



# The GS1 Canada Innovator's Award Frequently Asked Questions

## What is the Innovator's Award?

The GS1 Canada Innovator's Award, supported by the Canadian Federation of Independent Grocers (CFIG), honours companies who have implemented an innovative solution, service or strategy in their business. Through this award, we will celebrate innovation in all its forms—regardless of size of spend, type or reach.

Innovations can take place in a variety of categories including, but not limited to:

- 1. Providing a unique customer experience to sustain a loyal customer base**
  - a. Showcasing how you are supporting local and/or Canadian businesses
  - b. Offering a unique experience specific to your store to engage your customers
  - c. How you highlight your province's diverse demographic within your store (i.e. foods)
- 2. Using GS1 standards to drive innovation within your business**
  - a. Nutritional information program to support healthy eating
  - b. Use of Marketing & Plano images to create business efficiencies
- 3. Developing and executing customer loyalty programs**
  - a. Customer points programs
  - b. Student discount programs
  - c. Online customer survey programs
- 4. Advancing technology within your business**
  - a. Implementation of eCommerce initiatives (i.e. online ordering)
  - b. Utilization of online marketing tools for promotion (i.e. online flyers, online advertising)
  - c. Incorporation of social media platform to engage a vibrant customer community
  - d. Development of your own app, or involvement with a smart phone app (i.e. Flipp)
- 5. Fusing corporate social responsibility into your core values**
  - a. How has your organization or employees given back to your community year after year
  - b. What steps have you implemented to limit your environmental footprint
    - i. Reduction in plastic waste or usage reduction
    - ii. Developed program to limit food waste

## How long has the Innovator's Award been offered?

GS1 Canada and CFIG have a long history of partnering together on sector initiatives that support independent grocers. For nine years, GS1 Canada was the proud sponsor of the GS1 Canada Supply Chain Award, which honoured members of the Canadian Federation of Independent Grocers (CFIG) who were instrumental in introducing a standards-based solution within their organization's supply chain.

With the changing landscape of the grocery sector, GS1 Canada reassessed its award to align with industry trends. 2018 is the third year the award has been offered.

## Who can apply?

Any retailer who is a member of the CFIG can apply.



## What does the winner receive?

The winner receives:

- \$2,500 scholarship or bursary to a student studying any field/subject related to technology or innovation. The award can be given to a family member, friend, associate or other of the winner's choosing.
- A profile on the GS1 Canada website
- An award certificate and plaque
- Recognition across the industry as an innovator and leader

## How do I apply?

[Click here](#) to download application form and either email your completed application form to [awards@gs1ca.org](mailto:awards@gs1ca.org) or fax it to 416-510-1916

## What is the application deadline?

All applications must be received by 5 pm EST on August 1, 2018.

## Does my innovative product or service have to include technology?

The judging committee is open to any and all ideas that demonstrate innovation; these may or may not include technology. If you believe your business has exhibited the actions of an innovator, we encourage you to apply.

## How many times can one retailer enter?

Each innovation can only be submitted once, though you can apply multiple times if you have multiple innovations.

## How much information do I have to provide?

It is important to include a succinct overview of the innovation created by the retailer. This can involve describing challenges faced in the retail sector that the innovation is intended to solve, and/or what the outcome was for the business as a result of implementing the innovation.

The judging committee will also want to understand what the inspiration was for the innovation, why this innovation was chosen, and how that inspiration was transformed into a viable endeavour.

Applicants are encouraged to be creative with their submissions by including a video/digital component.

## What company information does the retailer need to provide with their application?

The winning company must agree to the use of their name, logo and likeness in promotional materials such as a press release and/or print and electronic marketing collateral. The winning retailer's logo, name and likeness will be used in promotion with GS1 Canada and CFG for the Innovator's Award.

## Is there a fee to apply?

No. There is no fee associated with submitting an application or winning this award.

## When will I hear if I have been shortlisted or not?

Short listed candidates will be contacted via telephone by September 1, 2018 to confirm their attendance to the gala and may be asked follow-up questions regarding their application.



## How are the winners selected?

The applications will be reviewed by a judging panel of GS1 Canada employees from a variety of disciplines. Short-listed candidates will be contacted via telephone and may be asked a series of follow-up questions regarding their submission.

Some of the criteria used to determine the winner includes, but is not limited to:

- **Efficiency** – was there an improvement to any area of the commerce operations?
- **Originality of concept** – what is the uniqueness of the idea? How was the idea researched and developed?
- **Impact** – what is the effect the innovation will have on the sector?
- **Measurability** – what qualitative and/or quantitative metrics can you share about the innovation?
- **Sustainability** – have you planned effectively for the successful implementation and long-term success of their innovation?
- **General improvement** – were you positively affected by the innovation in other areas such as increase in overall organizational effectiveness, improved sales/revenues, enhanced customer service etc.?
- **Community engagement** – did you help build an ongoing, permanent relationship with your community?

## Where and when will the awards ceremony take place?

The winner will be revealed on Wednesday, October 24, 2018 during CFG's Independent Grocer of the Year (IGYA) gala.

This is the premier grocery and specialty food show of the year. This event takes place at the Toronto Congress Centre with over 65,000-sq.ft. dedicated to the specialty food categories that are in high demand, including health and wellness, gourmet/artisanal, organic and local foods.

Short listed candidates will be contacted via telephone to confirm attendance to the gala and may be asked follow-up questions regarding their application.

## If I submit an application, and then later have an important update about my product/service, is it too late to submit this information?

In most cases you can submit further information later, but you will need to clearly identify which application you are submitting new information about.

Any supplementary information must be received before August 1, 2018 at 5 p.m. EST.

## For more information

Contact **GS1 Canada** at [corporate.affairs@gs1ca.org](mailto:corporate.affairs@gs1ca.org) or visit [www.gs1ca.org/innovatorsaward](http://www.gs1ca.org/innovatorsaward).

### ABOUT GS1 CANADA

GS1 Canada is a member of GS1, the world's leading supply chain standards organization. As a neutral, not-for-profit organization, GS1 Canada helps Canadian business succeed by enabling its more than 20,000 subscribers – trading partners of all sizes from over 20 sectors across Canada – to enhance their efficiency and cost effectiveness by adopting electronic supply chain best practices.

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