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## ECR EUROPE CONFERENCE & MARKETPLACE 2013 – BRUSSELS

# ECR EUROPE BEST ACTIVATION AWARD

## APPLICATION FORM

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### SUBMITTED BY

Please fill in your contact details

Lead Company: _____	ECR Europe member: <input type="checkbox"/> yes <input type="checkbox"/> no
Annual Turnover: _____	
Sector of Activity: _____	
First Name / Last Name: _____	
Job Title: _____	Email: _____
Phone: _____	Mobile: _____
Postal Address: _____	
Other Contact(s) in the Project Team (Name & Job Title): _____	

### APPLICATION SUBMITTED JOINTLY WITH THE PARTNER COMPANY(IES)

yes

no (e.g. a retailer having implemented a best practice with all its suppliers, a manufacturer having implemented a best practice with some of its retail customers)

### PARTNER COMPANY

Please fill in the contact details

Partner Company: _____	ECR Europe member: <input type="checkbox"/> yes <input type="checkbox"/> no
Annual Turnover: _____	
Sector of Activity: _____	
First Name / Last Name: _____	
Job Title: _____	Email: _____
Phone: _____	Mobile: _____
Postal Address: _____	
Other Contact(s) in the Project Team (Name & Job Title): _____	

### OTHER PARTNER COMPANY (DUPLICATE THIS TABLE IF NEEDED)

Please fill in the contact details

Partner Company: _____	ECR Europe member: <input type="checkbox"/> yes <input type="checkbox"/> no
Annual Turnover: _____	
Sector of Activity: _____	
First Name / Last Name: _____	
Job Title: _____	Email: _____
Phone: _____	Mobile: _____
Postal Address: _____	
Other Contact(s) in the Project Team (Name & Job Title): _____	

Please return by **28 February 2013** to [olivier.mouton@ecreurope.com](mailto:olivier.mouton@ecreurope.com)

### TITLE

Title of the **case study** where collaboration on non-competitive areas will have generated measurable benefits for all the parties involved including shoppers and/or consumers

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### OUTLINE

Brief description ( $\pm 200$  words) of the case study.

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### DETAILED DESCRIPTION

#### 1. Context and stakes

- In which context did you implement this/these best practice(s) ? What were the stakes ? What were the objectives ?

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#### 2. Best practice(s) implementation

- Please describe the implementation steps (test phase, implementation, duration, product / category / store perimeter)
- What is the current implementation level (product / category / store)?
- How did you make this/these best practice(s) perennial?

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#### 3. Collaboration

- Which teams have been implemented (functions, number of persons directly or indirectly involved)?
  - At the manufacturer side?
  - At the retailer side?
- What were your relationship between partners?
- How did your teams work together?

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### SELF-ASSESSMENT

What is your assessment of this exercise?

- Strengths (expected and obtained results for both partners in term of consumer satisfaction, TO increase, cost reduction...)
- Weaknesses (not to replicate, to modify...)
- Opportunities (duplication with other partners, markets...)
- Threats (implementation breaks, commercial relationship...)

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**You can attach to your application any document that you find useful (Powerpoint presentation, video, graphics...)**

A selection panel will review the submissions received with the main criteria being the extent of innovation involved and the scale of results achieved with particular recognition for consumer/shopper benefits.

The committee will identify three finalists. The three finalists will each present their business case in a plenary session at the ECR Europe Conference in Brussels, on 14 May 2013.

Name of the holder of the initiative: \_\_\_\_\_

Company: \_\_\_\_\_

Place: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_