



VERTICAL FARMING WORLD AWARDS 2022

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 no later than **Friday, 12 August 2022**. If your document is too large to email, please send files to this email address using WeTransfer (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

Crops

- Best Crop Innovation
- Best Crop Enhancement
- Best Yield Improvement

Technology

- Best Lighting Development
- Best AI/Automation Development
- Best Climate Control Innovation
- Best Farm Design Innovation

Sustainability

- Best Energy Efficiency
- Best Sustainability Initiative
- Best Community Initiative

Commercial

- Best Brand Marketing
- Best Retail Innovation
- Best at Home Innovation
- Best New Business

Developments can be entered into multiple categories.

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

ENTRY CRITERIA

All products/initiatives entered must have been implemented, launched, created or rebranded from January 2020 onwards.

Products/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 development 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

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

CROPS

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 m³ of growing space, how you balanced input sources such as nutrients, light, CO₂, temperature etc. and what profitability impact you realised.

TECHNOLOGY

Best Lighting Development

Here, we are looking at how you advanced your lighting to improve your produce. Please specify what and why produce attributes changed, and how far you reduced electricity consumption as a total and per kg of produce.

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 Climate Control Innovation

We are looking to understand how you advanced your climate control management (e.g. temperature, humidity, CO₂), and the impact this innovation has had on produce, cost and other improvements, given the natural climate you operate in.

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.

SUSTAINABILITY

Best Energy Efficiency

This category will be judged based on your total energy footprint per area/volume and kg of produce. Furthermore, the judges will evaluate the energy sources you are using, what act they had on your costs and why you have made the choices to select your energy strategy.

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.

Best Community Initiative

Here, we are looking how you have engaged with your community around you. What initiatives did you implement with and for your community and what were the positive outcomes?

COMMERCIAL

Best Brand Marketing*

In this category, the judges will evaluate how you have positioned your brand in its market segments. 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 Retail Innovation

Here, we are looking for an innovation that made it to the retail shelf. What was the offering, packaging, messaging and merchandising that made your product stand out? And what commercial, sales growth impact did it have?

Best at Home Innovation

In this category the judges are looking for innovations dedicated to at-home use. Either you developed a home-scale vertical farm that can be used without expert knowhow or you are able to offer your products directly to homes (bypassing the retail channel). What makes your product the most innovative and attractive to customers, and what are the advantages compared to buying produce in-store?

Best New Business

This category is open to new companies or subsidiaries that have been founded since January 2020. 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?