



SUSTAINABILITY INITIATIVES AWARD

sponsored by



This Award recognizes the best overall sustainability initiative. On your entry form, note your category of entry, whether your company is an electrical manufacturer, distributor or manufacturers' representative, and with sales of either less than or greater than \$50 million.

Submissions must be from Electro-Federation (EFC) Canada members. Evaluation of the submissions will be based on whether the sustainability program met its objectives and whether the best practices demonstrated the following criteria.

For 2016 examples, visit www.electrofed.com/announcing-2016-efc-award-winners

Sustainability initiatives include providing innovative products that improve productivity, reduce waste and is environmentally friendly. This may include lamps, battery, packaging and label, disposing materials and any initiatives improving the environment.

Suggested criteria include:

- Reducing the amount of resource materials
- Minimizing use of hazardous materials
- Material efficiency (reuse of products/packaging recycling)
- Creating products for renewables
- Demonstrating results with smaller carbon footprint.
- Improving manufacturing and operation processes
- Increasing energy efficiency, saving resources and reducing carbon emissions

The following must be included with your submission (Please submit in Word format):

- What is the Product, Technology, Service or Program addressing sustainability?
- Please describe the submitted initiative's objective.
- Describe the strategy and project details
- Please describe the program and include supporting materials.

Measurability: The effectiveness of the campaign/program must be showcased through ROI, reach and impact. Please describe metrics.

Please submit via application site at marketingawards.electrofed.com

- Completed Submission Form
- Program Overview (Objective, Strategy, Results, Addresses Category Criteria). Maximum 500 words.
- High & Low Resolution Campaign Creative Materials (EPS or JPEG)

Deadline: June 30th, 2017

Judging & Awards: The EFC Marketing Awards submissions will be judged by a panel of electrical & electronics industry and non-industry experts. Award recipients will be announced in October 2017. **EFC staff and members are not judges.**

Eligibility: These awards are applicable for **2016 and 2015** marketing programs developed and executed in Canada (it can also have started prior to these dates and/or be ongoing).

Submission Checklist: Note: Please ensure your submission is complete and includes supporting material to meet category criteria (i.e. web links, PDF attachments, strategy documents etc.).

- The application must be in a written paragraph format; bullet points will not be accepted.
- Please select the category and complete the required information.
- There is no limit to the number of entries; only one entry per submission form, please.

\$100 per submission. For further information, contact info@electrofed.com

Enter submission at marketingawards.electrofed.com



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