



# **AWARD ENTRY GUIDANCE**

## **2024**

# Create the winning entry.

## The SGE Impact Awards are a chance to track and share your pledge journey.

It is an exciting chance to spotlight your community impact and demonstrate why your action is significant. You could also be one of three **winners** to **receive a prize and certificate!**

You will have a duration of **two months** to record the progress you make towards your pledge, and it's estimated impact. You don't have to of completed your pledge in this time.

**Use this document to help you create the winning entry.** (For specific details on how to enter, take a look at the award [information page](#)).

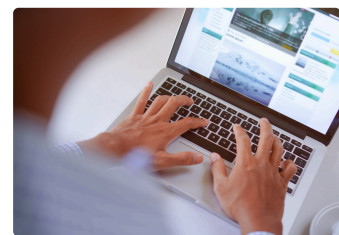
## What can your entry look like?

That is up to you! Whatever format you choose to go with, you must **evidence the progress you've made** towards your pledge and **show its estimated impact**. Apart from that, the judging panel has one request—get creative! Here a few ideas to get you inspired:

**Report**  
(1,000-2,000 words)



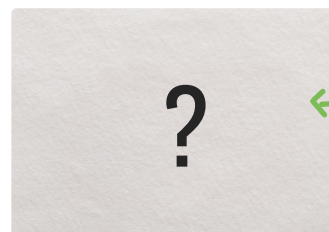
**Video**  
(1-2 mins)



**Blog post**  
(1,000 - 2,000 words)



**Photo journal**  
(5-8 pages)



**You choose**

Make sure you attach your work when submitting your final entry to [programmes@pagodaprojects.com](mailto:programmes@pagodaprojects.com)

# 5 top tips for crafting your entry...

- 1. MAKE IT EMOTIVE –**  
use emotional language to engage readers. Describe your challenges and successes to evoke empathy.
- 2. EVIDENCE YOUR PROGRESS –**  
gather evidence through quotes or testimonials from friends, family and colleagues to highlight your real-world impact.
- 3. CREATE A NARRATIVE –**  
Take readers on a journey i.e., initial pledge, action taken, any challenges that arose, how you overcame them, outcomes achieved and next steps.
- 4. HIGHLIGHT YOUR MOTIVATIONS –**  
Share why you made this pledge. *What* or *who* inspired you to act? Does your pledge address a specific problem? Explain your choice of this.
- 5. FOLLOW THE BRIEF –**  
Make sure you **evidence the progress you've made** towards your pledge and **show its estimated impact**.

## FEELING THE URGE TO WIN?

Below is the **evaluation criteria** the judges will use to mark the awards.  
Try to meet as many as possible when creating your final entry:

	What we're looking for	How you can show it
<b>Innovation</b>	The uniqueness and creativity of your approach.	Highlight how your pledge stands out, introduces unique solutions, or challenge conventional thinking.
<b>Community Impact</b>	The tangible effects of your pledge on the community.	Show us the positive changes, benefits, and contributions resulting from your actions.
<b>Progress Made</b>	The progress you've made since committing to your pledge.	Describe milestones achieved, obstacles overcome, and the overall journey toward your goals.
<b>Sustainability &amp; Long-term Impact</b>	The overall impact of your work, it's longevity and how it contributes to the UN Sustainable Development Goals.	Consider the lasting effects of your pledge. Highlight how it contributes to sustainable practices or long-term positive change.
<b>Collaboration &amp; Engagement</b>	How well you've engaged with others.	Did you collaborate with community members, organisations, or experts? Evidence any partnerships or collective efforts.



**GOOD LUCK**

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