

CELEBRATING SUCCESSES AND IMPACT IN EUROPEAN DIRECT SELLING

At Seldia, we are committed to championing the direct selling industry and the vibrant community behind it. To do this effectively, we need to tell the real stories of our sector.

We are launching a new initiative to collate and celebrate success stories from across our membership. We will be sharing these stories on the Seldia website, in our newsletters and on our social channels.

Our goal is to demonstrate the genuine impact and power of direct selling on individuals, families, communities and the environment. By sharing these narratives, we can collectively highlight the positive footprint of our industry across Europe.

WHAT WE ARE LOOKING FOR

We are inviting Corporate Members, National DSAs and Service Providers to share their good news with us. We want to recognise as much success as possible, focusing on the following key areas:



Seller Success Stories: We want to hear about real-life sellers and how direct selling has positively impacted their lives. Please note that the focus here should not be on high earnings or financial windfalls. Instead, we are looking for the "softer" benefits that define our industry, such as personal development, building confidence, the joy of meeting new people or the flexibility to take children on a family holiday.



Awards and Recognition: Has your organisation or a specific product received an award? Whether it is for innovation, customer service or other external recognition, we want to know about it.



CSR Initiatives: Tell us how your organisation is giving back to the community and helping those in need through Corporate Social Responsibility projects.



Sustainability: We are keen to showcase environmental and sustainability initiatives that demonstrate our sector's commitment to the planet.



Major Milestones: Let us celebrate your growth. This could include hitting a notable anniversary, launching in a new market, achieving record sales or recognising exceptional growth.

HOW TO SUBMIT YOUR STORY

We have made the submission process simple. The first point of call for any Member is our online submission form:

<https://seldia.eu/share-your-success>

CONTACT

If you have any questions regarding this initiative or the submission process, please contact **Stuart Murray, Seldia's Communications Partner:**

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