



**NCSC FINLAND AWARDS**  
Registration form  
**BEST SHOPPING CENTER**

**How to apply:**

Complete and send below registration form, company logo and photos or movie promoting your center to [finlandawards@ncscnordic.org](mailto:finlandawards@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	<b>Type of center</b>	
2	<b>Center name</b>	
3	<b>Visiting address</b>	
5	<b>Opening date</b>	
6	<b>Extension/s</b> Date, Size of extension, No. of units	
7	<b>Owner</b> (incl. contact person and contact information)	
8	<b>Architect/s</b> Initial and in the case of expansion/renovation	
9	<b>Conceptual developer</b>	
10	<b>Conceptual description</b> Mission/Vision (max. 100 words)	

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

23	<b>Customer profile</b> Describe target audience, (max. 50 words)	
24	<b>Analysis</b> Describe strategy and method (max. 100 words)	
25	<b>Innovation</b> 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	<b>Vision/Mission of project</b> (max. 50 words)	
2	<b>Greatest challenges</b> (max. 50 words)	
3	<b>Success factors</b> (Max. 5 bullet points)	
4	<b>Future plans</b> Extensions or adjustments (max. 50 words)	
5	<b>Anchors</b> 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	<b>Describe your CSR work</b> (max. 100 words)	
2	<b>Describe your CSR objectives</b> (max. 50 words)	
3	<b>Certifications</b> e.g. BREEAM, ISO etc.	
4	<b>Energy use</b> How does the center work to reduce energy use? (max. 50 words)	
5	<b>Waste Management</b> How does the center work with waste management (max 50 words)	
6	<b>Tenants</b> How does the center engage its CSR with the tenants? (max 50 words)	
7	<b>Local engagement</b> How is the center engaged in the local community (max 50 words)	
8	<b>Charity Work</b> Non-commercial sponsorship or similar (max. 50 words)	
9	<b>Culture</b> Does the center invest in culture or art? How much?	

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

**Contact responsible**

Name
Email address
Phone
Invoicing information (Competition fee of 2.250 DKK + VAT will be charged upon entry.)