

ENTRY GUIDANCE

CATEGORY: Innovation

Description

This award celebrates innovations executed through new products, processes, markets and business models. Such innovations will be governed by strategic intent and have driven greater productivity, efficiency and or business growth, within the last three years.

Examples include

- New product or process innovation supported by investment in digital manufacturing technologies
- Investment made in a technology that is new to your sector
- Driving a collaboration partnership – in the supply chain or university – to bring a new manufactured solution to the market
- Improved efficiencies through new ways of working
- A new business model to take the business in a new direction
- New product to market

Important Information

- Please ensure you take the time to read and adhere to the [terms and conditions](#) of entry
- Ensure sections are completed in full and financials are included where required.
- For assistance in navigating the online portal [click here](#)
- Please fill in the entry and contact information pages to the fullest – this information is used to contact you in relation to your entry and also used for the purpose of creating certificates and trophies and other awards related materials.
- **Question 3 Financial information – Information is compulsory for this category.**

Entry Guidance

The question guidance in this document is for use to support you in completing your entry. They are examples of what you may include in your entry but you should not limit your entry to only including these. For further assistance in telling your story contact the awards team.

For help with telling your story or navigating the portal - email awards@eef.org.uk or call 020 7654 1540.

Question 1: What did you set out to do and why?

Set the scene by telling us about your business and what you do. (650 word count)

- TIP – Don't use up your word count describing your business, the judges already know a lot by your entry information. Instead include that briefly and then move onto the nature of your project/ strategy/ change and why this was important to implement.
- Describe the strategy behind introducing the innovation (i.e. new product, process, market or business model)
- What challenge or (market) opportunity did the innovation address, and why? How did you decide this innovation was right for your business?
- Explain how this innovation was novel to your business, sector, industry or the world.
- How does this innovation benefit from your existing manufacturing expertise?
- The judges will seek evidence for applicants to demonstrate their approach to innovation is strategic and well contextualised in the future vision of the organization. You may also provide exemplar extracts from your innovation strategy, commentary from senior professionals involved in innovation activities to support your case.

Question 2: Project in Action

Describe how the project/ programme was implemented in your business. (1100 word count)

- TIP – this is the part of the entry form where you will spend most the time telling your story.
- Describe how the innovation was designed, implemented and managed? (including time frame, key milestones, approach and governance)
- Who was involved from the company, was there a dedicated team, what external support (if any) was called upon and what capital investment was required (if any)?
- How was technology used or introduced as part of, or to support, your plans?
- What unforeseen barriers did you encounter and how were these overcome?
- How did you receive input from your workforce into your plan and what role, if any, did your employees play?
- The judges will look for evidence of a high involvement and engagement with the innovation in your organisation.

3: Objectives and Results

a) What measures and targets were established at the outset to assess and monitor your success? And how have your plans met/ exceeded the measures which were set?

Please fill out the table below with the objectives set including specific targets, dates and what was ultimately achieved.

Objective 1 Word count: 0 / 20	Specific target 1 Word count: 0 / 20	Target delivery date 1 Word count: 0 / 3	Achievement 1 Word count: 0 / 20
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

- This is where you show the targets set for the strategy/ project discussed in question 2.
- TIP – the more measurable targets you can include the better the judges can understand what you were trying to achieve and how much you ultimately accomplished
- Objectives: this is the main objective you were looking to achieve
- Specific target: is the measurable target to set to achieve this goal
- Target delivery date: the date you set to achieve this target by
- Achievement: what was ultimately achieved – target achieved? Exceeded? Did you finish it early?

b) Give us more insight to the results you have achieved and how they have benefited your company. (300 word count)

- How has the overall business benefitted from the innovation?
- Any additional benefits accrued which were not foreseen in the original plan.
- How has the innovation benefited the company
- What plans do you have in place to build on your success?

c) Provide a summary of financials in the box below:
For this category, these figures are required

c) Provide summary of financials

Please refer to your entry guidance to see if this is a mandatory field

Net profit

2014/15	2015/16	2016/17	2017/18
Word count: 0 / 2 <input type="text"/>	Word count: 0 / 2 <input type="text"/>	Word count: 0 / 2 <input type="text"/>	Word count: 0 / 2 <input type="text"/>

Turnover

2014/15	2015/16	2016/17	2017/18
Word count: 0 / 2 <input type="text"/>	Word count: 0 / 2 <input type="text"/>	Word count: 0 / 2 <input type="text"/>	Word count: 0 / 2 <input type="text"/>

- This information will be kept strictly confidential. All judges sign a NDA prior to viewing entries.
- This information is required for this category to understand how the innovation has influenced your business. You can choose not to include this information however it will reflect in the judging.
- In the relevant notes box below the table include any additional information you wish the judges to know. For example if you show a significant dip in profit it may be due to the capital investment you made in new technology.

Supporting documents

- TIP – this is your opportunity to show examples of your project, team, project plans and give a visual to the judges
- Please note there is a maximum of 5 items across 5 pages. ie - 1 photograph = 1 item; pdf document with 3 pages = 3 items.
- We cannot guarantee that the judges will view any additional items beyond this.
- Do not include any links to external websites – these will not be viewed.
- Please ensure you reference your supporting documents within your entry form in the relevant areas - you can name each file to make this easier for the judges to identify.

Need support telling your story entry?

Contact our EEF Awards team; call 020 7654 1540; or email awards@eef.org.uk