

AWARD JUDGING CRITERIA

Agency for Good

This is an award for agencies who have ‘doing good’ at the core of their agency. They should have a commitment and sincere passion to doing good as part of their operating principles. It may be that the agency is run in a socially and/or environmentally friendly responsible way, is giving back to the local community or contributing to the future of the digital industry. The judges are looking for how an agency is going above and beyond to give back and pay it forward. The only criterion here is are you doing good?

Skills – 20 points

- Is there evidence of sustained commitment to doing good across the life of the agency? (Please use specific examples from the life of the agency)
- How has the agency used its collective skills to do good in the past 12 months?

Commitment – 20 points

- Is there evidence of sustained commitment to doing good across the life of the agency? (Please use specific examples from the life of the agency)
- Is there evidence of a commitment to doing good across the whole agency – e.g. across a variety of individuals, roles and projects?

Recognition – 20 points

- What have not-for-profit or community groups said about the work the agency has done for good?
- What do people outside of the agency think? (e.g. client or industry testimonials)
- What do the individual’s peers think?

Attitude/Passion – 20 Points

- Is it there authentic and genuine passion for doing good from leadership?
- Is it more than just at work? i.e. evidence / examples of individuals volunteering outside of the agency organised activities
- Why is doing good important to the agency?

Impact – 20 points

- How has the agency had a positive impact on its local community, wider world and/ or the digital industry? (Please include specific examples from the past 12 months)
- How has the agency’s drive to do good had a positive impact on the agency?