

COPA

Awards Program

Honouring Excellence



Nomination Criteria & Guidelines

Awards Categories

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www.copa.ca/awards-program

Individual Award of Excellence

Honouring an individual who has made an outstanding contribution to the industry within Canada; through her/his extended commitment (in excess of 15 years) to the industry, has demonstrated leadership, innovation and responsibility as the cornerstones of his/her office products career. The successful candidate must have demonstrated the following on an ongoing basis:

- Shown outstanding dedication to their work while maintaining a high level of commitment to values and ethics
- Demonstrated wisdom, courage and compassion
- Engaged in developing opportunities for innovation and continuous learning, identifying and implementing innovative business solutions and encouraging new perspectives and new ways of doing things when problem solving
- Demonstrated strategic thinking and leadership by recognizing important issues, linking them to the collective vision, developing initiatives based on a long-term view, and achieving sustainable results in keeping with organizational priorities
- Promoted the diversity of people and ideas, work/life balance, recognition, and teamwork practices
- Advised, trained, or coached others in a way that motivates colleagues or employees to excel
- Developed trend-setting initiatives that improved efficiency in operations or services that resulted in savings/benefits (internal or external) for the organization
- Sincere commitment to make a difference in a community, organization or cause through volunteer work, community involvement or extracurricular activities
- Has been a model to other employees in their dedication to excellence

Who can submit nominations?

The COPA Awards Program recognizes companies and individuals involved in the manufacturing, resale, and distribution of office products within Canada. All programs, initiatives, products and campaigns launched within the previous or current year that meet the criteria for the respective categories may submit nominations for consideration.



NONDISCLOSURE

The COPA Awards Committee will keep all information included in award submissions strictly confidential, and will not disclose any information from the submissions without formal authorization from the applicant.

**CONFLICT OF INTEREST
PROCEDURE**

The award submissions will be judged by a panel of industry professionals. In the event that a judge cannot objectively review a nomination due to a conflict of interest where the nomination is from a current or former employer or colleague, the judge is asked to recuse him- or herself from the review process.

Longstanding Service Recognitions

These recognitions are bestowed on individuals that have been a part of the office products industry for 30 years or more. Through their long service, they have contributed to the longevity and success of the industry as a whole in Canada.

OP Rising Star

Although this individual has only been in the industry a short while (up to 5 years), he has demonstrated a unique commitment to the success of his organization and the longevity of the OP industry in general. The ideal candidate successfully executes business objectives to achieve results and shows strong leadership ability. This individual motivates and inspires others through her conduct. She consistently goes above and beyond routine work responsibilities and makes ongoing contributions to her community. Additional qualities demonstrated by the ideal candidate include:

- Shows an ability to innovate and has a novel approach to problem solving
- Able to coach and encourage others
- Has contributed to the development of new initiatives that have improved operations
- Committed to a high level of values and ethics in his/her business conduct

OP Professional of the Year

This award honours an individual that has made an outstanding contribution to his/her company in the past year. This person's notable achievement(s) made a significant difference in his/her organization's internal or external operations or community relations. The contribution may be in any area of the business—administration, sales, marketing, operations, customer service, logistics, etc.

Who Qualifies?

Current employees and retirees who continue to be active members of the industry and who meet the award criteria are eligible for nominations in the Individual Award and Longstanding categories.

NEW Criterion for Supporting Materials

Supporting files must be limited to three documents only and must be submitted electronically. Please make submissions in PDF format only. Website URLs and media files are also acceptable. Supporting files are NOT required in both official languages.

Corporate Social Responsibility Leadership

Honouring companies that are driven to take greater responsibility for how their businesses and work can impact and change the world around them. These companies provide programs or products or are involved in initiatives and practices that go above and beyond to benefit their stakeholders, employees, community and the environment. Qualifying candidates must show involvement in any of the following within the current or previous year as it relates to products, programs, practices or any other initiative:

TEAM:

Together

Everyone

Achieves

More

Environmental Responsibility

These companies develop and get involved in initiatives and processes, or new products that promote:

Stewardship: Integration and application of environmental values into developmental processes; outcomes that sustain readiness, improve quality of life, strengthen civil relations, and preserve valuable natural resources.

Sustainability: Contribute to the quality of ecological systems and their capacity to endure and remain diverse and productive over time.

Conservation: Apply an ethic of resource use, allocation, and protection to maintain the health of the natural world.

Governance and Ethics

These companies not only promote ethical business standards and practices internally, they exceed legal compliance minimums and shape future industry standards by introducing best practices.

Workforce Development

Companies that equip their workforce with tools for health and wellness, as well as employ practices, policies and standards that promote diversity and inclusion, that leads to greater innovation, creativity, and collaboration.

Social Investments

Involvement in programs, partnerships, and business practices that benefit people, communities, and the world at large.

Supply Chain Responsibility

Companies that engage with suppliers to promote responsible supply chain and business practices as it relates to ethics, labor, health and safety, diversity, and the environment.



You can never have an impact on society if you have not changed yourself. - Nelson Mandela

Environmentally Friendly Products

Products that promote aspects of environmental stewardship, sustainability or conservation can be submitted in the Corporate Social Responsibility category using the CSR Leadership Product nomination form.

Traditional Marketing Campaign

Honouring a company that launched a new campaign, a single organized promotional activity, or a series of related promotions conducted in the current or previous year that reflects a significant commitment to creativity and customer service, resulting in a high impact message being successfully delivered to the marketplace. The successful campaign must have achieved the following:

- **Creativity and innovation** as demonstrated by the originality of solutions to meet marketing objectives
- **Potential** for generating widespread visibility and support for the product/service
- **Effectiveness** of the campaign as illustrated by marketing metrics and/or results



Being visible online means being seen everywhere your customers are going

Online Marketing Campaign

Honouring a company that, either alone or in partnership, has successfully launched a new campaign, promotion, or program conducted in the current or previous year, which reflects effective innovation in any or several of the following areas:

Email Marketing: Drove traffic to promotions and Web sites with email campaigns

Search Marketing: Implemented a strategy to have the target audience locate the company/campaign

Web sites and Landing Pages: Established a Web presence that served both the customers' needs and the company's goals

Web Metrics: Use of Web data to achieve marketing objectives

Social Media: Use of social media outlets to shift the power of brand definition to the customer, and to engage the customer in the successful new campaign, promotion, or program

Mobile Media: Use of mobile media to better communicate and engage with the audience in an interactive and relevant manner

*Honouring excellence
in the Canadian office
products industry*

People's Choice: Best New Office Product of the Year

The industry will vote on a list of contenders drawn from the shortlisted products in the CSR leadership, innovative and category development product categories. The winner will be announced at the Stars Gala held each year in November.

*All award recipients will
be recognized at the
Annual COPA Stars
Gala & Fundraiser*

Category Development

This award is designed to recognize a company that, either alone or in partnership, has applied a complete category or product line development approach to drive positive change in the entire category. Through the application of category innovation, customer insights, merchandising expertise and marketing support, the development produced enhanced business results and delivered customer value. The product must have been launched in the current or previous year. The successful product should exhibit the following:

- Has the innovation driven significant change within the category?
- What customer insights and trends were applied to the development of the category?
- Is there demonstrable competency and expertise in merchandising execution across a variety of channels (Web, retail, printed guides)?
- What marketing support has been provided? Is it innovative, insightful and does it provide demonstrable customer value?

Innovative Product

Honouring a company that, either alone or in a partnership, has successfully introduced a new business product to the Canadian marketplace that demonstrates creativity, marked by a new form and/or an ability to improve processes or decrease costs to end users. Launched within the current or previous year, the successful product must exhibit the following:

- Demonstrates a high degree of imaginative skill to produce something unique, this includes consideration of new materials, new processes, new concepts and other elements of newness in the product
- Must be logical, useful, valuable, and understandable: Does it fall in line with expectations for the product line? Does it have clear practical applications? Does it demonstrate value through its monetary worth and end-user application; does it save time or make a job easier? Is it user-friendly?
- Shows a consistent, predictable element of the company's brand identity: Do the parts look natural and harmonious together? Is it well-crafted and elegant?
- Must have impacted the market and have demonstrable benefit to end-users

Judging

This year's Awards will be judged by the COPA Awards Committee, a panel of esteemed industry representatives. Independent experts will also be brought in as needed to provide expertise in specific categories. Winners will be announced at the COPA Stars Gala & Fundraiser held each year in November.

Eligibility

Products, programs and campaigns from the office products sector that made a significant impact in the Canadian marketplace and that were launched in the previous or current year.

Important Notes

Please ensure accuracy as names will appear on all award certificates as listed on the nomination forms. Names will not be added or deleted once the nomination has been submitted.

Supporting Materials

In addition to completing the nomination forms, the Awards Committee requires supporting materials, including product samples, to duly consider each submission. **Supporting files and materials must be submitted electronically and MUST be limited to three (3) files.** Submit files in PDF format only. Product samples will not be returned except where shipping arrangements are made by the nominee. Product samples must be sent to the following address by the nomination deadline:

Attention: COPA Awards Committee
300 - 2585 Skymark Avenue
Mississauga, ON L4W 5L6

Email: awards@copa.ca

Tel: 905-624-9462 ext. 224

www.copa.ca/awards-program/