COLIVING AWARDS

Application Guide 2024

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 2024. 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.

User & Community Experience

Experience-driven shared living communities

Category Description

Coliving addresses what concerns humans at their core – the need for belonging, the innate social connection that defines our character as a species. In a time when coliving has proven its ability to not just withstand but also consolidate during a global health and affordability crisis, our focus needs to be on perfecting that core, community-driven service that coliving uniquely offers. This award will showcase the coliving operators and on-site teams that are facilitating and fostering memorable and authentic experiences, moments and communities.

For whom?

Community teams, community facilitators / managers, operational teams, CX / UX designers, consultancies / consultants

Eligibility checklist

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

1) **Strong stakeholder engagement**: residents engage authentically with one another, on-site staff, your brand and the local environment.
2) **User and community experience (UCX)**: ability to prove unique and outstanding user experience with qualitative data / testimonials from residents.
3) **Proven customer satisfaction metrics**: ability to measure and record customer satisfaction data (e.g. NPS).
4) **Proven referrals and retention rates**: residents feel an attachment to their community and your brand and you have an ability to measure and record brand loyalty.
5) **Personal and professional growth**: your community fosters an environment where residents, staff and locals feel like they thrive both personally and professionally.

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) **Strong stakeholder engagement**: How do you foster an environment of community, ownership and safety for residents, staff and locals? How does your community engage with its local environment / neighbours? Please provide any case studies / community stories when possible.

2) **User and community experience (UCX)**: What are the innovative user and community strategies / activities you are using to enhance engagement and how are you measuring and reporting those strategies / activities? What measures do you have in place in order to improve your community experience?

3) **Proven customer satisfaction metrics**: How do you measure customer satisfaction and resident engagement? Please provide us with specific user data and insights when possible (e.g. testimonials, NPS scores, etc.).

4) **Proven referrals and retention rates**: What programmes do you have in place in order to increase retention rates and support strong brand ambassadors? Please provide us with specific user data and insights (e.g. referrals, retention rates, testimonials, etc.)

5) **Personal and professional growth**: How do you facilitate the personal and professional growth of your residents, staff and locals? How do you facilitate conflict amongst residents and residents and staff when it arises? Please provide specific examples / initiatives / case studies when possible.

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

- Fill in the form you will find on the portal to submit your application.

- In the form you will find a field to provide a ***short description*** that elevates your project submissions. This description may be used to present your project online on our website and during the Coliving Awards ceremony. Make sure it's representative and provides a high level outline of your project positioning in relation to the specified criteria The length for this description should be between 1200 - 1500 characters including spaces.

- 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 **User & Community Experience** 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 customer insights, NPS scores, retention rates, referral rates, resident testimonials, 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