

INNOVATION SHOWCASE

2025

WHAT IS THE CSSA INNOVATION SHOWCASE?

| THE FUTURE OF CLEANING & HYGIENE

The CSSA Innovation Showcase celebrates our industry's most innovative products, services and initiatives.

Identifying technology and innovation applications in all forms with the aim of empowering teams, increasing productivity and reducing our impact on the planet.

HOW TO ENTER

Entry via website using the online application;

Required:

- Nominee name
- Nominee company
- Nomination project name (if appropriate)
- Up to 500-word narrative on the nomination
- Please upload videos, documents or any other type of supporting material that will add value to your submission.

Submissions should be **complete by 31st August 2024**

ENTER NOW

KEY CRITERIA

The Future of Cleaning & Hygiene: All submissions should be applicable to the cleaning and hygiene and clearly explain how they deploy technology and innovation to positively impact on our industry .

Technology-enabled: All submissions should explain how the innovation is different, who is it designed for, how is it used and the purpose.

Evidence Based: Any claims must be validated with evidence, results data and source details provided.

Good Business: All submissions must have either an Environmental, Social or Governance benefit associated with their application.

JUDGING PROCESS

Initial Review: Upon receipt of each application, the single panel of judges reviews submissions to ensure they meet the innovation criteria relevant to the cleaning and hygiene industry.

Shortlisting: Entries that stand out in the initial review are shortlisted for further evaluation, based on their innovation and potential impact.

Dragon's Den: Shortlisted candidates are invited to present their innovations to the single judging panel in a "Dragon's Den"-style session, where they can showcase the value and benefits of their product, service, or concept.

Final Selection: From these presentations, the judges select the finalists who will participate in the Innovation Showcase event.

| HOW DOES THE JUDGING PROCESS WORK?

Once an application have been received, you will receive formal notification of entry. You will then be invited to attend one of our judging sessions which take a very similar form to the Dragon's Den – it's your opportunity to sell the benefits of your product, concept or service and explain how it's adds value to the cleaning and hygiene industry. We have a fantastic judging panel consisting of many of the industry's leading figureheads to enable a balanced assessment. We are passionate about ensuring all entrants are treated professionally and the opportunity to present to our judges is an unique occasion in itself.

APPLICATIONS OPEN
22ND APRIL 2024

APPLICATIONS CLOSE
31ST AUGUST 2024

INNOVATORS PITCH
NOVEMBER 2024

 **CSSA**
CLEANING & SUPPORT SERVICES ASSOCIATION
INNOVATION SHOWCASE
18-20 MARCH 2025



OUR “DRAGONS”



PAUL ASHTON

CEO - Birkin Group
Chairman - CSSA



NEIL NIXON

Editor C&M Magazine



ALEX DIAZ

MD - Purgo Services
CSSA Board Director



MORTEN ELSTRUP

MD - Chamberlain
CSSA Board Director



DAVID GARCIA

Vice President- CHSA
Director/Deputy Chair - BCC



MATT DEAN

Product Design - ISS
CSSA Board Director

CATEGORIES

AUTONOMOUS CLEANING

**DATA LED CLEANING &
HYGIENE**

**CLEANING & HYGIENE
IMPACT (ESG)**

**KNOWLEDGE
ENHANCEMENT**

EMPLOYEE VALUE
Recognition and Wellness

**EXTERNAL CLEANING
SOLUTIONS**

TO QUALIFY, ANY INNOVATION SHOULD MEET THE FOLLOWING CRITERIA

The product, service or initiative **must have innovation at its heart**. It **must add value** to the cleaning and hygiene industry.

WHO IS THE SHOWCASE DESIGNED FOR?

The CSSA Innovation Showcase is an inclusive event that encourages entry from absolutely any size company or individual so long as it meets our criteria. We actively encourage smaller organisations to get involved as it's amazing platform for SMEs who wouldn't be able to typically exhibit at premium industry events such as The Cleaning Show.

HOW ARE FINALISTS BE REPRESENTED AT THE CLEANING SHOW?

The CSSA Innovation Showcase is incredibly proud to have a special designated zone within The London Cleaning Show at London's EXCEL venue. We have a prime position to the main event stand and places our innovators in pole position for the event. Each innovator has their own dedicated space at no cost to them but with direct access to the amazing benefits that the show brings.

KEY BENEFITS FROM PARTICIPATING & VIEWING THE EVENT?

The attraction of our stand is the reassurance that the innovators on our Innovation Showcase have been through the rigorous judging panel so offer genuinely relevant innovation.

HIGHLIGHTS FROM PREVIOUS INNOVATION SHOWCASES?

Some of the names that spring to mind are Cheeky Panda and their fantastic range of bamboo based products with Chris and the team achieving phenomenal success and uComply with their app based right to work software that digitalises the onboarding process for front-line operatives. Both companies experience significant increase in market sector exposure as a result of entering.

WHY BECOME A CSSA INNOVATOR?

Elevate Your Profile: Achieve industry-wide recognition and elevate your brand's status within the cleaning sector.

Showcase at The Cleaning Show: Display your innovations at one of the most significant industry events, attracting attention from peers and media.

Participate in Exclusive Workshops: Engage directly in specialised workshops and 'Fire Pit' discussions, showcasing your innovative solutions.

Spotlight at the Metsa Sustainability Awards: Enjoy a dedicated space at the Metsa Sustainability Awards, highlighting your contributions to sustainability.

Official Recognition: Receive on-stage recognition during the event, spotlighting your achievements to an audience of industry leaders.

Network with Industry Leaders: Gain invaluable exposure to influential industry leaders and potential buyers, opening doors to new opportunities.

CHAMPIONING ESG

CSSA partners with the Metsa Awards to promote and recognise excellence in environmental, social, and governance initiatives within the cleaning industry.

INNOVATION SHOWCASE

This partnership highlights groundbreaking innovations that address significant sustainability challenges, aligning with CSSA's commitment to fostering innovation.

INDUSTRY LEADERSHIP

Through this collaboration, CSSA supports and leads the cleaning industry towards a more sustainable and responsible future.



PARTNERSHIP WITH THE METSA SUSTAINABILITY AWARDS

INNOVATOR RECOGNITION

Metsä Tissue
2025 Sustainability
Awards



Winners of the CSSA Innovation Showcase will be officially recognised on stage at The Sustainability Awards 2025, further highlighting their contributions to the industry.

The recognition will be conducted by Paul Ashton, Chair of CSSA, ensuring a prestigious acknowledgment for the innovators on this significant platform.

Each winner will receive a complimentary ticket to The Sustainability Awards 2025, which will take place at The Pelligon in Canary Wharf on March 19th, 2025.

INNOVATION SHOWCASE

2025