



Industry Innovation Awards 2024

Cape Chamber
OF COMMERCE AND INDUSTRY



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1. Why?

There are an abundance of industry awards, why another event?

1. To recognise and validate **Industry growth catalytic innovation**.
2. To **recognise outstanding champions who do exactly what our economy needs most**. Things that increase economic growth, jobs and tax to fund public services.
3. To provide a thoroughly entertaining event, that inspires, educates and motivates.
 - a. To remove any doubt that business growth is very good for society.
 - b. To enable more stakeholders to recognise and value, the critical parts of a growing Economic Eco-system.
 - c. To increase leader and citizen awareness, of good behaviour practices to emulate.
 - d. To create local role models for others to emulate.
 - e. To prove that / increase belief that: As individuals, if we do the right things, we can make a massive difference.

2. The Vision

The most inspiring business event, that bestows the most sought-after awards.

That educates all, to better understand what is required to shape a growing future economy.

Create role models and highlight behavioural patterns which stimulate industry wide growth.

Establishes a desire for more of such behaviour.

Deepens belief of possibility.

3. Award Rationale

- 14 awards: 5 minutes storytelling, 5 minutes on stage, makes a 2.5-hour event without repetition.
- Limited awards means outstanding stories all evening long. Too many awards erode quality.
 - Role of business: Business innovation, across Industry sectors. 6 awards
 - Role of Government: Public sector innovation impacting on industry growth. 3 awards
 - Role of Universities: Tertiary education impacting on industry growth. 4 awards
 - Role of organised business: Industry Development Institutions innovation 1 award
- As collective, these also explain the roles of critical parts of a growing the economic eco-system.

4. Industry Awards (6)

- Industry winners / role models
- 6 stories on how product/process/business model innovation increases competitiveness, which in turn, leads to faster growth, more jobs and taxes for govt to add services.

Product, process, or business model Innovation > Increasing WC Industry competitiveness in globally contested markets > Increasing industry GGP contribution and/or employment.		
	1 x Primary sector competitiveness in globally contested markets	Agri, Mining, Fishing, Aquaculture / WC Dept. Agric.
	1 x Manufacturing sectors competitiveness in globally contested markets	Metal (2), plastics, furniture, clothing, boatbuilding
	1 x System solutions / Profesional services competitiveness in globally contested markets	Prof.Services, ICT, Media, Telecoms, health, Infrastructure solutions, safety & security
	1 x Distribution / Retail / Services competitiveness in globally contested markets	Freight Logistics / Retail / Consumer services / Passenger Transport
	1 x Exporter of the year	All
	1 x Youth or "against the odds", in any sector competitiveness in globally contested markets	All

5. Public Sector Awards (3)

- Public sector winners / role models
- 3 stories about government departments doing exactly what is needed, to enable faster private sector / economic growth.

Innovative Public sector initiative / intervention > Reducing impediments to industry growth > Which has been utilised by Industry which has consequentially led to increased growth and/or employment.		
	1 x pure innovation that is impactful (province+ national + SOE)	- WCG: Premier's office x 3 - Industry to nominate x 1 each (if compelling)
	1 x pure innovation that is impactful (Municipal LM+DM)	- Dept Local Govt x 3 - SALGA x 3 - CoCT Mayors office x 3 - Industry to nominate x 1 each (if compelling)
	1 x innovation specifically impactful in improving good governance / reducing corruption or nepotism	? 1 each from: Auditor General, SAICA, Univ. Public policy, admin, governance

6. Tertiary Education Awards (4)

- Academia winners / role models
- 4 stories about universities doing exactly what is needed, to enable faster private sector / economic growth.

University relevance > Industry competitiveness in markets > Make money for our people		
	1 x research most impactful on their Industry's competitiveness in globally contested markets.	CHEC Universities nominate 3, Industry verifies
	1 x Tertiary education best aligned to Industry's competitiveness & market needs	CHEC Universities nominate 3, Industry verifies
	1 x most successful start-up / spin out from University research	CHEC or Nominate 2 each.
	1 x Most innovative AND impactful/successful (efficacy) Entrepreneurship development programme in higher education	CHEC or Motivate their best service.

7. Industry Development Institution Award (1)

- Economic Development Institution winners / role models
- 1 story about institutions that facilitate clustered business cooperation, to unlock opportunities for faster private sector / economic growth.

WC economic eco-system institution level cooperation > Unlocks opportunities to shape a better future		
	1 x Meta award – Institutions strengthening cooperation e.g. cluster, Value chains for greater efficacy.	Chamber nominates

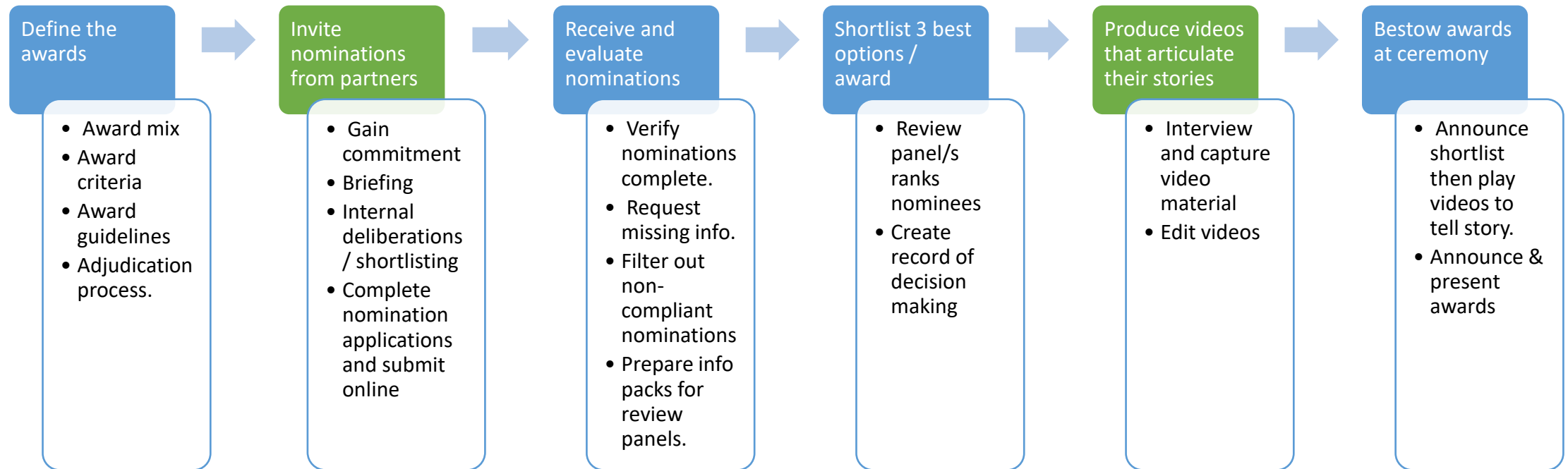
8. Award criteria

Proper evidence to verify claim is true?	1	Plausible Theory of Change	Clear and logical explanation of how the innovation caused the beneficial consequences. How the innovation resulted in adoption / uptake by industry, which led to sizeable economic impact.
	2	Peer Recognition and Endorsements	Recognition by peers, experts, and other stakeholders in the field is also a key criterion. This includes endorsements, citations, and positive evaluations from respected authorities or organizations.
	3	Quantitative and / or qualitative evidence to support the causality theory.	Credible evidence is provided to prove the output is innovative, large-scale adoption / uptake by industry, which led to sizeable economic impact.

Compelling evidence? If YES, then proceed with scoring below.

Criteria: High score required for all 4.	1	OUTPUT: Smart causality, innovative (output)	Outstanding contribution to the solution that caused the chain of beneficial consequences. Novelty, creativity, ingenuity, excellence, groundbreaking in field.
	2	OUTCOME: Scale of usage / uptake by Industry (outcome)	Adoption, expansion, replication, emulation of this innovation and/or variants of this innovation by <u>WC</u> Industry role players.
	3	IMPACT: Consequential Industry market success / Benefit to WC economy	Innovations and discoveries that have provided <u>WC</u> the greatest benefit for economic growth and employment.
	4	Longevity / sustainability of impact	Longevity and sustained impact of the work.

9. Award Nomination and Selection Process



10. Award Ceremony

Time Agenda / Storyline

Welcome

Why these awards & categories:

10 Inspire others to do the right stuff, grows economy, creates more income that leads to better quality of life for people.

What is considered remarkable / top performing

Format for evening

5 Singer? / Comedian / Entertainer

Industry winners / role models

6 stories how innovation drives competitiveness/productivity

60 which leads to economic growth, jobs and taxes for govt to add services.

5 Singer? / Comedian / Entertainer

Public sector winners / role models

30 3 stories about government departments doing exactly what we need that enables private sector to grow the economy.

Academia winners / role models

30 4 stories about universities doing exactly what we need that enables private sector to grow the economy.

5 Singer? / Comedian / Entertainer

Economic Development Institution winners / role models

1 story about business organisations doing exactly what we

10 need that enables private sector to grow the economy. That explains the importance of organised business institutions.

5 Closure announcement + video

160

2hr 40 min

11. Award Ceremony Participants

	<u>Participants</u>
• Award shortlist nominees	42 x 2 = 84
• Nominee shortlist institutions	42 x 2 = 84
• Nominating Institutions	30 x 4 = 84
• Rest of Chamber Council	30
• VIPs (Premier, Cabinet, Mayors, MMs)	30
• Sponsors	10
• Chamber Staff	18
• Other	114
	+ <u>500</u>
Streaming Audience	1000?
Social media page impressions	10 000?

12. Publicity and Media exposure

- 42 short videos on remarkable innovators across the WC economic eco-system
- Story telling / video production by a high quality / professional film crew.
- Event and stories promoted by 25 Industry Associations (membership of 120 000 firms), 4 Universities and the Chamber membership.
- Should be promoted by public sector institutions.
- Across all social media.
- Invite TV channels and traditional media
- Event exposure to Leaders of the:
 - Industry Associations & other organised business
 - University leaders
 - Provincial government, Metro and Municipality leaders

Design Event Sponsorship Packages that Support Common Sponsor Goals

01

Boosting awareness for a product launch



02

Reaching a new audience



03

Building brand awareness



04

Engaging with a relevant community



05

Repositioning their brand



06

Aligning with CSR initiatives



GOALS

13. Sponsorship Opportunities

Event anchor sponsors	Award sponsors	VIP table sponsors	Industry table sponsors	Venue & Drinks sponsors
<p>Overall event branding:</p> <ul style="list-style-type: none"> - Hall - On screen: Start, end, + 3 in between - All media exposures 	<p>Branding of:</p> <ul style="list-style-type: none"> - Prize R10k BIG CHEQUE - 3 videos - 3x2x2 pax nominee attendance table cost 	<p>Branding at VIP table.</p> <p>2 seats at VIP tables.</p>	<p>Branding of Industry table & 2 seats</p>	<p>Drinks branded. Venue branded. + Same exposure as an anchor sponsor.</p>
R 100 k	R 35 k / award	R500x pax	R500x pax	+/- R50-100k each
6 x R100 k = R 600 k	14 x R35k = R490k	4 x R 25k = R100k	20 x R 10k = R200k	R 150- R200k saved

14. Cost Benefit for Nomination Partners

Award nominating Institutions		
	Benefits:	Costs:
	Event partner / co-creator of value. Promote your organization.	Promote the event.
	Create opportunity to validate your leading members through awards.	Contribute nominations.
	Free videos validating shortlisted nominees. Promotes your industry.	Promote your champions.
	4 free seats at the event. Great networking opportunity.	Attend the event.

15. Nominating Partner Responsibilities

1. Identify a champion to drive your participation
2. Champion participates in briefing to understand the task.
3. Mobilises your organisations decision makers to nominate 3 candidates.
4. Provide nominations on-time, in the required format.
5. If your nominees are shortlisted, assist the film crews to record their stories.
6. Promote the event.
7. Try find a sponsors for:
 - Your entire industry table, at the event.
 - Awards relevant to your industry
8. Book your persons to attend the event.
9. Participate at the event.
10. Post event: Promote your industry, your nominees & winner videos.

16. Income vs expenditure

- 14 awards With R10 000 cash prize
- Produce audio visual material
- Venue
- Food & drinks
- Other

17. Marketing / Promotion

- Create awareness via network of networks
- Develop shared ownership via network of networks
- Capture 14 amazing stories about role models
- Raise interest / enthusiasm around shortlist: Interviews of Nominating partners
- Promote Award Event participation and media following: Media and Social media
- Hype the event: Media and Social media
- Broadcast event: Media and Social media
- Provide media opportunities at event: Opportunities to interview, Red carpet, Photos
- Promote stories after event

18. Measuring Results

Result area	Success Indicators
To recognise and validate Industry growth catalytic innovation .	% of awards that are Industry growth catalytic innovation .
To recognise outstanding champions who do exactly what our economy needs most . Things that increase economic growth, jobs and tax to fund public services.	Estimate of collective impact on economy. The power of 14 remarkable persons Shared.
To provide a thoroughly entertaining event, that inspires, educates and motivates.	Event participant ratings. Social media page views & likes.
To remove any doubt that business growth is very good for society.	Estimate jobs contributed, income increased, tax increased.
To enable more to recognise and value the critical parts of a growing Economic Eco-system.	% participants recognising new systemic insights. # of social media followers recognising new systemic insights.
To increase leader and citizen awareness of good development behaviour practices to emulate.	% participants with new develop good practice insights. # of social media followers with new develop good practice insights.
To create local role models for others to emulate.	Video “on sharing”. Number / nominee. Total number of “shares”.
To increase belief that we as individuals, if we do the right things, can make a massive difference.	% participants more inspired and/or most positive about growth. # of social media followers more inspired and/or most positive about growth.

An aerial photograph of a large container ship docked at a port. The ship's deck is covered with numerous colorful shipping containers in shades of blue, red, and white. Three large, green gantry cranes are positioned along the ship's length, ready for loading or unloading. The port area is paved and shows some yellow storage containers on the left. The water is dark, and the sky is a deep blue.

Questions?

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