



THE 2020 DUX GRAND PRIX AWARDS RULES

Aimed at both the private and public sectors, the DUX Grand Prix Awards is the first competition to recognize, promote and disseminate exemplary practices promoting healthy eating habits. It offers industry leaders recognition from a wide public.

ELIGIBILITY TO ENTER THE DUX GRAND PRIX AWARDS

Commercial companies that, within the past 24 months (**between November 1, 2017 and November 1, 2019**) in Canada, have introduced food products or have instituted initiatives to encourage healthy eating habits are eligible to enter.

Non-profit organizations, institutions, self-employed workers and commercial companies that, within the past 24 months (**between November 1, 2017 and November 1, 2019**) in Canada, have instituted an initiative, program or project that encourages healthy eating habits through training, increased awareness, promotions or transfer of expertise are, also eligible to enter.

Organizations that planned on launching a product or a project between **January 31, 2020 and October 31, 2020** are also eligible to enter in the “Boiling” category.

HOW TO ENTER

Entries for the DUX Contest are submitted exclusively online, through a secure link on.

Entries for the DUX Contest close on November 22, 2019 at midnight ET. An extension up until December 6, 2019 at midnight ET is possible, but at the organizer’s discretion.

WE MUST RECEIVE THE ENTRY FORM AND ALL SUPPORTING DOCUMENTS (ATTACHMENTS) ONLINE NO LATER THAN November 22, 2019 at midnight ET (or before December 6, 2019, if an extension is provided).

Note : All necessary documents for the proper comprehension of the project (photos, charts, analysis, boxes, recipes, etc..) must be accompanied by the name of the project (on the document and in the file name).

If you cannot attach supporting documents to the online application, please send them to info@programmedux.com or via webcargo before the deadline.

Entries are submitted by the company or organization wishing to be acknowledged for its leadership role in promoting health through food.

The submitted file must be signed by a representative from the company or organization's senior management.

The application file may not be submitted by a third party.

REGISTRATION FEES

The registration fees of a file submitted to the **DUX Grand Prix Awards** vary according to the type of participant.

The fees are the following:

- \$110 + taxes per application for the **small non-profit organizations and government institutions**
- \$220 + taxes per application for **Startup companies**
- \$515 + taxes per application for **large non-profit organizations, and small and medium-sized companies**
- \$825 + taxes per application for **large companies**

Type of participant

- Non-profit organizations
- Government Institutions (schools, hospitals, etc.)
- Startup companies (In business for two years or less)
- Small and medium-sized companies (less than 250 employees or members)
- Large companies (more than 250 employees or members)

***Note :** For books and magazines applications, the type of participant will be based on the publisher and not the author.

JURY

The jury consists of at least 24 specialists with a wide range of expertise in the areas of health promotion and food (a jury of at least 7 people in each category).

The jury chairperson may seek the opinion of experts to clarify or specify technical concepts indispensable to and decisive in clear understanding of the project submitted to the jury.

The list of jury members is available online at programmedux.com.

Assessment process

1. Validation of entries

EDIKOM will conduct an initial check of entry forms to confirm that they are eligible, have been properly completed and include the documents essential to the understanding of the project entered. Following this, each jury member will receive the files online to study and pre-assess them. Note that jury members reserve the right to reclassify an entry in another category or subcategory.

Specific to the products submitted, the jury will base its decision on the following definitions to classify entries as a **“facilitating product”** or **“improved product”**.

Facilitating product

A product whose main feature resides in its practicality, thereby facilitating access to healthy eating for Canadians.

Value added product

An improved product is defined as one that has undergone a change in ingredients and/or formulation and/or technological processes to enhance its nutritional properties, for a known market segment for this type of food.

2. Deliberations and assessment

Each jury member will be required to review all entries received online, based on a specific assessment matrix for this contest. An average score will then be awarded by the jury.

To be considered a finalist in a given category, an entrant must have been awarded an average score of 70 out of 100 points by the jury members. Unless there is a tie between two scores, three finalists will be named based on the three highest scores out of 100 points in each contest category. The winner will be the entrant with the highest score.

3. People’s choice awards

A jury of 10 consumers will be reviewing all entries, based on a specific assessment matrix for this contest. An average score will then be awarded by the jury.

A public’s vote will also take place online, between **December 16, 2019 and January 10, 2020**.

A People’s choice award will be given to three candidates, one per category, to the ones with the highest score. The score will be calculated as follow: 40 % online public’s vote, 60% consumers jury score.

***Note:** To receive the “People’s choice” award, the entrant must have gotten a minimal score of 70% by the jury.

CATEGORIES

The contest's three categories of recognition are:

Category 1: PRODUCTS

Processed product, menu, ingredient, technology or production practice that improves food offer, through the marketing of a new product or food menu, or through the implementation of on-farm practices that improve the quality of the product.

1. Product

1.1. Facilitating product of the year

1.1.1. Startup company

1.1.2. Small and medium-sized company

1.1.3. Large company

1.2. Value added product of the year

1.2.1. Startup company

1.2.2. Small and medium-sized company

1.2.3. Large company

1.3. "Boiling" product of the year

1.3.1. Startup company

1.3.2. Small and medium-sized or large company

1.4. Producer of the year

1.4.1. Vegetable production

1.4.1.1. Startup company

1.4.1.2. Small and medium-sized company

1.4.1.3. Large company

1.4.2. Animal production

1.4.2.1. Startup company

1.4.2.2. Small and medium-sized company

1.4.2.3. Large company

1.5. Restaurant of the year

1.5.1. Franchise

1.5.2. Stand-alone establishment

1.6. Ingredient or technology of the year

1.6.1. Startup company

1.6.2. Small and medium-sized company

1.6.3. Large company

Category 2: COMMUNICATIONS

Communications to citizens to improve eating habits:

2. Communication
 - 2.1. Book or magazine (print or digital)
 - 2.1.1. Small and medium-sized company
 - 2.1.2. Large company
 - 2.2. Website or mobile application
 - 2.2.1. Startup company
 - 2.2.2. Small and medium-sized company
 - 2.2.3. Large company
 - 2.3. Advertising campaign (marketing, social media, public relations, etc.)
 - 2.3.1. Startup company
 - 2.3.2. Small and medium-sized company
 - 2.3.3. Large company
 - 2.4. TV or radio show (web series or podcast)

Category 3: PROJECTS

A program or project that contributes to the improvement of eating habits :

3. Project
 - 3.1. Food company
 - 3.1.1. Startup company, Non-profit organizations or Government Institutions
 - 3.1.2. Small and medium-sized company
 - 3.1.3. Large company
 - 3.2. Non-food company
 - 3.2.1. Startup company, Non-profit organizations or Government Institutions
 - 3.2.2. Small and medium-sized company
 - 3.2.3. Large company

Category 4: PRECURSOR COMPANY

A company with more than two years of existence, which has been a pioneer in its sector of activity, has demonstrated a ripple effect in its category, and has managed to improve the food offer significantly.

EVALUATION CRITERIA

The projects submitted will be evaluated according to the criteria of each category.

PRODUCTS, RESTAURANT

I. IDENTIFICATION OF PRODUCT OR MENU (5 POINTS*)

* The 5 points will be granted if you answer every question. If you skip an answer, the jury will give a score of zero for this section.

- A.** Type of submission – Improved product, New product, Menu
- B.** Title or name of the product or menu
- C.** Briefly describe the product or menu and its nutritional advantage (brand name, type of product, nutritional advantage – maximum 50 words).
- D.** Which segment of the population does the product or menu target? (gender, age, lifestyle, socio-economic status)
- E.** Date of market entry in Canada
- F.** Retail cost of the product or menu
In Canadian dollars. Indicate the format if applicable. Ex: 300 ml bottle or box of twelve.

II. LEADERSHIP AND IMPROVEMENT OF THE FOOD OFFERING

- A.** In what way does the product or menu stand out from other products on the market and improve the food industry's offerings? (maximum 200 words)*
(20 points)
- B.** Describe how the marketing of your product or menu has (or may have) a ripple effect in its category and in your industry regarding the improvement of products or menus offered on the market. (maximum 200 words)
(15 points)

III. COMMUNICATION AND TRANSPARENCY

Describe how your communications (list of ingredients, claims on product packaging, messages in your communications, etc.) demonstrate a willingness to convey fair, credible, and transparent information to consumers, to help them make informed choices. (maximum 200 words)
(15 points)

IV. COMPANY CULTURE

Regardless of the product/menu submitted, describe how your company culture embodies the slogan Eat Better, Live Better and is therefore in line with a philosophy of balanced diet and healthy lifestyle. (maximum 100 words)
(10 points)

V. CHALLENGES

A. What challenges specific to a healthy (or improved) product/menu did you identify or encounter during development and/or marketing? (maximum 200 words)

(3 points)

B. How did you address them and what specific efforts were deployed to overcome these obstacles? (maximum 200 words)

(7 points)

VI. HEALTHY, MULTIFACETED FOOD

Describe how the company promotes healthy, multifaceted food through the product or menu on offer.

1. Sustainable health aspect

How does the product or menu contribute to the community's greater well-being and make a long-term contribution to the population's health (prevention and maintenance of physical/mental/social wellbeing)? (maximum 100 words)

(5 Points)

2. Economic aspect

In what way does the product or menu offer healthy food at affordable or attractive prices—considering the type of product and market segment—in order to help people make better food choices? (maximum 100 words)

(5 Points)

3. Sociocultural aspect

How does the product or menu respond to major socio-cultural trends in Canada? Ex. aging population, balancing work and family, healthy lifestyle, decrease in size of households, the ethnicity of the urban area, feminisation of professional workforce, etc. (maximum 100 words)

(5 Points)

4. Accessibility aspect

How does the product or menu provide adequate nutrition in terms of variety, quantity and quality, and in a way geographically accessible to the target group (points of sale, selling method, market type)? (maximum 100 words)

(5 Points)

VII. TASTE AND PLEASURE

A maximum of five points will be granted at the discretion of jury members according to their overall experience and their assessment of the product's taste.

TOTAL : 100 %

INGREDIENTS AND TECHNOLOGIES

I. IDENTIFICATION OF INGREDIENT OR TECHNOLOGY (5 POINTS*)

* The 5 points will be granted if you answer every question. If you skip an answer, the jury will give a score of zero for this section.

Type of submission – Ingredient, Technology

A. Title or name of the ingredient or technology

B. Briefly describe the ingredient or technology and its nutritional advantage (name, short description, nutritional advantage – maximum 50 words).

C. Which demographic or industry segment does the ingredient or technology target? (Type of company OR gender, age, lifestyle, socio-economic status)

D. Date of availability or market entry in Canada

E. Cost of the ingredient or technology
In Canadian dollars

II. LEADERSHIP AND IMPROVEMENT OF THE FOOD OFFERING

A. In what way does the ingredient or technology stand out from other products on the market and improve the food industry's offerings? (maximum 200 words)
(20 points)

B. In a few words, describe how this differentiation positions your company as a leader. (maximum 50 words)
(10 points)

C. Describe how the marketing of your ingredient or technology has (or may have) a ripple effect in its category and in your industry regarding the improvement of products or menus offered on the market. (maximum 200 words)
(20 points)

D. Describe how the marketing of your ingredient or technology has (or may have) an impact on the population and empower it to eat better and develop healthier habits. (maximum 200 words)
(20 points)

III. COMPANY CULTURE

Regardless of the ingredient or technology submitted, describe how your company culture embodies the slogan Eat Better, Live Better and is in line with a philosophy of balanced diet and healthy lifestyle. (maximum 100 words)
(10 points)

IV. CHALLENGES

A. What challenges did you identify or encounter during development and/or marketing of the ingredient or technology? (maximum 200 words)
(5 points)

B. How did you address them and what specific efforts were deployed to overcome these obstacles? (maximum 200 words)
(10 points)

TOTAL : 100 %

PRODUCER (TECHNOLOGY AND NEW FARMING PRACTICES)

I. IDENTIFICATION OF THE TECHNOLOGIE OR NEW FARMING PRACTICE (5 POINTS*)

*The 5 points will be granted if you answer every question. If you skip an answer, the jury will give a score of zero for this section.

A. Title or name of the technology or new farming practice

B. Briefly describe the technology or new farming practice and its nutritional advantage (name, short description, nutritional advantage – maximum 50 words).

C. Which demographic or industry segment does the technology or new farming practice target? (Type of company OR gender, age, lifestyle, socio-economic status)

D. Date of market entry in Canada

E. Cost of the technology or new farming practice
In Canadian dollars

II. LEADERSHIP AND IMPROVEMENT OF THE FOOD OFFERING

A. In what way does the technology or new farming practice stand out from other products on the market and improve the food industry's offerings? (maximum 200 words)
(20 points)

B. In a few words, describe how this differentiation positions your company as a leader. (maximum 50 words)
(10 points)

C. Describe how the marketing of your technology or new farming practice has (or may have) a ripple effect in its category and in your industry regarding the improvement of products or menus offered on the market. (maximum 200 words)
(20 points)

D. Describe how the marketing of your technology or new farming practice has (or may have) an impact on the population and empower it to eat better and develop healthier habits. (maximum 200 words)
(20 points)

III. CULTURE D'ENTREPRISE COMPANY CULTURE

Regardless of the technology or new farming practice submitted, describe how your company culture embodies the slogan Eat Better, Live Better and is in line with a philosophy of balanced diet and healthy lifestyle. (maximum 100 words)

(10 points)

IV. CHALLENGES

A. What challenges did you identify or encounter during development and/or marketing of the technology or new farming practice? (maximum 200 words)

(5 points)

B. How did you address them and what specific efforts were deployed to overcome these obstacles? (maximum 200 words)

(10 points)

TOTAL : 100 %

COMMUNICATIONS

I. IDENTIFICATION OF THE CAMPAIGN OR PROJECT (5 POINTS*)

*The 5 points will be granted if you answer every question. If you skip an answer, the jury will give a score of zero for this section.

A. Type of submission

- Advertising campaign or communications tool
- Website or mobile application
- Television show or webseries
- Sport and nutrition
- Event or festival
- Book or magazine

B. Title of the campaign or project

C. Start date of the campaign or project

End Date of the campaign or project

D. Cost of public access if applicable

In Canadian dollars

II. PRESENTATION OF THE CAMPAIGN OR PROJECT

A. Which aspect of healthy eating does the campaign or project promote? (maximum 100 words)

(5 points)

B. Briefly summarize the campaign or project's context, target, goal and the main issues it addresses. (maximum 300 words)

(10 points)

C. What were the communications strategies of the campaign or project? (maximum 100 words)

(5 points)

D. Which communications tools were used in the campaign or project? (maximum 100 words)

(5 points)

E. Describe the campaign or project's creative angle and visual approach. Explain how they help promote healthier eating habits. (maximum 100 words)

(5 points)

III. LEADERSHIP AND IMPROVEMENT OF EATING HABITS

A. In what way does the campaign or project set an example in your industry and position your organization as a leader in communications on the improvement of eating habits? Describe. (maximum 100 words)

(10 points)

B. Describe how the campaign or project has a ripple effect in your industry (on competitors and colleagues). (maximum 100 words)

(10 points)

C. Describe how the campaign or project has (or may have) a positive impact on the eating habits of its target audience or the population in general. (maximum 100 words)

(10 points)

IV. CHALLENGES

A. What challenges related to the adoption of healthier eating habits did you identify or encounter during development and/or marketing of the campaign or project? (maximum 100 words)

(3 points)

B. How did you address them and what specific efforts were deployed to overcome these obstacles? (maximum 200 words)

(7 points)

V. EVALUATION

A. What indicators of success did you use to evaluate the achievement of your objectives? (maximum 100 words)

(5 points)

B. Did you achieve your objectives? Describe and support with qualitative and/or quantitative data (sales, statistics, CPM, clicks, prints, polls, press reviews, etc.). (maximum 100 words)

(10 points)

VI. COMPANY CULTURE

Regardless of the project or campaign submitted, describe how your company culture embodies the slogan Eat Better, Live Better and is in line with a philosophy of balanced diet and healthy lifestyle. (maximum 100 words)

(10 points)

TOTAL : 100 %

COMMUNICATIONS – BOOK AND MAGAZINE

I. IDENTIFICATION OF THE PUBLICATION

- A. Title of the publication
- B. Publication's target readership
- C. Date of publication
- D. Cost of the publication
In Canadian dollars

II. PRESENTATION OF THE PUBLICATION

- A. Which aspect of healthy eating does the publication promote? (maximum 200 words)
(15 points)
- B. Briefly summarize the content of the publication. (maximum 200 words)
(10 points)
- C. Describe the publication's visual approach and explain how it promotes better nutrition. (maximum 100 words)
(5 points)

III. LEADERSHIP AND IMPROVEMENT OF EATING HABITS

- A. Describe how the publication has (or may have) a positive influence on other authors and/or publishers regarding the promotion better nutrition. (maximum 100 words)
(20 points)
- B. In what way can the publication have a positive effect on the eating habits of its readers? (maximum 100 words)
(10 points)

IV. CHALLENGES

- A. What challenges related to the adoption of healthier eating habits did you identify or encounter during the writing or promotion of the publication? (maximum 100 words)
(5 points)

B. How did you address them and what specific efforts were deployed to overcome these obstacles? (maximum 200 words)
(10 points)

V. EVALUATION

A. What indicators of success did you use to evaluate the achievement of your objectives? (maximum 100 words)
(5 points)

B. Did you achieve your objectives? Describe and support with qualitative and/or quantitative data (sales, press review, etc.). (maximum 100 words)
(10 points)

VI. AUTHOR'S PHILOSOPHY

Without taking into account the publication submitted to this contest, explain how the author's dietary philosophy promotes a balanced diet and healthy lifestyle. (maximum 100 words – 5 points)

TOTAL : 100 %

PROJECTS

I. IDENTIFICATION OF THE PROJECT (5 POINTS*)

*The 5 points will be granted if you answer every question. If you skip an answer, the jury will give a score of zero for this section.

A. Project title

B. Which segment of the population does the project target? (gender, age, lifestyle, socio-economic status)

C. Briefly describe the project (maximum 50 words)

D. Project start date

E. Project end date (if applicable)

F. Cost of access or registration for the user, if applicable
In Canadian dollars

II. PRESENTATION OF THE PROJECT

A. Briefly describe the context, goal and issues of the project. (maximum 300 words)
(10 points)

B. What strategies, methods and tools did you use to attain the project's goal? Describe. (maximum 300 words)
(10 points)

C. Which aspect of a healthy diet does the project promote? (maximum 100 words)
(5 points)

III. LEADERSHIP AND IMPROVEMENT OF EATING HABITS

A. In what way does the campaign or project set an example in your industry and position your organization as a leader in the improvement of eating habits? Describe. (maximum 200 words)
(10 points)

B. Describe how the project has (or may have) a positive impact on the eating habits of its target audience or the population in general. (maximum 200 words)
(10 points)

IV. HEALTHY, MULTIFACTED FOOD

Describe how the organization promotes healthy, multifaceted food through the project.

1. Sustainable health aspect

How does the product/menu or company contribute to the community's well-being and make a long-term contribution to the population's health (prevention and maintenance of physical/mental/social well-being)? (maximum 100 words)
(5 points)

2. Economic aspect

How does the project present or feature healthy food at affordable or attractive prices depending on the type of product and market segment in order to help people make better food choices? (maximum 75 words)
(5 points)

3. Sociocultural aspect

How is the project part of a healthy eating approach that combines taste, pleasure and cultural preferences at the table? How does the project give food its cultural and social importance (friendly atmosphere, encourage socialising, family, etc.)? (75 words)
(5 points)

4. Accessibility aspect

How does the project provide (or promote) adequate food supply in terms of variety, quantity and quality, and how is it geographically accessible to the target group (accessible services or food)? (maximum 75 words) **(5 points)**

V. CHALLENGES

A. What challenges related to the adoption of healthier eating habits did you identify or encounter during the development and promotion of the project? (maximum 75 words – 5 points)
(3 points)

B. How did you address them and what specific efforts were deployed to overcome these obstacles? (maximum 200 words)
(7 points)

VI. COMPANY CULTURE

Regardless of the project submitted, describe how your company culture embodies the slogan Eat Better, Live Better and is in line with a philosophy of balanced diet and healthy lifestyle. (maximum 100 words)
(10 points)

VI. EVALUATION

A. Describe the measures you used (or will use) to evaluate the achievement of your objectives and the success of the project. (maximum 100 words)
(5 points)

B. Have the project objectives been achieved? Describe and document with qualitative and/or quantitative data (maximum 100 words – **5 points**)

TOTAL : 100%

THE AWARDS

Finalists

Finalists for each category receive a certificate bearing the title DUX 2019 Contest – X category finalist.

Finalists have the opportunity to use the title **DUX 2019 Contest – “X” category finalist** as well as the DUX Contest logo in their communications, except on their product or the product’s packaging.

Winners

In addition to having the right to use the title **DUX 2019 Contest – “X” category winner** and the DUX Contest logo in their communications, the winning companies will also be offered many opportunities for visibility, such as:

- A multiplatform DUX advertising campaign showcasing the 2019 winners
- A media relations campaign (presentation of the winners in specialized media, interview opportunities, etc.)
- Presentation of the contest results, report on the gala evening on the websites and in the newsletters of the L’actualité ALIMENTAIRE and LE must magazines
- Visibility on the DUX Program website

PEOPLE’S CHOICE Winners

The organizations that win the People’s Choice award will be able to use the logo identifying them as such in all their communications, except on their packaging or their product.

Use of the DUX logo

Use of the DUX logo on a package or product must have been approved by Edikom and the DUX Program prior to the market release. To obtain authorization to use the DUX logo on a package or product, the company must first:

1. Make a written request to use the DUX logo on a product or package that has previously been submitted to the DUX contest.
2. Send product samples for analysis by an external firm selected by the DUX Program. The aim is to confirm that the information contained in the product’s nutritional factsheet, which was submitted to the DUX jury for evaluation, is accurate. Fees related to that analysis are assumed by Edikom.
3. If the product is in compliance with the nutritional factsheet and the claims made to the DUX jury, the company will be invited to submit visual mockups of the packaging with the DUX logo to the DUX Program for approval.
4. Following these three steps, the DUX Program will grant written authorization to the company, allowing the use of the DUX logo for a twelve (12) month period.

5. After this first twelve (12) month period, if the winning company wishes to retain the logo on its packaging, it will have to provide a new written request to Edikom, as well as an analysis of its product. (The analysis should not be older than three (3) months)
6. If the product still complies with the nutrition factsheet and the allegations made to the DUX Jury, Edikom will issue a new authorization, valid for a twelve (12) month period.
7. The company may repeat this request each year, as long as there are no changes made to the ingredient list of the product.

IMPORTANT

8. A product that later changes its ingredient list can IN NO CASE use the DUX Contest logo. Said product will have to be resubmitted to members of the DUX contest jury.
9. At any time, Edikom has the right to request a product analysis to insure that the nutritional factsheet is still in compliance with what was submitted to the DUX jury.

GENERAL RULES

1. No document received in the context of the competition will be returned to the participating company or organization. All documents submitted upon registration will be shredded at the end of the competition.
2. Organizers reserve the right to reject incomplete registration files, files that are not meeting the required conditions, files not written in a clear or legible manner and files that have been submitted after the deadline indicated in the present document.
3. Jury members reserve the right to contact a candidate if clarifications about the project submitted appear necessary to properly assess the project.
4. The jury's decisions are final. If, in the opinion of the jury, no submission in a given category has obtained the minimum score to be considered a finalist, the jury and competition organizers reserve the right to grant no award in the category.
5. At no point will the jury be allowed to disclose the notes or results of the proceedings. However, at the participant's request, the contest organizers may provide a qualitative assessment of the pieces or parts evaluated.
6. Organizers reserve the right to use or allow the use of the names of finalists and winners as well as their logos, without payment of fees or royalties, solely to promote the competition.
7. The participating company or organization must sign a release form, which is a declaration releasing the organizers and all persons and organizations engaged in the competition from any liability.
8. The organizers and jury members will treat as confidential all documents related to the entries submitted in the competition.

CONTACT

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DUX Contest
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