**Social Innovation Leadership**

**Award**

The Innovation Leadership Award is presented to a European Chamber Shanghai Chapter member company to recognize its overall strategic planning and pioneering role in innovative practices, especially breakthroughs that address societal needs and change conventional ways of doing business. This award focuses on innovative approaches from all dimensions to promote sustainable development. Please use size 12pt. Times New Roman font to respond to the following questions. ***Each company may only submit or be considered for ONE award category.***

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| **Innovation-related Strategy / Corporate Gene on Innovation *(300-word maximum)*** Please describe your corporate strategy on innovation, or corporate gene on innovation, as well as the company’s strategy design to ensure innovative operating practices. Please describe how social needs are taken into consideration for corporate innovation. |
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| **Innovation-enhancing Structure & Policy *(300-word maximum)***Please describe the role of your company's structure and decision-making process in building an innovative environment. Please address the support you can get to conduct innovation alignment with your company’s business focus and social needs. |
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| **Successful Case to Illustrate the Innovation *(600-word maximum)***Please describe a new product, service or market developed to address certain social/environmental issues. Please state the original purpose and aim of this product or service. Please indicate which approach the project has innovated (original innovation, integrated innovation or re-innovation). |
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| **Internal Engagement *(300-word maximum)***Please also introduce how internal stakeholders or business units are engaged to develop this program. Please describe their roles and responsibility and why they are a crucial part of the project. |
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| **State of Innovation *(300-word maximum)***Please describe how innovative this program is, e.g. new technology, new materials, new form, new recipe, new procedure, etc. |
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| **Social Impact: How did you position yourself as a role model of your industry *(300-word maximum)***Highlight how the project summed up the rules, patterns, experience and lessons in order to be learned and reproduced by other enterprises or nonprofit organizations. Describe the potential your company’s project has to be replicated in other regions or industries.  |
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| **Influence Expansion *(300-word maximum)***Describe how these practices are communicated to external sources to create larger impact or scaling up (e.g. via industry sharing, Key Opinion Leaders (KOL) promotion, etc.)  |
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**END**