**APPLICATION TEMPLATE**

**How to Use This Application Template**

This structured application template is designed to guide you through the submission process step by step. Each section includes clear instructions on what information to provide.

Mandatory sections must be completed for your application to be considered.

Optional sections (such as additional supporting materials) allow you to strengthen your submission, but they are not required.

Each section should be concise, well-structured, and focused on measurable results to ensure a smooth evaluation process by the jury.

Submission link: <https://we.tl/r-sgR6gK4liT>

**Section A**

**General Information (Mandatory)**

*Purpose: This section collects essential details about your company and project. It ensures that the jury can properly classify and evaluate your submission while maintaining clear communication with your designated contact person.*

*Please provide the following details:*

Project Name: <Insert here the official name of your project, which will be used in communications, promotions, and the awards ceremony>

Company Name: <Insert here the name of the organization submitting the application>

Category & Subcategory Selection:

Select the industry category

☐ Retail ☐ FMCG ☐ Solution Provider  
and the subcategory that best fits your project.

☐ Sustainable Leadership & Excellence ☐ Commercial Initiatives ☐ Operational Improvements

Primary Contact Person: The individual responsible for the application, who will receive all correspondence related to the awards. This should be someone who can provide additional details if needed.

* Name:
* Job Title:
* Email:
* Phone:

Additional Stakeholders (if applicable): List other key individuals involved in the project, such as team members, partners, or executives.

<Insert Full Name, Job Title, Company, Email>

*Note: The individuals listed here will be included in all relevant award-related communications. Please ensure you provide accurate contact details.*

**Section B**

**Executive Summary (Max 300 words)**

*Purpose: This section is for jury evaluation only and will not be made public. It provides a concise and compelling overview of your project to help the jury quickly understand its scope, goals, and impact.*

Tip: Since this section requires a clear and structured summary, we recommend writing it after completing the Detailed Project Description (see below) to ensure it accurately reflects all key aspects of your initiative.

What to include:

✔ Project Goals – What challenge does your project address? What are its sustainability objectives?

✔ Key Achievements – Highlight the most important results of your initiative.

✔ Impact – Provide evidence of measurable success

✔ Scalability & Influence – Explain how your project can inspire or be replicated by others in the industry.

<Insert Section B, max 300 words>

**Section C**

**External Promotion Part (Optional, Max 10 Points)**

*Purpose:*

*This section is voluntary, but it provides a powerful opportunity to promote your project to a wider audience. If submitted, the information you provide will be used in official PR materials, media coverage, and industry publications, helping your company gain valuable recognition beyond the awards. If you decide not to submit this section, tick the relevant option below.*

Why Complete This Section?

✔ Maximize Public Exposure – Your exact submission will be featured in sustainability reports, press releases, and event communications, positioning your company as an industry leader.

✔ Demonstrate Leadership – By sharing your story, you show the industry how sustainability can drive real change and inspire others.

✔ Leverage Free PR – This is an exclusive opportunity to showcase your project to stakeholders, potential partners, and the media—at no cost.

What to Include (Max 400 words in total):

✔ Tell Your Story – What inspired your project? What problem does it solve?

✔ Describe the Impact – How does your project contribute to sustainability? What measurable results have you achieved?

✔ Encourage Action – Why should others follow your example? What message do you want to share with the industry?

Choose Your Option (replace ☐ with X)

☐ I am submitting the External Promotion Part now (eligible for up to 10 extra points).

☐ I intend to submit the External Promotion Part later (before March 21, 2025, to be eligible for 10 points, or before April 11, 2025, for promotional use only).

☐ I choose NOT to submit the External Promotion Part and do not wish my project to be publicly promoted.

If you are submitting the External Promotion Part now, please complete Section C below:

<Insert Section C here – Public-Friendly Project Summary, Scalability & Influence, and Call to Action>

**Section D**

**Detailed Project Description (Jury Review)**

*Purpose: This is the most crucial part of your application. The jury will primarily base their evaluation on the information provided in this section. A well-structured and evidence-backed submission is essential to maximizing your chances of winning.*

What We Expect:

* Be specific – Avoid general statements and clearly describe the problem, actions taken, and results.
* Provide measurable data – While not mandatory, using numbers, KPIs, and before-and-after comparisons can make your case stronger.
* Showcase impact – Demonstrate how your project has driven real, tangible change.
* Think beyond your company – Explain how your initiative contributes to industry-wide sustainability efforts.

1. Project Background & Objectives (Max 500 words)

* Why was this project initiated? What specific sustainability challenge or industry gap does it address?
* What are the key goals? Clearly outline the objectives and intended long-term impact of your project.
* How does this align with your company's broader strategy? Show how this initiative fits into your organization’s overall sustainability vision.

*Tip: A strong introduction sets the foundation for your application. Clearly define the problem, explain your motivation, and highlight your ambitions. A well-articulated starting point makes the rest of your application more compelling.*

2. Impact & Measurability (Max 500 words)

* What results have been achieved? Highlight key successes and their measurable impact.
* How was success measured? Share key performance indicators (KPIs), data sources, and methods used to track progress.
* Were there any unexpected benefits or learnings? Explain any additional positive outcomes or insights gained.

*Tip: If possible, include specific numbers (e.g., percentage reductions, cost savings, or efficiency gains) and before-and-after comparisons to illustrate the impact. While detailed data is encouraged, qualitative improvements (such as cultural shifts or stakeholder engagement) can also strengthen your submission.*

3. Scalability & Industry Influence (Max 500 words)

* Can this initiative be expanded or replicated? Explain how other companies, industries, or regions could adopt similar strategies.
* Has your project influenced industry standards, policies, or partnerships? Describe any broader impact beyond your organization.
* What are your future plans for this initiative? Outline how you plan to scale, improve, or expand the project in the coming years.

*Tip: The jury is looking for transformative projects that set an industry precedent. If your initiative has the potential to shape new business practices or inspire regulatory changes, highlight these aspects to showcase wider influence.*

4. Innovation & Uniqueness (Max 300 words)

* What makes this project stand out? Describe what sets your initiative apart from others in the industry.
* Did you develop new technologies, processes, or business models? Explain any original approaches or breakthroughs.
* How does your initiative go beyond standard sustainability practices? Show how your project challenges norms or introduces new ways of thinking.

*Tip: Focus on bold solutions, creative problem-solving, and unique value propositions. Even if your project builds on existing ideas, explain how it takes them further or applies them in a novel way.*

5. Stakeholder Engagement (Max 300 words)

* Who was involved? Describe the roles of employees, customers, supply chain partners, and other key stakeholders.
* How did you ensure engagement and commitment? Highlight strategies used to gain buy-in and active participation.
* Were there any collaborations or external partnerships? Explain how working with others contributed to the project’s success.

*Tip: Sustainability is rarely achieved in isolation. Show how collaboration strengthened your initiative and led to meaningful, lasting impact. The jury values projects that actively involve multiple stakeholders.*

<Insert Section D: Detailed Project Description>

**Section E**

**Supporting Materials**

*Purpose: While optional, supporting materials can make a difference by providing additional evidence, visuals, or context to strengthen your application. However, please note that the jury’s primary evaluation will be based on the Detailed Project Description—supporting materials should complement, not replace, a well-structured submission.*

How to Submit:

* All materials must be uploaded at the same time as your application—partial submissions are not accepted.
* List all submitted files in this section of your application, including a brief description of their content.
* Ensure files are clearly named and organized to prevent anything from being overlooked during the review process.

What You Might Include (Optional):

* Evidence-based documentation – Reports, case studies, or third-party validations that verify claims made in your application.
* Visual elements – Infographics, charts, or photos to illustrate key points in an engaging way.
* Testimonials – Statements from stakeholders, customers, or employees impacted by your project.
* Videos (if applicable) – A short video presentation of your initiative can add clarity and impact.

File Submission Format:

To ensure that all submitted materials are easily identifiable and properly reviewed, please list them in this section using the format below:

[ShortCompanyName] [ShortProjectName] [Purpose].[file type])

Describe the purpose of each file (e.g., evidence, testimonial, infographic).

*Why This Matters: Providing a clear and structured file list ensures that no materials get lost in the process and that the jury can easily locate and review your most relevant supporting documents.*

List all submitted files here:

[File name 1, purpose description

File name 2, purpose dscription

etc]

**Section F**

**Final Declarations**

*Purpose: This section confirms that your submission is complete, accurate, and complies with the award rules. By ticking the boxes, you acknowledge that all information provided is final and that you have the necessary rights to share any supporting materials.*

**Declarations (Tick all that apply):**

☐ I confirm that all submitted materials are final and complete.  
☐ I confirm that I have the necessary rights/permissions for all submitted materials.  
☐ I accept that participation implies full acceptance of the award rules and decisions.

**Name (Submitter):**

**Date:**

📌 **For Questions, Contact:**  
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Submission link: <https://we.tl/r-sgR6gK4liT>