

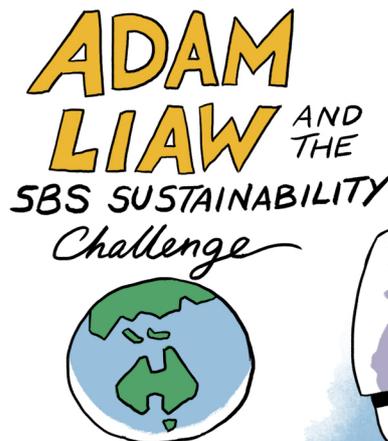
SBS MEDIA SUSTAINABILITY CHALLENGE RETURNS FOR 2026 - WITH APPLICATIONS NOW OPEN

The challenge offers brands and agencies \$500,000 in advertising inventory for the best TV creative normalising sustainable behaviour and highlighting better environmental consumer practices

9 February, 2026

National broadcaster SBS has opened applications for the SBS Media Sustainability Challenge with the aim of again encouraging brands to normalise sustainable behaviour and highlight better environmental practices for Australian consumers.

As a leader in sustainability within the media industry, SBS is offering \$500,000 in advertising inventory to the winning campaign, as determined by a jury of leading industry professionals.



Video: To help launch the 2026 SBS Media Sustainability Challenge SBS has put together a video explaining the challenge and encouraging brands and agencies to enter.

Last year's challenge saw the NRMA named the inaugural winner of the SBS Media Sustainability Challenge with a clever EV campaign that encouraged Australians to



consider switching to an electric vehicle (EV) and shone a spotlight on their growing network of EV chargers.

Kate Young, National Manager of SBS CulturalConnect, said: “We have had so much positive feedback from the market about the SBS Media Sustainability Challenge and are thrilled that it is back for another exciting year.

“Last year we were inundated with some great ideas and campaigns and we’re so pleased that more of these creative ideas will have an opportunity in this year’s challenge. At its heart, the campaign is asking brands and agencies to work with us to drive positive change to protect our planet by rethinking how they authentically represent sustainability in their marketing campaigns.

“SBS has been a clear leader in this space working to reduce our environmental footprint, but we know change only comes about when our industry collaborates. Through this initiative, we’re helping build a platform to elevate creative ideas that normalise sustainable practices to Australian audiences.”

The challenge is open for submissions until 6 March. Brands and agencies are asked to go online and submit a 30-second television script and 500-word rationale addressing the judging criteria.

In 2026, the challenge has been updated to ask brands to focus on one of three areas:

- NATURE - How your brand protects and restores the natural environment.
- CARBON - How your brand reduces carbon emissions.
- WASTE - How your brand minimises waste through sustainable practices or innovations.

The jury will judge the script and rationale, with entries to be shortlisted in March and a final winner announced in the second half of 2026.

“This is such a strong opportunity for brands, many of whom are already doing great work in this space, to produce something really creative and interesting that will get noticed and help spark positive conversation around sustainable behaviours,” said Young.

SBS confirmed the jury for the SBS Media Challenge would consist of: Adam Liaw, host of The Cook Up and Co-Chair of Sustainable Screens Australia; Arum Nixon, Australia Chapter Lead at Ad Net Zero; Abigail Thomas, SBS Head of Sustainability; Kate Young National Manager, SBS CulturalConnect and Angus Gordon, SBS Head of Creative & Production Services CulturalConnect

The winning ad will also receive consulting services and training through Sustainable Screens Australia to help ensure the advertisement meets best practice for sustainable production.



Interested agencies and brands should go to the [SBS Media Sustainability Challenge website for more information](#).

Note to Editors: The [stop motion video with Adam Liaw explaining the SBS Media Challenge](#) can be embedded using the following link:

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For further information and interview requests please contact:

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