



SPORT
INDUSTRY
AWARDS
2024



SPORT INDUSTRY AWARDS 2024

MEET THE CATEGORIES

Agency of the Year

This award is open to any agency with a significant focus and body of work in sport that has displayed consistent excellence across multiple clients.

Specialist Agency of the Year

This award is open to any specialist agency, or a division within a multi-service agency, with a significant focus and body of work in sport that has displayed consistent excellence within a specific field.

Best on Social

This award is open to any organisation that has delivered exceptional work on any or multiple social media platforms over a significant period of time.

Best Streaming Platform in association with PT SportSuite

This award is open to any organisation that currently operates a direct-to-consumer OTT streaming platform in sport.

Branded Content Award

This award is open to any brand that has created or commissioned high quality, sports-related content.

Original Content Award in association with Shutterstock

This award is open to all sports-related content that has not been created in conjunction with a brand.



Campaign of the Year in association with Marsh Sport

This award is open to any organisation that has delivered a standout campaign connected to sport, demonstrating creativity & originality across multiple marketing platforms, reverberating throughout the industry & beyond.

Event of the Year in association with RPC

This award is open to any standalone live sports event – either in person, virtual or hybrid – that features elite athletes.

Environmental Sustainability Award

This award is open to any organisation with a programme or campaign focused on driving sustainable practices to deliver environmental benefits through sport.

Tessa Jowell Social Impact Award

This award is open to any organisation either within the sport industry, or using sport as a vehicle to drive community change/development, diversity and inclusion or broader social impact through sport.

Purpose Driven Sponsorship Award

This award is open to any sponsorship of an organisation by a brand, designed to drive social or environmental impact through sport.

Experiential Marketing Award

This award is open to any organisation that has used experiential marketing to create a closer bond with the target audience in order to drive a specific objective.

Professional Services Team of the Year

This award is open to any professional services team – such as law firms, insurance providers, recruitment, architects and consultants – that has delivered exceptional work for organisations within the sport industry.

Sport Team of the Year in association with FEVO

This award is open to any professional sports team or club that competes in a professional league, tournament or competition – that has excelled on and/or off the field.

Sport Organisation of the Year

This award is open to any sport organisation that oversees a sport or sports property - likely a rights holder or member organisation – that is proud of a successful year.

Tech In Sport Award

This award is open to any organisation that is breaking barriers through progressive thought, invention, innovation or new technologies in their area of the sports industry.

Fan Engagement Award

This award is open to any organisation that can demonstrate how it has successfully engaged with a fanbase to improve their user experience on an ongoing basis.

Partnership Award in association with Evolution London

This award celebrates partnerships between two organisations that deliver high-impact, multi-layered results.

CHANGES TO THE AWARDS THIS YEAR

- **CATEGORIES**

- New awards and name changes/mergers

- **ENTRY FORM**

- Minor changes to phrasing of questions
- Some of the order of fields have changed
- Additional questions around data privacy
- Tool tips
- The title of your entry may change

- **NO PHYSICAL YEARBOOK AGAIN**

- Like last year, everything will exist online

- **SUSTAINABILITY MEASURES**

- Are a mandatory part of the entry process in 2024

- **MEMBERSHIP**

- SIG Membership entitles your org to one free Award entry, plus a ticket

ENTRY FORM BEST PRACTICES

- EXECUTIVE SUMMARY

- Along with logo and any imagery or video, will be the only thing published publicly
- Make sure you have the necessary rights to any content
- Please make sure your logo is up to date and the accompanying image is unbranded and relates to the work

- OVERVIEW

- Not the same as Executive Summary. Try and write in plain English. Assume judges have no previous knowledge so context is key

- OBJECTIVES

- Must be measurable

- EXECUTION

- Topline explanation of what you did

- RESULTS

- Make sure they correspond with your objectives

- BUSINESS IMPACT

- Focus on impact relative to objectives and budget

- FINANCIAL INFO

- All information is confidential so please provide as much as possible

GENERAL TIPS

- Less is more
- Be relevant and write in plain English
- Make sure the results align with the objectives

KEY TIMINGS

- **SPORT INDUSTRY SOCIALS 3 - SPORTS VIDEO GAMES**
 - Wednesday 1st November
- **SPORT INDUSTRY DINING - FEATURING MARTIN OFFIAH**
 - Wednesday 22nd November
- **SPORT INDUSTRY NEXTGEN - APPLICATIONS CLOSE**
 - Thursday 23rd November
- **ENTRIES CLOSE**
 - Thursday 7th December
- **SHORTLIST ANNOUNCEMENT**
 - End of February
- **AGENCY OF THE YEAR VISITS / PRESENTATIONS**
 - Tuesday 12th and Thursday 14th March
- **FEVO SPORT INDUSTRY AWARDS**
 - Thursday 25th April



SPORT INDUSTRY AWARDS 2024

SUSTAINABILITY CRITERIA

MEET THE CATEGORIES

AGENDA

1. What's being asked?
2. Why?
3. Break it down
4. Making a start / getting help
5. FAQs



SUSTAINABILITY CRITERIA

WHAT'S BEING ASKED?

ORGANISATIONAL AWARDS

a. If you have one, describe the entry organisation's sustainability (or equivalent) policy or plan *(maximum 100 words)*

b. If possible, please provide links to the following initiatives

- A carbon target
- A carbon emission inventory (scope 1,2,3)
- A climate transition plan
- Social Impact Strategy

CAMPAIGN, ACTIVATION OR PROJECT AWARDS

a. If you have one, describe the entry organisation's sustainability (or equivalent) policy or plan *(maximum 100 words)*

b. How does this work consider the objectives of that goal? *(maximum 100 words)*

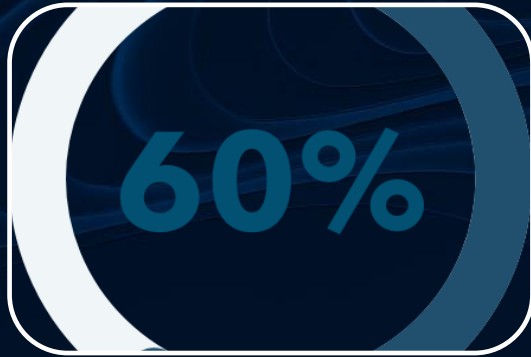


**Why have
you done
this to us?**

SUSTAINABILITY CRITERIA

WHY?

Consumers demand action



of consumers want orgs to change their practices to make progress on societal issues, supply chain and carbon emissions (Deloitte)

Sport is being threatened



Sport can drive change



Our own responsibility & commitment



**Let's
break it
down.**



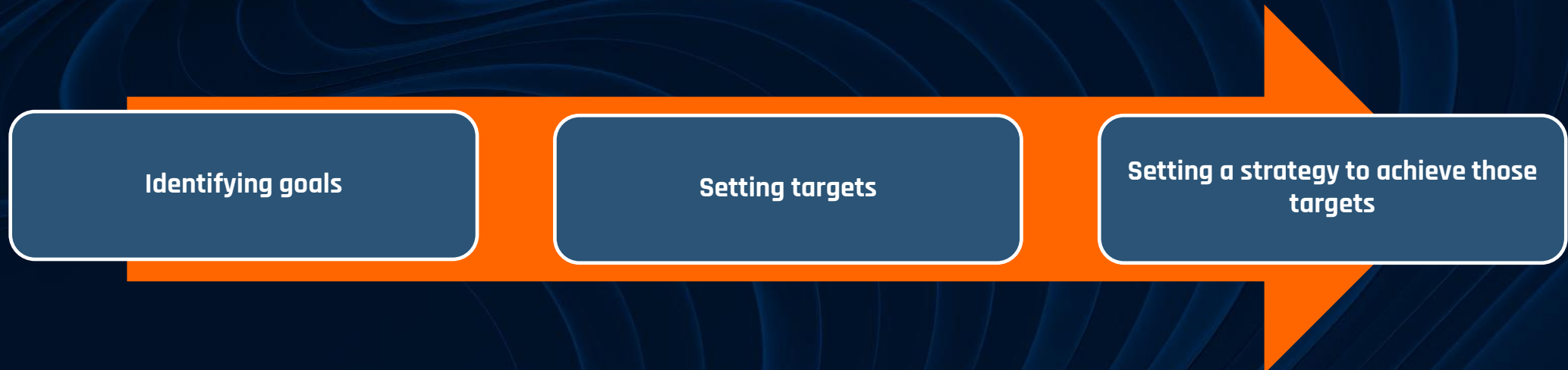
SUSTAINABILITY CRITERIA

1. We understand responsibility for sustainability can differ from organisation to organisation.
2. We understand it may not be you, or your team.
3. First step is finding the right person who can tell you whether you have any of these elements underway.

SUSTAINABILITY PLANS OR POLICIES

WHAT IS A SUSTAINABILITY PLAN?

- Achieving environmental, financial, and societal sustainability
- Creating a better society and environment
- An ESG framework/strategy is a common example



WHAT SHOULD WE BE LOOKING FOR?

- Commitments, targets, actions. Might be called a roadmap/strategy/plan/framework.
- Sustainability topics might include: Energy sourcing and consumption/ Waste and water management/ DEI/ people and communities

SUSTAINABILITY PLANS OR POLICIES

WHAT IS A SUSTAINABILITY POLICY?

- Commitment towards ethical and environmental practices
- Your intention and values
- Procedures you have

Vs how you're going to get there (usually found in a plan/strategy)



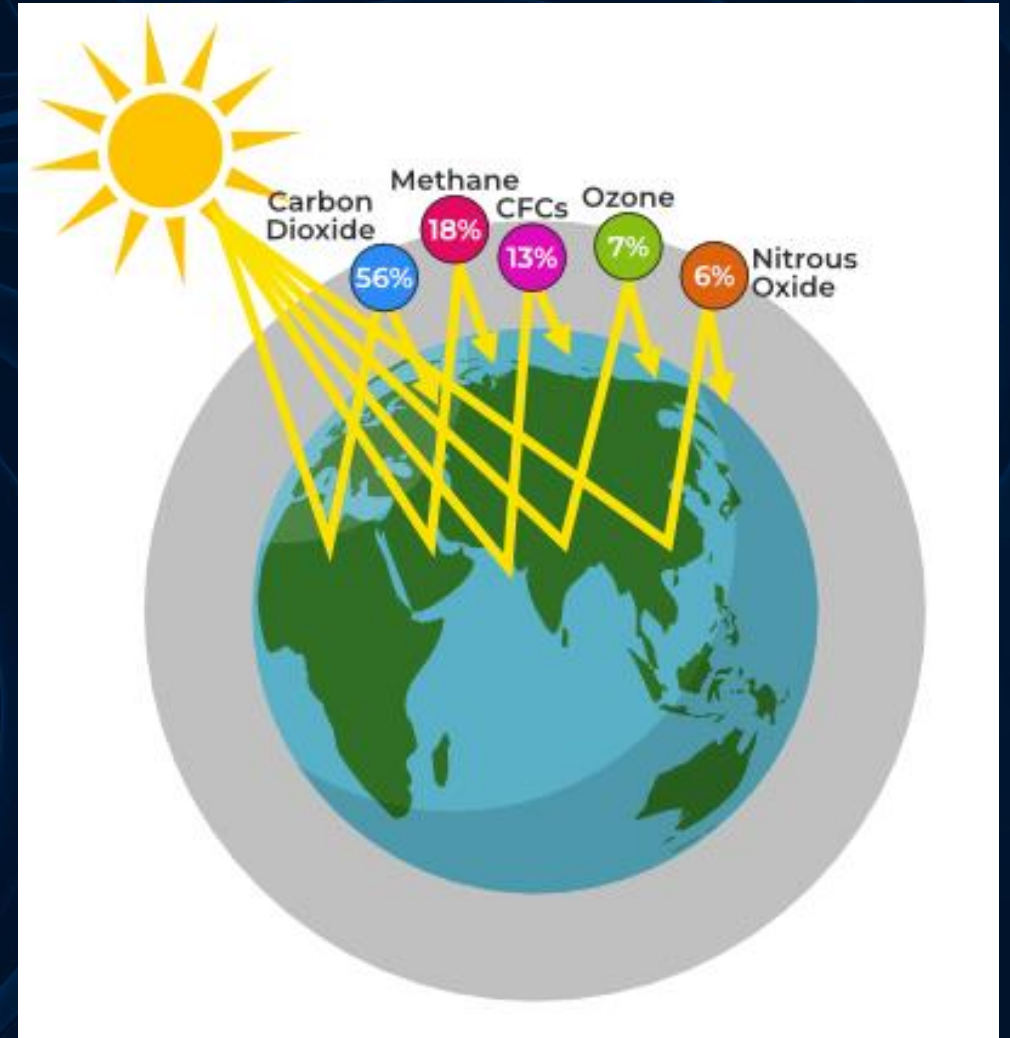
CARBON TARGETS / CARBON EMISSION INVENTORIES

WHAT DO YOU MEAN BY CARBON TARGETS?

- Reducing your carbon impact
- Journey to net zero

WHY IS NET ZERO IMPORTANT?

- Global temperature increase needs to be limited to 1.5°C
- Paris Agreement – emissions reduced by 45% by 2030 and reach net zero by 2050

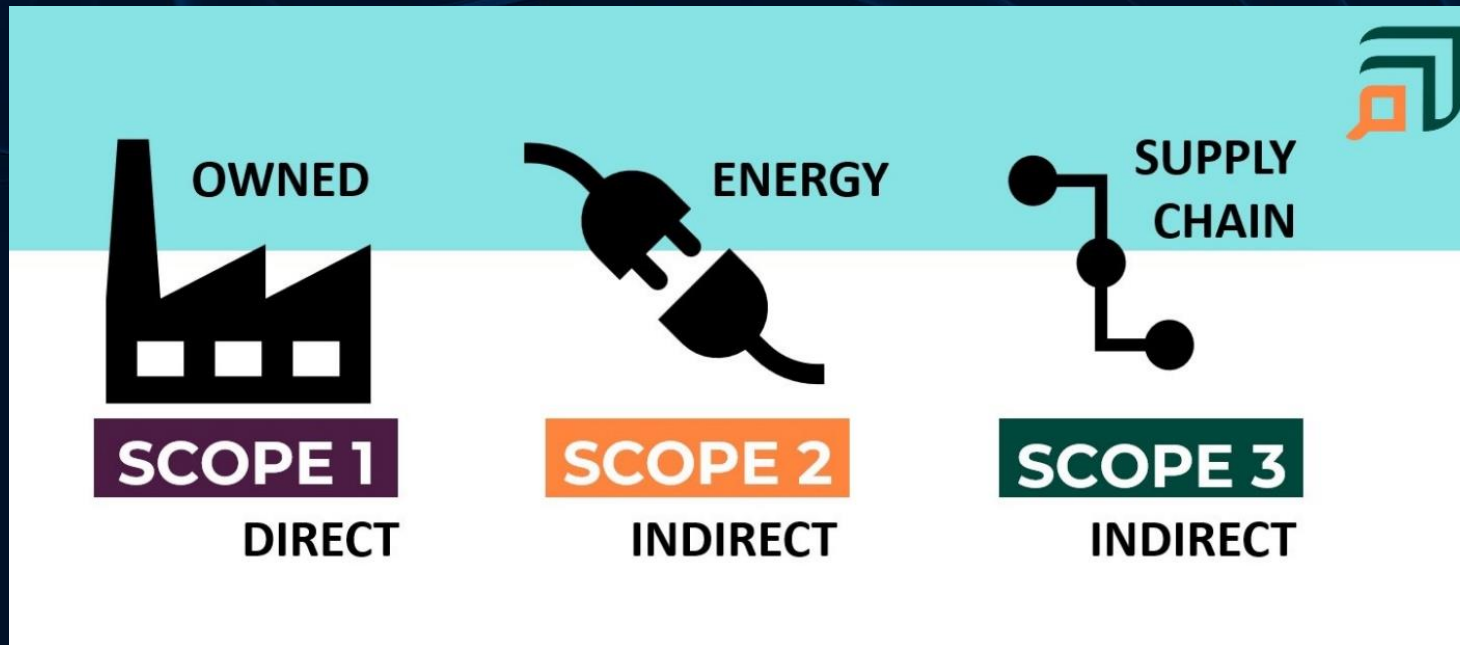


CARBON EMISSION INVENTORIES

WHAT IS A CARBON EMISSION INVENTORY?

- Known as a carbon footprint
- Measured and understood your carbon impact
- Baseline helps you know where to improve (and set targets as a result)

WHAT ARE SCOPES 1,2,3?



CLIMATE TRANSITION PLAN

WHAT IS A CLIMATE TRANSITION PLAN?

- Your action plan on climate impact. Including decarbonisation and offsetting.
- Includes risks, goals and actions and governance related to how you transition towards a lower carbon economy.

SOCIAL IMPACT STRATEGY

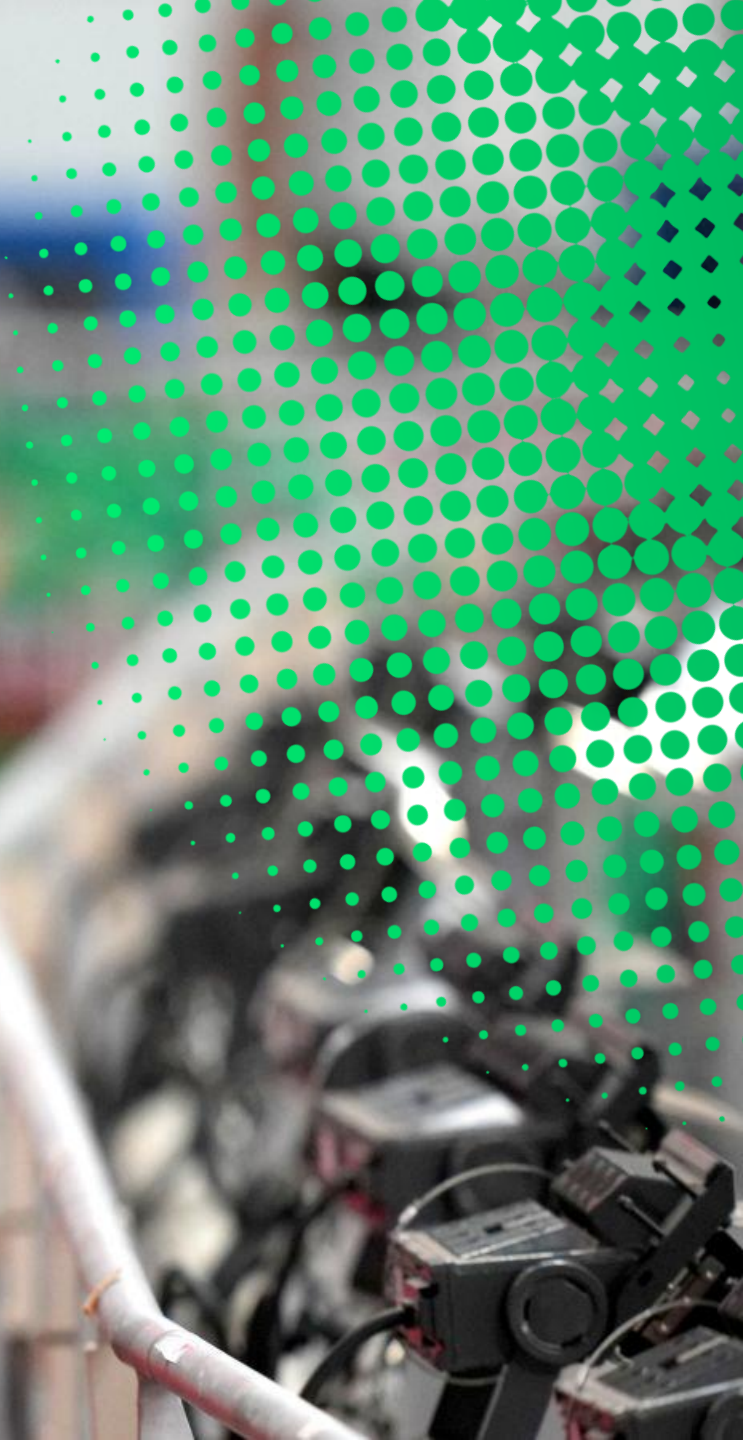
WHAT IS SOCIAL IMPACT?

- Connecting business goals with societal needs
- Consider how you are positively contributing to fair and just society
- Initiative/programmes that try to help solve inequalities and injustices

WHAT SHOULD WE BE LOOKING FOR?

- Corporate decisions based off their potential impact on society
- Business opportunities taken which respond to social issues/create social impact
- Partnerships/investments with charities/communities
- Other ways in which your company supports causes/communities
- How staff are engaged in activities (pro-bono/ advocacy/ volunteering)

There's
time to
make a
start



SUSTAINABILITY CRITERIA

FOR CAMPAIGN / ACTIVATIONS, HERE ARE SOME IDEAS TO SHOW CONSIDERATION

- Calculate the carbon emissions of your campaign/activation
- When selecting your suppliers, did you consider how sustainable their practices / products were or did you use local, diverse community led suppliers?
- Any energy, plastic usage, recycling, waste and water considerations on-set/site
- In the design and execution of your campaign, how did you consider DEI practices? I.e.. Recruitment and representation of ethnically diverse people/groups?
- Any ways you created work opportunities for under-represented groups in the planning and execution of your campaign
- Consideration of the mental wellbeing of your people and campaign
- Did you have a travel policy which encourages sustainable forms of travel?

Please get in touch with rosanna@canyouthinkbeyond.com if you want to discuss any of these elements or need further support

SUSTAINABILITY CRITERIA

FOR ORGANISATIONS - GET YOUR CARBON FOOTPRINT BASELINE AND BEGIN PLANNING YOUR CLIMATE ACTION

Below is our recommended process which will support you to deliver your baseline year carbon footprint in time for the SIA deadline Dec.

1

Understand the organisation and define the scope of your carbon footprint

2

Identify the data to collect, where and who owns the data and conduct data collection

3

Calculate the footprint and set your baseline emissions output

4

Deliver a carbon footprint report

5

Based off this carbon footprint, start planning your climate action.

Please get in touch with rosanna@canyouthinkbeyond.com if you want to discuss any of these elements or need further support

What you can then include in your submission

FAQS

Will we be penalised for not having these sustainability practices in place?

This is the first year that sustainability criteria have been included in the entry form so there will be a degree of leniency. That said, it would be difficult to imagine the winner of 'Sport Organisation of the Year' to not have a sustainability or social impact plan. Similarly, if there were two pieces of work of equal merit and one had considered its sustainability goals and the other had not, the choice would be clear.

We do not have any of what you're asking - what should we do?

Make sure to find and check with the relevant person in your organisation and confirm if the organisation is in the process of developing these and whether you can disclose what you are in the process of doing (the ambition).

We don't have links to share to these initiatives, but we do have them/ they are not public.

Please describe them or share copies (confidentially).

We have an ESG strategy but not a 'sustainability plan' - is this allowed?

An ESG strategy is focussed on sustainability so will cover these elements. Please share the details of your ESG strategy.

What happens if we are in the process of doing this, but it's not ready/ not implemented?

That's ok. Share with us where you are and what the intention is. The fact you've started the journey is useful for us to know.



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