
ECU SUSTAINABILITY AWARDS 2025 – GUIDELINES & RULES

Welcome to the ECU Sustainability Awards 2025

Why Apply?

The ECU Sustainability Awards celebrate companies that lead the way in sustainability, innovation, and industry transformation.

Winning isn't just an achievement—it's a statement of leadership, an inspiration for others, and an opportunity to gain industry-wide recognition.

The ECU Sustainability Awards are presented in partnership with:

- Henkel – Partner for the Retail Category
- LPR / Euro Pool System – Partner for the FMCG Category
- European Circular Retail Foundation – Partner for the Solution Providers Category

These partners actively support sustainability leadership across their respective industries, reinforcing the importance of responsible business practices and innovation throughout Central and Eastern Europe."

Award ceremony

The 2025 awards ceremony will take place on April 15, 2025, at the Poland & CEE Retail Summit in Warsaw.

1. Key Dates & Deadlines

- Intention to Apply Deadline: February 28, 2025
 - By email to grzegorz.drozd@conferences-united.eu
 - Final Submission Deadline: March 21, 2025
 - Submission link: <https://we.tl/r-sgR6gK4liT>
 - Finalist Notification: April 9, 2025
 - Awards Ceremony: April 15, 2025
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2. Award Categories & Subcategories

Each year, a total of 9 winning projects are selected—3 per category (Retail, FMCG, and Solution Providers), with one winner per subcategory. This ensures that sustainability excellence is recognized across various aspects of leadership, commercial initiatives, and operational improvements.

The ECU Sustainability Awards recognize excellence across three industries, with subcategories designed to highlight different dimensions of sustainability.

Retail Category

For companies selling goods and services directly to consumers via physical stores, digital platforms, or omnichannel models.

Subcategories:

1. *Sustainable Leadership & Excellence* – Recognizing retailers integrating sustainability into corporate governance, operations, and consumer engagement.
2. *Commercial Initiatives* – Market-facing sustainability projects like eco-friendly product strategies, loyalty programs promoting sustainability, and resale platforms.
3. *Operational Improvements* – Store operations, logistics, and supply chain initiatives reducing environmental impact (e.g., waste-free retail concepts, energy efficiency, ethical sourcing).

FMCG (Fast-Moving Consumer Goods) Category

For companies developing, producing, and distributing frequently purchased consumer goods.

Subcategories:

1. *Sustainable Leadership & Excellence* – Companies setting industry benchmarks through corporate sustainability strategies, cross-industry collaboration, and sustainable product portfolios.

2. *Commercial Initiatives* – Sustainable product innovations, responsible sourcing, circular packaging, and campaigns driving consumer behavioral change.
3. *Operational Improvements* – Resource efficiency programs, emission reduction strategies, waste management, and sustainability-focused employee initiatives.

Solution Providers Category

For businesses that develop and provide innovative solutions that enable Retail and FMCG companies to achieve their sustainability goals. Unlike Retail and FMCG applicants, Solution Providers are evaluated based on the measurable impact they deliver to their clients, not their internal sustainability efforts.

Subcategories:

1. *Sustainable Leadership & Excellence* – Recognizing Solution Providers that create industry-wide sustainability frameworks, scalable tools, or pioneering services that set new standards for Retail and FMCG companies.
2. *Commercial Initiatives* – Highlighting market-facing solutions that enhance consumer engagement, circular economy models, or responsible shopping within Retail and FMCG.
3. *Operational Improvements* – Honoring supply chain, logistics, and infrastructure innovations that improve sustainability in Retail and FMCG operations, such as energy efficiency, waste reduction, and resource optimization.

How to Select the Right Subcategory?

Ask Yourself These Questions:

1. Does your initiative primarily focus on company-wide governance and leadership? → Choose Sustainable Leadership & Excellence.
2. Is your initiative directly engaging consumers in sustainability? → Choose Commercial Initiatives.
3. Does your initiative improve behind-the-scenes processes like supply chain, logistics, or manufacturing? → Choose Operational Improvements.

For a detailed explanation of each category and subcategory, including eligibility criteria, examples, and selection guidance, please refer to Annex A: Detailed Award Categories & Subcategories. Annex A provides extended descriptions and examples to help you

choose the most appropriate category for your submission in case you have any doubt what subcategory to choose.

3. How Your Application Will Be Evaluated

All applications will be reviewed by an independent jury panel consisting of sustainability experts, industry leaders, and members of the Advisory Committee of the Poland & CEE Retail Summit and members of the Club of 369. This ensures a diverse and knowledgeable assessment, maintaining the highest standards of credibility and fairness.

Criteria	Weight	What It Means
Scalability & Industry Influence	30%	Does your project set an industry benchmark and inspire others?
Impact & Measurability	30%	Can your project demonstrate measurable environmental, social, or economic benefits?
Innovation & Uniqueness	25%	Is your project introducing fresh ideas or new applications of existing solutions?
Stakeholder Engagement	15%	How well does your project engage employees, customers, and supply chain partners?

4. Recognition & Benefits for Winners & Non-Winners

For Winners:

- Trophy & Official Recognition – Winners will be awarded trophies and honored during the ECU Sustainability Awards Ceremony at the Poland & CEE Retail Summit 2025.
- Industry-Wide Exposure – Winning projects will be featured in ECU Sustainability Awards publications, press releases, and official promotional materials.
- Speaking Opportunity – Winners will have the chance to present their initiative at the Poland & CEE Retail Summit, gaining visibility among top industry leaders.

For Non-Winners:

- Acknowledgment & Visibility – All valid submissions will be recognized on a dedicated online portal launched after the summit.
- Industry Promotion – The platform will be actively promoted to 3,000+ summit participants and additional industry stakeholders through European Conferences United.

5. How to Apply

Step 1: Prepare Your Application

Your submission must include:

- ✓ A detailed written application following the structured application template (see below).

Your submission may also include (optional):

- ✓ Supporting evidence such as KPIs, case studies, or before-and-after data.
- ✓ Additional materials (e.g., presentations, videos, images) to strengthen your application.

Step 2: Submit Your Application

All applications must be submitted via <https://we.tl/r-sgR6gK4liT> by March 21, 2025.

- Resubmissions are allowed before the deadline but must be a full replacement, with a request to delete the previous version.
- External Promotion Part: Optional but earns up to 10 bonus points. The final deadline for submitting external promotion materials is April 11, 2025. (Note: If submitted after March 21, 2025, it will not be scored but may still be used for promotional purposes.).