



The 2012 Reverse Logistics Collaboration Awards

The Joint Industry Unsaleables Leadership Team will honor three retailer–manufacturer teams with Reverse Logistics Collaboration Awards **to recognize successful collaborative initiatives among trading partners in one or more areas of reverse logistics management.**

Evaluation and Selection

Eligible projects or programs must demonstrate significant impacts on either unsaleables or reverse logistics functions in the manufacturing or distribution environments; or enhanced the state of knowledge about best practices in managing unsaleables and attacking root causes; and should be relevant and applicable to other companies in the CPG industry.

Entries will be accepted anytime before March 30, 2012. A panel representing the Joint Industry Unsaleables Leadership Team will select three team winners who will be notified by April 9.

Awards will be presented at the Joint Industry Unsaleables Management Conference on May 17, 2012. Award winners will be invited to give a brief presentation at the conference on May 17, 2012. All collaboration case studies will be showcased in the exhibit hall at the conference and made available for conference attendees in printed format. Conference attendees representing companies that submitted entries will receive special collaborator ribbons.

Entry Information

Retailers, manufacturers or service providers with clients in the CPG industry are eligible to submit entries for the Reverse Logistics Collaboration Awards.

Entries may be of any length up to a maximum of ten (10) single-spaced pages. Illustrative exhibits may be attached. Papers should address the following three primary topics:

I. Overview of Trading Partner Collaboration

- Describe the collaboration project, its goals and results. What problems, root cause(s) or management problem was the project designed to address?
- Describe the approach, timetable and expense (if relevant).
- What were the success criteria or measurable desired outcomes?

II. Results and Benefits

- What quantitative and qualitative results were achieved? How did these compare to original expectations?
- Were there any unexpected benefits? Any surprises?

- Where were the benefits realized? At retail? Within the manufacturer's supply chain? In the provision of third party services?
- How were the results evaluated? What metrics were collected? What was the baseline for evaluation?
- What didn't go as expected? What pitfalls were encountered? Was it possible to overcome them?

III. Applicability and Relevance to Other Companies in the CPG Industry

- What can other companies learn from your project?
- How might aspects of your innovative project be implemented in other business settings?
- What advice would you offer other companies based on your experience with this project about whether and how to proceed within their companies to replicate your initiative?

Other Guidelines

- One entry per organization/collaborative team.
- Organizations represented on the selection panel are not eligible for the award.
- Entries must include sufficient detail to evaluate the project. Entries must identify the companies involved and disclose non-confidential data that demonstrates the project results.
- Entrants must be willing to have their papers published by GMA and FMI.

Application Deadline

Submit entries in electronic PDF format by March 30, 2012 to:

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About the Joint Industry Unsaleables Leadership Team

The Joint Industry Unsaleables Leadership Team provides strategies, educational content and tools to help retailers, distributors and manufacturers reduce the volume of unsaleable goods within the consumer package goods (CPG) value chain. This is achieved by: developing strategic management applications; identifying and sharing successful practices and recommendations; creating educational platforms; and collecting and disseminating industry intelligence on emerging trends and developments.

