

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
 - Social media handles

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 2023 (EUR)**
 - **Gross sales in 2022 (EUR)**
 - **Profit and loss – select either below 250,000 or above 250,000 Euros**
 - **Balance Sheet – assets, liability and net worth for 2022, 2021 and 2020**

- 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 sector .
- Is the company leading with respect to its product 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/> and provide the link in the relevant field on the submission site. Please ensure that the link is valid for downloading until 30 January 2024)

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/or the Floriculture Sustainability Initiative (FSI) goals, and why your company should win the 2024 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. Do you measure and report on your carbon footprint.
 - **Biodiversity conservation** – Describe how your company promotes nature in cities and sustainable plant-growing practices worldwide. Does your company undertake environmental monitoring or benchmarking to minimise your impact on the environment.
 - **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 and 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 social and health benefits of giving and receiving flowers and plants.