



NCSC SWEDEN AWARDS
Registration form
BEST SHOPPING CENTER

How to apply:

Complete and send below registration form, company logo and photos or a movie promoting your center to swedenawards@ncscnordic.org by **August 30**. As the winner will go on to compete in the Nordic Finale, we kindly ask you to provide answers in English. Please [contact us](#) should you have any further questions.

Basic Center Facts

1	Type of center	
2	Center name	
3	Visiting address	
5	Opening date	
6	Extension/s Date, Size of extension, No. of units	
7	Owner (incl. contact person and contact information)	
8	Architect/s Initial and in the case of expansion/renovation	
9	Conceptual developer	
10	Conceptual description Mission/Vision (max. 100 words)	

11	Tenant mix strategy Shops, restaurants, service, clusters, anchors, (max. 100 words)			
12	Marketing strategy Brand promise, position, market area, competitors, budget and goals (max 100 words)			
13	Marketing results Describe what your marketing strategy has resulted in (max. 100 words)			
14*	Gross Leasing Area (sq. m.)	2016:	2017:	2018:
15*	No. of units			
	Non-durable goods:			
	Durable goods:			
	Service:			
	Other:			
	Total:			
16*	No. of visitors	2016:	2017:	2018:
17*	Turnover	2016:	2017:	2018:
18	No. of parking	Indoor:	Outdoor:	
19	Accessibility (visitors/transport)	Car %:	Public transport %:	Walking %:
20	Competitors (Max 3)			
21	Leasing strategy (max. 50 words)			
22	Management organization (max. 50 words)			

23	Customer profile Describe target audience, (max. 50 words)	
24	Analysis Describe strategy and method (max. 100 words)	
25	Innovation What does the center do to be innovative? (max. 100 words)	

For new/expanded/refurbished shopping centers completed by 2018-12-31 (in addition to above)

1	Vision/Mission of project (max. 50 words)	
2	Greatest challenges (max. 50 words)	
3	Success factors (Max. 5 bullet points)	
4	Future plans Extensions or adjustments (max. 50 words)	
5	Anchors What activities (shops, restaurants, entertainment or other) do you consider to be the most important for your success. (max. 50 words)	

Corporate Social Responsibility (CSR)

1	Describe your CSR work (max. 100 words)	
2	Describe your CSR objectives (max. 50 words)	
3	Certifications e.g. BREEAM, ISO etc.	
4	Energy use How does the center work to reduce energy use? (max. 50 words)	
5	Waste Management How does the center work with waste management (max 50 words)	
6	Tenants How does the center engage its CSR with the tenants? (max 50 words)	
7	Local engagement How is the center engaged in the local community (max 50 words)	
8	Charity Work Non-commercial sponsorship or similar (max. 50 words)	
9	Culture Does the center invest in culture or art? How much?	

10	CSR Budget Is there a specific budget for the CSR work? How much?	
11	CSR Communication Does the Center communicate its CSR work and how? (Max 50 words)	

Contact responsible

Name
Email address
Phone
Invoicing information (Competition fee of 3.000 SEK + VAT will be charged upon entry.)

* Financial KPIs are important in assessing the performance of a shopping center. The KPIs are treated confidentially and only by HUI Research for the purpose of the competition. Please indicate which of the following options is appropriate for your shopping center:

1. We want to submit our KPIs and agree that HUI Research contacts the specified contact person to obtain these
 ALTERNATIVE We already report our key figures to HUI Research through "Köpcentrumbarometern". HUI Research will contact the specified contact person to verify and, if necessary, supplement all KPIs used for the assessment.

2. We do not want or cannot leave our KPIs. In this case, the best available data is used through [SSCD](#) (Swedish Shopping Center Directory). HUI Research will contact the specified contact person to verify as much as possible the key figures.