

Sustainable Business Impact Award Categories 2025

Partnership with a Social Enterprise

This category awards excellence for businesses working with a partner social enterprise. Businesses can partner with a social enterprise in a number of different ways, for example, including social enterprises in their supply chain, funding the delivery of a specific initiative, provision of work experience and/or employment to social enterprise clients, engaging in an awareness campaign with the partner social enterprise, or providing operational and skills sharing which will support the social enterprise's work. This category is about business engaging through collaborative means so that the impact of the social enterprise is increased.

Volunteering & Pro Bono Services

Volunteering, including pro bono work, enables businesses to give back to the local community by offering their time, expertise, and services free of charge, while also providing employees with meaningful activities that enrich communities and benefit participants. This can involve not only hands-on volunteering but also the sharing of skills and knowledge that can significantly contribute to the work of a partner. Projects entered in this category should outline time commitments, levels of staff participation, as well as the extent of knowledge and skills sharing involved in the program. Recognising the value of pro bono services alongside traditional volunteering efforts highlights the comprehensive ways in which companies can make a positive impact.

Health & Wellbeing

This category awards workplaces that excel in championing employee well-being and inclusivity. It goes beyond the ordinary, acknowledging efforts that create environments where employees meet business requirements and thrive physically and mentally. The scope includes initiatives promoting healthy lifestyles, providing mental/physical health support, and nurturing team cohesion.

Environment & Biodiversity (LIC & MNC)

Companies are invited to report on projects that work to enhance biodiversity; reduce waste; or improve water or air quality. These activities could include campaigns to encourage greener behaviours or installation and restoration projects that have environmental improvement as their primary goal. These programmes might have been carried out on-site or within the local community of the company and have had a tangible outcome in terms of improving the environment.

Diversity, Equity & Inclusion (LIC & MNC)

This category seeks to recognise initiatives that enhance the diverse environment of workplaces and foster inclusion for all staff. Diversity, Inclusivity and Equity in business is about ensuring that the workplace environment is one in which staff are valued for their many differences and are not left behind or excluded because of them.

This category might include initiatives which examine who is being hired, who is being promoted, and what can be done to improve these practices so that no one is excluded based on gender, ethnicity, sexual orientation, disability or other traits. On inclusivity, programmes entered in this category might look at the culture within a company and how a business ensures that diversity is welcomed and differences are embraced.

Sustainable Impact by a Small or Medium Business

SMEs, though often operating with smaller resources and budgets, often engage in meaningful and high-quality work, and this category recognises the best practice by such businesses, which prove that size is not a factor in the capabilities of a business to make a positive impact in the world. The SME category applies to companies with 50 employees or less and recognises excellence in a variety of areas. This category is not specific to environmental or community-based projects; all categories of projects can be entered.

Partnership with Charity (LIC & MNC)

This category awards excellence in working with a partner charity. Businesses can partner with a charity in a number of different ways, for example, engaging in an awareness campaign with a partner charity, or providing operational and skills sharing which will support the charity's work.

This category is about engaging in a considered partnership with a charity and offering support through a variety of collaborative means, with staff engagement, skills sharing and more of relevance.

Community Programme (LIC & MNC)

A community programme represents a sustained effort by a business to strengthen its links with the community in which it operates, and to have a positive impact on its locality. The programme should respond to a specific need in the community and should focus on the measures taken by a business to engage with the community and all relevant stakeholders on talking it.

Communication

Communication is vitally important in highlighting the work that companies engage in. This category reflects the steps taken in communications across the board, internally with employees on the company's work and engagement, externally with the charity partner or community, and wider again, with customers and external business stakeholders. Communications is about spreading the message effectively and sharing best practice and knowledge. Excellence in communications gives as many people as possible the opportunity to input and get involved.