



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.

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](#).

Emerging Coliving Concept

Make room for the newcomers

Category Description

If you are an aspiring coliving project and are currently developing your brand, space and ultimately community, this category is for you. Although you may not yet be in operations or even under development, we wanted to showcase and celebrate the grit, courage and effort you are putting into making your dream a reality. This category will therefore award those projects that are in ideation, development and / or construction phases that have the biggest potential for being the 'new kid on the block'.

For whom?

Emerging shared living brands that are in ideation, prototyping, development and / or construction phases

Eligibility checklist

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

- 1) **Relevance & innovation:** your new product / brand is clearly an innovative reflection of the shared living and specialist residential real estate sectors.
- 2) **Collaborations & partnerships:** you are putting in place the partnerships needed to cater to your new product's / brand's B2B and B2C needs.
- 3) **Spatial design & architecture:** your shared living building(s) considers the latest within sustainable and state-of-the-art spatial design and architecture.
- 4) **Branding & marketing:** you are creating a timeless and engaging shared living brand with strong communications and marketing strategies.
- 5) **Impact & sustainability:** your shared living brand embeds social, environmental and economic impact and sustainability into the core of its business, designs, experience and operations.

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) **Relevance & innovation:** What are the values, mission and vision behind your new shared living product / brand? How is your new product / brand fostering long-term innovation, impact and consolidation within the wider shared living and real estate sectors? What kind of ideation, business development and strategic processes are you using to develop your new shared living product / brand?
- 2) **Collaborations & partnerships:** What kind of partnerships and collaborations are you developing to cater to your new product's / brand's B2B and B2C needs? Please provide any examples / case studies when possible.
- 3) **Spatial design & architecture:** What are the innovative / sustainable building, design, construction and technology methods that are being considered for your building(s)? How does your spatial design foster wellbeing, social interaction and community engagement?
- 4) **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 an emerging coliving brand?
- 5) **Impact & sustainability:** How are you embedding impact, sustainability, community and wellbeing into the core of your brand, business, design, experience and operations? How will you measure and report on your social, environmental and economic impact?

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 **Emerging Coliving Concept** 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 framework / model, brand assets, case studies, renders, floor plans, 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.