



Metsä 2027 Sustainability Awards launched in the UK

After highly successful events in 2023 & 2025, the Metsä 2027 Sustainability Awards, in association with the Cleaning and Services Support Association and hosted by Katrin, is back.

The event was founded in partnership with the CSSA, in 2023 with the aim of shining a spotlight on sustainability across the cleaning and hygiene industry. In 2023, the event was held at the Cutty Sark in Greenwich. The 2025 Sustainability Awards ceremony was held at The Pelligon in Canary Wharf, London, on 19 March 2025. For both events, participants joined together to celebrate the industry's commitment to sustainability and to recognise those leading the way in best practice. In both cases, the entries exceeded our expectations, and we have high hopes for the awards in 2027.

For 2027, the event will be held on **17th March 2027**, and will be at the **National Maritime Museum, Greenwich**, with the competition opening on **June 1st, 2026**.

Announcing the launch of the Awards, **Jo Long**, Metsä Tissue's Sales Director, UK & Ireland, said: *"We are delighted to be once again, running the Sustainability Awards, in co-operation with the CSSA. We are also excited to have the event hosted by the new Katrin brand look and feel"*.

Jo continues, "The calibre of the nominations for both events was inspiring and truly demonstrated our industry's commitment to embracing and innovating sustainable practices. We are confident this now established event will drive this innovation to the next level."

Nominations for the awards programme are now open (June 1st), and entries are welcome from all organisations from across the cleaning and hygiene industry whose actions have made a positive and lasting impact on the environment.

The categories for the 2027 Sustainability Awards include:

- **Positive Climate Impact**
- **Social Value Impact Award**
- **Best Marketing Sustainability Communication Award**
- **Sustainability Collaboration Award**
- **New Sustainability Innovation Award**

In addition to the five Award categories, a **Judges' Choice Award** will be given to recognize an initiative specifically appreciated by the judges. ALL entries submitted in the five Award categories will automatically be included in the "Judges' Choice" selection process.

Details of the awards and how to enter are available on the [Awards website](#).

Nominations are free to enter and the deadline for entry is **31 August 2026**.

Tickets for the 2027 Sustainability Awards Ceremony will also be available to purchase from November 2026.

For further information please visit the website: www.2027sustainabilityawards.com or contact us by email: katrin.uk@Metsägroup.com.

Metsä Group
www.Metsägroup.com

Metsä Group has its roots in the Finnish forest: our parent company Metsäliitto Cooperative is owned by approximately 90,000 forest owners. We make wood products that people around the world need every day. We focus on pulp, paperboards, tissue and greaseproof papers, wood products, and wood supply and forest services. We are committed to regenerative forestry that measurably strengthens the forest ecosystem. We promote a culture of diversity, equality and inclusion.

In 2025, our sales totalled EUR 5.8 billion, and we employ about 8,800 people.

Follow Metsä Group: [LinkedIn](#) [Instagram](#)

About the Cleaning & Services Support Association

The CSSA is run by the Cleaning Industry for the Cleaning Industry. It exists to help businesses Grow, Comply, Change and Innovate. They do this through their accreditations, recognising greatness, key events, online and offline business advice, and having government representation. The association celebrates excellence in the industry with our Awards and Innovation Showcase; helping you grow through recognition and accreditation; keeps members informed and connected through events; keeping you compliant with new law and legislation, gives businesses a powerful collective voice; allowing us to lobby for change at government level, and by sharing best practices with our members we are at the forefront of innovation; driving the industry forward with new technology.

<https://www.cssa-uk.co.uk/> Follow CSSA: [LinkedIn](#)