

# EUROPEAN DESIGN & DEVELOPMENT AWARDS 2022/23

ECSP DESIGN AWARDS SCHEME GUIDELINES



**ECSP**

European Council  
of Shopping Places



# MISSION & VISION OF ECSP

**THE EUROPEAN COUNCIL OF SHOPPING PLACES PROVIDES A EUROPEAN VOICE FOR AN INDUSTRY THAT DESIGNS, CREATES, FUNDS, DEVELOPS, BUILDS AND MANAGES PLACES ANCHORED BY RETAIL ACROSS EUROPE.**

Its members are a catalyst for sustainable urban regeneration and represent an important civic function in virtually every European community.

In recognizing the fundamental role of its members, ECSP aims to:

- advocate at a European level for the vital economic and social importance of retail and mixed-use destinations
- bring together the entire value chain of who invest in, create, manage and support these places and destinations
- facilitate the outreach, exchange of information and organise the events, networking and education this community needs to succeed
- encourage a sustainable and a level playing field for market participants and stakeholders

**THE ECSP AWARDS SCHEME SUPPORTS THESE KEY AIMS.**



# SUMMARY OF THE ECSP AWARD SCHEME

The ECSP Awards publicly recognise significant European projects which have the shopping experience at their heart. It gives a high profile showcase for successful projects which deliver retail excellence.

The ECSP Awards are for new and refurbished shopping places of all kinds across Europe, ranging from new shopping centres through to regeneration projects with a significant retail element.

## HOW THE ECSP AWARD SCHEME OPERATES

Each year, entries will be invited from the owners and developers of new and refurbished/extended shopping centre places. Submissions may be prepared by their development teams or agents, but each entry must be in the name of owner, recognising that some projects will have private or institutional owners and some will have development company owners.

Eligibility is based on the opening date and is restricted to a time window to deter any rapid resubmission of the same projects. Schemes must have opened before the 30 June of the application year, and have been open no more than two years prior to that.

A special exception is being made in the first year of the Awards to recognise the absence of a European awards scheme in recent years. For the opening year of the ECSP Awards scheme only, entries will be invited for projects which opened after 1 October 2018 and before 1 July 2022.

The Awards Presentation to winners is planned to be made during Spring 2023.

The Awards are open to members of ECSP and non-members. An entry fee is payable to ECSP. There is a differential entry fee, with members of ECSP paying 1,950 Euros and non-members paying 2,450 Euros per entry. Payment should be made by credit card only and if assistance is required please contact [awards@ecsp.eu](mailto:awards@ecsp.eu). Entries must be written in English and references to costs and sales should be in Euros. On receipt of the entry fee and completed entry forms, ECSP will register the project as an entrant for the awards.

Developers and their teams are invited to submit projects, with a closing date for submission at the end of August each year. Each entry will complete an on-line application detailing various key aspects of the project.

Applicants will upload their information onto a web-based system which will facilitate remote access and review by members of the jury.



## THERE ARE FOUR SIZE CATEGORIES FOR ENTRIES, BASED ON THE GLA :

- ◆ **CATEGORY 1: CENTRES OF UP TO 15,000 SQ METRES**
- ◆ **CATEGORY 2: CENTRES OF BETWEEN 15,001 – 45,000 SQ METRES**
- ◆ **CATEGORY 3: CENTRES OF BETWEEN 45,001 – 70,000 SQ METRES**
- ◆ **CATEGORY 4 : CENTRES OF OVER 70,001 SQ METRES**

The Awards jury and ECSP officials will make all eligibility rulings and reserve the right to reclassify or disqualify entries and remove any ineligible material. All such decisions by the jury and ECSP are final.

Following the closing date for entries, the ECSP Design Awards jury will review all entries. Each jury member will evaluate the entries, and the jury chair will call a full jury meeting, at which all entrants are reviewed and a shortlist of projects will be agreed.

Entries are assessed against a number of criteria. The weighting of these being : Innovation 10%; Design/ Concept/Layout 40% ; Performance 35% ; Sustainability 10% ; Quality of Presentation 5%  
The shortlist of projects, who are the selected Finalists, will be announced to the Industry during late autumn.

Finalist projects will be visited by members of the jury. This is a valuable and unique aspect of the way the ECSP awards scheme evaluates entrants and is a fundamental point of difference.

Centre visits will be made by at least two members of the jury. They will report on their visit to the jury chair within seven days of the visit.

After all the Finalists projects have been visited, the jury will hold a final meeting to identify the winners in each category. The jury will award:

- winning Projects in the New Category
- winning Projects in the Refurbishment and Extension Category

The jury may also, at its discretion, award:

- commendations for any projects which are not category winners but exhibit impressive performance or delivery in key aspects

And finally, whilst ECSP recognises the high standard already being delivered on sustainability issues by European projects, we want to be able to acknowledge when a project delivers excellence across the sustainability agenda. The jury can at their discretion give:

- the ECSP Sustainable Places Award for a project demonstrating significant innovation and achievement on sustainability issues

The decision on all awards will remain strictly confidential until the announcement and presentation, which will be made during an annual ECSP event. The Awards will be made to the owners/developers of winning projects.

Award Trophies, Entrants Certificates, Finalist Certificates and Award Logos for use in competitor's corporate promotional material will be provided.

As an entrant, you grant ECSP the right to publish any information contained in the entry (excluding any financial information) in any form to include in news releases, advertising, books, periodicals and other publications. If you submit any copyrighted materials, please provide a release from the copyright holder. Please provide your preferred credit acknowledgements for any of the entry information.

It is possible that winners may become candidates for other Award Programmes and this is subject to further discussion with potential programmes.





## THE ROLE OF THE JURY

The jury will comprise a minimum of 8 members including the chair.

The membership of the jury is representative of the range of European nations and reflects the wide professional skill set in the industry including development, investment, retailing, architecture, marketing, management and leasing and property consultancy.

The jury is run by the appointed chair. The chair will have already been a member of the jury for at least two years, and so be familiar with the modus operandi of the Awards scheme. The chair will serve for a maximum of three years.

Jury members are proposed by the chair for agreement with the ECSP Nomination Committee. Potential jury members can express their interest in joining the jury to the chair or ECSP. Continuity of adequate size and composition of the jury, year by year is very important and this is the responsibility of the ECSP Nomination Committee working in liaison with the jury chair.

Jury service is for a minimum of three years and a maximum of six.

Jury members must treat all the information they are provided with about projects entered for the Awards as confidential. In the event that any juror has a personal or corporate involvement in a project entered for the Awards, the juror must recuse themselves from all consideration of all projects in that category.

## THE ROLE OF THE CHAIR

The role of chair includes :

- arranging jury meetings, producing agendas and meeting notes
- day-to-day liaison as required with owner/developer entrant teams at each stage of the process
- liaising with the Nominations Committee to form a jury succession plan, identify new replacement jury members and to agree the successor Chair, all subject to approval by the Nominations Committee
- liaising with ECSP to ensure the efficient administration of the Awards programme
- ensuring the jury operate diligently and with professionalism in selecting finalists and then identifying winning and commended projects
- collaborate with colleagues in ECSP in making arrangements and logistics for the Awards event
- leading the presentation of Awards at the annual event

Whilst these are the chair's responsibility, specific tasks may be delegated to jury members at the chair's discretion.

## THE SUPPORT ECSP GIVES THE AWARDS PROGRAMME

The following support is provided by ECSP:

- marketing of the Awards programme
- provision of an on-line platform so that entrants can easily upload their submission and jury members can review and assess entries remotely
- budget management of the Awards Scheme
- making travel arrangements for jury members to visit finalists. The chair and jury will support in helping to make cost effective, efficient travel plans
- provision of Awards trophies, Finalist, Commended and Entrant Certificates and Award Logos
- preparation of video material to support the Annual Awards presentation
- arranging the Awards session ( with support from the jury chair ) which is anticipated to be part of the overall ECSP Annual Event