

This information is for research and database purposes.

These responses are not seen by judges.

Dear participants of the 2020 Effie Russia award contest, Effie Russia and KPMG are conducting the third wave of research among the participants of the Effie Award within the framework of the global Sustainable Development Goals (SDG) programme promoted by Effie Worldwide and the United Nations. We ask you to fill in the questionnaire to give us further details about the SDG integration into the project. The purpose of this research study is to identify the degree and effectiveness of the SDG integration into the projects participating in the Effie Russia Award. The most successful projects will be recognised at the Effie Russia Award Ceremony in April 2020. The results of the study will be presented at the III International Forum "Purposeful Brands: Winning the Hearts of Tomorrow's Consumers" in October 2020 in Moscow.

Part 1. About the project and SDG-strategizing

1.1. Select the primary Sustainable Development Goal which is most closely aligned with your project, or select "n/a"

- Goal 1: No Poverty
- Goal 2: Zero Hunger
- Goal 3: Good health and well-being
- Goal 4: Quality education
- Goal 5: Gender equality
- Goal 6: Clean water and sanitation
- Goal 7: Affordable and clean energy
- Goal 8: Decent work and economic growth
- Goal 9: Industry, innovation and infrastructure
- Goal 10: Reduced inequalities
- Goal 11: Sustainable cities and communities
- Goal 12: Responsible consumption and production
- Goal 13: Climate action
- Goal 14: Life below water
- Goal 15: Life on land
- Goal 16: Peace, justice and strong institutions
- Goal 17: Partnerships for the Goals
- N/A

1.2. Select the secondary Sustainable Development Goal which was aligned with your project, or select "n/a"

- Goal 1: No Poverty
- Goal 2: Zero Hunger
- Goal 3: Good health and well-being
- Goal 4: Quality education
- Goal 5: Gender equality
- Goal 6: Clean water and sanitation
- Goal 7: Affordable and clean energy
- Goal 8: Decent work and economic growth
- Goal 9: Industry, innovation and infrastructure
- Goal 10: Reduced inequalities
- Goal 11: Sustainable cities and communities
- Goal 12: Responsible consumption and production
- Goal 13: Climate action
- Goal 14: Life below water
- Goal 15: Life on land
- Goal 16: Peace, justice and strong institutions
- Goal 17: Partnerships for the Goals
- N/A

1.3. If your company is a country office of a multinational corporation (hereinafter referred to as "MNC"), does your project fit into the defined priority sustainability-related objectives of the global headquarters? *Select one answer option.*

- Yes
- No
- Partially
- Does not have an MNC structure
- Other (specify)

1.4. If the project does not fit into the defined priority sustainability-related objectives of the global MNC headquarters or if it is a local company, please select the primary factor that influenced the choice of the purposeful angle of the project:

- Assessment of the Russian context and most pressing local problems
- Assessment of the sustainability agenda of other market players/industry peers
- Assessment of the material and relevant zones for the implementation of the sustainability agenda
- Reflection of the strategic vision of the business owners, shareholders and senior management

- 👉 Resonating, "close-to-heart" theme which receives emotional response from the company team
- 👉 "Hot" current problem, momentum, fad or PR-motivation
- 👉 Expectations from external stakeholders (investors, consumers and others) in that direction ("the company cannot refrain from acting")
- 👉 Other (specify)

Part 2. Goal-setting and result assessment approaches

2.1. Were any social, environmental or behavioral goals set upon the project launch? *If so, select one or several options from the below list:*

- 👉 Solution of the external pressing problem (social or environmental)
- 👉 Capacity-building of the local communities or territories in the regions of presence
- 👉 Empowerment of the socially-vulnerable groups or social inclusion
- 👉 Awareness-raising of consumers/public
- 👉 Behaviour-changing of consumers/public
- 👉 Changing the preferences of consumers/public towards responsible consumption
- 👉 Other (specify)

2.2. What can become the best indicator of the project success? *Select one answer option*


- 👉 Sizable contribution towards the solution of the social/environmental problem
- 👉 Substantial behaviour-change or raised public awareness
- 👉 Increased company capitalization
- 👉 Enhanced positioning in the special ESG rating/index
- 👉 Raised funds from donors or financial organizations
- 👉 Industry recognition through received awards and mass media coverage, generated viral effect in social media
- 👉 Other (specify)

2.3. If the intervention was implemented as a partnership between a brand and an NGO, state or a social entrepreneur, what format of cooperation was utilised? *Select the maximum of two answer options*

- 👉 Cause marketing' model: channelling proceeds from sales towards charity
- 👉 NGO or social entrepreneur acts as the implementing partner or service provider
- 👉 NGO or social entrepreneur acts as the expertise provider
- 👉 The opportunity to integrate into the federal or regional programmes through the partnership with state authorities

 Other (specify)

2.4. Was the project a multi-year strategic initiative or a one-off campaign? Select one answer

 One-off campaign

 Multi-year initiative

 Other (specify)

Part 3. Industry outlook

3.1. Please list a maximum of three names of the most responsible companies in Russia (it can be an MNC country office or a local niche brand), which practices align as closely as possible with the sustainability requirements, in your opinion.

3.2. Please list a maximum of three Russian NGOs/social entrepreneurs who could theoretically become a partner of your organization and would be complementary to your sustainability programmes

3.3. Please list a maximum of three Russian celebrities who could become the headliners of purposeful communication campaigns that your company implements.

Project managers who will receive the Special Recognition diplomas at the Effie 2020 Award Ceremony, following the evaluation by the Effie SDG Expert Council, will be convoked to in-depth interviews. In the future this interview will be published in the Effie SDG key programme materials.

Indicate the contact details of the person responsible for integrating the SDG principles into communication campaigns and brand strategy (contact level requirement: CEO/CEO-1 within the company), so that we can send a separate questionnaire on corporate sustainability practices and arrange a personal interview.

First Name, Last Name:

Position:

E-mail: