



## **Editors Award for Industry Initiative of the Year**

### **Industry Initiative Details**

Name of Initiative\*

Related Organization(s)\*

Website\*

### **Contact Details**

First Name\*

Last Name\*

Email\*

Phone\*

### **What other companies or institution are involved in the innovation (if any)? \***

*Text – maximum 100-words*

### **Please explain how this initiative has driven industry-wide change or provided other long-lasting benefits to the industry\***

*Text – maximum 300-words*

### **Please provide evidence for the changes or benefits, including documentation, figures, or other proof that backs up the reasons for nomination. \***

*Text – maximum 300-words*

### **Please demonstrate how the initiative has positively impacted the public perception of dietary supplements. Please include evidence of consumer interest, mainstream media coverage, and any other accolades won\***

*Text – maximum 300-words*

### **What makes this initiative stand out from the crowd? \***

Please including evidence to back up claims

*Text – maximum 300-words*

### **Why should this initiative win this award? \***

Please provide a succinct overview

*Text – maximum 300-words*