



AUSTRALIA'S MOST SUSTAINABLE AGENCY : AWARD CRITERIA

As part of Urban List's 2019 Agency Challenge For Change initiative, we will be crowning one lucky agency as Australia's Most Sustainable Agency.

To have the best chance at winning Urban List's inaugural "Australia's Most Sustainable Agency" award for 2019, agencies must meet the following criteria:

- You must have a high percentage of your staff participating in Urban List's Agency Challenge For Change.
 - "Participation" equals completing the pre-challenge quiz, and the post-challenge quiz (four weeks later).
- The number your employee's score in each quiz will collectively be added together, providing a final sustainability score for your agency.
- The total percentage change in your employee's quiz score from pre-challenge to post-challenge will be measured.

Based on this criteria, three agency offices will be named as finalists. As an example, Zenith Media won't be a finalist, Zenith Melbourne will be a finalist. This will open up some friendly inter-office competition as well as inter-agency.

Once the finalists are announced, each agency will be responsible for completing a one-page submission/pledge provided by Urban List, outlining:

- Any sustainability initiatives the agency currently undertakes
- Three sustainability goals the agency is looking to achieve by end of financial year

As the winner of Urban List's inaugural "Australia's Most Sustainable Agency" award, you will receive a trophy to sit proudly alongside your others, bragging rights over your competitors, a fold-up electric scooter to reduce those \$6 Ubers, and a sustainability workshop for the entire agency, hosted by Urban List and other thought-leaders.