

Electrical Product Safety Conference 2021 Safety Innovation Award

Guidance Notes

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1. About us

Electrical Safety First is the UK Charity dedicated to reducing deaths and injuries caused by electrical accidents. Our aim is to ensure everyone in the UK can use electricity safely. We campaign on behalf of consumers and work with electrical trade professionals to improve safety regulation and ensure safety measures are appropriate, up to date and well communicated.

We provide expert information and advice to help people protect themselves from faulty, damaged, sub-standard, and poorly maintained electrical installations and electrical appliances. We are recognised by government and industry as the leading campaigning charity and technical authority on electrical safety.

2. Electrical Product Safety Conference

Our annual Product Safety Conference has become one of the leading events in the industry calendar. This year the event will be held on Thursday 25th November at Church House, Westminster, providing a platform to discuss product safety issues and share good practice. The event is for anybody involved in the design, manufacture and testing of electrical products or involved at any other point in the supply chain such as importing, distribution and retail. Our audience consists of manufacturers, retailers, importers, product testing houses, safety advocates, lawyers as well as Government and enforcement bodies. The final two shortlisters will go head-to-head at the conference with the audience choosing the winner who will then be given the chance to speak about their Project or Product.

3. About the award

Electrical Safety First has created the Safety Innovation Award to recognise excellence of product safety initiatives within the industry. Building on the success of the last three years, we are inviting applications from organisations that have developed an innovative product or project that has or will make a difference to improve consumer safety. Applications must include a detailed description together with supporting evidence. The project or product does not need to be complete but can also be in the concept, design or prototype stage.

4. Key dates and deadlines

March 2021	Applications open
27 August 2021	Applications close
September 2021	Shortlisting and finalists are notified
October 2021	Finalists present to the judges
25 th November 2021	Finalists attend the Product Safety Conference where the winner will be chosen and announced with the chance to address the audience

5. Applications

Applications close on Friday 27th August 2021 at 5pm. Completed [forms](#) should be returned to ellen.vester@electricalsafetyfirst.org.uk / Or postal applications -

Ellen Vester
Electrical Safety First
45 Great Guildford Street
London
SE1 0ES

6. Who can apply?

- A commercial or profit-making organisation and not-for-profit organisation but not individuals
- Only projects from the UK are eligible to apply for an award
- All application will be considered against our assessment criteria

7. Application Terms and Conditions

- Only one application per enterprise will be accepted.
- Applications must be received by close of play on Friday 27th August 2021 at 5pm. Applications received after this date will not be considered.

- All sections of the form must be completed
- Applications must include supporting evidence, such as pictures, hyperlinks and a video (2 mins or less) explaining what your innovation is and why you should win – this can be shot on your phone but please note that it may be shown at the Product Safety Conference on 25th November.
- Finalists and those who are not shortlisted will be notified in September and finalists given three weeks to prepare a short presentation with time for judges questions, to showcase your innovative product/service. The judges may request additional information. Presentations will take place in October.
- The judges will select two finalists to go head-to-head at the conference where the audience will select the winner who will then be given the opportunity to speak.
- There is no word limit but applications must be clear and concise

8. Assessment criteria

Applications will be assessed on the following basis:

- a. Safety benefits to consumers
- b. Demonstrated or likely outcomes, such as reduction in injuries and/or fires
- c. Quality of supporting evidence to substantiate the benefit
- d. Future potential and uniqueness

9. Electrical Safety First contact details

If you would like further information and/or clarification on any aspect relating to the application, please contact:

Ellen Vester
Stakeholder & Events Manager
Email: ellen.vester@electricalsafetyfirst.org.uk