



## CATEGORIES & CRITERIA 2021

The World Post & Parcel Awards categories and criteria are designed to recognise the challenges and initiatives of the global post and parcel industry. Below you will find all the categories and questions featured on the entry form, as well as the criteria that judges will be scoring against.

We understand that projects may be applicable across multiple categories. However, to ensure that the entries remain focused and relevant, you are only eligible to enter the same initiative under two categories.

### KEY DATES

#### Awards Entry Launch

13 January 2021

#### Entry Deadline

15 March 2021

#### Industry Leadership Award Nomination Launch

13 January 2021

#### Industry Leadership Award Nomination Deadline

5 February 2021

#### Awards Winners Announcement

8 June 2021

### KEY CONTACTS

For any questions about your entry or the judging process please get in touch with:

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## CORPORATE SOCIAL RESPONSIBILITY

*Recognising the organisation that is leading by example through a structured approach to the social, environmental and ethical impacts of their business.*

This Award recognises those organisations which lead by example in demonstrating Corporate Social Responsibility, through implementing a structured approach to the social, environmental and ethical impacts of their businesses. It also recognises organisations that endeavour to support the general public across a wider spectrum of services e.g., supporting health services during the COVID-19 pandemic. Judges will be looking for evidence of significant impacts against these areas and reserve particular praise for organisations that are using CSR or sustainability to adapt their business and gain competitive advantage.

### Questions

#### *Part one*

- Basic information about you and your entry

#### *Part two*

1. Provide a brief overview of the project or initiative, including the reasons it was embarked upon and specific timelines. (150 words)
2. Provide an example of how the initiative brought a tangible benefit to:  
  - a. The organisation
  - b. The wider community, environment etc.

#### *Part three*

3. Use this space to provide a testimonial from a key business stakeholder, where possible. (100 words)
4. You can use this space to go into more detail on the initiative in question. Please provide as much evidence of success as possible and where relevant provide information on the specific challenges/demands. (750 words)

#### *Part four*

- Supporting documents (these can include third-party endorsements, analyst reports, other accreditations etc. Please limit these to 5 slides / pages of A4)

### Judging Criteria

- Demonstrates that the project is a sustainable benefit to a community, minority, the environment or other
- Demonstrates that the project is also of benefit to the organisation
- Describes any challenges that occurred and gives examples of how those challenges were overcome
- Provides tangible examples of success and positive business impact which is supported by evidence

## CROSS BORDER GROWTH

*Rewarding the organisation that can demonstrate a significant cross border growth in physical mail and/or in parcels.*

In an increasingly globalised and connected world, individuals have unparalleled opportunities to communicate, and to procure goods and services from around the world. This award will recognise those companies that have stimulated cross border growth in physical mail and/or in parcels.

Applicants can be operating in any part of the cross border value chain for physical mail or for parcels including:

- the creation of the physical delivery piece
- the provision of a web portal
- the development of enabling software
- the management of customs issues
- the facilitation of returns

### Questions

#### *Part one*

- Basic information about you and your entry

#### *Part two*

1. Provide a brief overview of the project or initiative, including the reasons it was embarked upon and specific timelines. (150 words)
2. Provide an example of how the initiative brought tangible benefit to: (200 words)
  - a. Relevant partners and stakeholders
  - b. The end customer

#### *Part three*

3. Use this space to provide a testimonial from a key business stakeholder, where possible. (100 words)
4. You can use this space to go into more detail on the initiative in question. Please provide as much evidence of success as possible and where relevant provide information on the specific challenges/demands. (750 words)

#### *Part four*

- Supporting documents (these can include third-party endorsements, analyst reports, other accreditations etc. Please limit these to 5 slides / pages of A4)

### Judging Criteria

- Provides a mixture of relevant metrics reflecting revenue or volume growth
- Demonstrates positive impact of the initiative on partners across the cross border value chain including end customers
- Describes any challenges that occurred and gives examples of how those challenges were overcome
- Provides tangible examples of success and positive business impact which is supported by evidence

## CUSTOMER SERVICE

*Celebrating the organisation that can demonstrate best practice, and/or that has made a significant improvement in customer service over the past year.*

This Award is for mail, parcels and express operators that have delivered exceptional customer service over the past year. This covers the entire customer experience from the initial customer access and purchase through to the end to end product and service delivery.

Judges will be looking for organisations that set and achieved ambitious customer service targets and can demonstrate tangible results from their initiatives.

### Questions

#### Part one

- Basic information about you and your entry

#### Part two

1. Provide a brief overview of the project or initiative, including the reasons it was embarked upon and specific timelines. (150 words)
2. Provide specific examples of how the initiative: (200 words)
  - a. Provides relevant and timely information to the end customer
  - b. Improves after sales support and responsiveness to queries/problems

#### Part three

3. Use this space to provide a testimonial from a key business stakeholder, where possible. (100 words)
4. You can use this space to go into more detail on the initiative in question. Please provide as much evidence of success as possible and where relevant provide information on the specific challenges/demands. (750 words)

#### Part four

- Supporting documents (these can include third-party endorsements, analyst reports, other accreditations etc. Please limit these to 5 slides / pages of A4)

### Judging Criteria

- Explains how quantifiable targets for customer service improvements were identified and set
- Offers examples of the results actually achieved and provides a statement on the degree and rate of improvement
- Provides an explanation of the metrics use to measure customer service
- Describes any challenges that occurred and gives examples of how those challenges were overcome
- Provides tangible examples of success and positive business impact which is supported by evidence

## INDUSTRY LEADERSHIP

*Recognising the individual who has shown exemplary leadership in advancing the mail, parcels or express industry.*

This special Award category recognises the exemplary leadership of an individual in advancing the mail, parcels or express industry. Accomplishments honoured are likely to reflect significant innovation and/or to recognise a long and sustained record of success in fulfilling an organisation's mission and in meeting profit targets.

These achievements may have been established over a period of time, not necessarily during the preceding year. Nominees must be individuals living at the time they are nominated.

### Questions

#### *Part one*

- Basic information about you and your entry

#### *Part two*

1. What have been this individual's greatest achievements throughout their career? (300 words)
2. Use this space to provide a testimonial from a key business stakeholder. (100 words)
3. If possible, please provide an up-to-date CV of the individual

### Judging Criteria

- The individual nominated must be at a level of seniority synonymous with this accolade
- The testimonial provided comprehensively endorses the nominee as a leader in the organisation and as the key figure in the industry as a whole
- The industry has clearly benefited from this persons' leadership
- The entry demonstrated clear examples of success as a result of strong leadership

## INNOVATION

*Recognising the organisation that has introduced a significant new innovation to the sector that demonstrates quantifiable benefits to its customers.*

Innovation for the purposes of this Award category is defined as the “successful introduction by an organisation of a significant development that is new not just to that organisation, but to the mail, parcels and express sector; and that offers customers quantifiable benefits”.

Innovation of this nature could include new products and services, or new and imaginative ways of working with customers and other industry stakeholders. The innovation could also make existing services significantly easier to use or access as well as innovations leading to cost reductions.

### Questions

#### *Part one*

- Basic information about you and your entry

#### *Part two*

1. Provide a brief overview of the project or initiative, including the reasons it was embarked upon and specific timelines. (150 words)
2. Provide specific evidence for: (200 words)
  - a. Why the innovation was needed
  - b. The breadth of the innovation (i.e quantity of customers)
  - c. The impact of the innovation

#### *Part three*

3. Use this space to provide a testimonial from a key business stakeholder, where possible. (100 words)
4. You can use this space to go into more detail on the initiative in question. Please provide as much evidence of success as possible and where relevant provide information on the specific challenges/demands. (750 words)

#### *Part four*

- Supporting documents (these can include third-party endorsements, analyst reports, other accreditations etc. Please limit these to 5 slides / pages of A4)

### Judging Criteria

- Demonstrate genuine newness within the sector and its potential transferability
- Evidence through metrics demonstrating that long term financial benefits are being realised.
- Describes any challenges that occurred and gives examples of how those challenges were overcome
- Provides tangible examples of success and positive business impact which is supported by evidence

## ON DEMAND DELIVERY

*Rewarding the organisation that can demonstrate the most customer centric approach to managing the on demand delivery process.*

Today's consumer, particularly the e-commerce purchaser, are more demanding than ever before. Delivery is becoming increasingly personalised with customers able to dictate when, where and how their packages are delivered.

This award focuses on that on demand process and is aimed at organisations who have re-defined the delivery process for their customers. Judges will be looking for organisations that can demonstrate a highly customer centric approach.

### Questions

#### Part one

- Basic information about you and your entry

#### Part two

1. Provide a brief overview of the project or initiative, including the reasons it was embarked upon and specific timelines. (150 words)
2. Provide specific examples of: (200 words)
  - a. How you define the consumer requirements for the delivery process
  - b. How you have ensured flexible delivery in areas such as time and location, and other dimensions as appropriate
  - c. The cost involved either for the sending or receiving customer

#### Part three

3. Use this space to provide a testimonial from a key business stakeholder, where possible. (100 words)
4. You can use this space to go into more detail on the initiative in question. Please provide as much evidence of success as possible and where relevant provide information on the specific challenges/demands. (750 words)

#### Part four

- Supporting documents (these can include third-party endorsements, analyst reports, other accreditations etc. Please limit these to 5 slides / pages of A4)

### Judging Criteria

- Demonstrates how customer requirements were researched and understood through quantifiable data
- Demonstrates the impact of the initiative on customer satisfaction
- Describes any challenges that occurred and gives examples of how those challenges were overcome
- Provides tangible examples of success and positive business impact which is supported by evidence

## PHILATELIC CAMPAIGN OF THE YEAR

*Rewarding the postal organisation that can demonstrate the most value delivered from their philatelic campaign in the past year.*

While traditional mail volumes may be receding in a digital world, postage stamps have been connecting people by physical messages for nearly 200 years. Far from being simply facilitators of communication, stamps have also been a means of promoting national values through domestic achievements, significant events and people.

This category celebrates the vibrancy and continued importance of philately worldwide and will be awarded to the postal organisation that can demonstrate tangible value from their philatelic campaigns over the past year.

Judges will be looking for technological innovations, customer or national engagement or even revenue as indicators of a successful campaign.

### Questions

#### *Part one*

- Basic information about you and your entry

#### *Part two*

1. Provide a brief overview of the campaign or initiative, including the reasons it was embarked upon and specific timelines. (150 words)
2. Provide specific evidence for how the campaign brought quantifiable benefits to your organisation through areas such as: (200 words)
  - a. Customer engagement
  - b. Technological innovation
  - c. Revenue generation

#### *Part three*

3. Use this space to provide a testimonial from a key business stakeholder, where possible. (100 words)
4. You can use this space to go into more detail on the campaign in question. Please provide as much evidence of success as possible and where relevant provide information on the specific challenges/demands. (750 words)

#### *Part four*

- Supporting documents (these can include third-party endorsements, analyst reports, other accreditations, artwork etc. Please limit these to 5 slides / pages of A4)

### Judging Criteria

- Provides data that demonstrates quantifiable benefits achieved by the campaign
- Describes any challenges that occurred and gives examples of how those challenges were overcome
- Provides tangible examples of success and positive business impact which is supported by evidence

## POSTAL E-COMMERCE

*Rewarding the postal organisation that can demonstrate effective e-commerce facilitation through digital technologies.*

With parcel volumes increasing ever more rapidly, postal organisations are transforming traditional business models to take advantage of the boom in E-Commerce

This award category focuses on postal initiatives that exploit the power of digital platforms and communication to facilitate E-Commerce. The judges are interested in developments that use digital technologies to deliver value to stakeholders in the industry.

Relevant activities are not just limited to public internet sites such as those that facilitate customer access or to act as e-commerce portals. They may also include, for example, the use of digital technologies for inter-organisational collaboration, for e-messaging, for trading or for other commercial functions.

### Questions

#### Part one

- Basic information about you and your entry

#### Part two

1. Provide a brief overview of the project or initiative, including the reasons it was embarked upon and specific timelines. (150 words)
2. Provide specific examples of: (200 words)
  - a. The benefits delivered to the end users of the initiative
  - b. The degree to which the functionality of the initiative/technology can be utilised by the industry as a whole

#### Part three

3. Use this space to provide a testimonial from a key business stakeholder, where possible. (100 words)
4. You can use this space to go into more detail on the initiative in question. Please provide as much evidence of success as possible and where relevant provide information on the specific challenges/demands. (750 words)

#### Part four

- Supporting documents (these can include third-party endorsements, analyst reports, other accreditations etc. Please limit these to 5 slides / pages of A4)

### Judging Criteria

- Demonstrates how customer requirements were researched and understood through quantifiable data
- Demonstrates the impact of the initiative on customer satisfaction
- Describes any challenges that occurred and gives examples of how those challenges were overcome
- Provides tangible examples of success and positive business impact which is supported by evidence

## STARTUP AWARD

*Rewarding the startup that can demonstrate the most innovative product or solution with the greatest potential to disrupt the post and parcel industry.*

The post and parcel industry faces constant change and evolution. New technologies like automation, robotics, artificial intelligence, blockchain and others are set to disrupt the delivery landscape at an unprecedented scale.

This unique category looks to reward the newest and most innovative players to the logistics and postal industries and whose products have the potential to change the way we do business forever.

Judges will be looking for organisations **incorporated within the last 5 years** and will reward the organisation that can demonstrate the most exciting innovations in the context of the value they deliver and the potential impact they will make.

### Questions

#### Part one

- Basic information about you and your entry

#### Part two

1. Provide a brief overview of your product/solution, including the reasons it was created and specific timelines. (150 words)

#### Part three

2. Use this space to provide a testimonial from a key business stakeholder, or a case study of your solution in action with a relevant partner or any results from a pilot study. (300 words)
3. You can use this space to go into more detail on the product or solution in question. Please indicate its unique selling points, how it will disrupt the industry and where relevant provide information on the specific challenges/demands. (750 words)

#### Part four

- Supporting documents (these can include third-party endorsements, analyst reports, other accreditations, artwork etc. Please limit these to 5 slides / pages of A4)

### Judging Criteria

- Demonstrates how solution identified and addressed a currently unmet customer need
- Demonstrates a unique value proposition that provides a strong cost-benefit ratio, business model and market entry strategy
- Clearly identifies the potential for impact on the industry, the environment or wider society
- Describes any challenges that occurred and gives examples of how those challenges were overcome

## TECHNOLOGY

*Rewarding the organisation that can demonstrate how the implementation of technology has brought quantifiable benefits to its relevant stakeholders.*

The successful application of technology can become a significant feature in gaining competitive advantage. This Award will be made to the organisation that can demonstrate how technology has brought quantifiable benefits, derived, for example, from some mix of improved service quality, cost reduction or enhanced product features.

The judges will be interested in the application of technology in such areas as:

- Customer interface systems.
- Pick up, processing and delivery.
- Transportation.
- Materials handling.
- Process automation.
- Back office and management information systems.

### Questions

#### *Part one*

- Basic information about you and your entry

#### *Part two*

1. Provide a brief overview of the project or initiative, including the reasons it was embarked upon and specific timelines. (150 words)
2. Provide specific evidence for how the technology has brought quantifiable benefits to areas such as service quality, cost reduction or enhanced product features. (200 words)

#### *Part three*

3. Use this space to provide a testimonial from a key business stakeholder, where possible. (100 words)
4. You can use this space to go into more detail on the initiative in question. Please provide as much evidence of success as possible and where relevant provide information on the specific challenges/demands. (750 words)

#### *Part four*

- Supporting documents (these can include third-party endorsements, analyst reports, other accreditations etc. Please limit these to 5 slides / pages of A4)

### Judging Criteria

- Provides data that demonstrates quantifiable benefits achieved by the technological application
- Describes any challenges that occurred and gives examples of how those challenges were overcome
- Provides tangible examples of success and positive business impact which is supported by evidence

## ELIGIBILITY & TERMS

1. The World Post & Parcel Awards recognise best practice in the global mail and express industry. They are open to application by national and private postal operators, systems integrators, couriers, delivery companies, mail houses, technology & solutions providers and domestic carriers.
2. Entries may be submitted by the organisation itself, their marketing department or any other third party organisation including PR agencies and service/solution providers. It will be the name of the entry organisation and their submitted project, person or business that will be noted on the short list, winner's announcement, trophies and any printed or online material.
3. Criteria within each category are designed to recognise projects or initiatives completed within specific time frames. Unless stated otherwise, as a guideline we ask companies to focus on submitting projects and initiatives that have been undertaken in the past year. We do however recognise that some may have started earlier than this and are yet to be completed and therefore we can be flexible with this rule. The entrant must demonstrate that the evidence provided in support of the entry is during the above mentioned time frames.
4. Confidentiality within the entry and judging system is considered the most important feature of the awards programme. Triangle Management Services (the Awards organisers) guarantee the security and confidentiality of the information provided within the entry. Only the World Post & Parcel Awards management team and judges are permitted to view the entries and information.
5. Categories are available for sponsorship and are considered event partners. Any companies associated with the event or category partnership have no influence over entries, short listing, judging or winners.
6. We understand that projects may be applicable across multiple categories. However, to ensure that the entries remain focused and relevant, you are only eligible to enter the same initiative under two categories.