

# COPA

Awards Program  
*Honouring Excellence*



# Canadian Office Products Association Awards Program Nomination Criteria & Guidelines

The COPA Awards Program recognizes companies and individuals involved in the manufacturing, resale, and distribution of office products within Canada by honouring successful product development, marketing ingenuity, corporate responsibility and leadership excellence in the office products sector. ô

## Awards Categories

### People Recognition

- 2 Individual Award
- 3 Longstanding Service Recognition

### Programs or Campaigns

- 3 Corporate Social Responsibility Leadership
- 4 Marketing Campaign

### Products

- 5 "Showstopper" Award
- 5 "Made in Canada" Award
- 5 People's Choice: Best New Office Product

<https://www.copa.ca/awards-program>

*All award recipients will be recognized at the [Annual COPA Stars Gala & Fundraiser](#)*

## Excellence in Leadership Award

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
- 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
- Demonstrated wisdom, courage and compassion

## 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.



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

### 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 required to recuse him- or herself from the review process.

## Longstanding Service Recognition

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.

## 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 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 as it relates to programs, practices or any other initiative:

### Environmental Responsibility

These companies develop and get involved in initiatives and processes 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 lead 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.

**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.*



*Being visible online means being seen everywhere your customers are going*

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**TEAM:**

**Together**

**Everyone**

**Achieves**

**More**

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*Honouring excellence  
in the Canadian office  
products industry*

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## Marketing Campaign

Honouring a company that launched a new campaign, a single organized promotional activity, or a series of related promotions that reflects a significant commitment to creativity and customer service and resulted in a high impact message being successfully delivered to the marketplace. The successful campaign includes 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

The successful campaign may also include any of the following components:

- **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

## 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 that meet the criteria for the respective categories may submit nominations for consideration. Self-nominations and third party nominations from organizations or individuals are encouraged.

## “Showstopper” Product Award

This award honors a company that, either alone or in partnership, has introduced or developed a product or product line that successfully exhibits any of the following criteria:

- Demonstrates a high degree of innovative or imaginative skill to develop a new product or improve an existing product that has garnered the attention of the Canadian marketplace.
- Identifies with the companies branding or corporate imaging.
- This product has been a key sales growth driver for the organization and garners the attention and focus in their marketing initiatives.
- Has impacted and demonstrated benefits to the consumer marketplace.

## “Made in Canada” Product Award

This award honours excellence in Canadian manufacturing. The qualifying product, or family of products, must exhibit the following:

Must be manufactured in a facility that is located within the borders of Canada.

Should be considered of high quality, have a positive impact on its category results and have representation in both the retail and commercial channels of the office supplies industry.

Should be consistent with the company's brand identity and be readily familiar to the COPA community.

Must have impacted the market and have demonstrable benefit to end-users.

## 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 “Showstopper” and “Made in Canada” categories. The winner will be announced at the Stars Gala held each year in November.

## Criterion for Supporting Materials

Supporting files must be limited to three PDF pages only and must be submitted electronically. In addition, Website URLs and media files may also be included in the supporting files or directly on the nomination form (limited to a total of three hyperlinks). Nominees are encouraged to submit a brief video (maximum 3 minutes) explaining their submission and/or demoing the submission. Supporting files are NOT required in both official languages.

## 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 materials must be submitted electronically and MUST be limited to three (3) PDF pages.** Submit files in PDF format only. **Nominees may also submit, a maximum of three (3) URL and online video links explaining or demoing their product or program.** 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  
101 - 1335 Morningside Ave.  
Scarborough, ON M1B 5M4  
Canada

Email: [awards@copa.ca](mailto:awards@copa.ca)  
Tel: 905-624-9462 ext. 223  
[www.copa.ca/awards-program/](http://www.copa.ca/awards-program/)