



Greater Good Awards

DIGIDAY

G L O S S Y

ModernRetail

worklife



In a world where business and marketing outcomes are often measured solely by their impact on the bottom line, the Greater Good Awards recognizes and celebrates exceptional initiatives that stand out for their deeper commitment to creating a better future.

This year's winners share common threads of purpose, innovation, and meaningful impact. From rescuing shelter pets from overcrowding to addressing sensitive subjects and raising awareness of vital topics like gender equality, these campaigns serve as poignant reminders of the power of how meaningful causes can deeply resonate with audiences.

Winners also represent responses in times of crisis, with projects and initiatives that leverage technology to deliver information and reach audiences even in the face of disruptions.

Technology also unlocks accessibility across this year's winning entries, and the leaders at the helm of winning entries similarly underscore the essential roles of advocacy, elevation, and investment in driving change while doing business.

These remarkable projects inspire a fresh look at how to think beyond profits and consider the broader impact business actions can have on society, the environment and the well-being of future generations.

Animal Welfare

iHeartDogs

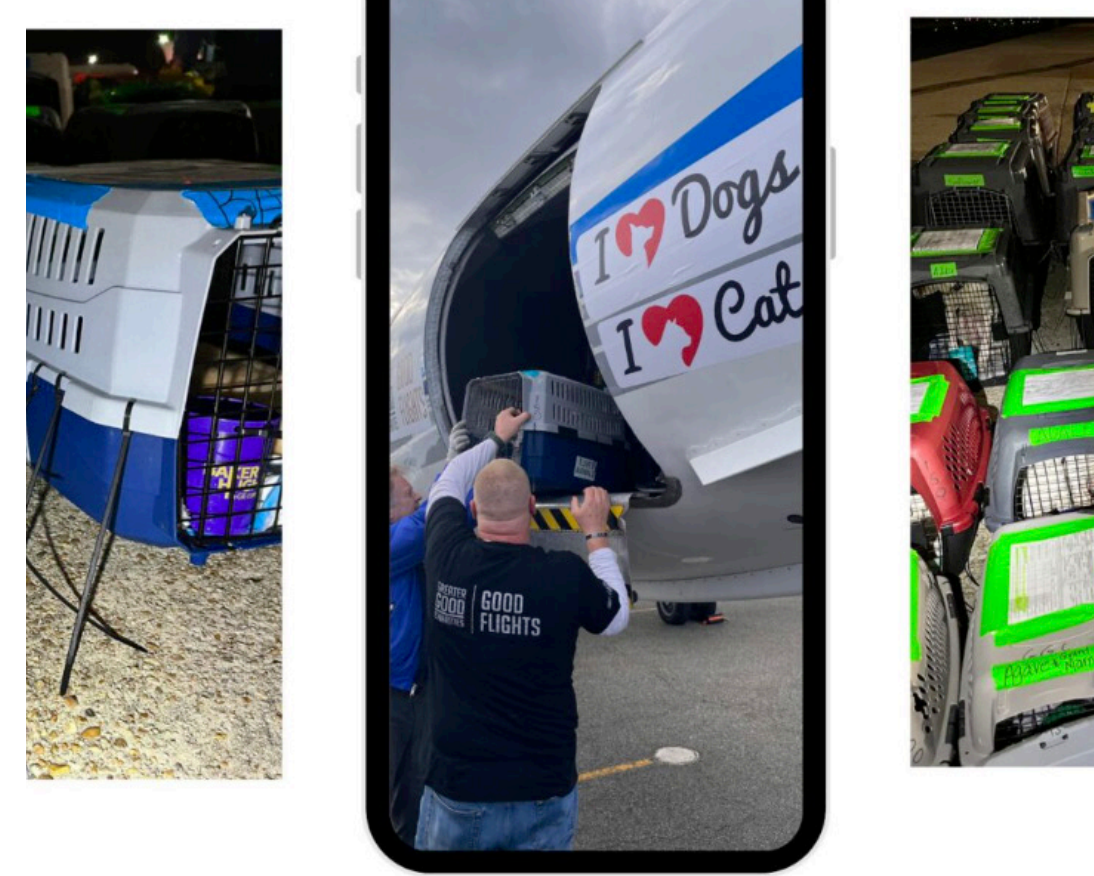
I  Dogs

Background

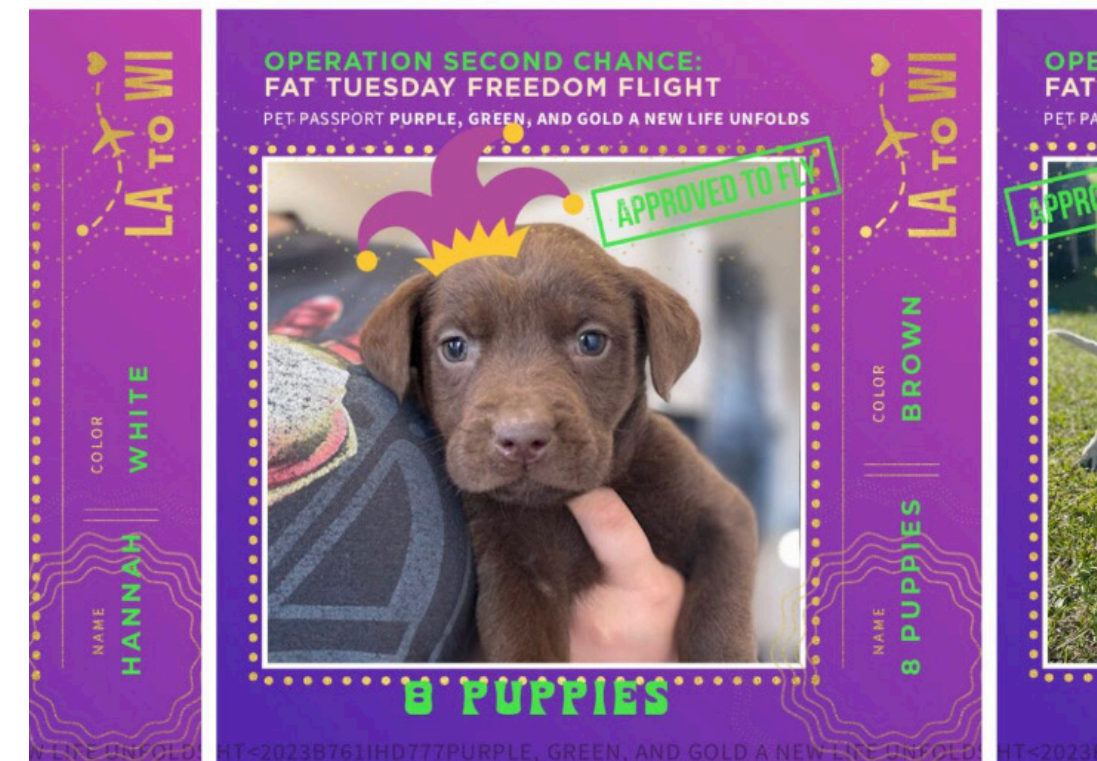
iHeartDogs launched the 'Fat Tuesday Freedom Flight' campaign to transport 150 shelter pets from severely overcrowded Louisiana animal shelters to rescues in Wisconsin. The goal was to save these pets from being euthanized and enable them to find loving homes. The campaign aimed to generate excitement around Mardi Gras, facilitate adoptions, and raise the necessary funds, approximately \$35,000, to cover treatment costs. The campaign exceeded all expectations. Not only did it raise \$38,909 in direct donations and \$36,687 through product sales, but it also sold 1,805 items and received 1,695 orders, resulting in a total revenue of \$75,597. This campaign successfully saved the lives of 150 shelter pets, and due to overfunding, an additional rescue flight was organized around Easter 2023, approximately a month later.

Insights

The 'Fat Tuesday Freedom Flight' campaign demonstrates the power of purpose-driven marketing. By aligning a marketing initiative with a noble cause, iHeartDogs engaged its audience and generated substantial support. Key insights for marketers: Aligning campaigns with a meaningful cause can resonate deeply with audiences. People are often more willing to engage and support a campaign when they know their participation contributes to the greater good. Furthermore, when audiences see that a campaign has exceeded its initial goals, it fosters trust and excitement. The positive impact created by going above and beyond can lead to further support and enthusiasm for brands.



Special Passangers:



Antiviolence

WMN by CPB LDN + thortful

thortful.

wmn[⊕]
from CPB London

Background

The campaign's mission was to draw attention to the pressing issues of sexism and toxic masculinity. To back their case, the team surveyed 1,072 men across the U.K. to understand and provide evidence of attitudes and behavior. Shockingly, over half of the respondents admitted to using derogatory words when referring to women or girls. Paradoxically, most claimed they would never use these words to describe their mothers. Realizing the prevalence of misogyny in daily life, the team created a creative idea to break through the noise – Mother's Day cards from Misogynists. Partnering with the U.K.'s leading card marketplace, thortful, and Hysterical, a charity/exhibition dedicated to giving a voice to women and marginalized genders, they ensured legitimacy and aimed for long-term change. The cards generated significant media attention, seen over 260 million times across online news websites within a week, attracted 1,000 exhibition attendees, generated 77,000 organic impressions and achieved over 6,000 organic engagements.

Insights

The cards aimed to overturn the conventional sugar-sweet Mother's Day card to surprise and shock, emphasizing that overt misogyny is genuinely shocking. Thousands of women shared their personal experiences of misogyny via Hysterical and 'Cheer Up, Luv,' a feminist activist platform. The campaign successfully sparked conversations and discussions, spotlighting the issue.

fact that
majority
all their
al are



Background

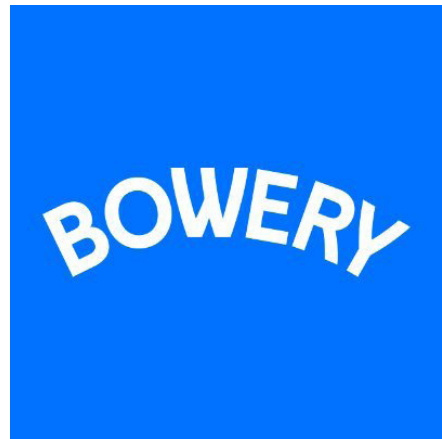
Bookshop.org is an online bookstore with a noble mission: to empower local, independent bookstores in the era of e-commerce and Amazon. The platform unites publishers, authors, media, and influencers to champion indie bookstores while facilitating book sales online. Bookshop.org boasts a customer base of over two million people and has achieved over \$140 million in book sales. Against all odds and expectations, they've converted a growing share of Amazon customers. Together with indie booksellers, Bookshop.org has grown online sales by over 600% since 2019. They have successfully onboarded over 1,800 bookstores, representing 62% of the stores in the American Booksellers Association. As of June 2023, Bookshop.org has raised \$26.6 million to support more than 1,800 independent, local bookstores in the US, providing a lifeline for many stores that might not have survived the past two years without this invaluable support. A remarkable 78% of Bookshop.org customers now say they regularly bought books from Amazon before making the switch.

Insights

In a landscape marked by previous attempts to create e-commerce platforms for independent bookstores, Bookshop.org stands out. It simplifies and streamlines the process for store owners, making online selling easy and cost-effective. Setup requires less than 30 minutes, and the platform manages inventory, packing, shipping, and customer service, with every dollar of profit from bookstore sales going directly to the stores. This innovation levels the playing field, providing even the smallest independent bookstores a chance to compete online.



New Better Future | Bowery



Background

In a world where sustainable food production is essential, Bowery is focusing on innovative vertical farming techniques, including supply reliability and resource efficiency, and has demonstrated remarkable advancements in the last year, including enhancements in energy efficiency and a significant reduction in water usage. Through precision agriculture, Bowery can tailor irrigation and resource allocation to each plant's needs. By utilizing data-driven models to forecast nutrient requirements and optimizing their water recirculation system, Bowery significantly reduces water wastage. Bowery's adoption of 100% renewable energy in their Bethlehem farm demonstrates how repurposing non-arable land can contribute to sustainable agriculture. They've transformed a brownfield into a thriving agricultural site, underscoring the potential for urban farming to reshape local food ecosystems.

Insights

Bowery's approach underscores the power of data, technology, and sustainable practices in revolutionizing the agricultural landscape. By growing more with less, Bowery sets a remarkable example of how businesses can champion efficiency, sustainability, and community impact simultaneously. One key takeaway is that innovative technology can substantially improve resource efficiency and sustainability within the agriculture sector. Moreover, Bowery's focus on reducing wastewater not only aligns with environmental goals but also contributes to a sound business strategy.



Children

Wattpad + Kids Help Phone



Background

In 2022, Kids Help Phone aimed to shine a spotlight on RiseUp, an e-mental health support service for Black youth in Canada, particularly those navigating the complex realm of mental health as they returned to school amid the ongoing effects of the pandemic. Wattpad, a popular storytelling platform, recognized the opportunity to raise awareness among their diverse Canadian audience, with more than half identifying as non-white and a significant over-representation among the Black population. The influencer custom stories received substantial attention, with over 16,500 total reads, plus 65% of Wattpad users recognizing Kids Help Phone's RiseUp campaign, up from 48%. The engagement metrics are equally impressive, with traffic to the RiseUp page increasing tenfold during the campaign and readers spending three times longer with the influencer letters than with Wattpad's average influencer content.

Insights

The collaboration between Kids Help Phone, Wattpad, and three prominent Black influencers offers a powerful lesson in harnessing the potential of storytelling, empathy, and cultural relevance in addressing sensitive subjects like mental health within niche communities. Influencer-generated letters to their younger selves resonated deeply with Black youth, mirroring their experiences, struggles and emotions. The strategy here is clear: connect on a personal level, leveraging influential voices to convey that there is no shame in seeking help. Moreover, adapting this content into video formats, not just within Wattpad but also in cinema advertisements, showcased the importance of meeting your audience where they are. By aligning these videos with culturally relevant films like "Wakanda Forever" and "CREED," Kids Help Phone ensured that the message was not confined to a single platform but was projected onto larger screens, reaching even wider audiences and reinforcing that support is available.

11:41



Updates

HYBE_STORIES updated **7FATES: CHAKHO - 41. Disorder.**
2 days ago

We asked Black writers: **Nicole Nwosu**
Write a letter to your younger self, as you prepared for your first day of high school
Read the Letters
RiseUp powered by Kids Help Phone
24/7 e-mental health support for Black youth

Rodney V. Smith
Saint Caliendo

Letters To My Younger Self...

Three personal letters written by our Black Creators, reflecting on their first day of high school.

[Dismiss](#) [Read now](#)

HYBE_STORIES updated **- 35. It.**
Jul 8, 2022 at 10:00 PM

series_naver updated **To Hell With Being A Hero - Chapter 1 - A Day with a Strange Fortune (1).**



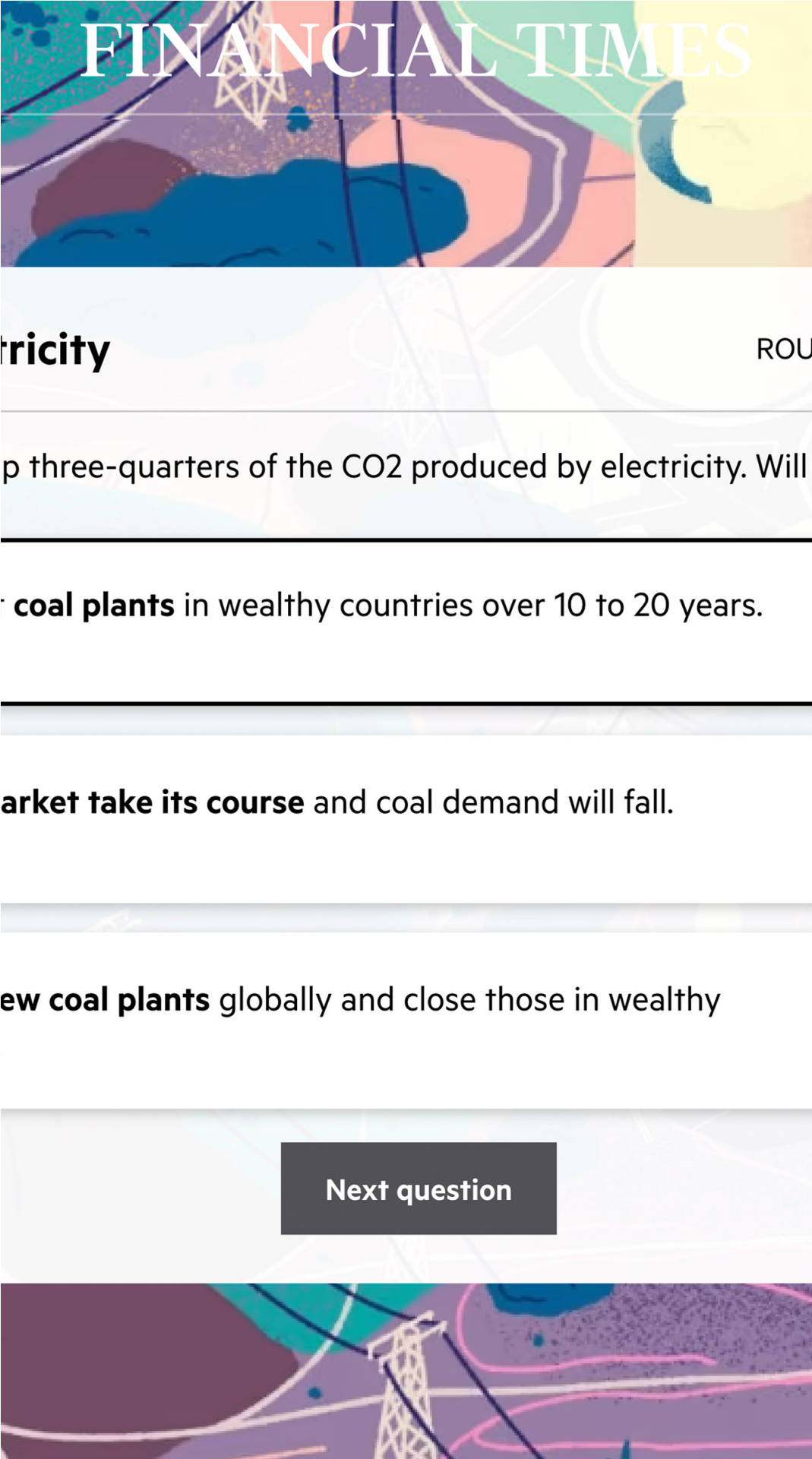


Background

Zappar, a pioneering computer vision company, began a groundbreaking mission to democratize spatial computing, particularly in augmented reality (AR) and mixed reality (MR). Their campaign, 'Zapvision Accessible QR (AQR),' aimed to empower blind and partially sighted individuals by allowing them to scan a specially designed AQR on product packaging using an app containing the royalty-free Zapvision SDK. This technology provided access to vital information like instructions, ingredients, safety warnings, recycling details, and promotions tailored to the user's accessibility preferences, such as larger text or audio output. Zapvision introduced a unique dot-dot-dash pattern around a traditional QR code, boosting the scanning distance by 7x for product category identification and 4x for detailed information retrieval. By catering to the needs of visually impaired users, the campaign ensured that product information was presented in a structured and user-friendly manner, aligning with device accessibility features.

Insights

The Zapvision AQR campaign offers a vital lesson in inclusive marketing. By prioritizing accessibility and inclusivity in their product design, they not only improved the lives of a significant portion of their audience but also garnered recognition and awards for their efforts. This campaign demonstrates that incorporating accessibility features into your products or services isn't just a moral imperative; it's a savvy business move that can set you apart and garner positive attention. By implementing similar strategies, brands can enhance their reputation, foster customer loyalty, and drive societal impact, all while fulfilling the essential goal of making their offerings accessible to all.



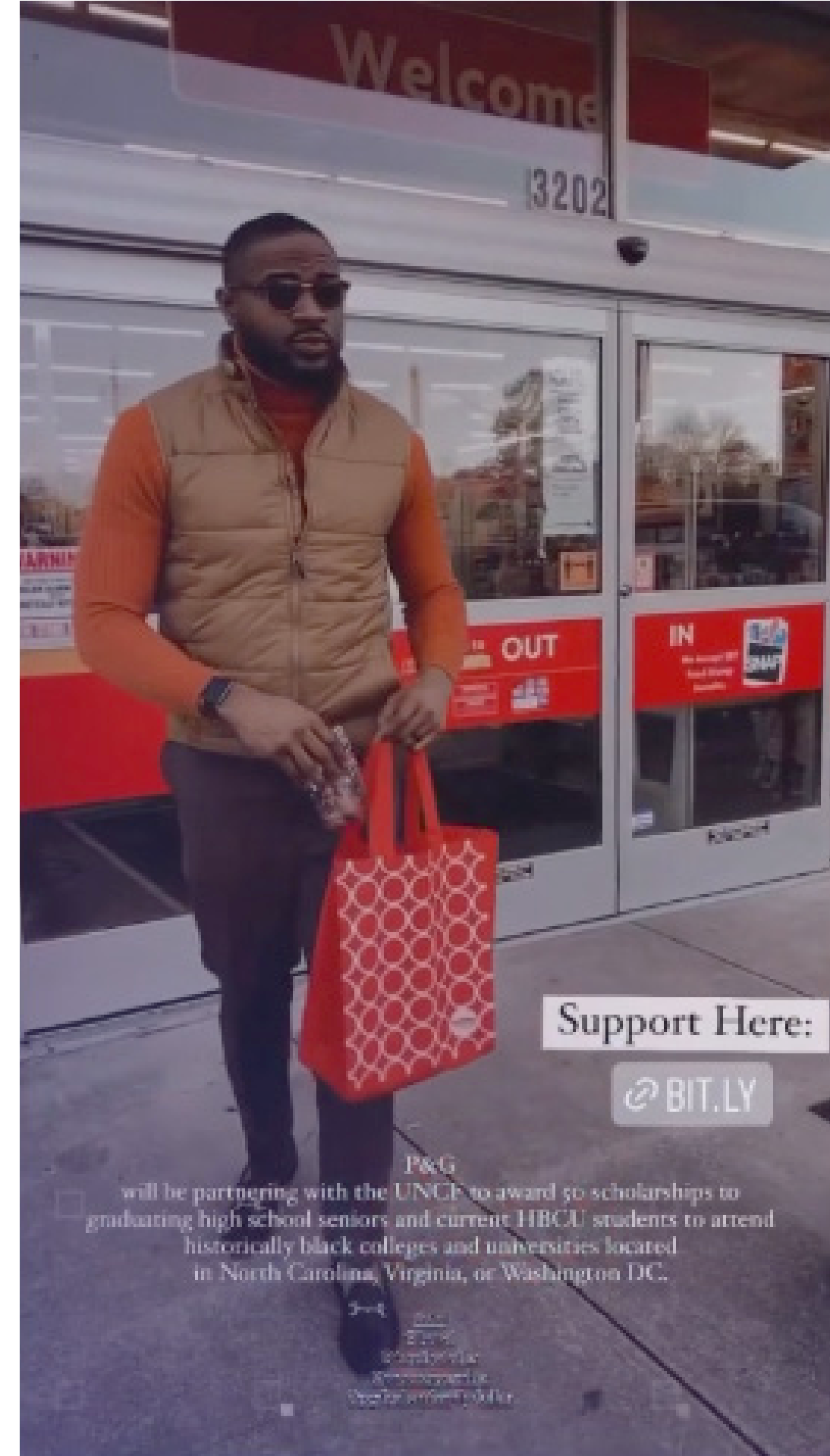


Background

The BE U Scholarship Program, a collaborative effort between Procter & Gamble (P&G), Blue Chip Marketing, Family Dollar and Inmar Intelligence's media division Aki Technologies, aimed to tackle income inequality by providing over 50 need-based scholarships to students at Historical Black College Universities (HBCUs). This groundbreaking campaign was driven by a shared commitment to making education more accessible. P&G turned to Aki to raise awareness about the scholarship program, recognizing that by supporting education, they were shaping society's future. Aki leveraged data and insights to design a multicultural influencer and athlete social advertising strategy, demonstrating the power of cause marketing to benefit communities and boost brand affinity and sentiment. Their PrescriptiveIQ insights platform provided valuable data and insights for personalized messaging and ensured that the right influencers reached the intended audience. By combining the influence of student-athletes, a trusted retailer (Family Dollar) and a powerful brand (P&G), they supported a community-first cause marketing approach while meeting ROI expectations.

Insights

The success of the BE U Scholarship Program campaign underscores the potential of cause marketing to drive meaningful social impact and elevate brand perception. Aki Technologies' approach, grounded in data-driven strategies and personalization, offers several valuable lessons for marketers. Using data and insights, such as those provided by PrescriptiveIQ, enables marketers to craft highly personalized and impactful campaigns. Incorporating student-athletes into a campaign amplifies reach and impact via dedicated followings. Collaborating with trusted community-focused partners enhances the authenticity of a cause marketing campaign. By emulating the data-driven, community-oriented, and impactful strategies of the BE U Scholarship Program campaign, brands can harness the power of cause marketing to drive social change while building brand loyalty and achieving their business objectives.



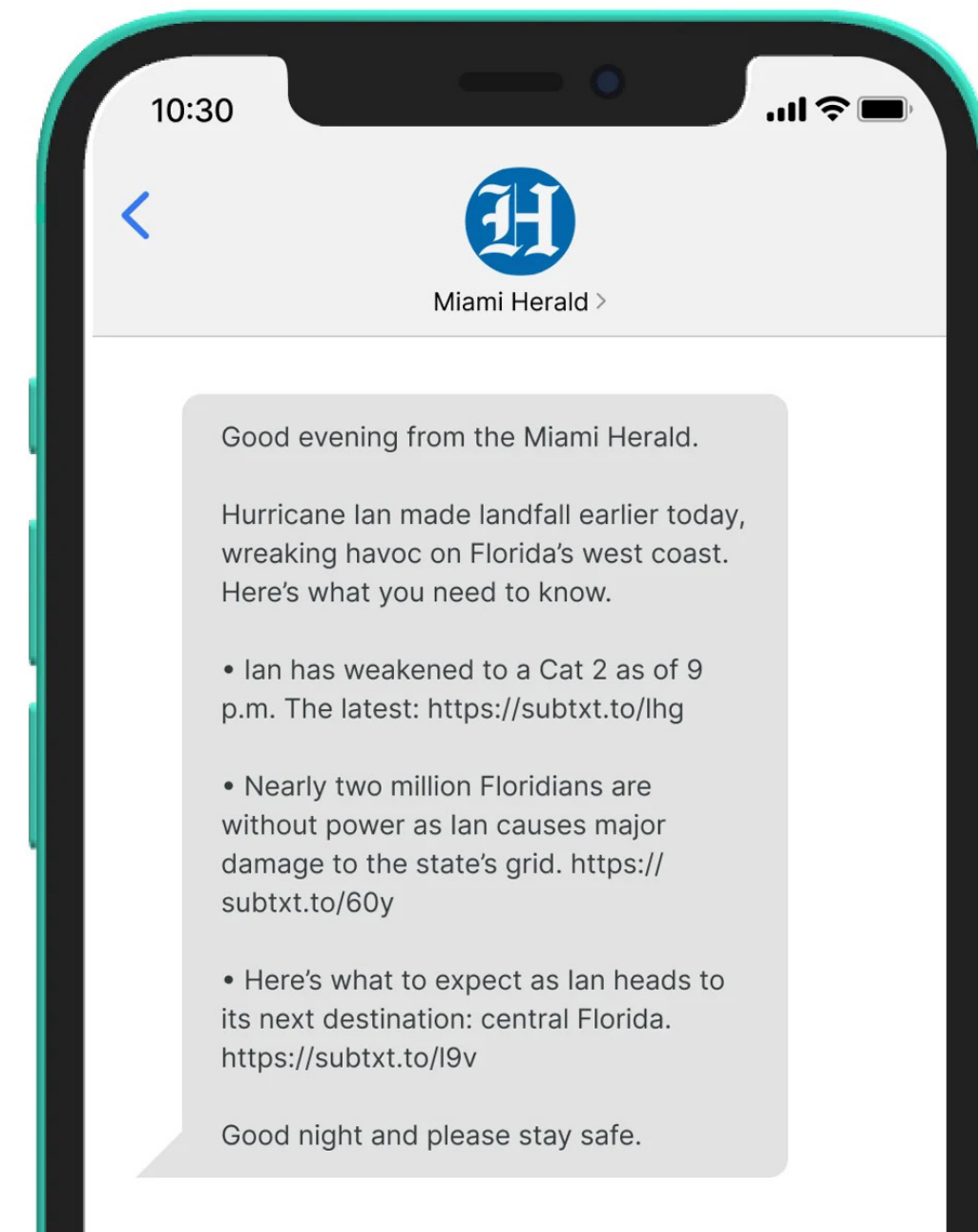


Background

In September 2022, as Hurricane Ian threatened Florida, local newsrooms faced the challenge of disseminating vital safety information amid internet and cable outages. To address this, Subtext connected publishers with readers via SMS, including reporters from news outlets such as Gannett, The Miami Herald, Bradenton Herald, and the Sarasota Herald-Tribune. The platform allowed them to quickly set up SMS campaigns to reach their audience, providing essential updates to subscribers. Subtext enabled one-to-one and one-to-many communication, ensuring reporters actively responded to subscriber questions and needs during and after the storm.

Insights

In the face of Hurricane Ian's impact, Subtext offered a lifeline for local newsrooms to provide critical safety updates via SMS, overcoming infrastructure disruptions. Over 8,000 people signed up for Hurricane Ian updates, reflecting the urgent need for information. The engagement rate reached 22%, with a remarkable 98% open rate. Subscribers received news on curfews, boil orders, food resources, school updates and recovery details. Subscribers' feedback highlighted the campaign's importance, solidifying the efficacy of SMS communication in crises.



New Employment | ShopGoodwill.com



Background

ShopGoodwill.com, a pioneering non-profit e-commerce auction platform, serves as a beacon of sustainability. Owned and operated by Goodwill, the platform unites the inventory of over 100 Goodwill organizations, spanning more than 2,500 stores nationwide. ShopGoodwill.com offers a unique range of items, including art, antiques, fashion, electronics and more. All proceeds from the auctions support Goodwill's life-changing programs, providing job placement and education opportunities to those in need.

Insights

The '#CreateOpportunity' campaign underscores the transformative power of upcycling and sustainable shopping. It aims to raise awareness of the environmental and social impact of shopping on ShopGoodwill.com. Collaborating with artists, creators and the upcycling community, the campaign encourages consumers to celebrate their commitment to sustainable shopping by giving items a second life. ShopGoodwill.com's model not only supports the environment but also helps individuals create opportunities for themselves and others. This campaign highlights how small actions can drive significant change, fostering a sense of empowerment among participants.





Background

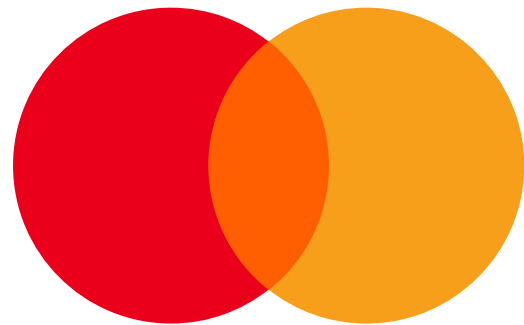
In an era where digital advertising is poised to become a \$876 billion industry by 2026, the environmental toll of data centers and cloud computing becomes increasingly concerning. These infrastructures account for a significant share of global emissions. MobileFuse, recognizing the environmental impact of the digital advertising sector, set out to understand and minimize its carbon footprint. MobileFuse's commitment to environmental responsibility led to a comprehensive emissions analysis covering product and service usage, business travel, remote work, and ad impressions.

Insights

The company adopted technical optimizations, including server scaling and AI software, to reduce unnecessary emissions. By embracing innovation and corporate initiatives, MobileFuse achieved a remarkable reduction of over 50% in carbon emissions since 2019. The purchase of carbon credits through The Gold Standard made MobileFuse 'carbon negative,' setting an example of eco-conscious leadership in the digital advertising industry.

Gender Equality

Mastercard



Background

In its quest to create a more equitable world, Mastercard recognized the pivotal role sports play in inspiring positive change. To advance women's sports globally, Mastercard implemented a multi-pronged approach built on advocacy, elevation and investment. This multifaceted campaign aimed to empower female athletes and inspire new generations of players and fans through the power of sport.

Insights

Mastercard's commitment unfolded through strengthened sponsorships, dedicated resources to the NWSL Players Association and advocating for STEM education through Girls4Tech. The company elevated the experience for female athletes and fans with innovative initiatives like the world's first live sonic trophy and metaverse press conferences. As one of the largest investors in women's sports, Mastercard expanded its footprint across various sports, including tennis, golf, soccer and rugby. The results tell a compelling story of success, with remarkable attendance and viewership growth across the leagues and events it partnered with, fostering the next generation of women athletes.



New

Housing

Bombas



Background

Bombas, a brand deeply committed to aiding the homeless community, achieved a remarkable milestone by reaching its 100 millionth donation. Founded on the premise that socks are the most requested clothing item at homeless shelters, Bombas has integrated support for people without housing into its very DNA. For every item purchased, they donate specially-designed items to those in need. In recognition of this significant achievement, Bombas launched a mission-centered campaign to change people’s thoughts about homelessness. The multifaceted campaign highlighted the surprising realities of homelessness and featured stories of those with lived experiences to humanize the conversation.

Insights

Bombas spotlighted eye-opening truths about why people face homelessness and who is impacted, from young children to the LGBTQIA+ community and families. Bombas worked with Dr. Nyssa Snow-Hill to understand the lack of compassion individuals feel toward people experiencing homelessness and how to drive compassion through education effectively. The goal was to empower people to shift their perception (even a little) about the homeless community through education and compassion-driven storytelling. Through Bombas’ campaign, the brand empowered people to stop, think and shift their perception toward a population often overlooked and misjudged. Rather than promoting purchase and awareness, Bombas’ campaign intentionally focused on driving compassion.



LGBTQ+

FFFACE.ME + LGBT Tech



Background

In an age where innovation primarily serves commercial endeavors, FFFACE.ME and LGBT Tech conveyed essential social messages and celebrated Pride. They created a TikTok filter that allowed users to see each LGBTQ flag as intricate makeup designs. Combining technology, education and creativity, the project aimed to revolutionize communication for non-profits, particularly those focused on LGBTQ awareness. Deployed during Pride Month, this initiative leveraged a TikTok filter that visualized each LGBTQ flag as a unique makeup artistry, tapping into the trend of LGBTQ-related content creation.

Insights

The award-winning project bridged the gap between technological innovation and social initiatives. This approach engaged TikTok's randomizer mechanic, prompting users to discover their 'Pride flag' and express themselves through makeup. The initiative not only educated about LGBTQ representation but also attracted over 4,000 followers to LGBT Tech's TikTok page. Within a week of its launch, the filter garnered nearly 100 million impressions and generated over 400,000 user videos despite being shared from a newly created, subscriber-less account. This project effectively showcased the power of innovative communication for social organizations and non-profits, offering a unique means of delivering significant messages through technology, education and creativity.



Local Community Betterment

Audible



Background

Audible, headquartered in Newark, NJ, launched the Global Center for Urban Development in 2020, focusing on neighborhood revitalization and racial justice. In 2021, the company collaborated with the City of Newark to transform Harriet Tubman Square (formerly Washington Park) by unveiling a monument honoring Harriet Tubman. To connect its impact work with its role as the leading creator and provider of premium audio storytelling, Audible created a permanent on-site audio experience at the monument that features seminal stories of Tubman's life intertwined with narratives about the Underground Railroad and the history of free Black communities in New Jersey that listeners around the globe could also access for free.

Insights

Audible's partnership with the City of Newark highlights its commitment to economic empowerment and social change. The 'Monumental: Harriet Tubman' and Newark's Liberation Movement audio experience brings Tubman's history to life, celebrating Black liberation. Audible's investments, including public art initiatives and meal support for local restaurants, have attracted foot traffic, sustained businesses and created jobs, contributing over \$775 million to the local economy. Furthermore, the company has provided educational resources, events and activities for children, helping to build a vibrant and thriving neighborhood that embodies its commitment to equity and underrepresented voices.



HARRY'S

Background

Harry's sets aside 1% of sales to donate to nonprofits that share the brand's ambition to bring quality mental health care to men everywhere. To date, the men's shaving and personal care brand has donated more than \$12.5 million and is on track to reach 1.5 million by 2024. The brand's efforts include Harry's Open Minds Initiative (HOMI), which searches for the next great idea to change the state of mental health in the U.S. This year's winner, Team: Changing Minds, is a groundbreaking national response network that is transforming how mental health support is offered to young men and boys.

Insights

HOMI and Team: Changing Minds' collective vision is to drastically reduce the barrier young men face in accessing mental health care by enlisting and training peers and adults who are already active in their lives. Since Harry's awarded \$5 million to Team: Changing Minds, the program has already made significant progress. To facilitate training, the program has brought on more than 520 instructors to teach and activate the growing network of responders. In its first year, Team: Changing Minds has connected 542,500 youths to adults ready to offer support.





Background

As an advocacy-first company in women’s health with a focus on diseases such as uterine fibroids and endometriosis, Myovant’s mission is to support open conversation around menstruation so women can advocate for their health. In the “Menstrual Mysteries” video series, the company invited mothers and daughters to have frank conversations about menstruation. In a supportive setting – including an all-female crew – they discussed their first periods, the embarrassment they’ve felt, whether a “normal” period exists and why periods aren’t shameful. The series spanned four videos, a YouTube playlist and storytelling pages on Myovant’s website.

Insights

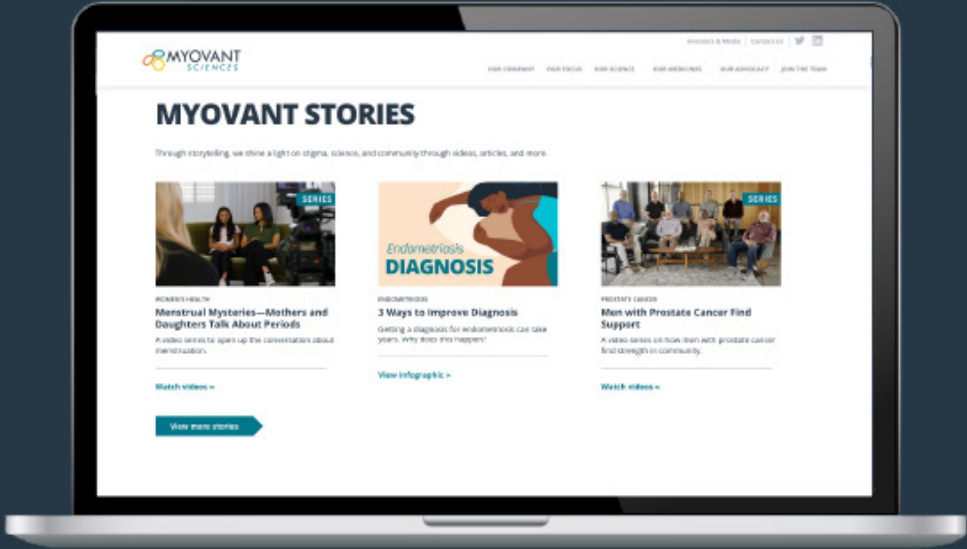
The campaign’s objective was to emphasize Myovant’s mission and start a conversation about menstruation to reduce menstrual anxiety, normalize everyone’s experience, and encourage menstruators to speak up and seek help when their experiences interfere with their quality of life. The hope was that audiences would feel validated about their experiences and come away with more empathy for those who cope with difficulties around their period. The campaign – which garnered 6.7 million impressions and more than 1 million video views in its first month – built awareness around menstruation, igniting positive conversations from parents, menstruators, healthcare professionals and Myovant employees.

Menstrual Mysteries—
Mothers and Daughters Talk About Periods

MYOVANT STORIES



Video Shoot



Myovant.com
Homepage

Racial Equity

Spectrum Reach



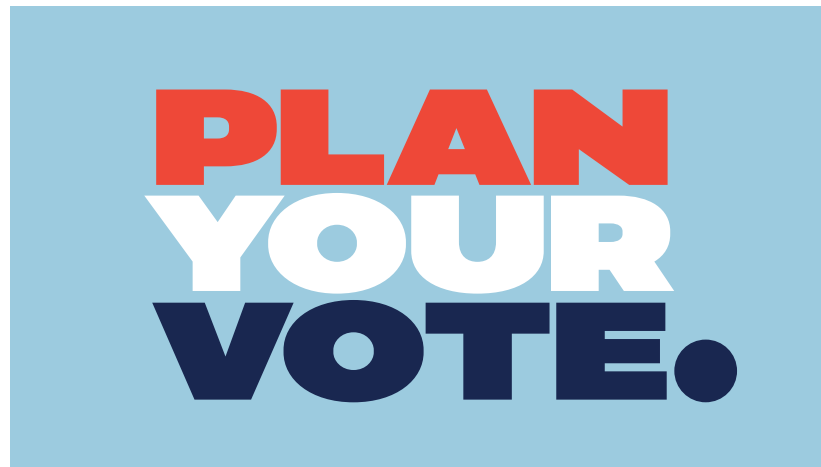
Background

Recognizing that multicultural-owned businesses face disproportionate disadvantages, Spectrum Reach launched the "Pay It Forward" program as part of its commitment to help local multicultural companies and communities thrive. The program has helped over 2,000 multicultural business owners in 40 states with more than \$45 million, powered by the company's advertising expertise, products and services. Participants receive a three-month optimized TV schedule using Spectrum Reach's AudienceApp media planning tool; a complimentary customized Waymark commercial to promote their business; free, dedicated support from a local sales representative; and access to on-demand educational content and exclusive networking events.

Insights

The program drives awareness of the availability of much-needed advertising resources for multicultural business owners and tells the stories of BIPOC-owned small businesses. The initiative also continues to build these communities through sharing gained knowledge, networking and highlighting specific program participants as influencers – enabling them to pay it forward themselves. Feedback from grant recipients details not just their financial success but also the pride and fulfillment they feel from participating and proactively helping others in their communities.





Background

NBCUniversal's Plan Your Vote campaign and platform was initially created in 2020 as a response to pandemic challenges to voting, then returned for the 2022 midterms to help Americans navigate more changes in voting rules. Plan Your Vote has become a leading destination for essential voting information in a digestible format to help citizens cast their ballots successfully. Teams leveraged the entire Comcast NBCUniversal ecosystem with a bilingual marketing campaign to reach mass audiences.

Insights

Plan Your Vote met the moment of confusion around how to properly cast a ballot with a personalized, user-forward interface that aggregated all voting information in one central place. To reach audiences across the country, the team created assets to work within news programming (TODAY, NBC News, MSNBC, Telemundo), entertainment properties (Bravo, E!), streaming (Peacock), audio (CNBC podcasts), social and more. Plan Your Vote 2022 debuted in March to help Americans navigate the midterm primaries and continued through the general election on November 8. Nearly 700,000 Americans used the tool to cast their midterm ballots.



**On your mark.
Get set...**

**PLAN
YOUR
VOTE.**

[NBCNews.com/PlanYourVote](https://www.nbcnews.com/plan-your-vote)

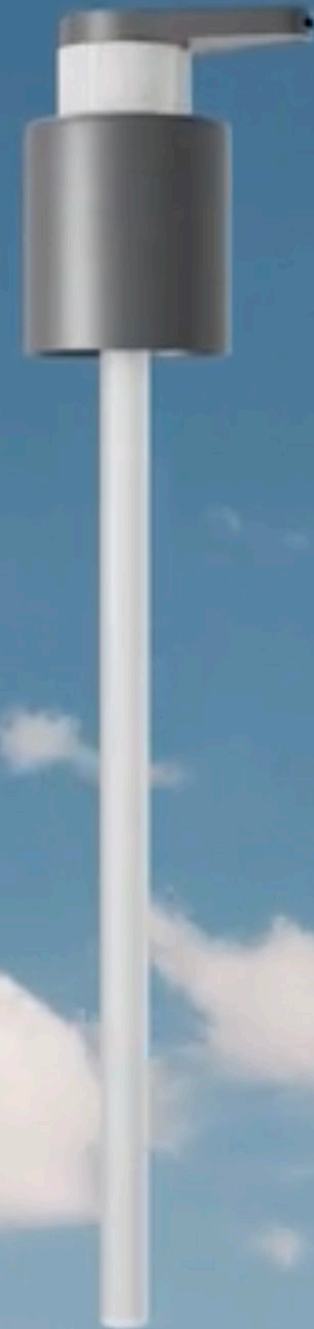
dermalogica

Background

Dermalogica became the first major skincare brand to launch a recyclable pump for its best-selling facial cleansers that didn't compromise sustainability, consumer experience or premium brand aesthetic. By introducing these recyclable, mono-material pumps, Dermalogica puts pressure on other brands to follow its example and innovate on behalf of the planet. Currently, most skincare pumps are not recyclable, and existing mono-material pumps are prone to breakage. Dermalogica's new solution – a plastic spring made of recyclable polyethylene – reduces waste and makes it easy to recycle both the bottle and pump as a single unit.

Insights

Dermalogica's new pump brings the brand closer to its goal of having 100% of its bottles designed to be reused, recycled or composted by 2025. By eliminating the traditional metal spring, the brand eliminates one metric ton of metal annually. The lighter-weight pump also results in a reduction of 2.4 metric tons of virgin plastic. The social media campaign around the launch garnered higher-than-average engagement, generating positive sentiment among consumers and industry parents. Dermalogica's positive working partnership with its eco-supplier, Aptar, has led to more first-to-market opportunities with sustainable packaging.





Background

In 2022, hai introduced the first-of-its-kind innovative showerhead system. The hai Smart Showerhead incorporates customizable LED alerts and Bluetooth technology to enable users to understand their environmental impact better, increase awareness of water usage and take control of their habits by setting desired water temperature and target usage limits. By operating through a mini hydro-turbine, the showerhead is an appliance that can generate and run on its own energy — allowing users to offset their environmental footprint from day one.

Insights

Since its inception, hai has continued to shift the perception of showerhead capabilities — providing users with a personalized shower experience and the tools to track their environmental impact. With these tools, hai users use 30% less water with every shower, resulting in more than 1.63 million gallons of water collectively saved. To commemorate World Water Day in 2023, hai partnered with the Clean the World Foundation and installed showerheads at the foundation's shower locations across the U.S. The company's impact is widespread across the U.S. and Canada, positively impacting major cities including Los Angeles, Miami, Chicago, New York and Toronto.



World Hunger | The Kroger Co.



Background

The Kroger Family of Companies includes more than 400,000 associates serving more than 11 million customers daily across the U.S. through food inspiration and uplift and creating Zero Hunger | Zero Waste communities. The Zero Hunger | Zero Waste (ZHZW) impact plan was introduced in 2017 as part of Kroger's commitment to build a more resilient and equitable food system that advances sustainability, food access and affordability. As part of the initiative, Kroger optimizes store-level execution of ZHZW programs, enables technology to recover and redistribute surplus food and aligns charitable giving to feed more people.

Insights

When ZHZW was launched in 2017, Kroger committed to donating 3 billion meals by 2025 – a milestone the program achieved in 2023. This includes more charitable funds and increased surplus food rescue and donations in stores nationwide. In 2022, Kroger donated 106 million pounds of surplus food to Feeding America food banks and other community partners. Other commitments include ending food waste, directing funding to social entrepreneurs transforming the food systems and supporting public policy and legislative solutions that improve food access and create infrastructure for a zero-waste future.





Greater Good Awards

DIGIDAY

GLOSSY

ModernRetail

worklife

For more information on this or other
Digiday Media Awards programs,
visit digiday.com/awards

Questions for the awards team?
Let us know at awards@digiday.com