



# COLIVING AWARDS

## Application Guide 2022

Coliving Awards is the first award ceremony dedicated to highlighting key innovators, actors and ideas that are shaping the coliving industry.

If you are reading this guide, you are most likely considering and already preparing your application to the Coliving Awards 2022. It is imperative that you follow the instructions and requirements in order to prove your eligibility and position within the competition.

Thank you for joining us on this journey. We look forward to receiving your application and of course wish you the best of luck!

For Frequently Asked Questions, please check our [FAQ page](#).

For any further questions or queries, you can send us an email to [connect@colivingawards.com](mailto:connect@colivingawards.com).

### **Eligibility, Criteria & Process**

#### *Phase 1: Eligibility*

In phase one, all applications will be reviewed by our internal team to make sure that all criteria are being met. During the eligibility phase our team will not judge or give a specific score to your application. We will simply make sure that the specific set of criteria are well represented in the deliverables from each applicant.

The criteria for each category includes a checklist and a set of relevant questions which need to be answered within the application and presentation in order to qualify. Please note that applications that do not directly respond to the criteria checklist and application questions and are not written in English will not be eligible to be evaluated by our lead judge and jury panel.

### *Phase 2: Evaluation from Lead Judge (Criteria & Evaluation Questions)*

After our team reviews the applications for eligibility, our lead judge will evaluate all eligible presentations from his / her own category for phase two. According to the criteria checklist and required answers to respective questions, our lead judge will give a score for each application, which will result in the selection of maximum 4 finalists and 1 or more honourable mentions.

### *Phase 3: Jury Panel & Public Vote*

Further evaluation by the whole jury panel will also be based on the set criteria and respective questions, and our wider jury panel will be responsible for nominating the winners of each category, alongside the public vote and the previous scores from each jury member.

## **Transparent Voting Procedure**

Our voting system is based on the combination of different voting power percentages, accounting for: the expertise based evaluation by our lead jury member (35%), a congregate of votes by the jury panel (30%) and a public vote by industry stakeholders and audience through LinkedIn (35%).

The audience vote remains visible for the public to follow throughout the process, however the final results will be disclosed during the awards ceremony.

To see more about our voting procedure, you can review our [FAQ page](#).

# Coliving Operator of The Year

*Shared living at its finest*

## Category Description

As the sector evolves and expansions, administrations, bankruptcies, mergers and acquisitions occur, we need a shared understanding for what makes a great coliving brand stand out. Coliving at its finest needs to be experience-driven, tech-integrated, financially viable and have social, economic and environmental sustainability at its core. In order to have visibility through what is becoming a cloudy landscape in the shared living sector, this category will be awarded to the most well-rounded, innovative and impactful coliving brands out there.

## For whom?

Coliving and shared living operators

## Eligibility checklist

Your application will be considered eligible according to the criteria below:

- 1) **Relevant & in operations:** you are a shared living brand that has locations (or a location) that are currently in operations (1 year minimum), and you can prove strong occupancy rates and relevance within the sector.
- 2) **Branding & marketing:** your shared living brand has a timeless and engaging brand with strong communications and marketing strategies.
- 3) **Spatial design & architecture:** your shared living building(s) consider(s) the latest within sustainable and state-of-the-art spatial design and architecture.
- 4) **Impact & sustainability:** your shared living brand embeds social, environmental and economic impact and sustainability into the core of its business, designs, experience and operations.
- 5) **User & community experience:** your shared living brand and community has a strong user and community experience and that experience is reflected through high customer satisfaction metrics.

## Evaluation questions

Besides the relevant information supporting the eligibility criteria, we have designed a set of questions that supports each of the evaluation points accordingly. Please make sure to answer each of these questions in your presentation in order to be eligible and properly evaluated by our lead judge and jury panel.

- 1) **Relevant & in operations:** How does your shared living business and brand stand out from the rest? How has this resulted in strong occupancy rates and customer satisfaction? How is your brand fostering long-term innovation, impact and consolidation within the wider shared living and real estate sectors?
- 2) **Branding & marketing:** What is / what has been your marketing, communications and branding process and strategy? What are some of the innovative marketing, communications and branding techniques you use as a shared living brand?
- 3) **Spatial design & architecture:** What are the innovative / sustainable building, design, construction and technology methods used for your building(s)? How does your spatial design foster wellbeing, social interaction and community engagement?
- 4) **Impact & sustainability:** How do you embed social, environmental and economic impact into your shared living business, operations and community management? How does your shared living brand and community engage with local communities / neighbours? How does your business measure and report on its impact and sustainability?
- 5) **User & community experience:** How do you foster authentic engagement, social interaction and a strong user and community experience between residents? How do you measure customer satisfaction, resident engagement and user and community experience? Please provide us with specific user data and insights (e.g. impact measures, testimonials, NPS scores, referral rates, retention rates, etc.)

## Deliverables

In order to participate and submit a valid application to the Coliving Awards you will need to:

- Meet all the eligibility criteria, provide argumentation to prove you are meeting the eligibility criteria as well as include the answer to the set of questions within the specific category.
- Deliver a presentation containing all information as stipulated in the point above, in PPT or PDF format (size 16:9, horizontal).
  - You can create a presentation with your own visual language and branding and provide as much information as you please to strengthen your applications. However, we are providing a templated presentation that may guide you through the process. Download the **Coliving Operator of the Year** presentation template from the category page [here](#).
  - Your presentation should have a maximum of 20 slides.

- Your presentation must as well include the following information:
  - Name / Company representative of the applicant
  - Organisation / Company and logo (if applicable)
  - General information about the specific project / site / product in English
  - Additional resources requested in the eligibility and evaluation criteria, such as impact measures, occupancy rates, testimonials, NPS scores, referral rates, retention rates, etc.
- Applications must be in English in order to be processed and accepted.
- Upload to the applicant portal the following materials:
  - Supporting images / renders (in hi-resolution JPG / PNG - 150 dpi) in ZIP format (max 10 images)
    - Name your files with the following system: organisation-projectname-image#
  - Representative project image (max 10 MB) to be used as a thumbnail in the application portal and other relevant communication from Coliving Awards about your project.