



A guide to entering the EVCOM Clarion Awards 2026

The [EVCOM Clarion Awards](#) are officially open for entry. Here is your guide to entering so you have everything you need to know for this year's awards at your fingertips! You can find out about the awards and [enter here](#). **Enter by 13 March 2026** to make the most of our early bird offer. **Our final entry deadline is the 5 April 2026.**

The Clarion Awards celebrate creativity with consequence. They recognise film, live and audio experiences that use craft, strategy and influence to create measurable positive impact for people, communities and the planet.

These are projects that go beyond commercial success to drive progress, through environmental responsibility, social good, education, wellbeing, inclusion and innovation, demonstrating how the communications industry can be a force for meaningful change.

This year, the awards expand their scope with two new categories recognising purpose-led corporate podcasting and the responsible use of AI as a strategic tool for meaningful engagement, accessibility and measurable outcomes.

Also, at the heart of the programme are two special awards championing emerging talent. The Focus Award supports outstanding new filmmaking voices from under-represented backgrounds, while the Realise Award celebrates ambitious young event professionals shaping the future of purposeful live experiences.

Projects and events published or delivered between 28 March 2025 and 5 April 2026 are eligible for entry.

Categories

01 | FILM & LIVE EVENT

Most Sustainable Production Recognising productions that embed environmental and social sustainability at every stage, from concept to delivery and demonstrate measurable positive impact on planet, people and community.

Most Sustainable Supplier Awarded to a supplier, venue or production partner that has embedded sustainability into the core of its business model and can demonstrate tangible, measurable impact.

02 | LIVE EVENT

Celebratory Awarded to live events that celebrate purpose-driven achievements while reinforcing social or environmental impact.

Education and Training Recognising live experiences that educate audiences on key social, environmental or organisational issues, delivering measurable learning impact.

Health and Wellbeing Awarded to events that promote physical or mental wellbeing and demonstrate measurable impact on participants.

Innovation Recognising live experiences that use creative, technical or strategic innovation to enhance purpose-driven engagement and impact.

Equity, Diversity and Inclusion Awarded to events that champion diversity, equity and inclusion and demonstrate meaningful impact within organisations or communities.

Most Sustainable Event Venue Recognising venues that have embedded sustainability into operations, infrastructure and client delivery, demonstrating measurable environmental and social impact.

03 | FILM

Brand Communication Recognising purpose-led films that communicate a brand's values, sustainability and wider social impact commitments in a way that creates measurable impact for audiences and stakeholders.

Celebratory Awarded to films that celebrate purpose-driven achievements, partnerships or milestones while reinforcing wider social or environmental impact.

Equity, Diversity and Inclusion Recognising films that promote equity, representation and inclusion, and drive meaningful conversation or change within organisations or society.

Education and Training Awarded to films designed to inform, educate or train audiences on critical social, environmental or organisational issues, delivering measurable learning outcomes.

Environment Recognising films that raise awareness of environmental issues or promote environmentally sustainable behaviours, with demonstrable impact on audience understanding or action.

Health and Wellbeing Awarded to films that address physical or mental health issues and demonstrably improve awareness, understanding or wellbeing outcomes.

Social Welfare Awarded to films that highlight social challenges and demonstrably contribute to awareness, advocacy or positive social change.

Innovation Recognising films that use creative, technical or strategic innovation to drive greater engagement and impact around a social or environmental issue.

04 | NEW FOR 2026

AI FOR GOOD: Responsible Innovation in Impact Communication Recognising the innovative and responsible use of artificial intelligence to enhance the creation, delivery or measurement of purpose-driven content or live experiences — resulting in measurable positive impact for audiences, organisations or society.

PODCAST: Purpose-Led Impact in a corporate podcast Recognising podcasts commissioned or produced by organisations that drive social, cultural, environmental or organisational impact, demonstrating strategic intent, high production quality and measurable audience or stakeholder outcomes.

05 | EMERGING TALENT AWARDS

The Focus Award Recognising exceptional emerging filmmaking talent from under-represented backgrounds, including those who have experienced socio-economic barriers to entry, whose creative potential and early work demonstrate distinctive voice, promise and purpose.

The Realise Award Recognising emerging event professionals whose ambition, imagination and fresh perspectives indicate potential to shape the future of purpose-driven events and experiences.

Entering the awards

You can enter the same project into multiple categories, but if you are having difficulty choosing which categories to place your work in, please get in touch and the EVCOM team will do their best to advise you.

For each entry, we will ask you to answer the following questions. Each answer can be a maximum of 300 words. We ask you to put time into answering these questions, your written submission forms the core of your entry.

Judges will assess entries based on the information provided in the text boxes. Please respect the word limits that are in place to ensure fairness and consistency.

Supporting materials are optional and should complement not replace or expand upon your written submission. Additional PDFs, presentations or documents that substantially exceed the stated word count will not be considered.

Avoiding greenwashing in your entry

To ensure integrity and fairness across all categories, the EVCOM Clarion Awards maintain a firm stance against greenwashing — the practice of making unsubstantiated, exaggerated or misleading claims about the environmental or social impact of a project.

Last year, this topic featured in a dedicated panel discussion, and all entries were reviewed for potential greenwashing, with several cases identified. To help entrants avoid similar issues this year, please make sure any environmental or social impact claims are accurate, specific and evidence-based. Avoid vague statements, over-claiming or presenting aspirations as outcomes. Transparency about limitations is encouraged — honest, proportional reporting strengthens your submission.

Standard questions

Most categories require answers to four standard questions. These apply to every category except Most Sustainable Production, Most Sustainable Event Venue, Most Sustainable Supplier, The Focus Award and The Realise Award. If you are entering one of those categories, please refer to the additional questions listed after the standard set.

Q1 | Let's start at the very beginning What was the objective of the project, and why has it been made? What was the brief, how did you approach it and what did you do to meet it?

Q2 | Help us to get into the details We are interested in the specifics for the project. We want to know more about the various elements of the project and how you and your team drew them together. We are interested in the size and scope and complexity of the project, and your teams experience of working on it. We'd also love to hear about anything that you think will help us to understand the context, setting, environment (positive and negative | for the project and deliverables.

Q3 | Let's talk about creativity and innovation This is the creativity question and we'd love to hear how you tackled the brief with creative ways of thinking and working to the fore. What was the creative thread running through the project? Was there anything new, different or innovative about the way you designed or delivered this project? And if not, what makes this project special? And looking at the wider context of the project, did you come up against challenges that you had to find creative solutions for?

Q4 | How it made a difference We want to understand more about why your work matters in the space it is seeking to make a difference. We are interested to know more about the legacy of your project. What impact did the project have on its audience and its field? If you have ROI, ROO and other meaningful statistics, we'd like to see them here, however we understand it is not always possible to provide meaningful statistics for these things, and that projects are often submitted before that information is available. If that's the case, we'd love to hear about the intended impact of the project.

Category-specific questions

FILM & LIVE: Most Sustainable Production

Q1 | Let's start at the very beginning What were your original objectives and targets and were they met? How did you set the original parameters? Do share what worked and what didn't. What elements were bang on target and what still needs more work?

Q2 | Help us to get into the details We are interested in the specifics for the project. We want to know more about the various elements of the project and how you and your team drew them together. How did the agency/team work on the project? Were new processes introduced to ensure delivery, how were the outcomes and learnings disseminated through the agency? What was the client response and has it changed their approach?

Q3 | Let's talk about creativity and innovation This is the creativity question and we'd love to hear how you tackled sustainability throughout the project from beginning to end. What creative approaches and methodologies did you undertake. Did you need to introduce new technology or were your solutions 'old school'? How did you engage the client and the audience. Was there anything new, different or innovative about the way you designed or delivered this project? And if not, what makes this project special? And looking at the wider context of the project, did you come up against challenges that you had to find creative solutions for?

Q4 | How it made a difference We want to understand more about the difference your sustainable planning made. What, if anything, was the legacy of the project? Any specific measurable stats would be welcome in the section to provide evidence of the outcomes and impacts.

FILM & LIVE: Most Sustainable Supplier / LIVE: Most Sustainable Event Venue

Q1 | Let's start at the very beginning Tell us your story. Why is sustainability important to you and how have you embedded it into your business?

Q2 | Help us to get into the details Tell us about your approach to elements such as power, waste and food sourcing.

Q3 | How do you work with clients? Demonstrate how you work with clients, to engage them in your sustainability strategy and practical actions.

Q4 | How it made a difference Evidence real and tangible actions, sharing data which shows the positive impact they have on sustainability, and your business.

EMERGING TALENT: The Focus Award

Q1 | Creative Ability & Storytelling How does the nominee demonstrate exceptional creativity and storytelling ability in their filmmaking, and what evidence shows their passion and commitment to the craft?

Q2 | Distinctive Voice & Perspective In what ways does the nominee bring an authentic and distinctive perspective to their work, particularly in light of their background or lived experience?

Q3 | Purpose & Thematic Depth How has the nominee meaningfully engaged with themes of purpose, humanity or inclusion in their early work, and what impact has this had on audiences or communities?

Q4 | Growth, Context & Future Potential Considering the nominee's access to opportunity and lived experience, how do they demonstrate commitment to professional development and clear potential for future creative and industry impact?

Q5 | Final question In your view, what makes this nominee a future leader in purposeful and inclusive filmmaking?

EMERGING TALENT: The Realise Award

Q1 | Vision & Creativity How has the nominee demonstrated creativity and imagination in their approach to events, and in what ways does their thinking signal fresh potential for the future of purpose-driven experiences?

Q2 | Purpose & Impact Can you provide specific examples of how the nominee has embedded purpose into their work and contributed to meaningful social, cultural or organisational impact?

Q3 | Leadership & Strategic Capability What evidence have you seen of their organisational capability and strategic potential, particularly in leading projects, solving challenges or influencing outcomes?

Q4 | Voice, Inclusion & Sector Contribution How does the nominee bring an authentic and distinctive perspective to the sector, and in what ways are they contributing to inclusion, collaboration or the growth of the industry?

Q5 | Final question Why do you believe this nominee is ready to shape the future of purpose-driven events?

File attachments

A maximum of five supporting files (JPEG or MP4) may be uploaded in addition to your main film.

Do not submit links to YouTube, Vimeo, Frame.io or any other external hosting platform. Linked content will not be accepted.

All uploaded materials must remain fully anonymous:

- Do not include agency or production company names in file names.
- Do not include logos, watermarks or branding within films or supporting materials, including opening and closing frames.
- Do not include any content that could identify the submitting organisation.
- Entries that do not comply with these requirements may be rejected.

Frequently asked questions

How much does it cost to enter?

	Early Bird Price ex VAT	Regular Price ex VAT
EVCOM Members	£150+VAT	£170
Non-Members	£250	£275
Freelancers	£100	£120

The film I want to submit is part of a series. Can I submit the whole series as a single entry?

Yes, depending on the length of the series. We can accept a series of up to five short films in one entry. We recommend choosing the strongest films from the series if it is longer than this, as the series of films will be given an overall mark by our judges.

My client is awards-shy; what should I do?

Some clients are a little awards-shy and sometimes for good reason. Clients who need to be anonymous, can be. If you'd like to ensure your client remains anonymous in shortlist announcements then please make a note of this within your submission, by writing 'anonymous' in the client box or leaving it blank.

The project I want to enter was published/ delivered in summer last year. Is it still eligible?

Projects and events published/delivered after 28 March 2025 up until this year's deadline, 5 April 2026, are eligible for entry.

I'm not an EVCOM member – can I enter?

Yes! Entrants do not need to be members of EVCOM to enter the awards; however member entrants receive a significant discount on their entries. Find out more about EVCOM Membership [here](#).

I'm interested in sponsoring the award. How can I find out more?

If you're interested in sponsoring an awards category at the EVCOM Clarion Awards please get in touch with [Gemma Ryder](#).

Contact us

If you have any more questions that aren't covered here, please do not hesitate to get in touch with [Natalie Winters](#). We look forward to seeing your entries in the coming weeks. Best of luck!