



# FREQUENTLY ASKED QUESTIONS

## THE EUROPEAN COMMERCE AWARDS 2025

### GENERAL OVERVIEW

- The European Commerce Awards celebrate European retail and Wholesale innovation in [sustainability](#), [digitalisation](#), [community outreach](#) and [skills](#).
- Awards are organised by [EuroCommerce](#), the association representing retail and wholesale across Europe.
- Award winners will showcase their cutting-edge developments in retail and wholesale that illustrate the sector's transformation & its engagement with local communities.

### WHY SHOULD I APPLY?

- These awards provide an opportunity to:
  - o Seek recognition and give visibility for your initiative
  - o An opportunity to be featured across various social media platforms
  - o Showcase and celebrate innovation in the sector
  - o Network with peers
  - o Visit Europe's capital

### WHO IS ELIGIBLE?

- The European Commerce Awards are open to all retailers and wholesalers and associations in Europe.
- Each organisation can enter one initiative or project per category (4 opportunities in total)
- The initiative or project must be recent (2021/2022) or ongoing.
- All entries will be treated equally and will be judged on:
  - o Creativity of solution/ originality
  - o Effectiveness
  - o Impact
  - o Support EU goals on digitalisation & sustainability transition, skills and European way of life
  - o Replicability

- To apply, the first phase requires a short description of the initiative or project is required.

## WHAT ARE THE DIFFERENT CATEGORIES?

- Sustainability
  - o Resource efficient products, processes and education
- Digitalisation
  - o Instore and online experience efficiency
- Community
  - o Development, support, diversity & inclusion
- Skills
  - o Training, reskilling and upskilling

## WHAT ARE JUDGES LOOKING FOR IN SUSTAINABILITY?

- An initiative or project that reduces the environmental impact of own activity and/or encourages sustainable goals within the value chain and/or by customers.
  - o 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.

## WHAT ARE JUDGES LOOKING FOR IN DIGITALISATION?

- 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.

## WHAT ARE JUDGES LOOKING FOR IN COMMUNITY?

- 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 through the cost-of-living crisis and demonstrates retailers' and wholesalers' importance in rural or urban settings.

## WHAT ARE JUDGES LOOKING FOR IN SKILLS?

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

## WHAT ARE JUDGES LOOKING FOR IN COMMUNITY ENGAGEMENT?

- 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

## WHAT INFORMATION SHOULD I PROVIDE IN MY APPLICATION?

- What is/was the aim of the initiative?
- How was this unique/ a creative solution?
- How did you measure its effectiveness?
- How does this project support EU policy goals and/ or [UN Sustainable Development Goals](#)?
- What is your ambition for the future of this initiative?
  - ❖ 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)

## HOW CAN I STAND OUT?

- Everyone loves a good story, so ensure your project/initiative talks about the impact upon the 'human' aspects of its creation & development.
- Think about your muse behind the project.
  - What inspires you?
  - What frustrates you?
  - When did you decide to make a change?
- Emphasises the potential impact for the future.
  - Who is this for?
  - What can it do?
  - What has it already done?
  - Where should/ can this be implemented?
- As we plan on posting contestants' videos/slideshows on social media, take this as an opportunity to showcase your business' lifestyle, morals, diversity & innovation. Talk with colleagues in all departments and disciplines to find out the impact of these projects on them & include them in the story!
- Including details about the learning curve// previous struggles will make your initiative more relatable & informative.
  - What do your customers think about this project?
  - What were the initial complications with this project?
  - Were there any major changes to the project?

Add any supporting material you may have, a short video and numbers of impact of the project are most interesting.

## WHO ARE THE JUDGES?

- ❖ The jury will be composed of:
  - European Commission
  - Consumer organisation
  - Member of the European Parliament
  - Journalist
  - NGO
- ❖ With the support of the EuroCommerce leadership team

## WHAT IS THE SELECTION AND EVALUATION PROCESS?

May- The EuroCommerce team will set up the Jury.

6 July- The EuroCommerce team will check all entries for eligibility.

July- A short list of initiatives will be forwarded to the jury for evaluation.

- Each jury member will score criteria with up to 5 points.

September- The jury will meet to align on their evaluations.

- 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 subjected to any appeal.

2 December 2025- Awards will be presented by Jury members at the awards ceremony.

## Do I have to be a member to enter?

While your company does not have to be a direct member of EuroCommerce, you must be a member of a [member association](#).

## DO WE PAY FOR TRAVEL?

This is up for discussion and will be taken on a case-by-case basis. Please contact EuroCommerce via email at [eurocommerce@eurocommerce.eu](mailto:eurocommerce@eurocommerce.eu) for more information.

## IS THERE AN OPTION FOR HYBRID PARTICIPATION FOR SMALL BUSINESS OWNERS?

In order to accept the award, your business must be represented physically at the event. You can send a representative on behalf of your business.

## IMPORTANT DATES

- May 2025 **Award Nomination Launch**
- 6 July 2025 **Deadline for Entries**
- September 2025 **Jury Evaluation**
- 2 December 2025 **Award Ceremony**

## AWARD CEREMONY

2 December 2025

## TheMerode in Brussels

Place Poelaert 6 Poelaertplein, 1000 Bruxelles

### PLACES TO STAY IN BRUSSELS

[À Côté du Cinquantenaire B&B](#) (5 min drive, 10 min bus)

[Eurostars Montgomery](#) (14 min drive, 30 min metro)

[Martin's Brussels EU](#) (5 min drive, 15 min metro)

[Hotel NH Brussels EU Berlaymont](#) (10 min drive, 20 min metro)

[Holiday Inn Brussels- Schuman](#) (10 min drive, 20 min metro)

[Aloft Brussels Schuman](#) (10 min drive, 20 min metro)

[Sofitel Brussels Europe](#) (12 min drive)

[Thon Hotel EU](#) (13 min drive, 15 min metro)

[Airbnb in Brussels](#) (Varying locations)

### EXPLORE BRUSSELS

- ❖ [Manneken-Pis](#), a world-famous statue located in the heart of Brussels.
- ❖ Visit [Mini-Europe](#), a miniature theme park featuring all the wonders of Europe!
- ❖ Visit [Foundation Frison Horta](#), a living museum that shares the story of Brussels' heritage.
- ❖ View [Throwaway- The history of a modern crisis](#) at the House of European History.
- ❖ Take a [1-hour Chocolate Making Workshop](#) and learn from expert chocolatiers.

For more events in Brussels, go to [visit.brussels](https://visit.brussels)

### EXPLORE BELGIUM

While Brussels is an amazing centre for culture, arts & history, Belgium is home to several cities that are also worth exploring! All located within a 2-hour train ride from Brussels, we suggest the following:

- ❖ [Antwerp](#) (40 min train)
- ❖ [Bruges](#) (1 hour train)
- ❖ [Mechelen](#) (20 min train)
- ❖ [Ghent](#) (40 min train)

- ❖ [Leuven](#) (25 min train)
- ❖ [Liège](#) (1 hour train)
- ❖ [Charleroi](#) (55 min train)
- ❖ [Namur](#) (1 hour 10 min train)