominent place on front page, larger than other partner logos	£5,000
	<b>Grand Total</b>	<b>£133,868</b>

# Packages – Associate Partner



## Associate Partner

We are inviting a maximum of two businesses to be involved in the awards as associate partners. This exclusive position will give partners a 12 month campaign of pre, during and post event activity. Benefits include in depth content sponsorship, networking with leading sustainability and CSR professionals, and high profile positioning on all marketing materials. The key benefits are:

### Pre-event:

- Company logo to appear on pre-event publicity until May. This includes print, digital, editorial, on-the-night display and event literature. Excludes online promo adverts
- Company logo, statement and link to be shown on the awards micro site
- Invitation to the judges lunch and participation in the judging process
- Video interview, conducted by Jo Confino, with senior representative, to be uploaded to the awards website explaining reasons for supporting the awards

### At event:

- Places for 7 guests
- Visibility alongside a chosen category in on-the-night multimedia display
- Comprehensive branding at the awards venue, including logo position on staging
- Company representative to have photo opportunities with chosen award at the ceremony
- Logo engraved on chosen award category

### After event:

- Priority positioning and quarter page advert in four page print supplement about the awards, published in the Guardian following the awards evening (Guardian readership – 935,000)
- Priority positioning on the awards microsite Best Practice Exchange
- Full page advert within the event eBook – highlighting sustainability best practice and circulated to every Guardian Sustainable Business member (27,000+)
- Two free places on a Guardian Sustainable Business short course - \*exclusive to the associate partner (to be redeemed within 12 months of award ceremony)



# Value Analysis – Associate Partner



<b>Item</b>	<b>Detail</b>	<b>Value</b>
<b>Exclusive opportunities</b>		
Seat on the judging panel	30 senior executives from across the GSB community	By invitation only
Places for 7 guests	Attendance at awards is capped at 300	By invitation only
<b>Media value</b>		
Branding at the ceremony	Primary position on all signage and literature	£5,000
Priority position in 4 page supplement	Logo in prominent place on front page. Larger than category sponsor logos	£5,000
Print promo adverts with branding	Minimum 7 guaranteed in Business, Environment, Society, and main sections - 22 x 5's	£38,500
Quarter page advert in supplement	Full colour, within the supplement	£5,573
Company logo to appear on 'Best Practice Exchange'	Minimum 6 months (£1,500 per month)	£9,000
Half page advert in eBook	Sent to 27,000+ GSB members	£3,000
4 email alerts with branding		£3,000
2 places on a GSB short course	To be redeemed within 12 months of agreement	£798
Video interview	Published on GSB	£3,000
<b>Grand Total</b>		<b>£72,871</b>

# Packages – Category Sponsor



## Category Sponsor

We are inviting businesses to be involved in the awards as category sponsors. This targeted sponsorship opportunity will give partners a 12 month campaign built around a specific category. Benefits include in depth content sponsorship, networking with leading sustainability and CSR professionals, and positioning on all marketing materials. The key benefits are:

### Pre-event:

- Company logo to appear on pre-event publicity until May. This includes print, digital, editorial, on-the-night display and event literature. Excludes online promo adverts.
- Company logo, statement and link to be shown on the awards micro site
- **Invitation to the judges lunch and participation in the judging process.**
- Access to award winner list sent 1 week prior to the awards ceremony (under embargo)

### At event:

- Places for 5 guests
- **Visibility alongside a chosen category in on-the-night multimedia display**
- Comprehensive branding at the awards venue, including logo position on staging
- Company representative to have photo opportunities with chosen award at the ceremony
- Logo engraved on chosen award category

### After event:

- **Valuable positioning in four page print supplement about the awards, published in the Guardian following the awards evening (Guardian readership – 935,000)**
- Targeted positioning on the awards microsite Best Practice Exchange
- Promotion alongside chosen category within the event eBook – highlighting sustainability best practice and circulated to every Guardian Sustainable Business member (27,000+)

# Value Analysis – Category Sponsor



Item	Detail	Value
<b>Exclusive opportunities</b>		
Seat on the judging panel	30 senior executives from across the GSB community	By invitation only
Places for 5 guests	Attendance at awards is capped at 300	By invitation only
<b>Media value</b>		
Branding at the ceremony	Primary position on all signage and literature	£5,000
Logo position in 4 page supplement	Logo in prominent place on front page	£5,000
Print promo adverts with branding	Minimum 7 guaranteed in Business, Environment, Society, and main sections - 22 x 5's	£38,500
Company logo to appear on 'Best Practice Exchange' alongside sponsored category	Minimum 6 months (£1,500 per month)	£9,000
Logo alongside sponsored category pages in eBook	Sent to 27,000+ GSB members	£3,000
4 email alerts with branding		£3,000
<b>Grand Total</b>		<b>£63,500</b>

Item	Ratecard*
Principal Partner	£50,000
Associate Partner	£17,500
Category Sponsor	£12,000

\*Prices do not include VAT

\*\*Fees are net of any agency discount

Should you need any further information then please contact:

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