



2014 Business Awards Submission Form

Event Date: 16th October 2014

Theme: Innovation

What is Innovation?

Innovation generally refers to changing or creating more effective processes, products and ideas, and can increase the likelihood of a business succeeding. Businesses that innovate create more efficient work processes and have better productivity and performance.

For businesses, this could mean implementing new ideas, creating dynamic products or improving your existing services. Innovation can be a catalyst for the growth and success of your business, and help you adapt and grow in the marketplace.

Being innovative does not mean inventing; innovation can mean changing your business model and adapting to changes in your environment to deliver better products or services. Successful innovation should be an in-built part of your business strategy and the strategic vision, where you create an environment and lead in innovative thinking and creative problem solving.

Businesses that innovate create more efficient work processes and have better productivity and performance.

Source: Australian Government - Business.gov.au

Response Criteria

- Innovation may refer to a new product, process or idea
OR
an improvement made to a product, process, and idea
- Please define one or more innovations that have been developed, launched and implemented in your company over the last 12 months.

Please attach any documentation to support your arguments.

2014 Business Awards Finalist Submissions

Company Name:	Essilor
Nomination Category:	Patron Member

Please answer the following questions if you are applying for one of the following:
Patron Member Award, Corporate Member Award, Small Business Award OR New Member Award:

1. Describe the creative nature of your innovation(s)

Essilor is the world leading Ophthalmic company, designing and manufacturing an extensive range of lenses to improve & protect eyesight. For fourth year running, Essilor International has been voted by Forbes magazine in the 30 most Innovative likely to succeed companies in the world. Over 30% of Essilors sales consistently come from products that are less than 2 years old. Essilor is leading the industry in Ophthalmic prescription lenses that not only improve vision, but also protect eyesight from such conditions as cataracts, pterygia and macula disease.

2. How does your company generally embrace innovation?

Innovation is at the heart of Essilor, with over 30% of sales attributed to products less than 2 years old. Essilor commits over 250M Euros per annum to R&D to ensure a steady pipeline of innovative new technologies that will improve the vision & lives of people all over the world.

3. What impact has your innovation had on your industry or your company?

Essilor is clearly the market leader in a highly competitive and commoditized industry, where the barriers to entry for competition are low. Innovation has enables Essilor to raise the awareness both within the industry as well as consumers, for the need to protect & improve eyesight. Essilor recently released a new lens called Crizal Prevenica that filters out a very specific band of blue light (that is present in LCD lighting & digital devices) that has been identified as a potential source of retinal damage. Having such products, that improve peoples lives provides our staff with a great source of pride as well.

4. How would you use your innovation to assist in the development of the French Australian Chamber of Commerce & Industry in coming years?

Essilor would like to embrace the various forums organized by FACCI to reach and engage consumers with our eyecare message. Public awarens is very low when it comes to vision, even though eyesight is our most precious sense.



1. Describe the contribution made by you or your company / organization for the benefit of employees or the community, and what impacts they have had

Essilor Australia has formed a partnership in 2014 with the Cancer Council Australia. CCA has endorsed our Crizal UV technology (as the most protective form of eyewear against the damaging effects of UV). As part of the partnership, Essilor will be contributing funding to CCA for every pair of Crizal UV prescription lenses sold which will go directly to Cancer research and patient advocacy.

Essilor also financially supports several Optical Industry programs which provide Optical services to under privileged in both Australia and overseas; Optometry Giving Sight, Vision 20/20 and Luxottica One Sight.

2. Explain the Innovative character of your actions.

The Cancer Council endorsement and our subsequent licensing agreement will allow us to leverage and compliment the high recognition and awareness of the Cancer Council to reach consumers with our message about the need to protect vision from the harmful effects of UV. And in turn, we give back to CCA which is the peak non-government body for cancer in Australia.

3. How would you use your innovation to assist in growing the French Australian Chamber of Commerce & Industry's involvement in the community in coming years?

Essilor is a well know French company that is clearly the market leader in its field. Over 50% of the population require some type of vision correction, so in essence, Essilor provides a service that everyone can relate to. We can work with FACCI to raise the profile of the organization through our various consumer & industry facing forum.