

The United Public Awards are awarded in the following 12 categories.

### **1 - Innovative Project Awards**

Projects implemented with innovative approaches in almost every field are evaluated.

- Innovative Civil Society Projects Award (Nelson Mandela Foundation, SOUTH AFRICA)
- Innovative Company Projects Award (Samsung,SOUTH KOREA)
- Innovative Public Institution Projects Award (Balikesir Metropolitan Municipality, TURKEY)

### **2 - Sustainable Project Awards**

The projects implemented are evaluated in terms of sustainability. In this category, the best projects in terms of sustainability get degrees.

- Sustainable Civil Society Projects Award ( WUYCN,USA)
- Sustainable Company Projects Award (WALMART , USA)
- Sustainable Public Institution Projects Award (UNESCO, FRANCE)

### **3 - Social Responsibility Awards**

Projects that benefit society by strengthening different social groups are evaluated.

- Civil Society Organizations Social Responsibility Projects Award ( United Nations Foundation,USA)
- Company Social Responsibility Projects Award (Johnson & Johnson, USA)
- Public Institution Social Responsibility Projects Award ( World Food Programme, ITALY)

### **4 - Best of the Year Awards**

Applicant companies are evaluated in terms of economic performance, product variety, service quality and innovation management.

- Best Company of the Year Award (Apple , USA)
- Best Public Institution Award of the Year ( UN-HABITAT )
- Best Civil Society Organization of the Year Award ( Ban Ki-moon Foundation, SOUTH KOREA)

### **5 - Civil Society Organization Special Awards of the Year**

Non-governmental organizations are evaluated by considering social activities, accessibility and unique working models.

- Best Civil Society Organization Project Award of the Year (Ashoka, USA)
- Best Civil Society Organization Communication Studies Award of the Year (GM UNV,USA)
- Best Civil Society Organization Manager of the Year Award (Katherine Rowe, USA)

### **6 - Public Institution of the Year Award**

Public institutions and organizations applying in this category are evaluated on the basis of service quality and projects produced.

- Best Public Institution Project of the Year Award (Nairobi City County, KENYA)
- Best Public Institution Communication Studies Award of the Year (Taipei City Gov.TAIWAN)
- Best Public Institution Manager of the Year Award (Sadiq Khan,UK)

## 7 - Young Entrepreneur of the Year Award

In this category, where applications are limited to 35 years of age, applicants are evaluated in terms of their initiatives' innovation, thus their originality, diameter, sustainability and contribution to society.

- Best Female Entrepreneur of the Year Award (Arzu Somali, TURKEY)
- Best Under 25 Young Entrepreneur of the Year Award (Hart Main,USA)
- Best Young Entrepreneur of the Year Award (Garret Gee, USA)

## 8 - Public Relations and Advertising Studies Award

Applications in this category are evaluated by considering public relations models, PR studies, original approaches and prevalence.

- Public Relations and Advertising Studies of the Year (Public)
- Public Relations and Advertising Studies of the Year (Companies)
- Public Relations and Advertising Studies of the Year (Non-Governmental Organization)

## 9 - Manager of the Year Award

In this category, the work of people working in any private or public institution and organization, company or NGO is covered in all aspects.

- Manager of the Year Award (Public) – ( Jacinda Ardern, NZ)
- Manager of the Year Award (Companies) – ( Elon Musk , USA)
- Manager of the Year Award (Civil Society Organization) – ( Nane Maria Annan, SWEDEN)

## 10 - Jury Special Award

This award is given as a result of the jury members' appreciation of their work and evaluating people, institutions and organizations that make a sound worldwide.

- Best Customer Services Awards –(Grand Romanson, TURKEY)

## 11 - Youth and Sports Studies Award of the Year

In this category, youth and sports activities that are carried out individually or as a team are evaluated.

- Youth and Sports Studies Award of the Year (Public) (Youth Ottawa,CANADA)
- Youth and Sports Studies Award of the Year (Companies) (Lego, DENMARK)
- Youth and Sports Studies Award of the Year (Civil Society Organization) (AIESEC,CANADA)

## Specific Award Categories

The Best Transportation Company of The Year

- Gold Category (Metropolitan Transportation Authority,USA)
- Silver Category (Taipei Rapid Transit Corporation , TAIWAN)
- Bronze Category (Transport for London ,UK)

#### The Best IT Company of The Year

- Gold Category (DELL, USA)
- Silver Category (HP,USA)
- Bronze Category (SONY, JAPAN)

#### The Best Metropolitan Municipality of The Year

- Gold Category (Tokyo Metropolitan Government , JAPAN)
- Silver Category ( City of Sydney, AUSTRALIA)
- Bronze Category ( Balikesir Metropolitan Municipality, TURKEY)

#### The Best Municipality of The Year

- Gold Category (Fairfax County, USA)
- Silver Category ( Loundon County, USA)
- Bronze Category (Plymouth City Council, UK)

#### The Best Building of The Year

- Gold Category (Lotte World Tower, SOUTH KOREA)
- Silver Category (Taipei 101, TAIWAN)
- Bronze Category (Willis Tower, USA)

#### The Best University of The Year

- Gold Category (University of Cambridge,UK)
- Silver Category (National University of Singapore (NUS)
- Bronze Category (Yale University,USA)

#### The Best Diamond Company of The Year

- Gold Category (Harry Winston,USA)
- Silver Category (De Beers,UK)
- Bronze Category (David Yurman,USA)

#### The Best E-Commerce Site of The Year

- Gold Category (Amazon.com, USA)
- Silver Category (Etsy.com, USA)
- Bronze Category (Mercari.com, USA)