

THE GLOBAL  
**RILI** 2021  
*Awards*

CREATING NEW WORLDS... ONE EVENT, TWO EXPERIENCES

# How To Enter

SEPTEMBER 2021 | [www.rli.uk.com/awards](http://www.rli.uk.com/awards)

# Step-by-Step Guide

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Since inception, the Global RLI Awards have paid tribute to the very best in the world of retail and leisure and despite the exceptional circumstances in which the world found itself in this year, RLI celebrated its fifteenth anniversary by hosting a virtual awards ceremony celebrating retail excellence across the globe in a way like never before.

The Awards continue to strive for excellence in an industry where the boundaries are always being pushed and now, more than ever, it is essential that we continue to collaborate and recognise achievements and ground-breaking projects around the world. After all, recognition is a powerful way for the retail and leisure industry to continue forward, even when it feels like a standstill.

Although virtual events are insanely popular right now, nothing beats an in-person event and the importance of physical communication to build human connections will continue to ensure that live 'in-person' events are very much a part of our future. RLI are continuing to adapt and evolve to meet the rapidly changing needs of the industry and we are looking forward to entering 2021 with renewed hope, energy and resolutions.

In 2021 The Global RLI Awards will be a Hybrid event, combining a "live" in-person ceremony with a "virtual" online component, merging the power of face-to-face with the extensive audience reach that comes with a virtual element, one event two experiences.

At RLI, we are constantly looking at ways to enhance the structure and criteria for the Awards taking into account feedback from entries of previous events and next year we will be incorporating successful elements from this year's virtual experience.

We are keen to invite entrants globally who wish to highlight their project or company and seek recognition on an international scale. We look forward to seeing your projects recognised at the Global RLI Awards 2021.

The finalists will be announced online on the RLI website in May. In the June issue, all shortlisted companies will be offered the opportunity to advertise in the Global RLI Awards Preview Feature.

I look forward to welcoming you to our Hybrid event.

Yours sincerely,  
Jayne Rafter

# Eligibility & Entry Requirements

# How to Enter

Every year since 2006, RLI has recognised excellence in retail and leisure throughout the world, and presents the prestigious and highly-sought after Global RLI Awards. A winning entry in each category must be the best in a number of ways and it must show that it has achieved success in the most important aspects.

## WHO CAN APPLY

Provided the criteria for each individual category are met, anyone is eligible to apply. Applications can be made on behalf of clients provided they have given you permission, please note a contact person from the client must be provided in this instance. A company may enter as many nominations as it chooses. The said nomination may be entered into any number of relevant categories provided the criteria are met. If entering more than one category, please submit a full entry form for each category entered.

## ACCEPTABLE LANGUAGE

All entry contents must be written in English.

## ELIGIBILITY

Application forms will be accepted for projects and companies from all around the world. All new schemes must have opened to the public or, if refurbished/extended, been completed in the period between 1 September 2019 and 31 January 2021.

The only exception to this is the RLI Most Anticipated Opening 2021 Award, which will now be for projects due to complete and open to the public for the first time from 1st February 2021.

Past entrants that have won a Global RLI Award can be entered again if it meets all nomination criteria for 2021.

## NOMINATION DEADLINE

The deadline for nominations for the Global RLI Awards 2021 is Wednesday 31 March 2021.

## RULINGS

The RLI Awards team will make all eligibility rulings. RLI reserves the right to re-classify, re-categorise or disqualify entries, as well as to remove any ineligible materials. All decisions are final.

## PUBLICATION

Your entry grants RLI the right to publish any information contained in the entry in any form in news releases and the RLI Magazine. Copyrighted photographs, slides, videos, maps or drawings must be accompanied by a release from the copyright holder, in addition to any preferred credit or acknowledgements.

## THE GLOBAL RLI AWARDS GALA DINNER

September 2021 – Location TBC

## IMAGES

A choice of the images sent to us will be used in preparing the finalists presentation and the awards brochure to be used on the night.

## SUPPORT

If you need additional help or have more questions, you may contact us at [awards@rli.uk.com](mailto:awards@rli.uk.com)

## JUDGING PROCEDURE

The Global RLI Awards judging team is a group of leading industry experts who will review eligible submissions and score them confidentially and inform the RLI Awards team. The panel will not review entries from their own companies or any entry that might constitute a conflict of interest.

## NOMINATION FORM

Entrants must aim to ensure that their submission is supplied in PDF format, along with a completed nomination form. Word or PowerPoint presentations are also accepted.

Ensure that entries are clearly labelled, stating the entrant's name and the category for which it is intended, together with any supplementary details.

The person listed under Your Details on the Nomination Form must be the person representing the project and will be the person contacted should the entry be chosen as a finalist.

For all project related categories, please provide detailed supplementary information in relation to the professional team involved, such as Architect/Designer, Project Manager, Consulting/Structural/Civil Engineer, ME & Engineer/Contractor, Main Contractor and Agents.

Please make sure that we are able to read written forms, typed forms are preferred.

## PAY NOW

Each entry costs £250 + vat where applicable. Each entry must be accompanied by a payment. Payments can be made online [here](#) or by bank transfer by emailing [awards@rli.uk.com](mailto:awards@rli.uk.com)

## AUTHORISE

All entries must have the authorisation of the Owner to authorise the submission of the entry and must have agreed to abide by all rules of the Global RLI Awards. Each entry must also have ticked and agreed to the Terms and Conditions of this document on the Nomination Form.

**All shortlisted companies will be required to book a table of ten at the live event including wine, three-course meal and entertainment (£2,450), for those companies that still have a moratorium on travel, you will be required to book a virtual package for ten including a complimentary delegate pass for RLI Connect Global 2021 (£995).**

**All Winners and Highly Commended's will be required to take a discounted A4 advertisement in the Winners Brochure alongside your category £1,500 (normally £2,250), which will be published with the first issue released following the events and sent to our global circulation.**

# Awards Categories

## — 1. RLI FUTURE PROJECT —

Celebrating excellence in unbuilt or incomplete projects this category is a window into tomorrow's world class destinations that will challenge and inspire the future of retail and leisure. Please note that full planning permission must have been granted to enter this category. Our panel will judge architectural excellence, innovation in materials, equipment, new techniques etc, and the positive impact that each development will have upon the local community. Please supply an outline of the original brief and the architect's proposal to address this brief. Please also supply a synopsis of the development's expected beneficial impact on both community and locale.

**NB** If you are not the client it is essential to obtain their approval prior to submitting the nomination.

## — 2. RLI MOST ANTICIPATED OPENING 2021 —

This category is looking for architectural excellence and a unique and innovative concept which will bring creativity and modernism to the local community that are eagerly awaiting the opening of the cutting edge development. Entries must be a NEW development that will open for the first time after 1 February 2021

**NB** If you are not the client it is essential to obtain their approval prior to submitting the nomination.

## — 3. RLI MOST INNOVATIVE RETAIL & ENTERTAINMENT PROJECT —

Celebrating the most outstanding contribution to the retail and entertainment sector, this category rewards those projects that have created an extraordinary experience for customers and tenants alike. Examples of such projects are mixed-use retail & entertainment destinations, theme parks and themed entertainment and retail complexes.

**NB** If you are not the client it is essential to obtain their approval prior to submitting the nomination.

## — 4. RLI BEST PLACEMAKING SCHEME —

Shopping centres have become destinations and placemaking is about transforming these destinations into environments that people want to visit and return to. This award will be given to a scheme that can best demonstrate how it has used high quality design to improve a place. The judges will be looking at how the scheme has helped to generate sustained economic growth in a place or community improving its physical and environmental quality and social wellbeing through the integration of retail, leisure, arts, culture, sport, and heritage.

**NB** If you are not the client it is essential to obtain their approval prior to submitting the nomination.

## — 5A. RLI INTERNATIONAL SHOPPING CENTRE - NEW BUILD —

Recognising the contribution made by shopping centres in providing customer care, good presentation, maintenance and cleanliness. This award also pays particular attention to high levels of service, diversity of offer and design excellence in creating an immersive and digital experience for all.

**NB** If you are not the client it is essential to obtain their approval prior to submitting the nomination.

## — 5B. RLI INTERNATIONAL SHOPPING CENTRE - RENOVATION —

This award will be presented to a centre that demonstrates innovation in its renovation through architecture and design, how it has contributed to the overall regeneration of the town, city or area, its contribution to the local community and the steps it has taken to improve sustainability.

**NB** If you are not the client it is essential to obtain their approval prior to submitting the nomination.

# Awards Categories

## — 6A. RLI INTERNATIONAL OUTLET CENTRE - NEW BUILD —

This award celebrates the increased popularity of the outlet model with shoppers and developers alike in recent years. The aim of this category is to reward innovation and design-led excellence that offers both retailers and customers the very best in terms of brand and community cohesion.

**NB** If you are not the client it is essential to obtain their approval prior to submitting the nomination.

## — 6B. RLI INTERNATIONAL OUTLET CENTRE - RENOVATION —

This award will be presented to an outlet centre that demonstrates innovation in its renovation through architecture and design, how it has contributed to the overall regeneration of the town, city or area, its contribution to the local community and the steps it has taken to improve sustainability.

**NB** If you are not the client it is essential to obtain their approval prior to submitting the nomination.

## — 7. RLI MOST INNOVATIVE MARKETING CAMPAIGN —

This award recognises the best individual campaign that delivered a stunning impact on the target audience and excelled at developing brand awareness, affinity to the brand and loyalty amongst customers. The judges will be looking for innovation, best use of social media, digital marketing & PR. Demonstrate how you used creative and innovative strategies to tangibly interact with customers, showing what your campaign aimed to achieve, challenges you faced and ultimately the results you achieved.

## — 8. RLI RETAILER OF THE YEAR —

This award honours the retailer that our judges believe to be a truly world-class operator across all facets of the business, delivering exceptional growth, adaptation and transformation of the brand to reflect evolving industry trends. With retailing becoming ever more complex and demanding, the judges will be looking for an innovative brand that meets this criteria with a clear development strategy for international expansion.

## — 9. RLI OMNI-CHANNEL RETAILER OF THE YEAR —

Due to the rapid digital transformation strategies implemented across the retail industry following the Covid-19 pandemic, this award will highlight those retailers who are repositioning their businesses for the omni-channel world. Serving customers through every available medium is more important than ever, be it through store, online, mobile or social media. In this category judges will be looking for companies who can showcase an excellent portfolio of these varied approaches across multiple platforms.

## — 10. RLI BEST E-COMMERCE MARKETPLACE —

More than half of the world is now connected to the internet, and e-commerce is an important channel for retailing. RLI would like to recognise this digital revolution which will become the largest channel in 2021 by awarding an e-commerce platform that best demonstrates a unique business with an unrivalled offering through a global infrastructure of multi-brand stores. The judges will be looking for an online destination that has created a game-changing experience, revolutionising the customer experience and balancing technology with innovation.

# Awards Categories

## 11. RLI MOST INNOVATIVE F&B CONCEPT

Food & Beverage services are becoming the must have element in any retail and leisure destination, and they are transforming shopping centres and outlets into convivial lifestyle ventures. This award highlights the very best and innovative F&B concepts across the globe. Judges will be looking at the authenticity, quality and experience that each concept offers.

## 12. RLI ENTERTAINMENT & LEISURE OPERATOR

This award is a tribute to a global entertainment or leisure operator that has shown the strongest performance across its portfolio whilst offering customers an innovative and exciting experience. Our judging panel will be particularly interested in how this operator continues to inspire, innovate and create vision and entrepreneurial flair whilst staying ahead of the competition and maintaining global recognition.

## 13. RLI INNOVATION IN TECHNOLOGY AWARD

Augmented Reality (AR) and Virtual Reality (VR) is currently revolutionising this industry and it looks set to continue in the coming years. This award pays tribute to the rise of technology and the way in which AR and VR are being increasingly utilised in the retail and leisure real estate industry. It also takes into account the continuing impact on new shopping centre developments and entertainment destinations. The judges will be looking for a creative and effective use of AR and VR in a retail or leisure environment combined with the level of innovation involved and evidence of how the technology is delivering benefits to both an organisation and its customers.

## 14. RLI DEVELOPER

This award is designed to highlight the Developer which showcases their best new retail and leisure schemes recently completed, currently under construction and proposed to start, with an emphasis on diversity, innovation and, of course, the 'wow' factor. Please ensure that submissions include a broad cross-section of your portfolio.

## 15. RLI DESIGNER

This award is a tribute to the designer that consistently and accurately delivers the value of a brand to both business and customers. Our judges will examine both the design process, its objective and, most importantly, the results. Please ensure that submissions include a portfolio of recently completed developments and a selection of ongoing projects in the retail and/or leisure sectors. For designers nominating their work, it is essential to obtain the approval of the client prior to submitting examples of their work.

## 16. RLI INTERIOR EXCELLENCE

This award recognises those shop-fitters who have implemented an imaginative and innovative instore design, delivering a stand-out customer experience. The winner of this award will have reinvented the traditional meaning of a retail or leisure fit-out that enables retailers or leisure operators to connect with their customers.

## 17. RLI RISING STAR

This award recognises the entrepreneurial spirit, achievements and long-term ambitions of up-and-coming retail & leisure businesses embarking on an international expansion program. The judges will be looking for a company that portrays outstanding qualities, showcasing flair, ingenuity and resounding success.

# Supplementary Information for Categories

## 1. RLI FUTURE PROJECT\*

## 3. RLI MOST INNOVATIVE RETAIL & ENTERTAINMENT PROJECT

## 4. RLI BEST PLACEMAKING SCHEME

## 5A. RLI INTERNATIONAL SHOPPING CENTRE - NEW BUILD

## 5B. RLI INTERNATIONAL SHOPPING CENTRE - RENOVATION\*\*

## 6A. RLI INTERNATIONAL OUTLET CENTRE - NEW BUILD

## 6B. RLI INTERNATIONAL OUTLET CENTRE - RENOVATION\*\*

\* *Development plans/renderings and visuals of the interior and exterior of the project*

\*\* *For renovation projects, visual of the interior and the exterior of the project before and after, at least two images of each from the same perspective*

The panel reviews each entry according to a specific criteria below:

• **Key Criteria** – Location/visibility, innovation, circulation, compliance to basic shopping centre development rules, ease of access/transportation, achievement of aims/sense of excellence, identity/image/branding and impact on competition.

• **Design/Concept/Layout** – External and internal design/architecture, parking, entrances – design/utility, landscaping indoors and outdoors, public/shopper facilities, technical installations, shop fronts, external and internal signage and lighting.

• **Performance** – Investments/returns – yields/others, merchandising/tenant mix, anchors, rental levels, retail sales efficiency, tenant occupancy, marketing concept/activities, footfall, management, future viability, apparent client satisfaction/atmosphere.

• **Sustainability** – Environmental, economic, societal and cultural, resources.

• **Overall Submission** – Presentation & quality of documents.

## PHOTO GALLERY

A minimum of eight good quality images (resolution 300dpi) are required per entry. These can be in TIFF, EPS, PDF, PNG or JPEG format and must be in full colour. Images for these particular categories should include:

- An aerial shot showing where the centre or refurbishment is situated
- Shots of key stores and brands
- Main architectural features
- Shots of food court areas

These files can be in one of two acceptable formats. One is a Microsoft Word document. The other is an Adobe PDF file. Images in the PDF should be web quality not print to ensure easy viewing during the judging. Copyrighted photographs, videos, maps or drawings must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgements.

Now that you are aware of the Judging Criteria and the rules and regulations of your chosen category, please fill in your Nomination Form.

**GOOD LUCK!**