



Future of EU Commerce Awards - How to apply

Brussels, 27 November 2023



The Future of EU Commerce Awards

- The Future of EU Commerce Awards celebrate European retail and wholesale innovation in the fields of sustainability, digitalisation, community outreach and skills.
- The awards are organised by EuroCommerce, the association representing retail and wholesale across Europe.
- Award winners will showcase cutting edge developments in retail and wholesale that illustrate the sector's transformation and its engagement with local communities



Why should you apply?

An opportunity to:

- Seek recognition and give visibility for your initiative
- Showcase and celebrate innovation in the sector
- Network with peers
- Visit Europe's capital on the 30th anniversary of both the creation of the Single Market and of EuroCommerce



Award categories



Sustainability award

Retailers and wholesalers are making significant sustainability commitments to help meet European commitments; the sector is also in a unique position to support consumers, suppliers and the EU overall.

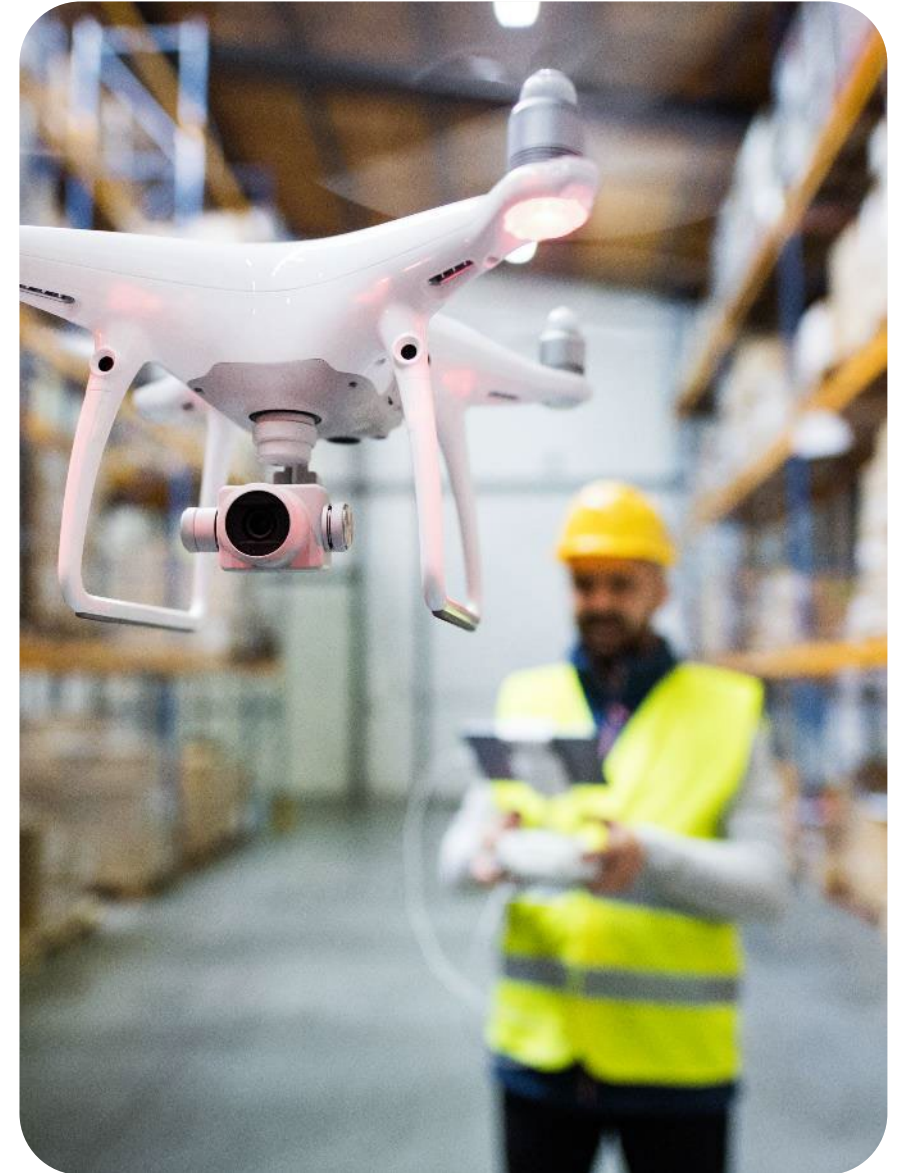
- An initiative or project that reduces environmental impact of own activity and/or encourages sustainable goals within the value chain and/or by customers
- For example, projects that contribute to the UN Sustainable Development Goals, circularity, support net zero initiatives, waste reduction, and/or which enable customers to choose more sustainable options (e.g. customer advice, linking to repairability, take-back, eco design, lease models, refurbishing, etc.)



Digitalisation award

Digitalisation is reshaping retail and wholesale, both on the front line and behind the scenes.

- An initiative or project that improves the digitalisation of a process or gives better access to products or product information to consumers, creating efficiency gains for all.
- Something that improves omnichannel presence and easier access to information for consumers, automated internal processes and increases efficiency, the use of AI, advanced analytics and IT modernisation.



Community award

Retailers and wholesalers contribute to the attractiveness of cities, bring people into town centres and boosting tourism. We are also rooted in rural communities, contributing to their economic and social health.

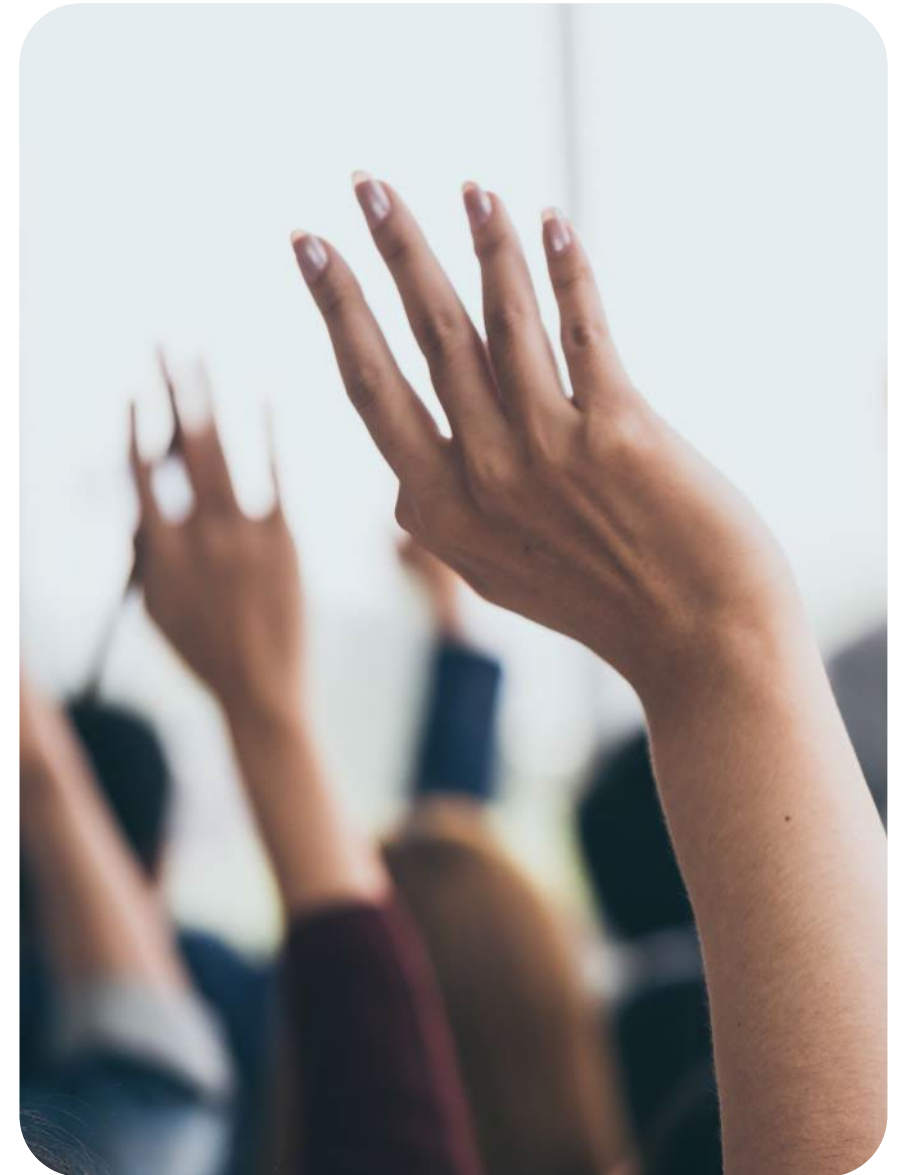
- An initiative or project that is dedicated to the support or development or education of the community and/or promotes diversity & inclusion.
- An initiative that helps with the development of the local business community, supporting consumers through the cost-of-living crisis and demonstrating retailers' and wholesalers' importance in rural or urban settings



Skills award

Retailers and wholesalers are accelerating their skill and talent transformation to contribute towards life-long learning – helping to equip, engage and retain employees and to stay competitive.

- An initiative or a partnership that supports upskilling, reskilling, entrepreneurship, diversity or inclusion in the workplace



Who can participate?

- The Future of EU Commerce Awards are open to all retailers and wholesalers and associations in Europe
- Each organisation can enter one initiative or project per category.
- The initiative or project must be recent (2021/2022) or ongoing.
- All entries will be treated equally and will be judged on:
 - creativity of solution/originality;
 - effectiveness;
 - impact;
 - support of EU goals on digitalisation & sustainability transition, skills and European way of life;
 - replicability
- For the first phase of submission, only a short description of the initiative or project is required.

What information to provide with applications

- What is/was the aim of the initiative?
 - How was this unique/a creative solution?
 - What was the specific impact in sustainability/digitalisation/community/skills?
 - How did you measure its effectiveness?
 - How does this project support EU policy goals and/or UN Sustainable Development Goals (<https://sdgs.un.org/goals>)?
 - What is your ambition for the future of this initiative?
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- Once an initiative has been assessed for eligibility, we will ask you to prepare a short nomination video/slideshow of 1–2 minutes maximum to present your project (ideally suitable for social media)

Composition of the Jury

A jury composed of representatives from:

- EU institutions (Commission, EP)
- NGOs (consumers, environmental)
- Media
- Think tanks

With the support of the EuroCommerce leadership team



Selection and evaluation Process

- The EuroCommerce team will set up the jury (May)
- The EuroCommerce team will check all entries for eligibility (July)
- Initiatives will be forwarded to the jury for evaluation (July)
 - Each jury member will score each criteria with up to 5 points
- The Jury will meet in September to align on their evaluations (September)
 - The submission with the most accumulated points will be the winner of its category
 - The jury may decide not to choose three finalists if it believes the level to be below the standard
 - All decisions made by the jury are final and cannot be subject to any appeal
- Awards will be presented by Jury members at the awards ceremony – 27 November

Award ceremony

27 November 18:30 – 22:30

The award ceremony will take place at the elegant and exclusive location of *The Merode* in Brussels.

- [TheMerode - The Merode](#)



Timeline





More information

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More at
<https://www.eurocommerce.eu/future-of-eu-commerce-awards-2023/>

