

Your *ADVOCACY*
and *IMPACT* matter

BRANDS FOR GOOD AWARDS 2025



ENTRY GUIDELINES

Do Good For Good



BRANDS FOR GOOD AWARDS 2025

-ABOUT THE AWARDS

Since its inauguration in 2018, the Brands For Good award has celebrated businesses—locally, regionally, and globally—that champion positive social and environmental impact. It recognises companies that integrate purpose with profit across four categories:

(a) Business for Good, (b) Technology for Good, (c) Culture for Good, and (d) Leadership for Good.

The award recipients are trailblazers who inspire others by creating value for society, the environment, and their stakeholders. It promotes businesses that go beyond commercial success, highlighting their commitment to doing good while doing well, and fostering a more caring, ethical, and sustainable world.

AWARDS CATEGORIES



**CULTURE
FOR GOOD**

**BUSINESS
FOR GOOD**


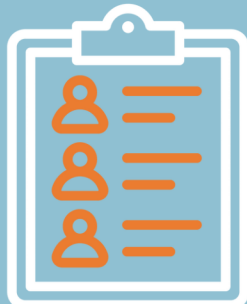


**TECHNOLOGY
FOR GOOD**

**LEADERSHIP
FOR GOOD**

Do Good For Good

BRANDS FOR GOOD AWARDS 2025

-NOMINATION PROCESS

			
Submit Your Nomination	Review & Shortlisting	Interviews & Due Diligence	Announcement & Recognition
<ul style="list-style-type: none"> • Fill out the online nomination form httpS://bfg.sg/join • Provide key details about your brand and impact initiatives. • Select the category that you would like to nominate for: <ul style="list-style-type: none"> - Business For Good - Culture For Good - Technology For Good - Leadership For Good 	<p>Our panel of industry leaders and experts will evaluate submissions. Shortlisted nominees will be notified via email.</p>	<p>Shortlisted brands may be invited for an interview. Verification of initiatives and impact.</p>	<p>Winners will be revealed at the Brands For Good Awards Gala. Gain exclusive media exposure and brand credibility.</p>

BRANDS FOR GOOD AWARDS 2025

-SUBMISSION PROCESS

Pick your category



Business For Good

Sustainable and ethical
business practices



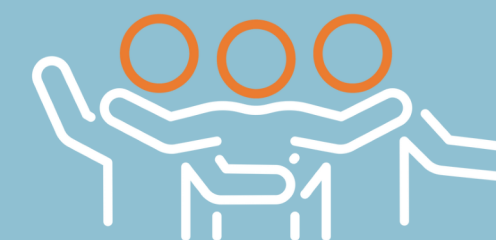
Leadership For Good

Transformational
leadership in responsible
business



Technology For Good

Innovations that make a
positive impact



Culture For Good

Driving positive social
change and inclusivity

Do Good For Good

BRANDS FOR GOOD AWARDS 2025

-SUBMISSION PROCESS

Documents Submission

ACRA Business Registration Profile	Past TWO (2) Years Financials	Presentation for Judges	Submit Online
Submit your company's ACRA Business Registration Profile	<p>Submit past 2 years financials.</p> <p>Your documents will only be viewed by the Judges and are treated with utmost confidentiality</p>	<p>Submit a presentation about how your company <i>Do Good</i> in its way.</p> <p>Do include (where possible)</p> <ul style="list-style-type: none"> -statistics / numbers -photographs -any other supporting attachments 	<p>Submit all required</p> <ul style="list-style-type: none"> -ACRA Business Registration Profile -Past 2 years financials -Presentation for Judges

BRANDS FOR GOOD AWARDS 2025

-SCORING CRITERIA OVERVIEW

BRANDING

SOCIAL IMPACT

**BUSINESS
EXCELLENCE**



Do Good For Good

BRANDS FOR GOOD AWARDS 2025

-SCORING CRITERIA OVERVIEW

BUSINESS FOR GOOD



Branding (20%)	Business Excellence (50%)			Social Impact (30%)
Branding 20%	Business Model 20%	Stakeholder Engagement & Accountability 20%	Profit & Growth 10%	Social Impact

BRANDS FOR GOOD AWARDS 2025

-SCORING CRITERIA OVERVIEW

LEADERSHIP FOR GOOD



Branding (20%)	Business Excellence (50%)			Social Impact (30%)
Branding 20%	Business Model 20%	Stakeholder Engagement & Accountability 20%	Profit & Growth 10%	1. Vision and Commitment 2. Influence and Advocacy 3. Empowerment and Mentorship 4. Accountability and Transparency 5. Courage and Innovation 6. Collaboration and Partnerships 7. Leadership Integrity and Ethics

BRANDS FOR GOOD AWARDS 2025

-SCORING CRITERIA OVERVIEW

TECHNOLOGY FOR GOOD



Branding (20%)	Business Excellence (50%)			Social Impact (30%)
Branding 20%	Business Model 20%	Stakeholder Engagement & Accountability 20%	Profit & Growth 10%	1. Strategic Alignment, Planning & Prioritisation 2. Originality & Innovativeness 3. Commercialisation & Market Validation 4. IP Protection, Management

BRANDS FOR GOOD AWARDS 2025

-SCORING CRITERIA OVERVIEW

CULTURE FOR GOOD



Branding (20%)	Business Excellence (50%)			Social Impact (30%)
Branding 20%	Business Model 20%	Stakeholder Engagement & Accountability 20%	Profit & Growth 10%	1. Purpose Driven Strategy 2. Ethical Leadership 3. Employee Well-being and Inclusion 4. Continuous Learning and Growth 5. Transparent & Honest Communication 6. Community Engagement, Social Responsibility, and Impact



BRANDS FOR GOOD AWARDS 2025

-FAQ

Who is eligible to participate in Brands For Good Awards?

The Brands For Good Awards are open to all businesses—locally, regionally, and globally—that champion positive social, environmental, or inclusive impact. Whether you are a small enterprise, a growing SME, or a large corporation, we welcome companies from all industries that integrate purpose with profit. If your business demonstrates a commitment to sustainability, social responsibility, or ethical practices, we encourage you to apply. Join our community of purpose-driven brands and gain recognition for making a difference while achieving commercial success.

Is there a fee associated with the nomination?

Nomination for the Brands For Good Awards is **FREE** and **EXCLUSIVE** to Brands For Good members.

To nominate your company, simply become a member by joining our community at <https://bfg.sg/join>.

Membership connects you with like-minded businesses committed to making a positive impact. Showcase your company's purpose-driven initiatives and gain recognition for creating meaningful change.

When is the deadline for the nomination submission?

The deadline for Brands For Good Awards 2025 nomination is on **30 April 2025**.





BRANDS FOR GOOD AWARDS 2025

-FAQ

How will winners be recognised?

Brands For Good Awards winners will be recognised through a prestigious award ceremony, receiving a trophy and certificate to honour their achievements. Winners will gain media exposure, digital features, and PR coverage across multiple platforms. They will also be showcased on the Brands For Good website and social media, joining an exclusive network of purpose-driven businesses. This recognition enhances brand reputation and opens up opportunities for collaborations and partnerships within the community.

When is the award ceremony and where will it be held?

The Brands For Good Awards ceremony is scheduled to take place in Singapore in July 2025, with the exact date and venue to be announced soon. Stay tuned for updates on our website and social media channels as we finalise the details.

CONTACT US

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