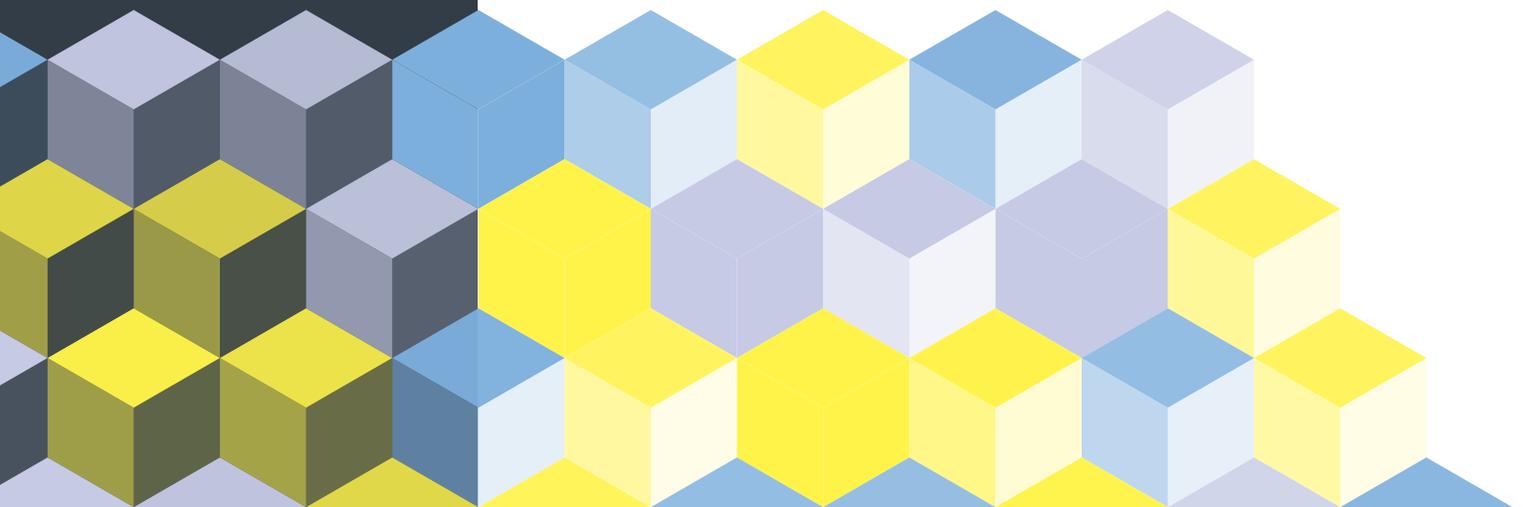




# 2018 Innovation Challenge Info Packet

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# In Your Organization

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The Innovation Challenge's core value is to support the triple bottom line – people, planet, profit. Regardless of size or industry, your organization will be empowered to reach goals, improve results, and become more competitive. This year, any innovative environmental and/or health initiatives will be considered. This challenge is opened to you, if you believe that your organization has helped the triple bottom line, share your story with us.

# Why an Innovation Challenge

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Every organization understands that there is always room for improvement. Yet too often, these innovations, even when successful, go overlooked. Best practices resulting from innovations remain unshared with those who might benefit most from their implementation.

It is for this reason the Innovation Challenge honors organizations for their achievement in the implementation of an innovative program which addresses specific key EHS topics. Ultimately, the Innovation Challenge will not only raise the profile of innovators deserving of acknowledgment – it will advance the science of EHS to the benefit of millions globally.

# Eligibility

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Organizations of all sizes, industries, types and locales are eligible to compete in the Innovation Challenge. Applications from publicly and privately-held companies, nonprofit organizations, government entities and municipalities, and others are all welcome.

Please contact [campbellinstitute@nsc.org](mailto:campbellinstitute@nsc.org) with any questions.

## Submission Deadlines

Letter of Intent (send to [campbellinstitute@nsc.org](mailto:campbellinstitute@nsc.org)):  
**July 31, 2017**

Application Packet:  
**October 1, 2017**

## KEY DATES

Letter of Intent

**July 31, 2017**

Application Packet

**October 1, 2017**

# Application Process

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## Submission Payment

An application fee of **\$250** U.S. dollars is required with submittal for each category applied for. If your organization is registered as a non-profit 501(c)(3) or a government organization, you can qualify for a reduced fee of **\$100**. This nonrefundable fee will partially cover the costs of reviewing submissions and administering Awards to the Challenge winners.

Payment should be made in U.S. dollars by:

Corporate check, bank check, cashier's check or money order payable to National Safety Council

Payment may also be made by:

Credit card by sending a request for an invoice to **campbellinstitute@nsc.org**

Please contact us with any questions.

## Where to send applications

All applications should be sent electronically to **campbellinstitute@nsc.org**

Note: Only an electronic copy of the application is needed

## Application Packets Must Contain

- Signed application form
- Submission payment or request for invoice

## Application Notes

- Applications are limited to ten (10) pages.
- Applications must include, in order, all sections outlined in the Challenge Criteria on page 3.
- The principal discussions of the application are to be made in the narrative text with supporting documentation clearly referenced. Example: "These efforts resulted in a 79% reduction in waste," not "Waste was significantly reduced."
- Clarity of language and presentation are essential. Avoid unnecessary technical terminology and define all abbreviations.
- Electronic files are not to exceed 4MB in size. Files larger than 4MB may be included if shared in a widely-accessible way, such as via download on an organization's website, to ensure staff and reviewers will have reliable access to these files.
- The Campbell Institute does not bear the responsibility for non-receipt/late receipt of any material sent. An email acknowledgment will be sent upon submission of application.
- By submitting an application for the Innovation Challenge the applicant agrees to a transfer of copyright agreement for publication. This agreement enables the Campbell Institute to protect copyrighted material for you and does not relinquish your proprietary rights or your rights to use your work as you please in the future.
- Applicants may be asked at any time during the review process to substantiate the claims made in the submission.
- If submission requirements are not met or the information is found to be incomplete, untrue or misleading, the application will be removed from the review process.

Please contact **campbellinstitute@nsc.org** with any questions.

# Criteria

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The following criteria should be addressed, in order, when completing your application.

## Executive Summary

Provide a brief overview of your organization's approach to the Innovation Challenge. Touch upon the Challenge Criteria below in passing, with special attention paid to the Description of Innovation and Observed Results.

## Introduction & Organizational Profile

Provide an introduction to your organization's application:

- Include a description of your organization, type, size, location, and scope of operations.
- Indicate whether the application is submitted on behalf of the entire organization or a sub-unit.

## Innovation Challenge Topic and Background

Provide background information regarding the particular Innovation Challenge topic your organization has selected. Relevant information may include: organization's history with the topic, particular business drivers for selecting the topic, unique operating circumstances related to the topic or the Innovation Challenge in general, and/or the inspiration or reasoning behind your organization's selection of the topic.

## Description of Innovation

Describe, in detail, the innovation for which the application has been submitted.

- Discussion of the innovation planning process
- Resources and/or changes required in planning
- Operationalization of the innovation
- The impact of the innovation

## Observed Results

Describe the observed results of the innovation. Include qualitative as well as quantitative results as appropriate. Make a clear connection between the implementation and the observed results. In reporting results, be sure to include unique and innovative metrics.

## Path Forward & Conclusion

Address your organization's strategy for sustaining the innovation beyond conclusion of initial implementation, as well as any other relevant information that speaks to the next steps your organization plans to take around the innovation. Please also provide a conclusion that summarizes the application briefly.

# Recognition and Expectations of Winners

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Organizations taking part in the Innovation Challenge have the opportunity for recognition across multiple categories. For both categories these include, but are not limited to:

- **Best Overall Innovation**
- **Best Implementation**
- **Most Transferable Innovation**

Winners in each category may or may not be named each year.

Winners will be presented their award at a reception in their honor following the first day of the Campbell Institute Symposium – to be held in Charlotte, NC in February 2018. Moving forward, it is expected that winners will serve as advocates for the Innovation Challenge in the future and will continue to be enthusiastic supporters of the Campbell Institute.

## Reviewing and Judging

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The review and judging process will be adjudicated with an aim toward honoring the most meaningful innovations relative to the plans described – not simply those performed on the largest scale or impacting the largest number of people. While not blind, the review and judging process is designed to fairly recognize those organizations most worthy of being named winners of the Innovation Challenge.

Judging will be performed by a panel of recognized experts from a diverse set of backgrounds with a deep understanding of EHS innovation. This panel will include representatives from regulating agencies, Campbell Institute staff and member organizations, and the National Safety Council.

Judges will rank the applicants according to the quality of their applications and based on the criteria outlined above. Winners will be notified by phone and/or email shortly after the judging process concludes.

# About Campbell Institute

The Campbell Institute at the National Safety Council is the center of excellence. Built on the belief that environment, health and safety (EHS) is at the core of business vitality and intrinsic to operational excellence and financial performance, the Institute helps organizations of all sizes and sectors achieve and sustain excellence.

Thought-leaders across industry sectors have a shared space to form deep, collaborative bonds, engage in open discussion on best practices as well as vexing concerns. Through partnership, events, research and knowledge, the Institute is the transformative force in EHS.

Visit [thecampbellinstitute.org](http://thecampbellinstitute.org) to:

Connect with Campbell Institute members

Receive valuable EHS materials

Get involved in events and webinars

Read the latest Campbell research



# Application Form

Please print and submit to **[campbellinstitute@nsc.org](mailto:campbellinstitute@nsc.org)**

ORGANIZATION

INDUSTRY SECTOR

POSTAL ADDRESS

CITY

STATE/PROVINCE

POSTAL/ZIP CODE

COUNTRY

## Application Topic\*

Environmental Initiative

Health/Wellness Initiative

Please provide the contact information for the person who should receive all correspondence

NAME

JOB TITLE

EMAIL

PHONE

## Application verification

As an executive-level official of the organization named above, I verify that:

Our organization meets the eligibility requirements of the Innovation Challenge.

I have reviewed the information submitted for the Innovation Challenge and to the best of my knowledge neither untrue statements nor omissions of material fact have been made.

SIGNATURE OF EXECUTIVE LEVEL OFFICIAL

TITLE

PRINTED NAME

DATE

*\*If an organization would like to apply to both Challenge topics, two separate applications and payments must be completed.*