

Challenge Champion Action Award

This award recognizes a Champion level company that demonstrates the strongest integration of a United Nations Sustainable Development Goal (UN-SDG) into business practices. For 2025, the Challenge's designated focus **UN-SDG** is **#12 - Responsible Consumption and Production**.

What you are doing matters! This focus will elevate your thinking; making a connection to bigger picture global considerations while acting locally. Use the UN-SDG framework as guiding principals to promote responsible consumption and production patterns into practice through an innovation project(s).

Details:

Company will self-nominate at end-of-year and report qualitative and quantitative measure(s); Challenge staff will provide template. SDG integration needs to take place primarily in the Challenge year, not retroactive. The Challenge will promote ALL nominees.

Idea springboard:

- *Adopt innovative practices to reduce waste
- *Employee engagement waste/food waste reduction campaign or Eco-challenge
- *Enhance resource efficiency
- *Sustainable product design / lifecycle assessment
- *Instate green, local purchasing practices and policies
- *Ethical supply chain management and sourcing
- *Circular economic strategies

More Educational Resources:

[U.N.Sustainable Development Goals - Introduction](#)

[SDG #12 Responsible Consumption and Production : Deep Dive](#)