



Editors' Award for Industry Initiative of the Year

Disclaimer: This category is for an industry initiative. There are no restrictions on the type of initiative you may enter - but the initiative must have significant implications and provide a solution to a key issue facing the industry.

Requirement: Entries for the NutraIngredients-USA Editors' Award are only open to initiatives in the United States.

Confidentiality statement: All information provided in these forms will be treated as confidential.

Entry Details

Name of Initiative*

Name of Related Organization(s)*

Website for Initiative*

Website for Initiative

Contact Details

Contact Person First Name*

Contact Person Last Name*

Contact Person Phone Number *(Including country code)* *

Contact Person Email*

Have you previously entered this initiative for a NutraIngredients-USA Award? *

Yes or No

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

100-words limit

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

300-words limit

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

250-words limit

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*

300-words limit

What makes this initiative stand out from the crowd? *

Please include evidence to back up claims.

300-words limit

**denotes a mandatory question*



Why should this initiative win this award? *

Please provide a succinct overview

300-words limit