



## 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](#).

## Rural Coliving

*Nature, community and well-being at its core.*

### Category Description

Sustainability enthusiasts, remote workers, creatives and artists seek places to stay where they can reconnect with nature and feel part of a supportive community. Whether they are appealed by a more socially responsible and eco-friendly lifestyle, the calmness, focus and inspiration these places offer or being surrounded by the beauty of nature, rural coliving offers a unique experience to a wide range of visitors. This category will showcase the rural coliving spaces that have implemented best practices to promote sustainable and community-focused lifestyles, connection to nature and access to infrastructure to lead a unique and inspiring living experience.

### For whom?

Rural coliving, remote shared living, regenerative communities, digital nomad or remote workers / teams retreats and other shared living brands and intentional communities located at rural places

### Eligibility checklist

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

- 1) **Relevant & in operations:** your shared living brand is dedicated to providing a unique rural living experience for digital nomads, remote workers, and anyone interested in a slower, more sustainable way of life, and is currently in operations.
- 2) **Branding & marketing:** your rural coliving business has a distinctive and compelling brand that highlights the benefits of rural living and sustainable practices, and has effective communication and marketing strategies that reach your target audience.
- 3) **Spatial design & architecture:** your rural coliving building(s) incorporate sustainable and innovative spatial design and architecture that blend seamlessly with the natural environment and enhance the rural living experience for your residents
- 4) **Impact & sustainability:** your rural coliving brand is committed to social, environmental, and economic impact and sustainability, and integrates these values into all aspects of your business, including design, operations, and community engagement..
- 5) **User & community experience:** your rural coliving community fosters a strong sense of belonging, connection, and mutual support among residents, and provides an exceptional user experience that reflects high levels of customer satisfaction. This includes opportunities for learning, cultural exchange, and engagement with the local community and natural environment.

## 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 rural coliving brand and community reflect the interests and needs of those seeking a rural living experience, including digital nomads, remote workers, and those interested in regenerative living?
- 2) **Branding & marketing:** What is your rural coliving brand's marketing, communications, and branding process and strategy? What innovative techniques do you use to effectively communicate and promote the benefits of rural coliving and regenerative practices?
- 3) **Spatial design & architecture:** What innovative and / or regenerative building, design, construction, and technology methods do you use for your rural coliving building(s)? How does your spatial design foster placemaking, wellbeing, social interaction, and community engagement in a rural setting?
- 4) **Impact & sustainability:** How do you embed social, environmental, and economic impact and sustainability into your rural coliving business, operations, and community management? How do you engage with local communities and neighbours to promote positive relationships and mutual benefit? How do you measure and report on your impact, regenerative and sustainability efforts?
- 5) **User & community experience:** How do you foster authentic engagement, social interaction, and a strong user and community experience between residents in a rural setting? How do you measure customer satisfaction, resident engagement, and user and community experience in your rural coliving community? Please provide specific user data and insights such as impact measures, testimonials, NPS scores, referral rates, and retention rates.

## 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 **Rural Coliving** 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.