

“ECR Baltic Student Award” – The Regulations of the Award (“Award”)

1. The Organizer is: **ECR Baltic**, with its registered office in Riga, Latvia, and the registration number 40008143329.
2. The aim of the Award is to promote Fast Moving Consumer Goods (FMCG) industry and the awareness of the career opportunities in FMCG among the target group of students.
3. The Organizer will award the best 5 Contestants the following prizes:
 - EUR 300 for the author(s) of the best project written (1st place)
 - EUR 200 for the author(s) of the second best project written (2nd place)
 - EUR 100 for the author(s) of the third best project written (3rd place)
 - Invitation to the ECR Baltic Forum 2011 for the author(s) of the fourth and fifth best project written (4th and 5th place)
 - All five best project authors will receive bags with goods and product gifts from ECR Baltic member companies.All cash gifts are the after-tax amount to be received by the contestants.
4. Contestants can be bachelor's degree or master's degree students in any relevant field of study enrolled at any of the higher education institutions throughout the Baltic States. Contestants must be currently studying (no academic year taken).
5. In order to take part in the Award participant must write a free format project work of maximum 12 pages on one of the topics proposed by the Organizer. Together with the project work, each Contestant must send the following information:
 - Name, surname of author(s)
 - E-mail address
 - Telephone number(s)
 - Residential address
 - Tutor's name, surname and contact information (e-mail and phone number), if applicable.
 - Electronic copy of student identification (proof of current enrolment in higher education establishment)
 - Portrait photography

To apply for the Award, **the project work written by the Contestant together with the additional information noted above should be sent to ECR Baltic e-mail address info@ecr-baltic.org** (with subject: “Student Award”) **by no later than April 15, 2011, at 23.59 (GMT + 2:00)**. Applications which do not meet requirement above will not be taken into consideration and will be excluded from the Award.

6. Data and information provided by Contestants are collected and processed in order for the Organizer to meet their obligations as the Organizer of the Award, and Contestants agree to their data being collected and processed. The Organizer shall be entitled to make the data given by Contestant available to the ECR Baltic secretariat and board members, which shall contact the Contestants for purposes of awarding the prizes. Contestant accepts that Organizer shall send e-mail messages to Contestant in connection with Contestant's participation in the Award and possible handing over the prize.
7. The winning Contestant shall make it available and cooperate that the prizes can be delivered within 30 days from awarding the prize. In the case the Contestant shall not comply with the aforementioned obligation within the deadline, then the Organizer shall not be responsible for it. The

awards which cannot be delivered or the delivery is connected with unexpected difficulties can be used further by the Organizer for other promotional or charity purposes.

10. The Organizer bears no responsibility for any risks or obligations connected with the usage of the awards.

11. Every Contestant can apply for the Award only once. Repeated participation (participating with more than one paper written) is not allowed. The project work can be written either individually or in pairs of two, in which case cash prizes will be split equally among the two authors of the best projects. The project work must be written in English and must not exceed the maximum of 12 pages written in Times New Roman, font size 12, with 1.5 spacing. A faculty member may serve as an advisor on a project, but the work must primarily be done by the student(s).

12. The rules of the Award:

a) On February 1st, 2011, information about the Award together with Posters will be sent out to the biggest Higher Education institutions in the Baltic States. Information about the Award will be posted on ECR Baltic web-page www.ecr-baltic.org.

b) From February 1st, 2011, until April 15th, 2011, Contestants work on their project work and research one of the following three topics (chosen by the student(s)):

Consumer Research (1);

Logistics & Supply chain efficiency (2);

Information Technologies in the FMCG industry (3).

More specific topics suggested for research are provided below.

(NB!) These are only guidelines and Contestant is allowed to chose different topic for the project work (topic related to Retailing-Manufacturing industry)

Consumer Research:

1. Consumer characteristics, consumption and habit differences among different consumer groups.
2. Factors influencing consumer choice in the store. Key product packaging and store placement factors affecting shopper decisions.
3. Shopping habit analysis: shopping routine and behaviour in the store.

Logistics & Supply chain efficiency:

1. Supply chain IT system integration and potential in the Baltic business (warehouse management, route planning, forecasting, production planning etc.)
2. Own logistics vs. outsourcing
3. The usage and spread of supply chain strategies and models in the Baltic States (e.g. SCOR, Lean, Six Sigma). Their usage potential in the Baltic States.

Information Technologies in the FMCG:

1. Competitive advantages of using EDI (Electronic Data Interchange)
2. Prerequisites of using EDI: the needed infrastructure, applications, communication and message standards, legal framework
3. Paper vs. EDI business transactions: business process reengineering, workflows, costs of EDI

Other suggested research topics:

- OSA (On Shelf Availability)
- Sustainable transportation
- Reliable stock loss management
- SRP/Packaging (Shelf /Retail Ready Packaging)

- Product Traceability
- VMI (Vendor Managed Inventory)
- Data synchronization
- Electronic product codes (RFID tags)
- Category Management
- Optimal Assortment
- Optimal Promotions
- Optimal Product Introductions
- Jointly Agreed Growth (Manufacturer-Retailer cooperation)

Contestants are free to decide on the format of the project work and on the tools, materials or methods used in researching the topic. However, the project work must contain the following parts:

1. Introduction
2. Main part: discussion & analysis
3. Conclusions

The Contestant is free to add any tables or figures, if needed.

13. All project works will be evaluated by a group of 3-5 Award Committee members from the respective ECR Baltic working groups: Supply Chain working group, Category Management working group, EDI working group. All projects will be evaluated based on same evaluation criteria (see attached to this document). The points received in the evaluation form will be summed and Contestant with the highest number of points received shall be the winner of the Award. The Committee's verdict is final. If two or more projects will score the same number of points, the Committee will award a prize to the work that was sent in first, based on the time of the application package received at info@ecr-baltic.org.

14. The Organizer will inform those Contestants who will have scored among the best five scores of the Award on acquiring the highest number of points via e-mail by May 15th, 2011. Authors of the five best project works will be invited for an Award ceremony, the time and place of which will be specified when the evaluation of the projects has been completed.

15. The Organizer reserves the right to modify the regulations or cancel the Award.

16. The Organizer does not bear responsibility for the lack of possibility to apply for participation in the Award for reasons not on the Organizer's side; especially for reasons on the side of e-mail, the Internet, and other networks' operators that will have been used to deliver applications. The Contestant will be informed by e-mail upon the successful receipt of his/her application.

17. By participation in the ECR Baltic Student Award, the Contestant stands to the agreement with the rules and commits oneself to adhere to the rules unconditionally.

18. The employees of the Organizer or employees' family members are not allowed to participate in the Award.

19. The Regulations are the only document determining the rules of the Award unless there is a direct reference located in the Regulations to other documents or sources of information including the description of certain aspects of the Award.

20. Any complaints related to the Award will be accepted by the ECR Baltic solely in writing, addressed by e-mail to info@ecr-baltic.org with subject "ECR Baltic Student Award Complaint". They should include the first and second name, detailed address information of the person, and an exact description and reason for the complaint.

21. The Regulations of the Game are available on the website: www.ecr-baltic.org

In attachment:

1. ECR Baltic Student Award 2011 paper evaluation form

THE ORGANIZER

ECR BALTIC STUDENT AWARD 2011 PAPER EVALUATION FORM

Authors of the Paper: _____

University: _____

Title of the paper: _____

EVALUATION: (please circle the appropriate rating)

	Tend to reject						Tend to accept				
	←-----					-----	→				
The purpose of the paper (research question) is stated clearly	1	2	3	4	5	6	7	8	9	10	
The paper is organized effectively, has a clear structure	1	2	3	4	5	6	7	8	9	10	
The evidence and conclusions are presented clearly	1	2	3	4	5	6	7	8	9	10	
The evidence supports the conclusions	1	2	3	4	5	6	7	8	9	10	
Paper has an appropriate title and introduction	1	2	3	4	5	6	7	8	9	10	
The conclusions are related directly to the purpose of the paper (answer the research question)	1	2	3	4	5	6	7	8	9	10	
The questions addressed in this study are handled creatively	1	2	3	4	5	6	7	8	9	10	
Conclusions and evidence presented in the paper is important and relevant for the FMCG industry and retail-manufacturing business	1	2	3	4	5	6	7	8	9	10	
Originality of ideas and content	1	2	3	4	5	6	7	8	9	10	
Writing style (clarity, flow, language etc.) is good	1	2	3	4	5	6	7	8	9	10	
OVERALL IMPRESSION	1	2	3	4	5	6	7	8	9	10	

COMMENTS: (Please use additional sheet(s) if necessary)

Evaluated by (name/surname): _____

Date (dd/mm/yyyy): _____

Signature: _____