



RULEBOOK TRENDS IMPACT AWARDS 2025

1. Mission Statement

The Trends Impact Awards recognise and honour sustainable projects that make a tangible, positive difference in addressing the huge challenges ahead of us. These awards focus on real-world applications with demonstrated impact in environmental sustainability, social equity, public health, and beyond. By celebrating proven successes, the awards inspire others to adopt or scale these initiatives, fostering a community of innovators committed to a sustainable future.

The awards are structured around five categories: Climate Action, Biodiversity, Circular Economy, Equity & Inclusion, and Health & Wellbeing - based on a sustainability model developed by AMS.

Nominees for each category will have the opportunity to present their projects to the jury experts.

The winners will be announced and celebrated at the official Trends Impact Awards event.

2. Organisers & Partners

The Trends Impact Awards are organised by Trends & Trends-Tendances, the business magazines in Dutch and French of Roularta Media Group, in collaboration with Founding Partner PwC Belgium and with the support of Antwerp Management School (AMS).

The three above mentioned partners are responsible for following tasks:

- Roularta Media Group: website, communication, project & event management, editorial content, providing jury members.
- PwC: management of the jury sessions, expertise, first assessment of the submitted projects, providing jury members.
- AMS: scientific model on which the categories are based, chair of each jury session, expertise, providing jury members.

Additional partners can be added, for example ING as category sponsor.

3. Categories

The 2025 Trends Impact Awards will recognise excellence in the following categories, based on a scientific model provided by AMS.

Climate Action Award – For projects reducing industrial pollution and advancing energy decarbonization.

Judging Criteria:

Demonstrable reduction in industrial emissions or pollutants, adoption of renewable energy solutions, impact on air quality and climate mitigation, scalability, and replicability.

Biodiversity Award – Honouring efforts to restore natural habitats and conserve biodiversity.

Judging Criteria:

Effective land restoration or conservation efforts, positive impact on biodiversity and ecosystems, engagement with local communities, sustainability, and long-term viability.

Circular Economy Award – Recognising innovations in product design, waste management, and consumer behaviour.

Judging Criteria:

Innovation in reducing waste through lifecycle management, measurable improvements in waste reduction or recycling rates, influence on consumer behaviour or policy, potential for widespread adoption.

Equity & Inclusion Award – Rewarding initiatives that reduce social inequalities and promote inclusion.

Judging Criteria:

Clear outcomes in reducing social inequalities, empowerment of marginalised communities, innovative approaches to education or gender equality, evidence of social impact and inclusion.



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Health & Wellbeing Award – Celebrating projects that improve physical and mental health outcomes.

Judging Criteria:

Measurable improvements in health outcomes or mental wellbeing, accessibility and inclusiveness, integration of community-driven or holistic approaches, long-term sustainability.

Global Impact Award – For initiatives demonstrating broad, systemic impact across multiple domains.

• **Judging Criteria:** Measurable positive effects in at least two of the five categories, broad geographical impact or scalable model, innovative and interdisciplinary approach, sustainability, and stakeholder collaboration and fostering international collaboration.

Audience Award. Decided by public voting from 14th August to 14th of September.

Every nominated company can participate.

The winners of these Audience Awards will be announced and presented on the Trends.be and Trends Impact Awards websites before the event on 13 November 2025.

4. Submissions

A. Eligibility Criteria

- Open to companies, organisations, and institutions with a representation in Belgium with sustainable projects demonstrating real-world impact, which fit the criteria of at least one of the categories.
- Both SME's and large companies may apply.
- To determine what is a SME and a large company we use the following criteria: a company is considered a large enterprise if it publishes a full financial statement. If it publishes a micro or abbreviated financial statement, it is classified as a SME.
- The project of the company must be active or have measurable results within the past three years.
- Companies can participate with multiple projects in total, but only one project per category. A company can submit the same project in multiple editions of the Impact Awards, except if that project won a category one of the previous years.
- Submissions must provide evidence of the impact of the project based on a form which will be shared with them.
- When a company sponsors the awards or is closely related to a sponsor of the awards, it cannot submit a project.

B. Submission Process

- Qualification phase: applications must be submitted through the official Trends Impact Awards website from 20th of February to 18th of May 2025. The registration fee for the project is 90 euro.
- Nomination phase: the fee to participate beyond the nomination phase is 500 euro for SME's and 2000 euro for large companies.
- Projects are submitted in a specific category, but the organising parties can suggest participants to switch to another category which better suits their project. The jury can also merge two projects by the same company if they reinforce each other. The decision to switch categories or merge two projects is jointly taken by the jury experts and the participant.



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5. Jury

A. Jury Process

1. Qualification phase / Initial Screening

- All submitted projects received between 20th of February and 18th of May undergo a preliminary evaluation by PwC to ensure they meet the basic eligibility criteria.
- Roularta, AMS and PwC decide together which projects will receive an official nomination in the five categories.
- Roularta informs the participants about their nomination between 16th of June and 11th of July.
- Participants cannot apply for the Global Award. Potential projects will be chosen after all presentations to the expert juries.

2. Presentation to expert jury

- Between 3rd and 19th of September, nominated applicants present their projects to an expert jury. The experts are provided by Trends & Trends-Tendances, PwC and AMS. The expert juries can be expanded with former winners and other external experts.
- Each category jury aims to be balanced with respect to gender, language and diverse backgrounds.
- Considering that the jury members come from both the Dutch and French speaking part of the country and might include members from abroad, the jury presentation in front of the jury will preferably be held in English. The presentation consists of a short presentation of 10 minutes, followed by 10 minutes Q&A.

3. Nomination and Award Decision

- From the nominees, the expert juries select the winners for each award category. Each category can be divided in two subcategories for SME's and large companies, provided there's a sufficient amount of submissions in the category.
- Based on the evaluations, the jury nominates a maximum of three top projects in each category. Within the same category a separate top three for SME's and large companies is possible, depending on the number of submitted and nominated projects.
- This entails that the minimum number of awards will consist of nine (the five categories, plus the 2 global and the 2 audience awards), and the maximum number of awards will be fourteen (if a distinction were to be made between SMEs and large companies within each category).

4. Announcement and Recognition

- Nominees and winners are announced at the Trends Impact Awards Event on 13th of November, in a special edition published with Trends & Trends-Tendances on 20th of November, and through the other communication channels of the magazines.
- Recognised projects receive the Most Sustainable Company Label, which can be used in their communication to highlight their commitment to sustainability.

5. Jury feedback

- Selected projects receive a summary of the jury feedback on their submission, highlighting strengths and areas for improvement, and an explanation of why the winner in their category was selected, providing insights into what set their project apart.

B. Jury Members

- The jury, composed of representatives from the three organising bodies, former winners and external experts, adopts a holistic, systemic approach to sustainability.
- To reflect this broad perspective, a special Global Impact Award is included. Companies cannot apply for this category; instead, the jury selects projects that demonstrate the most systemic and transformative impact.
- Members are selected based on their expertise in sustainability, innovation, and impact measurement.
- The jury composition will be published on the Trends Impact Awards website before the evaluation process begins.
- Each category jury has at least one member of the three organising bodies and can be expanded with external experts.



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C. Jury Rules

- The jury member of AMS is chair of each category jury and takes the final decision if a consensus cannot be reached about the top three and winner in each category.
- If a potential independence issue arises between one of the jury members and a participating company, this jury member leaves the room during the presentation of this particular company, and does not take part in the final vote about the top-3 or winner.
- An independence issue arises when a jury member has a personal connection with a participant, i.e., a company or a person with a relevant position within that company. The appearance of an independence issue is sufficient for this situation to arise. It is the responsibility of a jury member to highlight any independence issues before the start of the actual jury session.
- The number of presentations per category is limited to make sure a maximum of fourteen companies can give a presentation in front of the jury. Each jury session should last no longer than one working day.
- However, a category can be divided in two subcategories for SME's and large companies if there's more than fourteen nominated projects in a category. Consequently, the maximum number of nominated projects is twenty-eight, i.e. fourteen in the SME subcategory and fourteen in the large subcategory. These subcategories can then be presented on two separate days.
- When a category is divided in two subcategories spread out over two days, one for SME's and the other one for large companies, the composition of the jury does not need to be the same for both subcategories.
- Considering that there is no jury session for the Audience Award, there will be jury sessions for six categories. This means a minimum of six and a maximum of nine jury sessions:
 - Climate action: potentially SME's and large companies
 - Biodiversity: potentially SME's and large companies
 - Circular economy: potentially SME's and large companies
 - Health & Wellbeing: SME's and large companies together on the same session
 - Equity & Diversity: SME's and large companies together on the same session
 - Global SME's and large companies together on the same session
- Only official jury members vote. As the jury sessions are organized in the PwC offices, there will be other PwC facilitators present, but they won't take part of the vote.

6. Event

- The Trends Impact Awards Ceremony will be held at Maison de la Poste in Tour & Taxis on Thursday 13th of November 2025 bringing together finalists, partners and key stakeholders.
- Winners will be announced and celebrated during the award show.
- The Audience Award(s) will be announced before the event.
- The ceremony will serve as a platform for networking, knowledge sharing, and future collaborations.