

Iconic Influencer Award London

Individual Excellence Award

Top Eco & Sustainability Influencer

OVERVIEW

One prominent eco and sustainability influencer is [Influencer's Name]. As a thought leader in the realm of environmental consciousness and sustainable living, they have amassed a significant following across various social media platforms. Their content delves into diverse topics such as renewable energy, zero waste living, ethical consumerism, conservation efforts, and eco-friendly practices.

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ELIGIBILITY

- **Passion for Sustainability:** Genuine passion and commitment to environmental sustainability are essential. Your audience will resonate with your message more strongly if they see your sincerity and dedication.

QUALITATIVE CRITERIA

- **Passion and Commitment:** Influencers who demonstrate genuine passion and commitment towards eco-friendly and sustainable living are often highly regarded. Look for individuals who consistently advocate for environmental causes and incorporate sustainable practices into their daily lives.
- **Credibility ..**

METRICS

Metrics Criteria	Current Year	Previous Year
<ul style="list-style-type: none">• Follower Count: The number of followers an influencer has across different social media platforms (such as Instagram, Twitter, YouTube, etc.) indicates their potential ..		

JUDGING CRITERIA

- **Engagement:** Measure the influencer's ability to generate meaningful conversations and interactions with their audience. This includes likes, comments, shares, and overall engagement rates on their content.
- **Reach:** Assess the size and diversity of the influencer's audience across various platforms such as social media, blogs, podcasts, and YouTube channels. A larger reach indicates a greater potential impact.
- **Content Quality:** Evaluate the quality, relevance, and accuracy of the influencer's content. Look for well-researched, informative, and inspiring content that educates and motivates their audience to take action towards sustainability.
- **Consistency:** Consider how consistently the influencer produces content related to eco and sustainability topics. Regular posting ..

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