

## Entry Form Questions

Please find below the questions for Cut Flowers & Bulbs, Finished Plants & Trees, Inspiring Business Award and Young Plants categories, which must be completed before final submission.

### Company Information:

- Please provide your company details:
  - Email Address
  - Company Name
  - First Name
  - Last Name
  - Address Line One
  - Address Line Two
  - City
  - State/County/Province
  - Zip/Postal Code
  - Website
  - Phone

### Award Submissions:

- Company Name:
- Award Category (please choose one of these categories):
  - Finished Plants & Trees
  - Young Plants
  - Cut Flowers & Bulbs
  - Inspiring Business Award
- Please describe in less than 300 words what makes you the best grower of **Finished Plants & Trees**
- Please describe in less than 300 words what makes you the best grower of **Young Plants**
- Please describe in less than 300 words what makes you the best grower of **Cut Flowers & Bulbs**
- Please describe in less than 300 words why you wish to enter the **Inspiring Business Award**, and why your company should win

For the Sustainability Award, please see page four of this document for questions.

### Economic Performance

- Please describe the company's current market position.
- Describe the role the company plays in a particular sector and/or specific crops.
- Explain the company's business strategy and marketing vision.
- Indicate the purpose and scope of future investment plans.
- Please provide the following financial information.
  - **Gross sales forecast for 2022 (EUR)**
  - **Gross sales in 2021 (EUR)**
  - **Profit and loss – select either below 250,000 or above 250,000 Euros**
  - **Balance Sheet – assets, liability and net worth for 2021, 2020 and 2019**

- Financial Information Declaration – I can confirm that the financial information provided is correct, valid and true. This information has been verified by an independent management accountant or financial auditor.
- Please provide contact details for the management accountant or financial auditor who has verified the financial information provided
  - Full name
  - Position
  - Company
  - Company Address

### **Level of Innovation**

- Please describe the company's activities to play a leading role in its field.
- Is the company leading with respect to its crop selection? For example; disease-resistant varieties, new varieties/assortment concepts, and/or out-of-season supplies.  
If so, please give a brief description.
- How does the company lead in the innovation of production techniques? For example; cultivation methods, mechanisation and/or process automation.
- Does the company have its own research programme?  
If so, please give a brief description.
- How does the company keep up to date and engage with the latest scientific research?

### **Market Orientation**

- Please describe the way in which the company adds value by using sales and marketing in a highly competitive market (local and/or international).
- What types of promotional activities are undertaken (e.g. brochures, emails, social media, website)?
- Does the company take part in collective promotion campaigns organised by the sector?  
If so, give an explanation of its role in them.
- Please describe how the company adds value through packaging and/or special sales concepts.
- Please give examples of how the company responds to changing customer demands.

### **Environmental Standards**

- Give a description of the company's endeavours regarding sustainability and climate change.
- Explain how the company demonstrates its sustainability claims to its customers.
- Demonstrate how the company is involved in other aspects of environmentally-friendly production (e.g. Low-energy production techniques, cultivation of low-energy crops, rainwater collection, reduced emissions, environmentally-friendly packaging, transport etc.)
- Please list and name how many environmental certificates you hold.

### **Human Resource Policy**

- Describe the company's attitude towards personnel management.
- Explain how the company demonstrates its social responsibility to its customers.

- Explain how the company develops its employees.
- What are the career opportunities for personnel (e.g. education, training and career progression)?
- List any programmes the company has in relation to personnel care (e.g. working conditions, health & safety, introduction programme, social activities).

### Supporting Documents

- Please provide a maximum of 10 high-resolution photographs.
- Please provide a maximum of 5 high-quality videos.
- Please provide a maximum of 5 supporting documents.

(For large videos please upload to WeTransfer <https://serenevents.wetransfer.com/>)

### Reference for Nomination

- Please select your type of nomination:
  - AIPH Member nominated
  - National Trade Organisation nominated
  - Direct Application

For AIPH Member nominations, please provide:

- Name of AIPH Member
- Contact Name
- Email address
- Telephone number

For National Trade Organisation nominations, please provide:

- Name of National Trade Organisation
- Contact Name
- Email address
- Telephone number
- Is the National Trade Organisation an AIPH Member?

For Direct Applications, please provide two trade references with the following information:

- Company Name
- Contact Name
- Email address
- Telephone number
- Reference can include as many comments as the referee would like, however please ensure that the following questions are answered as part of the reply:
  - How long have you known the business applying for AIPH International Grower of the Year?
  - What is the nature of your business with them?
  - Please explain why this business should be considered as International Grower of the Year?

A reference can either be typed in or attached as a file.

## Sustainability Award

To submit an entry for the Sustainability Award you must have completed an entry into one of the other categories:

- Cut Flowers & Bulbs
- Finished Plants & Trees
- Inspiring Business Award
- Young Plants

When you have completed your submission, you will receive a confirmation email which will include your unique entry code. You will need to provide an entry code to continue with the Sustainability Award on the system.

- Do you wish to submit an entry for the Sustainability Award?
- Have you completed an entry for any other category?
- If yes, please provide your entry number for your completed category.
- Please describe in less than 100 words for each of the following 5 questions how your company aligns with the AIPH Industry Sustainability Policy , and why your company should win the 2023 Sustainability Award.
  
- **Climate action** – How does your company promote the use of plants and green spaces to support climate adaptation and resilience programmes in urban environments
- **Biodiversity conservation** – Describe how your company promotes nature in cities and sustainable plant-growing practices worldwide
- **Sustainable sourcing and resource management** – Explain what your company does to adopt circular economy principles, reduce plastic waste, support local growers and follow ethical supply chain management
- **Equity & inclusion** – Describe your activities in promoting plant growing and green spaces for all, upholding fair and equitable practices across the horticultural value chain, diversity and human rights
- **Education & awareness raising** – What is your commitment to engaging, informing and inspiring people to appreciate the importance of plants and the places where they grow