



## Application Guide 2023

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 2023. 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](#).

## Content & Media

*The leaders in coliving content creation*

### Category Description

The power of image and insights cannot be overlooked in this market, and with more and more players bringing their creativity into the sector, we'd like to showcase the best of the best within this category. When it comes to promoting and understanding the value behind coliving, a certain perspective of imagination, creativity, inspiration and fearless vision for the future is needed. This category is for all the creatives behind coliving's best photography, videos, visualisations, websites, research, handbooks and other content that is helping drive impact, innovation and consolidation throughout the sector.

### For whom?

Creative agencies, digital and marketing agencies, branding agencies, in-house marketing and branding teams, creative directors, researchers, content creators, photographers, videographers, designers and other creatives / marketers / brand specialists

### Eligibility checklist

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

- 1) **Relevance within the coliving sector:** your content / initiative is relevant to the coliving / shared living / specialist residential real estate sector.
- 2) **Impact:** your content / initiative has significant audience reach and engagement and it is accessible, relatable, well communicated and impactful.
- 3) **Legitimacy of content published:** your content / initiative is research-backed and / or copyrighted and you can provide resources / intellectual property for all of your content.
- 4) **Timeless and quality design:** your content / initiative is of high quality and has a beautiful design, identity, look and feel.
- 5) **Technical mastery and know-how:** your content / initiative is intuitive and has evolved from an inherent understanding of the shared living sector and a technical creative process.

## 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 within the coliving sector:** How does your content / initiative reflect the ethos of shared living? How is your content / initiative fostering long-term, innovation, impact and consolidation within the wider shared living and real estate sectors?
- 2) **Impact:** What is your audience reach and engagement? Please provide any metrics possible from social media and other communication channels. What has been the impact of your initiative / content other than reach and engagement? Please provide any case studies to prove this impact.
- 3) **Legitimacy of content published:** What was the creative process used to develop your content / initiative? What kind of data / research / insights have influenced your content / initiative?
- 4) **Timeless and quality design:** What has been the design process / methodology in order to create content / initiative? How does your content / initiative fosters long-term innovation, impact and consolidation within the wider shared living and real estate sectors? What is it you want to reflect / communicate via your content / initiative?
- 5) **Technical mastery and know-how:** What disciplines have been involved in the creation of your content / initiative? How have you implemented know-how and preliminary data / research in the creation of your content / initiative?

## 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 **Content & Media** 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 brand assets, metrics from social media and other communication channels
- 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