2021 ULI Europe Awards for Excellence

Instructions

The Urban Land Institute invites the submission of projects to the 2021 ULI Europe Awards for Excellence. The final submission deadline is 11:59pm CET on Monday, 18 January 2021.

ULI only accepts submissions digitally through fulfilment of the online form available here: https://europe.uli.org/awardsforexcellence2021/

If you have a comment or a question regarding the programme that you cannot find in the submission form, in these instructions, or in the Winning Strategies please e-mail: Europe.Awards@uli.org.

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Introduction

Since 1979, ULI has honored outstanding development projects with the ULI Global Awards for Excellence, which the development community widely recognises as among its most prestigious awards. The program is the centerpiece of ULI’s efforts to identify and promote best practice in all types of real estate development. The awards recognise the full development of a project — planning, construction, amenities, economic viability, management, and community impact, as well as design.

The programme is now extended to honour projects on a regional basis with the ULI Europe Awards for Excellence, recognising outstanding urban development projects in the private, public and non-profit sectors, located in the EMEA countries.

Eligibility

Submissions are open to all, not just ULI members.

Development projects and programmes/initiatives that meet the following requirements are eligible to submit for a ULI Europe Awards for Excellence.

Projects must be:
• located in the EMEA (Europe, Middle East, and Africa) region;
• financially viable; for public sector/nonprofit this means demonstrating a reasonable use of financial resources;
• substantially complete (however, they need not be newly constructed); and
• in stabilised operation.

Projects with multiple phases may submit complete phases of the project. “Substantially complete” means a single-phase project must be finished, occupied, and in operation; for multiple-phase projects, at least the first phase must be finished, occupied, and in operation.

Programmes/initiatives may include growth management strategies, publicly guided development programmes, initiatives to improve quality of living and other built environment initiatives.

Programmes/initiatives must be:
• designed for an EMEA (Europe, Middle East, and Africa) country or region;
• financially viable, if applicable; and
• significantly implemented.

Typologies

Upon submission, submitters select a typology for their project. Typologies help the jury better understand the project. The jury evaluates all submissions as part of a single group, meaning the jury evaluates each one against all other submissions, regardless of type or location. The jury does not pre-assign a number or portion of the finalists and winners to different typologies.

Categories on the submission form include:
• Office
• Retail
• Residential (private rented sector, market rate for sale, affordable housing, student housing, senior living)
• Logistics/Industrial
• Mixed-Use (having three or more significant revenue-producing uses)
• Education
• Arts and Culture
• Programme/Initiative
• Other

Submitters are also asked to describe the project type, e.g. new development, refurbishment, redevelopment, repurposing, cultural/industrial heritage regeneration, densification.

Evaluation Criteria

The jury will evaluate projects and programs on the extent to which they:
• achieve market acceptance/financial success;
• demonstrate leadership through a high standard of excellence in all areas—architecture, design, planning, construction, amenities, economics, and management, etc.;
• demonstrate relevance to the contemporary and future needs of the community in which they are located;
• have a positive impact in their communities and/or immediate context;
• exhibit environmental sustainability, stewardship, and resiliency; and
• provide models, lessons, strategies, or techniques that can be replicated in or adapted to other communities.

Special Mentions

Among the projects and programmes submitted for the ULI Europe Awards for Excellence, the Jury will also consider Special Mentions for those that demonstrate excellence in the following areas:

• Affordable Housing
• Social Value
• Climate Change / Resilience / Sustainability
• Life Sciences
• Repurposing
• Creative Placemaking / Arts and Culture / Community Engagement
• Health & Wellbeing
• Smart Technology

For a project or programme to receive this special consideration, the submitter must designate it as a Special Mention candidate in the submission form and describe how it excels in the selected area/s. This way, the project or programme will be considered both as a candidate for the Awards for Excellence and for Special Mentions.

Market Acceptance and Financials

The jury will evaluate entries on the extent to which they have achieved broad market acceptance and financial success. An understanding of the financing structure is key. Projects are likelier to advance to the finalist stage if the jury understands the project to be financially stable or viable. Public or nonprofit projects should demonstrate a reasonable use of financial resources and indicate how they support broader goals or efforts.
To demonstrate how your entry has been broadly accepted in the market, you may use any indicators that are standard for your product in your market, such as percentage of units sold or leased, percentage of square meters leased, utilization rates, average daily rates, visitor data, return on investment (ROI), increase in market valuation (based on independent appraisal), occupancy rate (compared to market), stimulation of economic growth in the community, etc. The submission may include additional financial information, such as proformas, accounting statements, etc. If relevant, identify anchor / key tenants.

Please note that projects that are unwilling to disclose financial information to ULI and the jury, cannot be considered for the ULI Europe Awards for Excellence.

Confidentiality

Unless otherwise noted, ULI and the jury will keep financial information confidential. ULI will only describe financial information in public narratives with prior consent from the submitter.

Authorisation

The project owner, developer, designated public official, or a representative responsible for the project signs a digital authorisation agreement.

This person attests that:

- Using accepted accounting standards, the project is expected to meet expectations for return on investor capital, when applicable;
- There are no pending or impending concerns with the project's financial condition, debt, equity, or public agency subsidy;
- ULI may use and reproduce the information on the application and any supporting materials (including images and narratives) provided unless noted otherwise; and
- He / she has full power and authority to provide this information and to grant these rights and permissions.

Submission Process

Projects and programmes are to be submitted digitally through fulfillment of the online form available here: [https://europe.uli.org/awardsforexcellence2021/](https://europe.uli.org/awardsforexcellence2021/)

The submission form will take you through a step-by-step submission process. You can save the application at any time and return to it later. ULI recommends saving the form often to avoid any potential issues with connectivity or unforeseen software glitches that may cause a loss of data. Please allow time for uploading your submission materials.

The jury will not evaluate incomplete submissions. Once the submitter completes and sends the submission form, they cannot modify it. If you submit an application in error or would like to add/modify an aspect of the submission and the if the submission period is still open, contact [Europe.Awards@uli.org](mailto:Europe.Awards@uli.org) to request ULI reopen your application.

You will receive a first notification once ULI receives your submission form. You will receive a second notification prior to jury review, once ULI verifies that your submission information is complete.
Multiple Submissions

The same submitter can enter several submissions into the system. The submitter must complete one submission in order to begin the next one.

Submission Materials

Minimum submission materials

- The first image should be a contact-sheet showing thumbnails of all submitted images. The contact-sheet should include a caption and image credit for each thumbnail. This should be in PDF.
- The second image, when applicable, should be a locator map showing the project's location relative to its metropolitan area.
- The third image, when applicable, should be a project site plan.
- The fourth image, when applicable, should show the project within context of its surroundings.
- Additional images are up to you. You may submit up to 20 image files (in addition to the contact sheet).

Additional submission materials (optional)

- You may submit up to six files with relevant information, such as detailed financials, descriptive literature, news articles, blog posts, etc.
- This additional information typically is only of significant value to applications that advance through the initial assessment. The initial assessment tends to focus on the primary application material.
- Particularly useful are materials that can offer an objective, third-party perspective on your project's character and impact.

Submission material requirements

- Image files should be in TIFF or JPEG formats, no PDF formats, except for the contact sheet.
- Minimum dimensions of 8.5 x11 inches or A4 at 300 pixels per inch or better.
- Do not include any border, logo, number, or other collage elements in the images.
- Common drawing/mapping conventions are acceptable in the relevant plans and other support drawings or diagrams.
- Final project renderings in any form other than for site and locator plans are not accepted and may disqualify the entire entry.
- Some diagrammatic/conceptual images might be relevant depending on the project.

Naming Protocol

We strongly recommend naming the images and files:

- in a manner that identifies the project clearly; and
- in the order in which the jury should review them.

Preferred naming protocol: AbbreviatedProjectName_AbbreviatedLocation_ImageNumber

Example: whitehouse_dc_01

The jury uses images for a first assessment of the overall visual impression of the project. These images are critically important to sustain the application narrative and often drive the conversation as the jury meets and evaluates entries. Please choose images that are
relevant to the characteristics that make the project a viable award candidate.

These images form the basis of the content ULI uses to feature projects in relevant ULI research and communications. ULI typically features all winners and finalists — and may feature other applicants of note. ULI often uses the images to make a video to present during ULI annual meetings, ceremonies, and related events. The higher the quality of the images, the better.

**Entry Fees**

Submissions by public sector organisations / NGOs are free of charge. An entry fee must accompany each submission by private sector companies.

The private sector entry fee for the 2021 ULI Europe Award for Excellence is €500 (VAT may apply).

**Please note that the entry fee applies to the company or organisation submitting the application, not the type of project.** For instance, a private sector company submitting a public sector project pays the private sector fee.

Please note that your submission by private sector companies cannot be considered for the Awards in the payment is not received by 25 January 2021.

**The Jury and Jury Process**

A jury of ULI members chooses finalists and winners. Members of the jury are recognized leaders who represent a broad geographic diversity and many areas of real estate development expertise, including finance, land planning and development, public affairs, design, and professional services. Jurors operate independently, applying the highest standards of evaluation and professional practice as reflected in the [code of ethics](#) of the Urban Land Institute.

**First Jury Meeting**

After an extensive briefing, each juror receives a group of submissions to review in advance of the first jury meeting. During this first meeting, each juror presents to the rest of the jury his or her group of submissions for debate, evaluation, and qualification. This process typically results in an initial set of projects subject to a second round of evaluation. Finalists emerge from this second round. ULI will notify finalists and non-finalists of their status shortly after this meeting.

**Finalist Site Visits**

If the jury selects your project as a finalist, during the following months at least one juror visits each finalist for a closer evaluation, as either a physical or virtual meeting dependent on current circumstances, where they meet with those responsible for the success of the project or programme. The goal is to gather a detailed understanding of all aspects of the project or programme.

**Second Jury Meeting**

The jury convenes in a second and final meeting where they review each finalist’s project again. The member of the jury who visited the project starts the discussion with a brief presentation that includes additional insight they obtained during their visit. After deliberations, they select the ULI Europe Awards for Excellence winners and Special
Mentions. ULI will notify winners and non-winners of their status shortly after this meeting.

Feedback from Jury
While ULI aims to provide jury feedback and comments to all submissions regardless of whether they progress to the finalist stage, it cannot guarantee feedback given the volume of submissions.

Feedback for ULI
At any time, ULI welcomes your feedback on the programme, including, but not limited to: the application platform, the submission process, the eligibility requirements, the evaluation criteria, awards marketing, and related recognition. Please email Europe.Awards@uli.org to share your feedback.