**Social Innovation Pioneer**

**Award**

The Innovation Pioneer Award is presented by the European Chamber Shanghai Chapter to recognize a company’s achievement in 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.

***A company can submit multiple application forms with different cases to apply for different award categories.***

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| **Please Select your Company Type**  **□** MNC (more than 1,000 employees worldwide)  □ SME (less than 1,000 employees worldwide) |
| **Innovation-related Strategy / Corporate Innovation Gene *(300-word maximum)***  Please describe your corporate strategy on innovation, or corporate innovation gene, as well as the company’s strategic design to ensure innovative operating practices. Please describe how social needs are taken into consideration when implementing corporate innovation. |
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| **Innovation-enhancing Structure & Policy *(300-word maximum)***  Please describe how your company's structure and decision-making process contribute to building an innovative environment. Please also describe internal support available to conduct innovation aligned with your company’s business focus and social needs. |
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| **Successful Case Illustrating Innovation Best Practices *(1,000-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). |
| 1. **Case Introduction**   (Please describe why such innovation was chosen and how it meets social and/or environmental needs)   1. **Innovation Approach** 2. **Internal Stakeholder Support**   （Please introduce how internal stakeholders or business units are engaged to develop this case）   1. **Influence Expansion**   (Describe how the case is communicated to external sources to create larger impact or scaling up e.g. via industry sharing, Key Opinion Leaders (KOL) promotion, etc.) |
| **State of Innovation *(300-word maximum)***  Please describe how this program innovates, e.g. new technology, new materials, new form, new recipe, new procedure, etc. |
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| **Social Impact: How did your company position itself as a role model in its industry? *(300-word maximum)***  Highlight how the project summed up the rules, patterns, experience and lessons in order to be effectively reproduced by other enterprises or nonprofit organizations. Describe the potential of the project to be replicated in other regions or industries. |
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**END**