



AIPH INTERNATIONAL GROWER OF THE YEAR AWARDS

Full Rules & Procedures – 2018

We are passionate about ensuring the AIPH International Grower of the Year (IGOTY) Awards are robust and fair to entrants whilst remaining straightforward to enter. Enter the competition by submitting your application by 15th July 2017 and gain international recognition and free media coverage.

Each finalist will receive:

- ✓ One free entrance ticket to IPM Essen 2018, the world's leading trade fair for horticulture.
- ✓ One free ticket to attend the awards ceremony and gala dinner.
- ✓ One year's free advertising by AIPH
- ✓ Be featured on IPM's website and be part of IPM press releases, reaching out to 1577 exhibitors, 45 nations and 57,000 trade visitors

Key dates:

| | |
|-------------------------------------|--|
| 15th July 2017 | Deadline to submit entry forms (A+B+C) Please send to maria.wallin@aiph.org Permission for late submissions require special permission |
| August 2017 | Additional information May be requested by the jury |
| End September 2017 | Judging Final judging takes place during the AIPH Congress |
| Early October 2017 | Announcement of finalists |
| 31st October 2017 | Early bird ticket booking offer ends |
| 8th January 2018 | Ticket bookings close |
| 23rd January 2018 | Gala dinner & Awards Ceremony Alongside IPM, the world's leading international trade fair for plants |

Rules that apply to all entrants are as follows:

- The company entering must be primarily operating as a **wholesale grower of plants**.
- The Entry Form (Form A) must be completed by a **person working for the business**. You may have help from people outside the business (for example your accountant might provide your financial information), but the form should be compiled and checked by a member of staff
- **You are permitted to enter more than one category**. You will be required to fill in one 'Entry Forms (A)' per entry. For example if you enter two categories you will need to enter two 'Entry Forms (A)'.
- All materials submitted must be in **ENGLISH***. If you submit any other documents in another language (e.g. press cuttings) then the jury may not be able to read this. We offer a translation service if English is not your native language and would advise the use of this to ensure the sentiment of what is written will come across clearly to the jury.
- All materials and information submitted (**with the exception of client names and locations and budgets**) must be free of restrictions of reproduction so it can be used in the promotion of your work and of the Awards, should you win.
- ***Language** Entries can be in English or in your native language. Each entry must be sent in a MS Word document by email to maria.wallin@aiph.org with any supporting documents in a MS Word document or PDF file. If English is not your native language and you are not fluent, we would advise completing your entry in your native language and paying a fee for a translation service. This will ensure your entry remains accurate and that the information provided comes across clearly to the judges. You can also receive all documents such as the instructions on how to enter and the full rules in your language. If you wish to enter and receive documents in your native language please contact maria.wallin@aiph.org.

SUMMARY OF THE PROCEDURE

The procedure is designed to be simple and not time consuming.

All you need to do is fill in:

1. The Entry Form (A)
This is your application form.
Please restrict your answer to each question to a maximum of 300 words.
2. The Trade Reference Form (B)
You can apply directly or be nominated.
3. Supporting Documents (C)
You may provide supporting documentation, such as photographs or advertisements.
Please mark these as Document C.

FULL EXPLANATION OF THE PROCEDURE - A completed Entry Form (Form A) in **ENGLISH*** (Although arrangements can be made to allow you to fill in the form in your native language. The application will then need to be translated to English by a professional translations company. The applicant will carry this cost.)

- The Trade Reference Form (Form B) must be completed and submitted with your application. Without Form B, Form A becomes void.
- Supporting Documents (Marked as C), are not compulsory to submit along with your application. These are mere suggestions on how you can strengthen your application. For example: Photographs, videos, press cuttings, promotional materials, procedural documents, certificates for environmental or working standards etc., in **ENGLISH***
- A high resolution copy of the company logo in PDF and JPG formats.
- Photographs: A maximum of 10 high resolution photographs may be submitted. We encourage you to submit photographs of:
 - The company workforce and any key personnel
 - The headquarters of the company and the working environment
 - Photos that demonstrate your high standards
 - Any other photos you feel would strengthen your entry
 - Videos: A maximum of five high quality videos may be submitted. We recommend sending one video which is no longer than 1 minute long, if you have this available. If not, feel free to send your ordinary company video.
 - To submit any large files, please send using wetransfer.com or share by using dropbox.com.

GUIDELINES ON HOW TO COMPLETE THE ENTRY FORM (FORM A)

STEP 1: (Question: 1.1-1.5)

CHOOSE WHICH CATEGORY YOU WISH TO ENTER - Categories: The three categories cover different types of grower businesses. These have been introduced so the awards can better represent the wide range of growers operating around the world and give them a better opportunity to win an award. The categories are as follows:

- **Finished Plants & Trees** Growers of plants and trees that are ready for final sale.
- **Young Plants** Growers of cuttings, plugs, liners, seedlings etc., which are sold for growing on.
- **Cut Flowers & Bulbs** Growers of flowers and foliage which are cut for indoor decorative use and bulbs
- **NEW: Inspiring Business Award** – Growing businesses with less than ten employees (full-time equivalent) an apply for this award, which is looking for small businesses that demonstrate unique qualities and innovation
- **NEW: Sustainability Award** – All award entrants will be invited to put their business forward for the AIPH Sustainability Award. The award will recognize best practice and innovation in improving sustainability in areas including water use, chemical use, climate change, energy use, transportation, labour management and social standards

Each company may enter more than one category. You will be required to fill in one 'Entry Forms (A)' per entry. For example if you enter two categories you will need to enter two 'Entry Forms (A)'.

Continued. GUIDELINES ON HOW TO COMPLETE THE ENTRY FORM (FORM A)

STEP 2: (Question: 2.1-2.5)

PROVIDING FINANCIAL INFORMATION

- The financial information you provide must be approved by either your financial auditor or your management accountant.
- The budget for the current year (must be approved by the Company Board).
- The Jury must respect the confidentiality of all information submitted by the entrant, whether oral or in writing. A jury member will not enter into discussion, comment or correspondence should the jury decision be challenged by a nominee. This must be sought directly from the AIPH secretariat. To protect and respect the confidential nature of the applications, each jury members is expected to sign a legal 'Confidentiality Agreement'.

STEP 3: (Questions: 3.1 – 6.5)

Please complete sections on:

- **Level of Innovation - Market Orientation**
- **Environmental Standards – Human Resource Policy**

GUIDELINES ON HOW TO COMPLETE THE TRADE REFERENCE FORM (FORM B)

Obtaining your Nomination/Reference

There are two routes for entering the AIPH International Grower of the Year Awards.

1. Nomination by an AIPH member or a national trade organization AIPH members are organizations that represent the interests of ornamentals growers in their countries and regions. AIPH members are entitled to nominate entrants; visit www.aiph.org to view the current AIPH member list. Each AIPH member can nominate a maximum of **three entrants per category**, either from the results of a national competition or by acting as a trade reference where there is no national competition.

Where there is no AIPH member in their home country, entrants should be nominated by a national trade body based in their home country. National trade bodies can nominate a maximum of **three entrants per category** either through a national competition or by acting as a trade reference.

Conditions for Nominations by National Trade Bodies: Where an entrant is nominated through the results of a national competition, a copy of the original report or comments from the national competition's judging panel or jury, must be provided in ENGLISH, giving the reasons for selecting the candidate (max two pages). Where an entrant is nominated by a national trade body, but there is no national competition, a trade reference must be provided within Entry Form (A).

2. Direct application

Where there is no national trade body, or if a grower has no links to a national trade body in their home country, they can nominate themselves but will be expected to provide a minimum of two trade references.

Conditions for Trade References:

Companies acting as a trade reference must comply with the following rules:

- The reference must be active in and with a focus on the horticulture industry.
- The company must have been in business for a minimum of two years prior to 1 January 2016.
- The reference must not be related or affiliated with your business in any way.
- The reference must give a reference for your business of their own free will and must not accept anything in return for acting as a reference.

Each trade reference must complete Trade Reference Form (B). The company providing the reference will be asked to answer the following questions:

1. How long have you known the business applying for AIPH International Grower of the Year?
2. What is the nature of your business with them?
3. Please explain why this business should be considered as International Grower of the Year?

AIPH may contact the organization(s) that have nominated or acted as trade references for each entrant to verify the information given.

ADDITIONAL INFORMATION

Judging

The judging panel comprises of seven people (one chairman, three category chairmen, three judges) and are selected and approved by the AIPH Executive Committee for a period of three years. The AIPH Executive Committee select specialists to chair each category to ensure a robust and fair process and an overall chairman to ensure the category chairmen are following the guidance and to ensure the overall winner is selected in a fair manner.

All judges must meet the following criteria:

- Their day-to-day role must be active in and with a focus on the horticulture industry.
- They must be knowledgeable on the ornamental horticulture production sector and will not have any conflict of interest in relation to entrants.
- They must commit to reading and understanding the regulations of the International Grower of the Year Awards and to following them closely.
- They must personally read and scrutinize the information sent to them about each entrant and give a reasoned review of each entrant through the Judging Form, giving a mark for each of the criteria.

Continued. ADDITIONAL INFORMATION

Judging:

- They must take part in judging discussions (if needed these will be done by phone or video call) plus the final judging at the AIPH Congress in October 2016.
- They must respect the confidentiality of all information submitted by the entrant, whether oral or in writing.
- A jury member will not enter into discussion, comment or correspondence should the jury decision be challenged by a nominee. This must be sought directly from the AIPH secretariat.
- To protect and respect the confidential nature of the applications, each jury members is expected to sign a legal 'Confidentiality Agreement'.
- General comment from the judges on the standard of individual entrants can be requested after the awards are revealed in January 2017 and is intended as direction to entrants for future years.

Awards:

A Gold, Silver and Bronze will be awarded to each category, plus possibly one further honorary plaque.

- The five Gold winners of each category will then automatically be entered as a candidate for the prestigious overall IGOTY Award.
- **Free Advertising, marketing and PR *:** One year's FREE advertising: Awards logos will be issued to all winning and shortlisted companies within two weeks of the Awards for use on their websites, press releases, headed paper etc. Mention on twitter and facebook. Inclusion in all promotional material including email, website and event PR. Your company name and logo on AIPH website and event page. Free promotion of your company in the 'Finalist Brochure' which is a gift to all guests (300 – 500) attending the Awards Ceremony.
- Be featured on IPM's website and be part of IPM press releases, reaching out to 1577 exhibitors, 45 nations and 57,000 trade visitors

Any questions?

Please do not hesitate to contact Maria Wallin, AIPH Business and Events Manager

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