

ECR Europe Best Activation Award 2015

The ECR Europe National Initiatives are delighted to announce details for the 3rd ECR Europe Awards 2015.

The objective of the ECR Europe Awards is to promote the principles of collaborative working between trading partners across the value chain.

The *Best Activation Award* recognises the very best implementation of a collaborative business practice or program within Europe.

This is the third year of the Award. It is a much sought after and very prestigious accolade to receive as it generates high quality entries from the National Initiatives each year.

Entrants should complete an application form and return by Friday 27th February 2015.

A selection panel composed of senior representatives from ECR Europe will review all the submissions considering innovation & originality, sustainability, difficulty, outcome/results and implementation excellence.

Three finalists will be invited to present their business case to the ECR community on 22nd April 2015, on the eve of the ECR Europe Leader's Forum. Audience voting will determine the Award recipient.

We look forward to receiving best in class cases from the ECR Community in Europe illustrating how manufacturers and retailers are implementing collaborative business practices in Europe.

Best Regards,

Declan Carolan
Co-Chair, ECR Europe National Initiatives Group