

THE PLANET NEEDS THIS WORK TO WIN...

YOUR GUIDE TO INDUSTRY AWARDS FOR BRILLIANT
CLIMATE-ACTIVE WORK



WHAT'S IN THIS GUIDE

Sustainability work can be hard. It takes innovation, creativity and craft.

Entering it into awards should be the easy part! That's why we've created this pack – to help you find the awards shows and categories to showcase your brilliance.

Because this is work that matters.

We want to ensure there's always a platform to recognize this work, inspire others, and show the impact that marketing can have for good.

In this pack you will find an awards calendar; entry tips and tricks, case studies of previous winners, and other resources to help you identify and craft that winning entry.

Good luck!



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WHY YOU SHOULD CARE:

As well as supporting a more sustainable future, this is work that matters – to your clients, your business, and your peers in the industry.

Purpose-driven work is **growing**:
53% increase in entries to Glass:
The Lion for Change in 2025.

Sustainability work is often **more effective** at achieving business metrics too – see the case studies for examples.

Award shortlists are critical to your agency's **RECMA scores** – recognition for excellence in a critical area for your clients.

All large companies now must **report their emissions** and have a plan to reduce them – including advertising. Show clients how you can support this business-critical strategy.

This is work that matters to your peers; 71% of the **media industry** believe it's important that the business they work for prioritizes climate sustainability.

Sustainability is valuable to your client's brand; sustainability perceptions contribute up to **10% of brand value** in the world's top 100 brands.



WHY THIS WORK MATTERS TO YOUR CLIENTS...

Marketers want to celebrate this work in awards too

"As an industry, we're on the journey to reduce our impact on the planet. In the same breath, we operate in businesses that have goals and objectives that still need to be met. The challenge for marketers is juggling both, and often we don't really know what the possibilities are. We need to be **celebrating and sharing as many stories of success as we can**, and awards are the perfect platform to do this."

Lisa Jarvis, Head of Media and Comms Strategy, Marketing – The Arnott's Group (Ad Net Zero Australia supporters)

SUSTAINABILITY AWARDS ACROSS THE YEAR

Note these are specific ‘sustainability’ categories; great sustainability work can of course be entered into non-specific categories too

Awards	Relevant Category	Submissions Open	Final Entry Deadline
Mumbrella Awards	Sustainability & Responsibility in Marketing	November 2025	March 13 th 2026
AWARD Awards	Creativity for Good	February 16 th 2026	March 13 th 2026
Effies	Positive Change	February 16 th 2026	June 1 st 2026
MFA Awards	ESG Campaign Industry Change Program	March 10 th 2026	May 5 th 2026
M&M Global Awards	Best Campaign Led by a Cause	April 6 th 2026	June 25 th 2026
Ad News Agency of the Year	Social Responsibility / Pro Bono Award	July 2026*	September 2026*
Ad Net Zero Awards	Best Practice in Sustainability (categories for all areas of advertising)	May 2026*	July 2026*
B&T Awards	Award For The Planet	June 2026*	August 2026*

*Based on 2025 dates, exact dates TBC

**NO CAMPAIGN?
NO PROBLEM!**

SBSMedia
**SUSTAINABILITY
Challenge**

**WIN \$500,000 IN FREE
ADVERTISING INVENTORY**



SBS Media's Sustainability Challenge invites brands, media, and creative agencies across Australia to develop a 30-second TV/BVOD commercial script that highlights how their products and business practices are actively shaping a more sustainable world and encouraging new environmentally conscious consumer behaviours. The winner is awarded \$500,000 in free advertising inventory across the SBS Network.

This is an annual competition, and entries close on 6th March for 2026. Keep your eyes out for next year's competition!

Full details at: sbsmedia.com.au/sustainability-challenge/





SO WHAT DOES AWARD-WINNING SUSTAINABILITY WORK LOOK LIKE?

Here are some examples to inspire you. They have all won awards in 2025, and represent the pinnacle of creativity, innovation and impact.

More examples can also be found on the Campaign Ad Net Zero Awards website, that contains case studies from all the shortlisted and winning work around the world.

Campaign Ad Net Zero Awards
Case Study Library



**Digital
Sustainability
Initiative:
WPP Media**

2025 MFA Industry Change Program Winner



#1

-19%

reduction in CO2 emissions

24

campaigns covered by the
initiative to date



DIGITAL SUSTAINABILITY INITIATIVE – WPP MEDIA

2025 MFA 'Industry Change Program' Winner

Recognising that digital ads contribute significantly to global emissions, we developed a data-driven approach to optimise media buying to reduce the carbon footprint of digital advertising while maintaining or improving campaign performance.

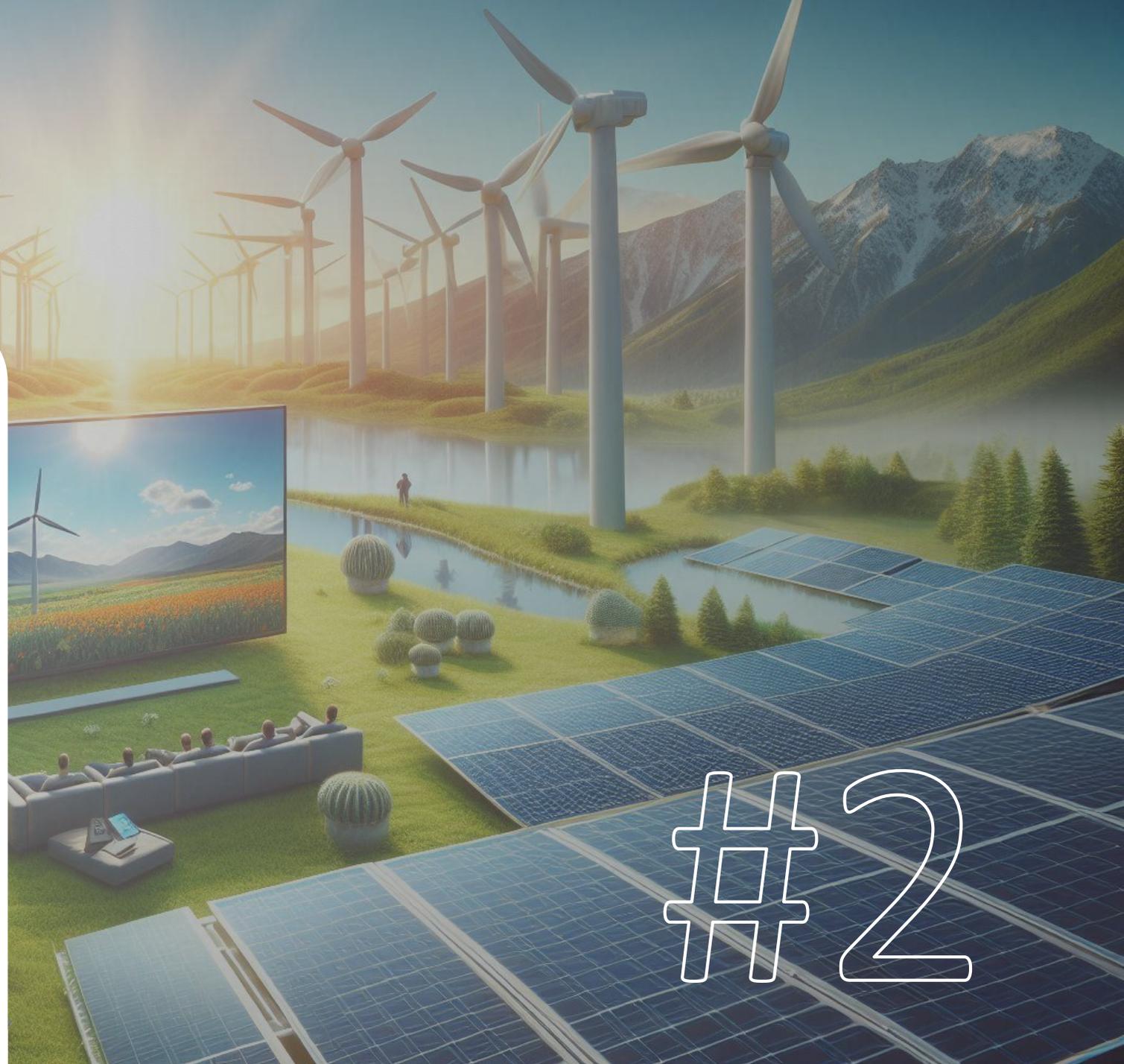
The solution evolved from manual blocklists to an Australian-first algorithm, which identifies and prioritises low-emission, high-performing inventory. This not only reduced CO2 emissions by 19% across 13 campaigns (exceeding the 10% target) but also maintained or improved client KPIs, demonstrating that sustainability and profitability are not mutually exclusive. The scalable model offers a roadmap for the industry to significantly reduce Scope 3 emissions and foster a more sustainable advertising ecosystem.

[Read more about this work here](#)

campaign
AD NET ZERO
awards

Renewables Ad Engine: Hearts & Science

2025 Ad Net Zero 'Best Practise in Sustainability
Award - APAC' Winner



#2

RENEWABLES AD ENGINE – HEARTS & SCIENCE AUSTRALIA

2025 Ad Net Zero 'Best Practise in Sustainability
Award - APAC' Winner

The Renewables Ad Engine is a scalable and easily implementable solution that reduces carbon emissions without compromising campaign delivery, efficiency, or reach. It actively reduced emissions in near real-time through smarter, data-driven media technology.

The algorithm incorporated historical and real-time energy market data, so that CTV ads could be dynamically serve streamed when each state's renewable energy levels were relatively high compared to a historical rolling average, and pause them when they weren't.

This innovation achieved a 30% increase in renewable energy use across streaming campaigns, without negatively impacting reach, frequency, or other core campaign KPIs.

[Read more about this work here](#)

+30%

increase in renewable
energy use

+16%

reduction in carbon
intensity



Hearts & Science

**ADAM
LIAW** AND
THE
SBS SUSTAINABILITY
Challenge



Join The Charge: The NRMA

2025 SBS Sustainability Challenge Winner

#3



JOIN THE CHARGE – THE NRMA

2025 SBS Sustainability Challenge Winners

This campaign encouraged Australians to consider switching to electric vehicles, positioning EV adoption as both an accessible and impactful step toward reducing transport emissions.

Sustainability was embedded not just in the message, but in the making of the campaign. Working with production partner 3rdspace, the NRMA adopted a low-emissions production model from remote-first casting and EV crew transport to solar-powered generators, plant-based catering and post-production powered by renewable energy. The result was a final shoot footprint of just 1.98 tCO₂e - 75% lower than the industry average.

[Read more about this work here](#)



THREE TIPS TO A WINNING CAMPAIGN...

How to make your work shine!

1. QUANTIFY THE IMPACT

Showing a reduction in emissions is a great way to make success tangible. But if you don't have detailed emissions reporting, all is not lost! Be creative. There are plenty of ways to calculate an estimate, for example using the [GMSF framework](#) or previous campaign benchmarks.

Similarly, if your campaign impacts consumer attitudes or behaviour, how can you quantify that impact?

2. SHOWCASE INNOVATION

Sustainability is a relatively new consideration for advertising, so many solutions require new thinking and ideas. Showing this innovation can be a great way to elevate your entry.

Think how you've used data, technology, media channels or storytelling in new and interesting ways, or brought suppliers together to create new partnerships.

3. THINK BEYOND THE OBVIOUS

Not all work that has a positive impact on sustainability comes from "sustainability" campaigns or typical ESG brands.

There is plenty of brilliant work that reduces emissions 'behind the scenes' – whilst still having a massive impact. Showcasing this work is just as valuable, as it often aligns with business metrics.

MIND YOUR GREENWASHING...

As with all award entries, be careful not to over-claim. The [ACCC's 8 Principles](#) provide useful guardrails to keep you on track.



Principle 1
Make accurate truthful claims



Principle 2
Have evidence to back up your claims



Principle 3
Do not hide or omit important information



Principle 4
Explain any conditions or qualifications on your claims



Principle 5
Avoid broad and unqualified claims



Principle 6
Use clear and easy-to-understand language



Principle 7
Visual elements should not give the wrong impression



Principle 8
Be direct and open about your sustainability transition

WHAT NEXT?

Get started now so you're ready to enter

1.

IDENTIFY THE WORK

What campaigns have had a positive impact on the planet? Remember those beyond the obvious 'ESG' campaigns and brands.

2.

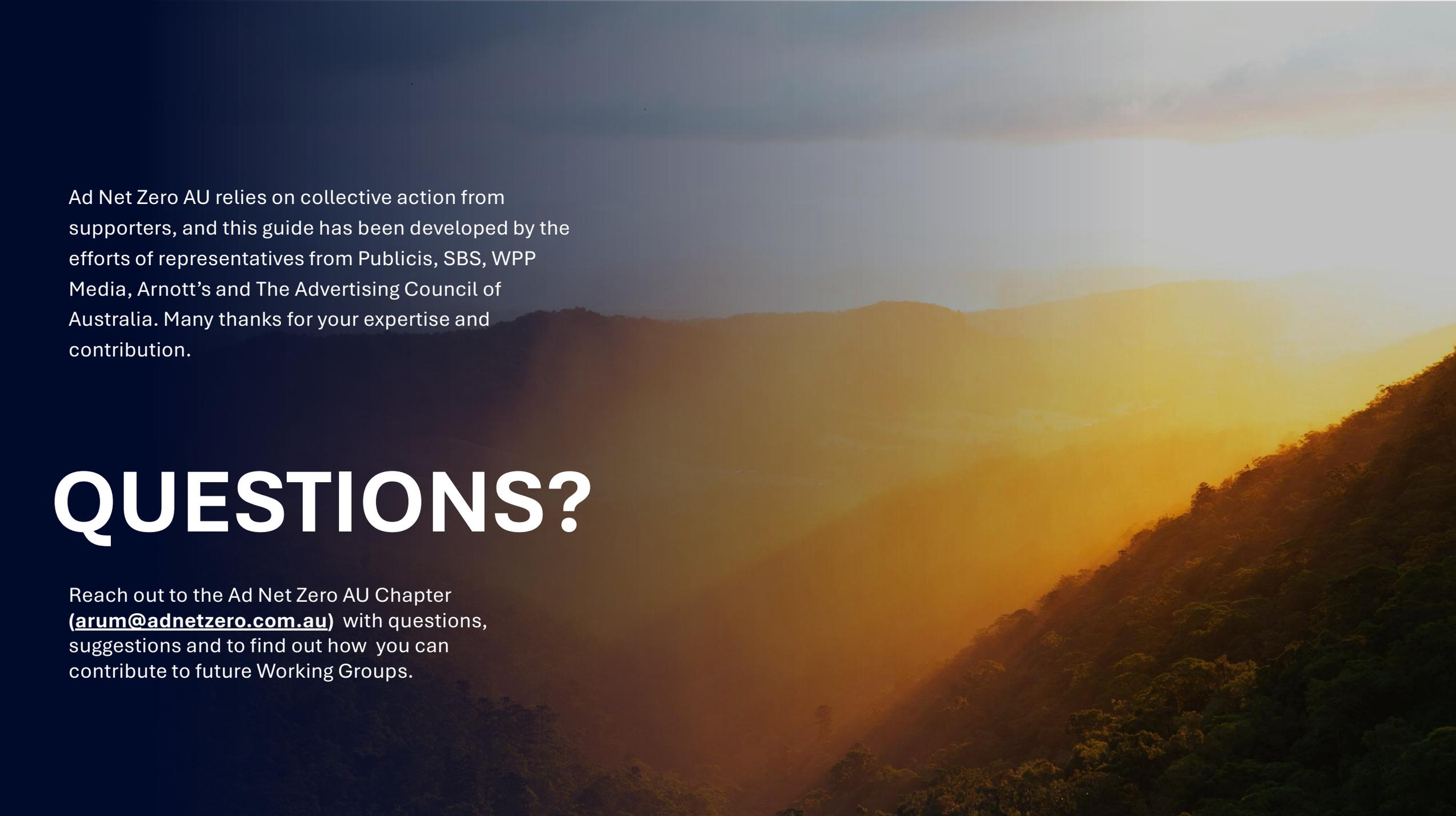
GATHER THE INFO

What data can support this entry? Who can help provide this – or where could I find estimates myself? As with all award entries, proving success makes all the difference.

3.

RALLY THE STAKEHOLDERS

Who needs to help bring this entry together – your colleagues, as well as partners and of course your client? Start the conversation early.



Ad Net Zero AU relies on collective action from supporters, and this guide has been developed by the efforts of representatives from Publicis, SBS, WPP Media, Arnott's and The Advertising Council of Australia. Many thanks for your expertise and contribution.

QUESTIONS?

Reach out to the Ad Net Zero AU Chapter (arum@adnetzero.com.au) with questions, suggestions and to find out how you can contribute to future Working Groups.