# A close-up of a sign Description automatically generatedA blue and white logo Description automatically generated

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# Innovation Award Sponsored by Basil Fry & Company

**Mandatory requirements**

* Entries must be provided in an electronic version; word document or .pdf are preferred.
* A signed Permission to Publish Form must be included with each entry.

**Format of the entry**

* Place the business name and innovation at the top of the first page.
* Provide some background on the business, such as its size, location and history.
* Provide good quality photos to support your entry.
* Use clear concise wording and paragraphs. Remember the judges will be reading lots of entries so make it as easy to read as possible and consider using a summary to make your key points stand out.

**Judging Criteria**

You should consider the following judging criteria when submitting your entry:

The Innovation Award is not restricted to a specific service, facility, or product. It could be an innovative process for providing service or managing the business. The main criterion is that the entry is innovative to the industry and provides some benefits. The judges are looking for an innovation that will have a lasting impact on the industry and they will use the following criteria to help them decide between the finalists:

* The unique qualities of the innovation.
* The benefits the innovation provides to your self storage business or the self storage customer.
* How your innovation meets an industry need.
* What challenges did the innovation present during development or implementation, and how these were overcome?
* How the innovation reduces costs or increases income.

Provide an overview of your innovation, including the circumstances that prompted its development and any case study material.

Your entry will be subject to strict confidentiality undertakings and will not be released outside the judging group.

If you have any questions about completing this entry, please contact Rennie Schafer, FEDESSA CEO, at [rschafer@fedessa.org](mailto:rschafer@fedessa.org) or +44 1270 623 150.

**Important**

**Submission for entries close:  
Friday, 8 September 2023**

**Send entries to awards@fedessa.org**

**Good Luck!**

1.Cover

Company Logo

Award Name

Company Name

Company image

2. Background on Company

Include company images above   
or below text, or down the side here.

*Add in a section here on the background of the company   
including size, location and history.*

3. Judges criteria

***The Innovation Award is not restricted to a specific service, facility, or product. It could be an innovative process for providing service or managing the business. The main criterion is that the entry is innovative to the industry and provides some benefit.***

***Use clear concise wording and paragraphs. Remember the judges will be reading lots of entries, so make it as easy to read as possible and consider using a summary to make your key points stand out.***

***Now use each of the headings below to explain how why this store should win the Innovation Award.***

Add photos or graphs to support text for each area.

**The unique qualities of the innovation.**

**The benefits the innovation provides to your self storage business or the self storage customer.**

**How your innovation meets an industry need.**

**What challenges did the innovation present during development or implementation, and how these were overcome?**

**How the innovation reduces costs or increases income.**

4. Summary

*Summarise why you have entered the Innovation Award*