



# VERTICAL FARMING WORLD AWARDS 2023

## Guidelines for entrants

We are delighted that you are planning to enter this year's Vertical Farming World Awards.

This document contains entry instructions and guidelines to help you maximise your chances of winning, by ensuring you submit the correct information.

Please follow the submission guidelines as closely as possible.

All electronic material submissions are to be emailed to [awards@zenithglobal.com](mailto:awards@zenithglobal.com) no later than **Friday, 1 September 2023**. If your document is too large to email, please send files to this email address using WeTransfer ([www.wetransfer.com](http://www.wetransfer.com)). We will confirm receipt of all entry submissions.

For any questions or queries regarding the awards, please contact the Awards team on the email address listed above.

Thank you for taking part. We wish you the best of luck!

## THE AWARD CATEGORIES

- Best Crop Innovation
- Best Crop Enhancement
- Best Yield Improvement
- Best Technology Development
- Best AI/Automation Development
- Best Farm Design Innovation
- Best New Vertical Farming Facility
- Best Product Marketing
- Best Packaging Innovation
- Best Business Diversification/Development
- Best New Business
- Best Sustainability Initiative

You can enter initiatives into multiple categories.

If you enter three categories, the fourth entry is **free**.

## ENTRY CRITERIA

All developments/initiatives entered must have been implemented, launched, created, or rebranded from January 2021 onwards.

Developments/initiatives that are not yet in the market can still be entered as long as they are in their prototype/design stage by the closing date of this awards program.

For each category entry, you are required to submit the following only:

- **a 200-word description of why your initiative deserves to win in its category**
- **Up to four high-resolution images (JPEG and PNG files only)** supporting the justification of your 200-word description
- **Company logo**

Below are some **ideas and recommendations** for what you may wish to include in your 200-word description.

For all categories, you may wish to consider including the following:

**Why** your development is the most innovative/exciting in this category and what makes it stand out

**What** is the vision and mission of your development

**How** is your product differentiated from others/market gap analysis

**Where** your development has reached geographically, financially and the contribution it has made

### **Best Crop Innovation**

We are looking to understand what crop you have added to your portfolio and how it has helped you to enter a specific market segment; why you focused on this crop innovation and rejected others; and what results you achieved, such as business success, customer satisfaction, operational efficiencies, or financial return. \*

### **Best Crop Enhancement**

We are seeking to understand how you have applied your competencies as a grower to enhance such aspects as shelf life, taste, flavour, colour, or nutrition; what results you achieved in the market and what customer needs you addressed. \*

### **Best Yield Improvement**

In this category, we are looking at how you improved the yield of a particular crop per m<sup>3</sup> of growing space, how you balanced input sources such as nutrients, light, CO<sub>2</sub>, temperature etc. and what profitability impact you realised. \*

*\* Can you provide metrics or key performance indicators (KPIs) to illustrate the impact of such measures?*

### **Best Technology Development**

Here, we are looking at how you have implemented and advanced technologies to improve your production. Please specify what and why produce attributes changed, and how you have measured the impact of the development. You may wish to include a clear description of the concept and benefits, growing data analysis and how you have measured the impact of the development.

### **Best AI/Automation Development**

In this category, the judges will evaluate how you advanced your AI/automation concepts. What improvement did you achieve with which data, what bearing did automation have on labour and your overall cost structure, and was there an impact on your produce, such as longer shelf life?

### **Best Farm Design Innovation**

In this category, we are looking for a clear message about why your farm design is the most innovative/exciting, given the location/environment you operate in and the customer segment that you target. You may wish to include a clear description of the concept and benefits, growing data analysis and how you have measured the impact of the innovation.

### **Best New Vertical Farming Facility**

In this category, we are looking for a clear message about what differentiates your new Vertical Farming facility, given the location/environment you operate in, the benefits for your production and the operational advantages. You may wish to include a clear description of the concept and benefits and growing data analysis.

### **Best Product Marketing\***

In this category, the judges will evaluate how you have positioned your product within its market segment, considering the packaging and overall brand design. How do you differentiate yourself from the competition? What kind of branding campaigns have you run and why? How successful have they been?

*\*In this category, you are welcome to send a one-page document of additional video content and imagery to help illustrate your marketing message*

### **Best Packaging Innovation**

We are looking for packaging designs and innovations that measurably improve consumer convenience, usability, and reduction of waste material, offer added value for brand owners and create differentiation through excellence and original design/appearance.

### **Best Business Diversification/Development**

Here, we are looking for a clear message why your business diversification/development is the most innovative and exciting within the industry. You may wish to consider what improvements you have achieved, impacts on your business and benefits for the consumer segment you target.

### **Best New Business**

This category is open to new companies or subsidiaries that have been founded since January 2021. We are looking for a clear message about why your business stands out – what makes it so innovative, what customer needs are you fulfilling and what success have you had so far?

### **Best Sustainability Initiative**

We are looking for sustainability initiatives that have been realised across social contribution, environmental balance and economic growth. Please indicate what results you achieved against any of the 17 United Nations Sustainable Development Goals.