

# Loeries Ubuntu Award still open for entries

The deadline for work to be entered into the [Loeries Ubuntu Award](#) is 15 June 2012. This category recognises the positive influence of brands on the social and physical environment and rewards collective creative effort that has gone into promoting the long-term sustainability of environment and the upliftment of communities throughout Africa and the Middle East.



GreaterCapital, a social development consultancy, joins the Loeries again this year to pre-evaluate the entries in this category and independently analyse how these projects have made an impact.

"It is becoming more and more evident that brands have a responsibility to consider the effect they have on our society. Consumers are in a position to demand transparency and integrity and there is increased expectation for brands to demonstrate values that consumers feel aligned to," says Bridgit Evans, CEO of GreaterCapital. "With this in mind, entries in this category should not be based simply on an idea or a limited implementation; we will be specifically looking for how a brand has made a difference."

## Communicating values

Entries must involve a commercial brand and show either a specific brand programme or ways that the normal operation of the business has benefited the social or physical environment, for example, sourcing of organic produce or empowering disadvantaged communities. Entries should also demonstrate how the brand is communicating these values both internally and to its customers. For this award, it is important that the entry shows how the programme has been implemented and any results achieved.

Last year a Gold Loerie was awarded to The Jupiter Drawing Room Cape Town for the Woolworths Good Business Journey - a five-year plan, changing the way Woolworths does business through four key priorities: transformation, social development, environment and climate change.

The winner of this award will be announced during Creative Week Cape Town at the 34th Annual Loerie Awards on Sunday

23 September at the CTICC.

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