

2024



EUROPE

AWARDS FOR EXCELLENCE

AWARD ENTRY GUIDE



Welcome to the 2024 ULI Europe Awards for Excellence programme!



We are delighted that you will be submitting your project for consideration this year.

This pack is designed to give you all of the information you will need throughout the entry and judging process.

If you have any queries at all, please do not hesitate to get in touch with europa.events@uli.org.

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Awards Programme Overview



Winners of the 2023 Awards for Excellence Programme: L-R: Restoration and Modernisation of Mercado do Bolhão, Porto, Stream Building, Paris, Scholen van Morgen "Schools of Tomorrow", Belgium

Since 1979, ULI has honoured 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 centrepiece 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.

Since 2020, the programme has been 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.

Key Dates

Online Submissions Open

5 March 2024



Deadline for Submissions

3 May 2024



First review: Candidates Pitch to Jury (Via Zoom)

Late May 2024



Finalists Announced

Late May 2024



Second review: Jury Visits (in-person) to Finalist Projects

June – August 2024



Winners Announced - Awards Ceremony and Gala Dinner at the ULI Europe C Change Summit 2024

October 2024

What information do I need to supply?

Online Submission Form

- The typology of your project (e.g Office / Mixed Use / Residential – please see full list on page 6)
- In-depth descriptions of your project
- Proof of Financial Success

Required Visual Materials*

- High quality images (minimum of 10, up to 20) in **JPEG Format**
- One image must be a **locator map** showing the project's location relative to its metropolitan area
- One image must be (where applicable) a **project site plan**
- One image must (where applicable) show the project within context of its surroundings
- One contact sheet showing thumbnails of all submitted images. This must include a caption and image credit for each thumbnail. This must be in **PDF Format**
- Other supporting materials: Videos, Designs, Floorplans, Blueprints – anything which you think will aid the judges

Pitch

Upon successfully completing your submission, the next step is to give a **ten minute pitch** to our jury.

This is your chance to explain your submission in depth to the judges, and show them what makes your project unique and award-worthy!

This will take place via Zoom in late May 2024. You can choose the format of your proposal and share visuals.

*Submission material requirements

- *Image files should be in 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.*

What are the requirements to be eligible for the Awards?

Submissions are open to all, not just ULI members. Development projects and programmes / initiatives that meet the following requirements are eligible to submit for the ULI Europe Awards for Excellence. While you can submit projects as soon as they are complete, they are more likely to advance to the finals if they have been in operation at least a year or more. This is because more information is available to help the jury determine if the project has been successful and operates well within its surroundings.

Projects *must be*:

- located in the EMEA (Europe, Middle East, and Africa) region
- financially viable * : for public sector / non-profit this means demonstrating a reasonable use of financial resources
- substantially complete **
- in stabilised operation

Projects with multiple phases may submit complete phases of the project. In preparing the submission, a clear and collaborative approach is encouraged, to provide the input and perspectives from all of the project's main stakeholders (architect, developer, investor and property manager).

Programmes/ initiatives *must be*:

- designed for an EMEA (Europe, Middle East, and Africa) country or region
- financially viable *, if applicable
- significantly implemented.

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

Projects and programmes/ initiatives are *not eligible if*:

The project or programme that has previously won the ULI Global, Europe, or APAC Awards for Excellence or the ULI Urban Open Space Awards. Finalists that did not win these awards are eligible to submit.

* 'Financially viable' means able to generate sufficient income to meet operating costs, debt commitments and, where applicable, to allow growth while maintaining service levels.

**Projects do not need to be newly constructed. 'Substantially complete' means the (re)development of a single-phase project must be largely finished, and at least 75% of the space should have been contracted (leased/sold), and in operation; for multiple-phase projects, at least the first phase must be finished, occupied, and in operation. Irrespective of the percentage complete and in operation, it will be important for the jury to assess the project 'in action', as used by tenants and other users and how it interacts within the surroundings.

Submission Process and Entry Fees

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.

Can I submit more than one entry?

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

Entry Fee: Public Sector

Submissions by public sector organisations / NGOs are free of charge.**

Entry Fee: Private Sector

The private sector entry fee for the 2024 ULI Europe Award for Excellence is €599 (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 cannot be considered for the Awards if the payment is not received by 3 May 2024.

What are the judges looking for?

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
- provide models, lessons, strategies, or techniques that can be replicated in or adapted to other communities

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 and return on investment structure is key. Projects are more likely 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 metres leased, utilisation 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.

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.

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.

What do the winners receive?

Here's how we'll be profiling our 2024 finalists and winners:

- Listed on the ULI Europe website with concise project details and a direct link to your project's website
- Featured prominently in all finalist and/or winner award communications
- Highlighted on ULI Europe's social media
- Supplied with Awards for Excellence Finalist and/or Winners logo for use across your own marketing and communications

Winners also receive:

- Imagery from the Awards Ceremony for use across your own marketing and communications
- Presentation trophy
- The winning projects in EMEA will automatically be entered into the [ULI Global Awards for Excellence](#)
- Participation in a post-Awards Ceremony webinar showcasing your project and its initiatives to ULI Europe membership



Special Mentions

In addition to the Award for Excellence winners, the jury will consider Special Mentions for those that demonstrate excellence in any of the areas focused on by ULI's three mission priorities:

- Decarbonizing the real estate sector and accelerating our progress to net zero
- Increasing housing attainability in communities around the world
- Educating the next generation of diverse real estate leaders

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.

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
- They have full power and authority to provide this information and to grant these rights and permissions



APPLY NOW

For more information,
please visit the ULI Europe Website [here](#)

Sponsorship

Shine the light on your brand!

A range of high-profile sponsorship opportunities are available for both the Awards and Awards Ceremony and Gala Dinner.

To find out more, please contact
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