



# VERTICAL FARMING WORLD AWARDS 2024

## 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, 16 August 2024**. 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 Development
- Best Resource Efficiency
- Best Sustainability Initiative
- Best Community Impact Initiative
- Best Research and Development Contribution
- Best Collaborations/Partnerships Initiative
- Best Start-up Innovation Achievement
- Best New Vertical Farming Facility
- Best Farm Design Innovation
- Best Product Marketing
- Best Product Packaging
- Best Technology Advancement
- Best AI/Automation Development

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 2022 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 Development**

In this category, we are seeking to understand developments in new and existing crops, considering product quality, commercial success, customer satisfaction, and the application of skill to improve nutritional value, flavour, taste and colour. You may wish to consider financial returns, business success and operational efficiencies.

### **Best Resource Efficiency\***

This category seeks to recognise vertical farms that demonstrate exceptional resource management, achieving high yields with minimal inputs such as water, energy and nutrients. You may wish to include a clear description of the concept, benefits and growing data analysis.

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

### **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 have achieved against any of the 17 United Nations Sustainable Development Goals.

### **Best Community Engagement Initiative**

In this category, we are seeking to recognise vertical farms that are actively contributing to their local community through educational initiatives, community outreach programs, job creation and promoting food security and accessibility.

### **Best Research and Development Contribution**

In this category, we are looking to recognise contributions to research and development in vertical farming, including breakthroughs in crop science, cultivation techniques, vertical farming system design and innovative uses of space and resources.

### **Best Collaborations/Partnerships Initiative**

Here, we are looking for successful collaborations between vertical farming companies, research institutions and other industry stakeholders that have resulted in meaningful advancements for the industry.

### **Best Start-up Innovation Achievement**

This category aims to celebrate start-ups and emerging companies that demonstrate creativity, resilience, and potential for growth in the vertical farming industry, showcasing innovative business models, products, or services.

### **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 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 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 Product Packaging**

Here, we are looking for exceptional creativity and effectiveness in packaging design, that measurably improves consumer convenience, usability, reduction of waste material and showcases innovative brand design. You may wish to include how the packaging has been utilised, it's brand appeal relevant to the target audience and how it stands out from competitors in the same category. The packaging design needs to effectively communicate the product and benefits of what is inside.

### **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 have 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?