

Interview with Jury prize and Visibility award winner in 1st Cedap Trophies



Françoise Gerardi, a member of Cedap since 1993 and General Delegate of Elipso, the plastic & flexible packaging federation, answered our questions. It was an opportunity to look back over this adventure and encourage other organisations to follow her example.

What matters most to Françoise is competing.

For the 1st innovation Trophies you won two awards for the Pack the Future project. Could you describe it in a few words?

Pack the Future is a joint initiative that we set up with our German equivalent to promote innovation in our trade in Europe. These European packaging awards are open to all of our members in every country in order to honour and reward packaging innovations.

What drove you to compete for the Cedap Trophies in 2014?

We'd just created the awards and had excellent fallout in our sector. We felt they would fit with a competition rewarding innovation. In addition, I thought trophies to promote trade associations, which seldom work in the spotlight, and to focus on their energy and ability to take game-changing initiatives, was an excellent idea from Cedap.

Did winning awards for your project have positive effects on your employees and/or members?

First of all, the team that worked on the project was delighted to see Elipso honoured in a competition of this kind. Not to mention our members. There was an immense feeling of collective pride. We had some great media fallout when we launched Pack the Future and that was enhanced with these trophies. It really let us turn the spotlight on the project. One last point: our German opposite number was proud that we won an award in a competition focusing on actions by trade associations. They communicated extensively on our victory with their members. It was a little like they won the prize too.

Since the victory, how have you taken Pack the Future forward?

In 2015 we organised the second Pack the Future in Paris. We're currently working on a third competition with the awards given out at an international trade fair in Germany. It seems to be becoming an eagerly awaited event that people feel is important and relevant. This is shown by that fact that we had around 50 entries for the first contest and 15 or so more for the second.

Trade associations are often viewed as old-fashioned. Is that still the case?

In our sector we're fortunate not to be perceived in that way, but the image is hard to shift. I'd say it's related to the sector of business that you represent. There are very old sectors that hardly move. I'm not just talking about the organisations but the companies themselves. Today a trade association has to be close to businesses and just as responsive as companies are with their customers. It needs to be more visible externally to show that it's vibrant and to gain recognition for its expertise.

Do you have any advice for future entrants?

Don't think twice about competing. It's a great opportunity to spotlight our actions and the sectors we represent. We took part in 2014 as we thought we should contribute to such an outstanding, meaningful initiative by Cedap. Collectively speaking, it's an opportunity to show that trade associations are players that matter.

<http://cedap.asso.fr/fr/module/99999677/134/interview-de-la-laureate-du-grand-prix-du-jury-et-prix-visibilite-de-la-1ere-edition?form=70>