



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](#).

Coliving Operator of The Year (Scale Up)

Elevating the Standards of Scalable Living Experiences

Category Description:

Recognising the remarkable growth and impact of coliving brands on a trajectory of expansion and scalability, the Coliving Operator of the Year (Scale Up) award celebrates the achievements of operators poised for significant industry influence. These brands exhibit a combination of visionary leadership, operational excellence, and strategic innovation, propelling them toward a prominent position within the shared living sector. As they navigate the complexities of scaling their operations, this award acknowledges their commitment to redefining the standards of excellence in coliving on a broader scale.

For whom?

This category is designed for coliving operators experiencing sustainable growth and expanding their presence within the shared living market. Their portfolio should consist of 10 locations or more, and they should operate more than 500 beds all together with a model that allows for further expansion.

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 5 locations (or more) that are currently in operations (1 year minimum), and you can prove strong occupancy rates and relevance within the sector, with demonstrated ability to scale operations effectively.
- 2) **Branding & marketing:** your shared living brand has a timeless and engaging brand with strong communications and innovative marketing strategies to engage a wider audience.
- 3) **Spatial design & architecture:** your shared living building(s) consider(s) the latest within sustainable and state-of-the-art spatial design and architecture. Implements advanced design and construction methodologies to support scalable growth while prioritising sustainability.
- 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 at scale, and that experience is reflected through high customer satisfaction metrics and community cohesion.

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 has your brand successfully scaled its operations while maintaining relevance and quality across multiple locations? How is your brand fostering long-term innovation, impact and consolidation within the wider shared living and real estate sectors? What strategies have contributed to your brand's ability to grow and adapt within the shared living sector?
- 2) **Branding & marketing:** What is / what has been your marketing, communications and branding process and strategy as it relates to scaling operations? What are some of the innovative marketing, communications and branding techniques you use as a shared living brand? How do you ensure consistent messaging and brand identity across various locations and expansion phases?
- 3) **Spatial design & architecture:** What are the innovative / sustainable building, design, construction and technology methods used for your building(s) and in particular to support the expansion of your coliving portfolio? How does your spatial design foster wellbeing, social interaction and community engagement? How do you approach design and construction to facilitate scalable growth while prioritising sustainability and resident comfort?
- 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, and in particular as you scale operations? 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.
- 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 **Coliving Operator of the Year (Scale Up)** 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.