

sky media

Sarah Jones
Director of Planning

The Sky Zero Footprint Fund



skyO

FOOTPRINT FUND

Criteria for Winning

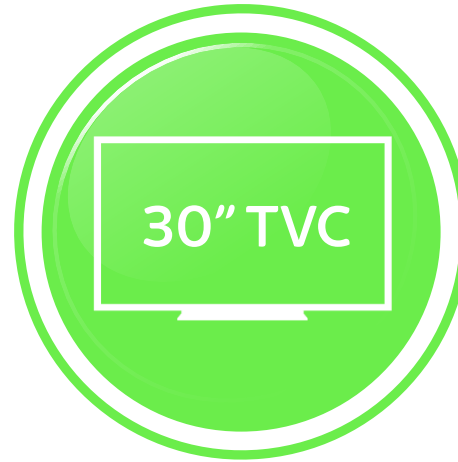
The winner and the runners up will have:



Developed an idea or concept that will use the power of TV to inspire change for a more sustainable future



Demonstrated to the judges, 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've adopted more sustainable practices in the TVC production process*

Prizes for Winning

The winner and the runners up will get:



1 x £1m
media value for
winner



4 x £250k
media value for
runners up



Top 5
will all feature in an
ad break takeover
during COP26



Debbie Klein,
Group Chief Marketing,
Corporate Affairs
& People Officer at Sky

Our Judging Panel so far...



Tim Pearson,
Managing Director,
at Sky Media



Juliet Davenport,
CEO of Good Energy,

Gideon Spanier, UK editor-in-chief
at Campaign,

Stephen Woodford, Chair of the
Advertising Association,

Sir John Hegarty, Founder of
Bartle Bogle Hegarty

Lindsey Clay, CEO Thinkbox

Jo Coombes, Founder
of AdGreen

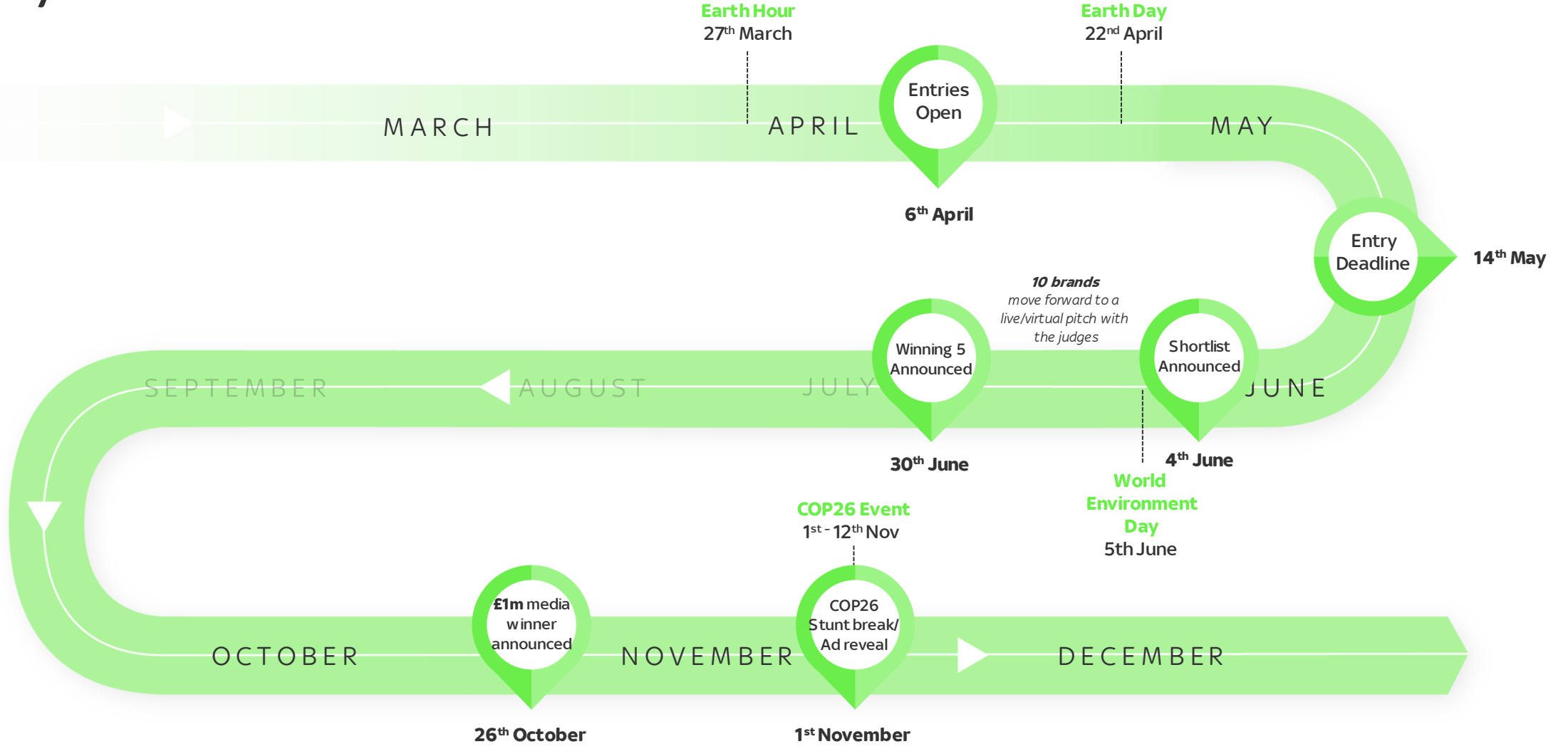


Su-Mei Thompson,
CEO of the Media Trust



Karen Blackett OBE
Country Manager at WPP
& GroupM UK CEO.

Key Moments & Milestones



Additional Resources:

Download the Footprint Fund entry kit at
www.skymedia.co.uk/skyzerofootprintfund

Sign up to an ADGREEN workshop via their website
www.weareadgreen.org/training

Sessions go up 3 weeks in advance of the session and run on:

Mondays @ 2pm

Tuesdays @ 10am

Wednesdays @ 2pm

Fridays @ 10am