



## **Editors Award for Infant and Child Nutrition Initiative of the Year**

*Entries for The NutraIngredient-Asia Awards, Editors Award for Infant and Child Nutrition Initiative of the Year category is for an initiative purely relating to infant or child nutrition (under the age of 12). There are no restrictions on the type of initiative you may enter (it could be a new product, delivery system, research, consumer or health practitioner education programme etc) - but it must have significant implications and provide a solution to a key issue facing infant and child nutrition in the APAC Region.*

### **Industry Initiative Details**

Name of Initiative\*

Related Organisation(s)\*

Website\*

### **Contact Details**

First Name\*

Last Name\*

Phone\*

Email\*

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

*Text – maximum 100-words*

### **If other, please specify (only mandatory when other is selected in the previous question) \***

*Text – maximum 100-words*

### **Please explain how this initiative has driven to infant or child nutrition in the APAC region, and how it met a clearly-defined consumer need / gap in understanding\***

*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 infant and childhood nutrition sector. \***

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*