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SCM's energy company DTEK wins two international awards for its Fight for Light campaign



SCM's energy company DTEK has won two awards at the ICCO Global Awards 2026, an international competition that recognises the best public relations work around the world. DTEK won in the Best Strategy and Evaluation in a Campaign

and Infrastructure categories for its Fight for Light campaign. The campaign is about the resilience of Ukrainian energy workers, who repaired damaged equipment through the winter under Russian attacks. Fight for Light has also won a Global SABRE Award 2026.

What awards has DTEK won?

DTEK has won two awards at the ICCO Global Awards 2026, which were presented in Milan. It won in the Best Strategy and Evaluation in a Campaign category and in the Infrastructure category.

What are the ICCO Global Awards?

The ICCO Global Awards are an international competition that recognises the best public relations work around the world. They are run by the International Communications Consultancy Organisation (ICCO), the global body for the public relations consultancy industry. An international jury judges the entries on the insight, strategy and delivery behind each campaign.

What is the Fight for Light campaign?

Fight for Light is DTEK's communications campaign about the resilience of Ukrainian energy workers. Through the winter, DTEK's teams repaired equipment damaged by Russian attacks, often while the attacks were still going on, to restore power to Ukrainian cities and homes.

What did the campaign include?

The campaign brought together music, light and the energy workers themselves. A choir performed "Shchedryk", the Ukrainian song known around the world as "Carol of the Bells", at a thermal power plant destroyed by Russian attacks. A light installation was projected onto the Motherland Monument in Kyiv. DTEK also worked with the Zavertailo restaurant to set up a New Year tree made from energy

workers' uniforms on Sofiivska Square in Kyiv.

What other recognition has Fight for Light received?

Fight for Light has also won a Global SABRE Award 2026. Earlier, two DTEK communications campaigns were named finalists at the Effie Awards Ukraine 2026, Ukraine's leading prize for marketing communications, which recognises the most effective advertising and communications campaigns.