

MEDIA RELEASE

SBS AND THE GUARDIAN JOIN FORCES TO SUPERSIZE SUSTAINABILITY CHALLENGE FOR 2027

1 September 2026

SBS Media and Guardian Australia have joined forces to elevate the importance of sustainability in the marketing world through its annual Sustainability Challenge, with the 2027 joint initiative to offer an expanded pool of \$700,000 advertising inventory.



Next year will be the third year that SBS has run the Sustainability Challenge, with the aim of encouraging brands to normalise sustainable behaviour and highlight better environmental practices for Australian consumers.

Both SBS and the Guardian have been leaders in the sustainability space in Australia's media industry. The two media companies will now offer an expanded pool of advertising inventory across television and digital to the winning campaign, as determined by a jury of leading industry professionals.

Kate Young, National Manager, SBS CulturalConnect, said: "The SBS Media Sustainability Challenge was created to encourage our industry to make sustainability more visible,



relatable and actionable for Australians. As we enter the third year of the initiative, we're proud to be partnering to amplify that mission.

"This year we are thrilled to see the Guardian come on board and significantly increase the amount of inventory available as part of the challenge. Both SBS and the Guardian have been deliberate in looking at their carbon footprint and looking at ways to reduce their emissions. This is a natural partnership of two leading media players keen to drive further awareness in this area."

Danika Johnston, Director of Commercial Partnerships for the Guardian in Australia, said: "The Guardian is committed to helping shape the conversation about the climate crisis - it is at the forefront of our business and journalism in Australia. We're thrilled that this joint initiative with SBS will continue that work in the marketing space. Bold creativity is essential in effective marketing and in creating solutions for reducing our industry's carbon footprint. We're looking forward to seeing what brands and agencies bring to the Sustainability Challenge to drive real change across our sector."

The next Sustainability Challenge will open in February 2027 where we will be calling for brands to come on the journey with us.



Last week, MobileMuster was announced as the overall winner of the SBS Media 2026 Sustainability Challenge for its simple, relatable and highly actionable idea tackling the millions of unused phones sitting in Australian homes – [link to media release](#).

Mobile Muster Head of Sustainability and Social Impact, Helen Maisano, said the win provided a valuable opportunity to teach an even larger audience about the importance of mobile phone recycling.

"We are excited to receive this prize to bring this campaign to life and inspire more Australians to get their old phones out of drawers and into recycling. Mobile phone recycling is important, as it keeps potentially hazardous materials from ending up in landfill, and



allows organisations to reuse those materials, which reduces the need for further mining” said Maisano.



The judging panel also recognised the Australian Museum’s FrogID app as Highly Commended. This initiative stood out for its innovation and meaningful contribution to environmental outcomes.

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