



NACS

**European
Convenience
Retail Awards**

1 - 3 June 2021
Presented Virtually

2021 NACS European Convenience Retail Awards

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The NACS European Convenience Retail Awards recognise outstanding achievements in the European retail community. For nearly 15 years, this programme continues to be a high point for retailers, industry experts and suppliers who gather each June at the NACS Convenience Summit Europe to recognise and celebrate industry success and innovation.

The awards provide one of the greatest benchmarks of global convenience retailing excellence. Over the years, entrants from multiple European countries and diverse types of convenience format and company sizes have participated. The competition is rigorous and the benefits of participation are numerous.

Demonstrate to your peers, partners and customers the innovation and creativity found within your business, which was put on display in 2020 as you navigated a global pandemic. Boost your team morale and reward them for their hard work and dedication. Enter the NACS European Convenience Retail Awards today and celebrate with us—and the leadership of the most innovative convenience retailers across the globe!

The 2021 NACS European Convenience Retail Awards programme includes four distinct recognitions:

- “Best of the Best” Store Award *New in 2021!*
- Community Engagement and Support Award *New in 2021!*
- Convenience Retail Sustainability Award
- Convenience Retail Technology Award

Submission Instructions

All awards submissions will be treated confidentially. By submitting your entry you understand entrant profiles could be featured on NACS media platforms. Entrants will have the opportunity to approve materials prior to publication. Registration to the NACS Convenience Summit Europe is not required to submit, but is strongly encouraged.

Submit!

Electronically at
bit.ly/CSE Awards

no later than
14 May 2021

Register!

NACS | Convenience
Summit Europe

convenience.org/CSE
Held Virtually 1 - 3 June 2021

Questions?

Contact

Allison Dean

NACS Retail
Membership Manager

adean@convenience.org
+1 703 518 4250

About the Awards

What are the European Convenience Retail Awards?

The European Convenience Retail Awards recognise and promote convenience retailing excellence in Europe, and provide retailers with the opportunity to showcase their innovation and creativity to the global retailing community.

Who are our judges?

Judges include leading global convenience retailers, business and industry experts from NACS, subject matter experts, and representatives from the NACS International Board of Directors, which have included leaders from well-known retail brands such as FreshStop, Migrolino, Shell and 7-Eleven as well as supplier leaders from Coca-Cola, Mondelēz, and BAT.

Who can enter?

Convenience and fuel retailers from European countries may submit entries. (Supplier partners and advertising, design and PR agencies are welcome to submit entries on behalf of their retail partners, but they must have the approval of the retailer for which they provide services.)

What do I receive if I win?

Whether you win or are one of our esteemed participants, you will receive unparalleled global exposure through trade, national and international press and television. In addition to elevating your brand profile on the international stage winners will receive:

- **Most importantly, celebrating your victory** with global retailers and suppliers at the live virtual NACS Convenience Summit Europe!
- **Recognition in NACS and Insight Research print and digital publications**, which collectively reach an audience of more than 50,000 global retailers.
- **Recognition in the International Club at the NACS Show.**
- **Digital award recognition kit** with graphics to proudly display your accomplishment on your own website, email signature, and social media accounts, etc.



New Recognition
for 2021 Awards

European “Best of the Best” Store Award *awarded by your industry peers*

“Best of the Best” store submissions should reflect an innovative and successful European convenience store that breaks new ground and sets new innovative standards for the industry. A “Best of the Best” recognition will be given to the entrant that receives the most votes by Convenience Summit Europe attendees.

Important Dates

- **Submissions due Friday 14 May 2021**
- Presented Virtually on Thursday 3 June 2021

Entry Information

Successful entries will focus on one store as the central showpiece. The store you highlight from your company portfolio should best exemplify excellence across the judging criteria. Concepts and future locations will **not** be considered.



3 - 5 minutes of video footage of the store with explanation of what is being seen!

Smart phone recordings work when held in horizontal/ landscape orientation! Preferred resolution is 1080p and a frame rate of 60fps.

OR



10 - 15 high-res quality photos of the various store offers with included captions.

Preferred resolution is 300dpi

Judging Criteria

Attendees will be encouraged to consider the elements below as they cast their vote for the “Best of the Best” submission at Convenience Summit Europe.

This entrant has:

- shown a new concept that is **redefining the store's offer**
- **implemented innovations** that make consumers' lives “more convenient”
- developed **new growth categories** and services
- **engages employees** through training or other programs
- demonstrates **measured improvements in customer service** focus and performance

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European Community Engagement & Support Award

The award recognizes retailer organizations for their roles as community leaders to the convenience industry and active volunteers in their local community during the covid-19 pandemic. Entrants are companies who exemplified being good citizens over the past year.

Important Dates

- **Submissions due Friday 14 May 2021**
- Presented Virtually on Thursday 3 June 2021

Entry Information

Convenience retailers, their suppliers or their customers are invited to nominate European convenience retailer organizations who have demonstrated an exemplary level of leadership and community engagement to positively impact the quality of life in their community and to serve the needs of its residents.

DOC PDF



Each entry must include a 200-word description of the individual and their community contributions.

JPEG PNG PDF



OPTIONAL
If available additional media will be accepted! I.e. Photos, news articles, etc.

Judging Criteria

The following will be considered in evaluating each submission. Multiple winners may be selected.

This organization has:

- Shown true **leadership qualities** during the covid-19 pandemic
- Demonstrated a consistently **positive impact** in their community
- Is considered an exceptional **role model** in their community
- Is concerned for and **promotes the welfare** of their community
- Has contributed to a cause or has **become an advocate** for a need in the community

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European Convenience Retail Sustainability Award

The award recognises a convenience retailing company that has pursued a significant and compelling sustainability initiative that has significantly improved commercial performance, competitiveness, customer perception, staff engagement, and prospects for continued financial strength.

Important Dates

- **Submissions due Friday 14 May 2021**
- Presented Virtually on Wednesday 2 June 2021

Entry Information

Convenience retailers, their suppliers or their customers are invited to nominate European convenience retailers pursuing noteworthy and meaningful sustainability initiatives. In each confidential submission, the advocating organization should include supporting evidence and opinion as to why the convenience retailer deserves to be recognised, how the retailer has demonstrated a company-wide commitment and share a proven business case for sustainability.



Each entry must include a brief PowerPoint presentation of no more than 12 slides detailing the sustainability initiative(s)



OPTIONAL

If available additional media will be accepted! I.e. Photos, news articles, etc.

Judging Criteria

The following will be considered by the Grand Jury in evaluating each submission.

This organization has:

- **A sustainable business growth model**
- **Leadership and management** of the sustainability policy or initiative
- **How sustainability has been embedded in company culture**
- **How customers have engaged** with sustainability policy or initiative
- **The impact** of sustainability on organizational profitability or financial performance
- **The innovative nature** of the sustainability initiative

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European Convenience Retail Technology Award

The award recognises a convenience retailing company that has pursued a significant and compelling technology initiative. First introduced in 2015, the award honours retailers who are making far-sighted, long-term investments in technology innovation, keeping retailers convenient and hassle-free for customers.

Important Dates

- **Submissions due Friday 14 May 2021**
- Presented Virtually on Tuesday 1 June 2021

Entry Information

Convenience retailers, their suppliers or their customers are invited to nominate European convenience retailers pursuing noteworthy and meaningful technology initiatives. In each confidential submission, the advocating organization should include supporting evidence and opinion as to why the convenience retailer deserves to be recognized as well as articulating their technology innovation.



Each entry must include a brief PowerPoint presentation of no more than 12 slides detailing the technology initiative(s)



Each entry must include 5 - 10 High Res images of the technology initiative(s)

Judging Criteria

The following will be considered by the **Grand Jury** in evaluating each submission.

This organization demonstrates:

- **Leadership** and management of the technology initiative
- How customers have **engaged** with the technology
- The impact of technology on organizational profitability or **financial performance**
- The **innovative** nature of the technology initiative

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