




sky0

FOOTPRINT FUND

2025

Guidelines & Entry Criteria



Even in the context of a cost of living crisis, sustainability needs to stay at the top of the agenda. This year, we're keen to see brands that are helping the planet and peoples' pockets.

SKY ZERO FOOTPRINT FUND

The 'Sky Zero Footprint Fund' is a £2 million advertising fund designed to help brands **accelerate** and **amplify** initiatives that drive positive **behavioural change** and create **tangible impact** towards creating a more **sustainable** future.

Sky believes it has a role to play in helping tackle the climate crisis and has established this initiative as part of our journey to a low carbon world.

Over the last 18 years, Sky has been committed to reducing its impact on the environment and is now using its knowledge and passion to inspire others to do the same. **The Sky Zero Footprint Fund** calls for entries from media agencies, creative agencies and brands that are supercharging their initiatives to drive change for the better through the power of TV and advertising.

This year, the **£2m media value prize pot** is spread across 3 separate categories – **Disruptors**; small businesses, **Catalysts**; charities, **Champions**; larger, more established brands. It will be split as follows: **3x £200k** - Disruptor winners. **2x £200k** - Catalyst winners and **1x £500k** Champion winner. There's then an opportunity to win a further £500k in media value.

The winner and the runners up will have:

- Developed an idea or concept that will use the power of TV to inspire behavioural change for a more sustainable future
- Demonstrated the impact that their idea will have on the UK's path to net zero carbon
- Creatively brought to life their idea through a 30" TVC
- Showcased how they have adopted more sustainable practices in the TVC production process*

* Guidance / assistance to be made available via AdGreen

You'll need to identify which category to enter your brand into. Pick one of the following categories to enter that fits your brand.



Disruptors (SMEs/Scale-Ups)

From the 'Disruptor' brands, we're looking for products or services that would be a simple swap for consumers. Often sustainability can be perceived as expensive or hard work so how is your proposition cost effective and how easy is it for consumers to access and use?

Disruptor brands also have the potential to really shake up a category. We would love to hear how what you're selling is different or better than the traditional options within the category. And does your proposition have the potential to influence the whole category to evolve the products and services they offer consumers to reduce their carbon footprint on the planet?



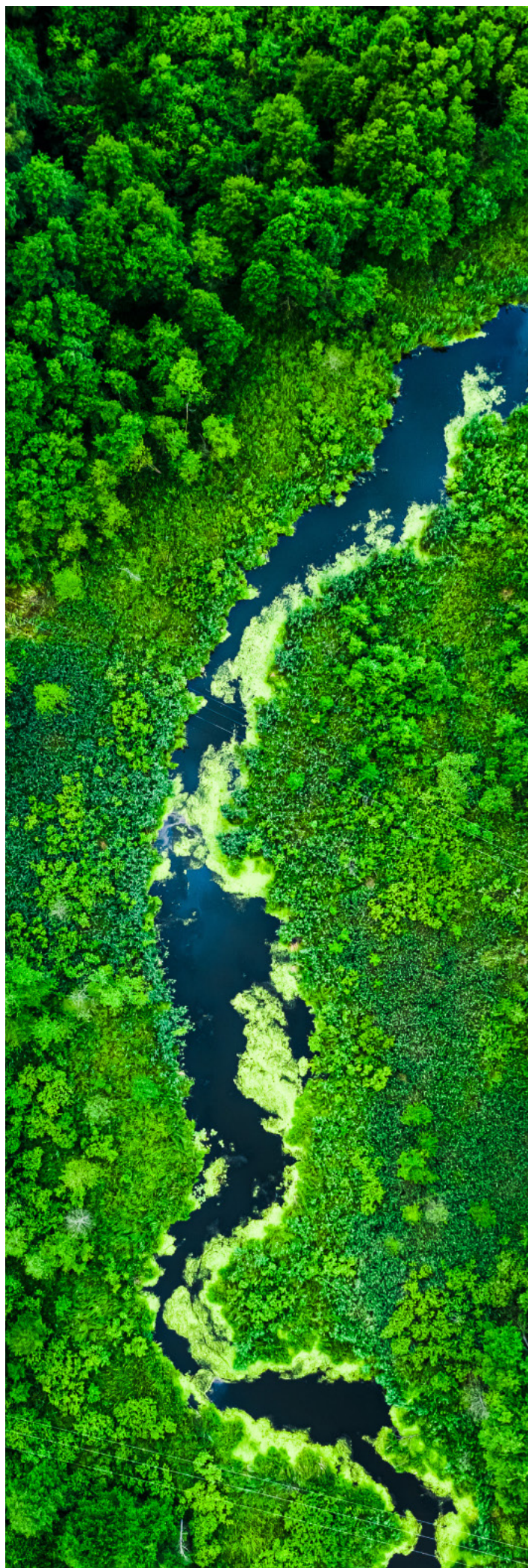
Catalysts (Charities)

From the 'Catalyst' brands, we're looking for campaigns that will genuinely drive behaviour change to reduce people's carbon footprint. Whether this is a small nudge or a big shift, how will your campaign cut through with consumers, motivate them to act and sustain their new behaviour in the long term?



Champions (Big businesses)

From the 'Champions' we believe there is a huge opportunity to make a difference through the scale and depth of customer relationships you hold. We're looking for big businesses that are making big changes to improve their carbon impact and are offering consumers more sustainable products or services. Beyond people just buying from you, how will your campaign help change behaviour more widely amongst your customer base to reduce your collective carbon footprint?



TIMING & PROCESS

Judging is conducted in 3 stages.

- 1. Stage 1:** Takes place online via the website entry portal. All entry materials should therefore be submitted within the portal. No printed material or physical support material will be accepted at this stage. There is an option to supply supporting documents digitally (as a pdf/word doc) or link to a video in the entry portal.
- 2. Stage 2:** 18 brands will be carefully selected from all entries and will move forward to a live Dragon's Den style pitch with the judges. The shortlist of 18 will be drawn from online scores and announced to the public at the beginning of June. At that time, entrants will be notified by email of the results and provided with information for the second stage, which will include a live pitch to the judges. From the live pitching process the 6 most creative and impactful ideas will go on to win the media value prizes split between: 3x £200k SME Businesses, scale ups and start-ups winners. 2x £200k charity winners. 1x £500k big business winner. There's then an opportunity win a further £500k in media value.
- 3. Stage 3 (Final):** Once the final 6 winners have been selected and announced, those businesses will proceed to stage 3 of the judging process where they will be required to produce the advert. In this final stage, the judges will select the advert with the best and strongest execution to double the prize fund in media value for its campaign. The winner will be selected and announced in October.

KEY DATES

5th May* - Stage 1: Entries Close

For this initial entry, applicants are required to fill in all compulsory fields in the entry form on the website to demonstrate how the organisation's idea will accelerate behaviour from a sustainability standpoint (this could be by reducing their carbon footprint or encouraging their customers to make sustainable changes in their everyday lives).

19th May* - The Top 18 Announced

Once selected, applicants will be notified via email, announced and given an overview of requirements for stage 2 of the judging process.

Please note: The Top 18 entries will be given approx. 2-3 weeks to prepare for stage 2 so should be prepared for a quick turnaround if shortlisted.

w/c 2nd & 9th June* - Stage 2: Dragon's Den Pitch

18 shortlisted brands will be selected to move forward to a live in-person pitch with the judges. This will entail a 10-15 minute pitch presentation at the beginning of August to bring the initial idea (from stage 1) to life with more detail around creative delivery and execution plan.

July/August* - Winning 6 Announced

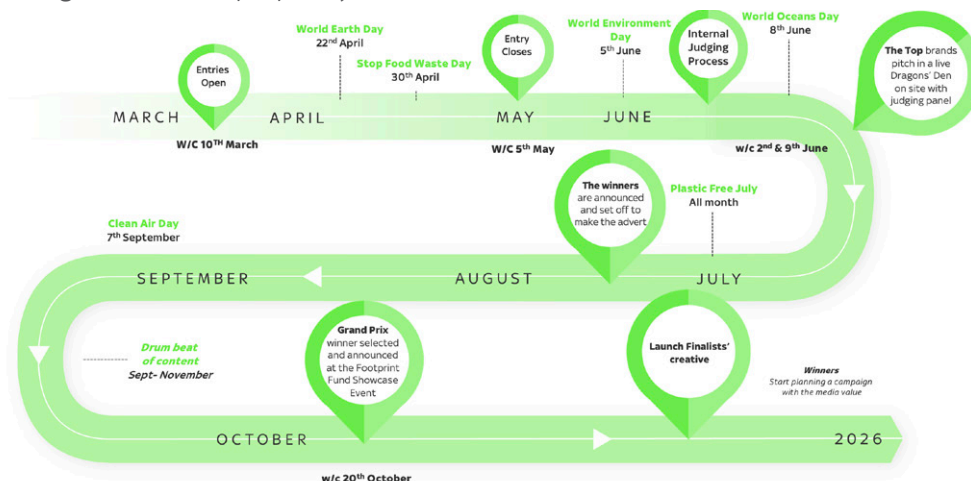
The judges will select 6 of the most creative and impactful ideas from the 18 shortlisted pitch presentations, that will go on to share the £2 million media prize pot. Each brand in the top 6 will be required, at this stage, to produce an advert and is guaranteed the media value prize within their business category.

October - Stage 3: Grand Prix Event

The final 6 winners will be invited to attend a special event with the judges to unveil their fully-produced TV advert. On that day, the judges will decide and reveal who the 5 runners up are and who is the grand prix winner of the £1 million media value prize money.

The winners' adverts will be revealed and launched following a public announcement. The Sky Media team will help the 6 winners plan and launch their TV campaigns using the media value prize money.

**All dates are approximate and subject to change*



ENTRY CRITERIA & INFORMATION FOR STAGE 1

Your written entry, submitted online, is the basis on which you will be judged and shortlisted in stage 1. Entries should show how you meet all of the criteria (see page 10) and entries should adhere to the following format and include all necessary fields:

- **First Name**
- **Last Name**
- **Email Address**
(so we can contact you should you be shortlisted)
- **Phone Number**
(so we can contact you should you be shortlisted)
- **Client/Brand**
- **Brand Category (Disruptors, Catalysts, Champions)**
- **Submitting Company/Agency**
- **Have you entered the Sky Zero Footprint Fund before?**
- **Elevator Pitch:** (max 250 words) Describe your elevator pitch as plain text within the online entry form. Please note that we have the right to publish your 'elevator pitch' piece in full should you be shortlisted.
- **Business Background:** (max 200 words) Questions to consider when answering this section:
 - Describe your business and where you are on the journey to a low carbon world. How have you built or evolved your business to create more sustainable outcomes?
 - What barriers exist?
 - Where is the opportunity for you to make the biggest impact on a more sustainable future?
- **Idea:** (max 200 words) Questions to consider when answering this section:
 - How will you use your business and brand voice to create sustainable change?
 - What insight has led you to this idea?

- **Execution:** (max 200 words) Questions to consider when answering this section:
 - How are you planning to bring your idea to life?
 - How would you maximise the impact of winning the main prize? Are you planning to commit to this idea with a wider campaign beyond the Footprint Fund?
 - Can you demonstrate how your execution is compelling, unique or inspiring?
- **Results:** (max 200 words) Questions to consider when answering this section:
 - What impact will your campaign have on the UK's path to a low carbon world?
 - What results or behavioural change do you hope to achieve by executing this idea?
 - What KPIs/metrics will you be using to measure your success?
 - If successful, will you continue to commit to supporting your sustainability campaign as part of your marketing plan?

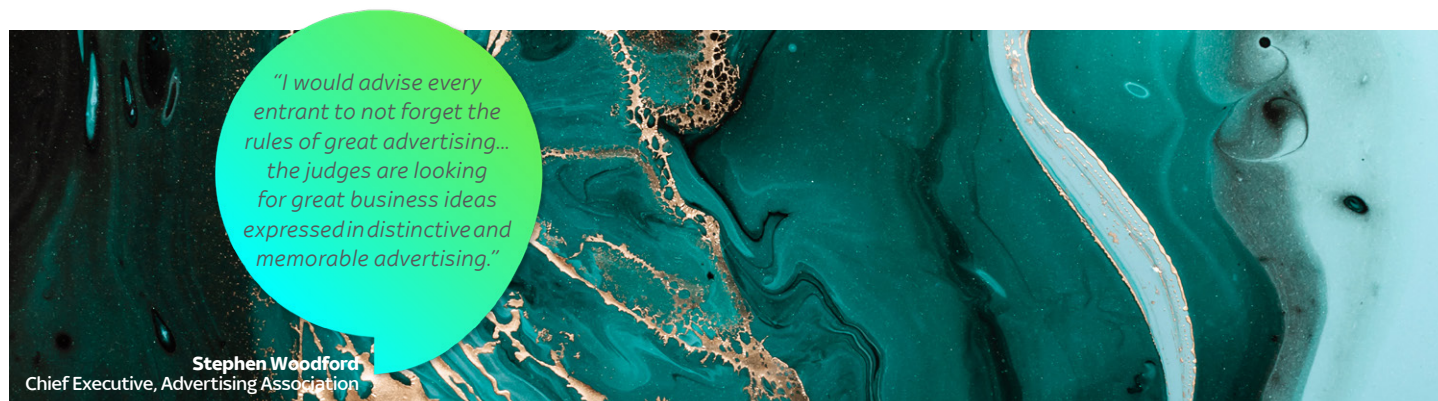
IMAGES / SUPPORTING DOCUMENTATION (Optional)

Should you wish to accompany your entry with any additional resource (imagery, mood boards, storyboards, etc.), there is an option to add supporting documentation (max file size of 5MB per attachment and is limited to 5 documents).

SUPPORTING VIDEO (Optional)

The use of video is permitted as supporting material to your written submission. Video should be hosted on YouTube or Vimeo and supplied as a URL as a live link within the entry system.

Please provide any passwords required by judges to access the video. The link should remain available until 31 December 2025.



WHAT DOES GOOD LOOK LIKE FOR THE FINAL 6?

How will you use the winning prize fund to have a tangible impact on a more sustainable future?

The winning brands will have successfully demonstrated their commitment to a low carbon future - whether this means showcasing how their business operates (or has adapted to operate) in a more sustainable way for the customer; how their products or services are built to help customers reduce their carbon footprint, or how they are inspiring and normalising positive behavioural change amongst their customers to protect the environment.

The winning TV creatives will be seen to inspire change, normalise newer, more sustainable behaviours and challenge conventional thinking.

The key components mentioned above will be brought to life in the winning ad creative.

The judges will be looking for evidence of:

- How has this brand built or evolved its business to create more sustainable outcomes?
- What is this business doing (in comms) to create positive, more sustainable, behavioural change amongst consumers?
- How will this idea create a genuine impact towards protecting the environment?

If you make it to the top 6, the judges will be scoring your live pitch on three key areas (each will be scored out of 5):

1. THE STORY & CREATIVE

Will the brand's story and creative idea capture the imagination of the nation?

2. THE IMPACT

Will the idea inspire real, tangible change?

3. SUSTAINABILITY CREDENTIALS

Are the business' sustainability credentials sound and will the brand adopt sustainable practices in the TVC production process?



WHO CAN ENTER & KEY REQUIREMENTS

- Entries may come directly from advertisers or businesses, creative agencies, media agencies, PR agencies or from other sources, but each entry (even at stage 1) must be backed by senior personnel from the primary business in question.
- A mandatory requirement is that the **Final 6** will produce a 30" TV creative to run across the Sky Media channel network. This must be:
 - Cleared for UK broadcast (Clearcast approved)
 - Ready to be aired from 8th December 2025 (ad delivered to transmission site).
- The cost of producing this TV creative is to be covered by the entering business or its respective agencies.
- Aside from the judges' criteria, Sky reserves the right to reject or omit entries based up its Responsible Business Strategy. For more details [click here](#).
- IP: Sky reserves the right to utilise winning entries' details in supporting comms.

The Prize:

- In line with the judges final decision, there will be 3x £200k SME Businesses, scale ups and start-up winners. 2x £200k charity winners. 1x £500k big business winner. There's then an opportunity to double the prize by winning the grand prix.

Further Details:

- Dates of entry and deadline as published. Sky reserves the right to amend the dates as required.
- The full Terms and Conditions will be available [here](#) before entries open.
- Sky Airtime and Digital Terms and Conditions can be found [here](#).

DO

Embrace this opportunity to develop advertising that has a genuine purpose and creates an outcome for good.

Engage with Sky Media to sound out your line of thought and seek guidance on your approach.

Utilise this initiative as a platform to learn more about improving the sustainability of your TV production processes.

Consider how your brand/service and communication plan can be helpful to both the planet and consumers' pockets in the context of a cost of living crisis.

Be authentic. Acknowledge where your business/ sector might have sustainability shortcomings and where you are on the journey to self correction - this process is about progress not perfection.

DON'T

View this as a commercially focussed initiative where the award will go to the highest spending client.

See this as an opportunity to 'greenwash' or paper over obvious cracks or deficiencies within your business' sustainability strategies.



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Grub Club wins £1m in airtime from Sky Zero Footprint Fund

by Charlotte Rawlings | December 08, 2023 | The Information

Grub Club: 'fun and bold creative' in the judges' view

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Grub Club wins £1m media investment from Sky's sustainability ad fund

The dog food brand has won the top prize from Sky's Zero Footprint ad fund, now in its third year.

by Leahy Brown 10 Dec 2023

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HOME NEWS ABOUT SUSTAINABILITY/BEAT NEWSLETTER ABOUT US

Grub Club snaps up £1m Sky Media Zero Footprint Fund prize

It's made with insect protein.

Sky Media names pet food brand Grub Club as the winner of its £1m Grand Prix Sky Zero Footprint Fund, which celebrates adverts that showcase sustainability and raise awareness of climate change.

While the brand, which produces insect protein dog food, won the biggest prize, other finalists included sustainable chewing gum brand Miffy, Ocean Bottle, House of Marley and Big Green.

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Grub Club Announced as £1m Grand Prix Winner of the 2023 Sky Zero Footprint Fund

Got a question? First please provide your contact details below.

First Name	Last Name
Work Email	Work Email
Phone Number	Company Name
Job Title	Company Address

Submit

8

SERIOUS TISSUES.

2022
WINNER



Charlotte Rawlings | Added 36 minutes ago

Serious Tissues wins £1m in air-time from Sky Zero Footprint Fund

Other finalists - Ecosia, Homethings, Royal Mail and Wuka - each received £250,000.



Serious Tissues: will be receiving an extra £750,000 in media value

Sky has awarded Serious Tissues £1m in air time as the Grand Prix winner of its Sky Zero Footprint Fund competition.

The £1m advertising initiative, which aims to support and inspire brands to become net zero, made the decision at an event yesterday (7 December) at the Curzon Soho in London.

Serious Tissues, which produces 100% recycled toilet roll, was up against four other finalists: Ecosia, Homethings, Royal Mail and Wuka.

The finalists had already received £250,000 as part of the scheme with Serious Tissues receiving

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Eco toilet roll brand wins Sky £1m ad prize

MW

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Congratulations to the 5 winners of our second #SkyZero Footprint Fund

- @ecosia
- @get_homethings
- @RoyalMail
- @SeriousTissues
- @Wukawear

We're proud to be helping brands who are paving the way to a sustainable future 🌱

Find out more below

skygroup.sky
Winners of this year's £2million Sky Zero Footprint Fund revealed

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MARKETING / BEAT

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Serious Tissues ad wins Sky's £1m Zero Footprint Fund

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9th December 2022 · [Coron Nicola](#)

Serious Tissues, a carbon-neutral toilet roll brand, has won the Sky Zero Footprint Fund worth up to £1 million in media value.

The brand's award-winning campaign was chosen due to the "compelling" way the brand's mission was showcased and thanks to its "category changing product".

Through the four other finalists - Ecosia, Homethings, Royal Mail, and WUKA - all missed out on first place, each brand received £250,000 of media space, totalling a prize fund of £2 million.

The broadcaster's Zero Footprint Fund [collaborative initiative](#) harnesses the power of TV advertising to champion businesses taking concrete steps towards implementing [a circular economy](#). Each of the five shortlisted campaigns were produced following

[a selection process](#) from the broadcaster's [sustainability team](#).

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Serious Tissues wins £1m in air-time from Sky Zero Footprint Fund



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How period care disruptor Here We Flo created April's most effective TV ad

With its humorous take on period dramas, the TV debut of up-and-coming period care brand Here We Flo ranks highly on both distinctiveness and disruption – despite receiving its share of complaints.

By Michaela Jefferson | 14 Jun 2022

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