



The Pioneer Awards 2018 Award Categories & Criteria

The Pioneer Awards are designed to recognise and reward those of you who support us in pioneering “a different way of doing business”.

So if you're a company that has launched a genuinely pioneering product or way of working, or are championing ethical trade or sustainable innovation we want you to be considered for an award.

Whatever your achievement these awards are about championing your efforts.

After last year's successful inclusion of a category to also recognize Co-op colleagues in their endeavors to demonstrate the Co-op difference, we are again asking you to tell us about the Co-op initiatives and colleagues who you believe deserve recognition too.

We'd like to thank you for taking the time to get involved and we invite you to nominate yourselves for one or more awards.

To enter, please submit a maximum of 4 Power point slides per entry, and tell us why you should be a winner!

Closing date for Entries – Monday 10 September 2018

General Tips

If you believe you've done something innovative, creative, progressive or exceptional – you should definitely enter.

We received more than a hundred nominations last year alone so please try and sum up what makes your project pioneering in one sentence.

When writing up your entry, please remember that facts speak louder than words. Say what you have achieved and back it up with figures. For example: what problem did you decide to solve, what was your strategy/approach, explain your unique thinking, what did you achieve and share the results if you have them (ROI, impact for our customers, efficiencies in our business, how was success measured)

Put it into context, we'd like to know the background, the thinking, objectives, the process, execution, the evaluation and results

Your initiative must have been live/executed in a Co-op or CRTG (FRTS) store in the last 18 months

Visuals help so up to 10 Photographs (attached on Power point) will help the judges

Suppliers are welcome to submit more than one entry per category

Awards Categories

- 1. Pioneer in Co-op Own Brand Product** (*Ambient, Fresh & Frozen*)
Celebrating exceptional efforts in developing, launching or re-launching Co-op own brand products/ranges during 2017/18. We welcome submissions that showcase:
 - Innovation in product development
 - Pioneer new ways of engaging our customers or colleagues through visual merchandising, marketing, experiential activity
 - Promoting the brand and values of the Co-op

- 2. Pioneer in Branded Products** (*Ambient, Fresh & Frozen*)
Celebrating exceptional efforts in developing, launching or re-launching branded Products / ranges during 2017/2018. We welcome submissions that showcase:
 - Innovation in product development
 - Pioneer new ways of engaging our customers or colleagues through visual merchandising, marketing, experiential activity
 - Promoting the brand and values of the Co-op

- 3. Pioneer in Best Brand Launch**
To recognise the best branded product or range launch or relaunch during 2017/2018.

Products must deliver on the following:
 - Showcase best in class quality and innovation
 - Beat customer and colleague expectations
 - Deliver excellence through sales, feedback and an overall successful launch/ re-launch.

- 4. Pioneer in Agriculture**
Celebrating exceptional innovation in agriculture and farming, this award will recognize suppliers and farmers who have:
 - Pioneered a specific idea or initiative that has made a positive difference to how British customers eat (e.g. sustainable agriculture, reduction in pesticides, championing organic) and minimized the impact of agriculture on the environment.
 - Embraced progressive farming methods and establishing world leading quality standards to produce high quality, ethically reared animals or sustainable farming methods

- 5. Pioneering the 'Co-op Difference'**
Celebrating the 'Co-op Difference' of doing business, we're looking to award those suppliers that support us to be pioneering and take action on the things that matter most to customers and members. As an example, this could include but not limited to demonstrating an unwavering commitment to ethical human resource practice or dedication to pioneer sustainable initiatives in areas such as recycling or waste reduction.

- 6. Co-op "Local" Supplier of the Year**
Celebrating those small branded suppliers that enable us to deliver locally sourced products to customers, supporting local producers and community enterprises. This award recognizes pioneering product innovation and entrepreneurship, provenance and community support.

To be awarded to Pioneering Suppliers with "local distribution"

**7. Pioneers in Succeeding together
(Colleagues and supplier or Supplier with another suppliers)**

This is an opportunity for suppliers to collaborate with Co-op colleagues or other suppliers for the most admired initiative of “succeeding together” for a business goal. This includes all ALL functions from Product Development to Logistics, Supply Chain, Finance and Marketing

8. Supplier of the Year

The Ultimate Award from Michael Fletcher to the most pioneering, innovative and supportive supplier over the past twelve months. Submissions should demonstrate in what way you support the business to be pioneering and champion a better way of doing business