A picture containing brush

Description automatically generated

ENTERING DETAILS

Category:

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| --- |
| BEST USE OF DESIGN |

Entry title:

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| Click or tap here to enter text. |

City, nation, or place this entry relates to:

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| Click or tap here to enter text. |

Entering organisation:

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| Click or tap here to enter text. |

AWARD ENTRY

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| **Section One: The Challenge/background**  In no more than **200 words**, please set the context for your entry. Provide the background for the challenges or opportunities for your place and why there was a need to strengthen place identity through design.y developing a more data-led approach. |
| Click or tap here to enter text. |

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| **Section Two: The Strategy** In no more than **300 words**, please outline the strategic approach to design and identity that was developed. The jury will be keen to understand how the design and identity solution was rooted in research and a real understanding of place assets and values, and what objectives were set for this investment in design. |
| Click or tap here to enter text. |
| **Section Three: The Implementation**  In no more than **300 words**, please describe how design and identity solution was implemented over the qualifying period [1 March 2019 - 31 July 2020]. The jury will be keen to understand how the solution was developed to work for particular audiences and across different objectives. |
| Click or tap here to enter text. |
| **Section Four: The Results**  In no more than **200 words**, please provide details of the results achieved. The jury will expect to see that these results relate to your objectives and will be interested to hear how you plan to take this strategy forward. |
| Click or tap here to enter text. |

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SUPPORTING EVIDENCE

When submitting your entry, you will have the opportunity to provide up to three supporting pieces of material. These should not be a lengthier description of your entry, but rather images, or videos, or links to websites, or pdfs of documents used to communicate your strategy etc. which the judges can peruse.

Please indicate what evidence you are submitting:

|  |  |
| --- | --- |
| Evidence | What evidence are you submitting? [Please provide a specific file name or a link if applicable] |
| 1 | Click or tap here to enter text. |
| 2 | Click or tap here to enter text. |
| 3 | Click or tap here to enter text. |

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| *All entries need to be registered* [*HERE*](https://www.eventsforce.net/no4events/9/register) *[and where applicable, fees paid] and you will then receive details of where to send your entry form and all supporting materials*  *Please note, entries must be submitted before 10 September 2020 to be considered. Shortlisted entries will be announced on 1 October 2020 and the winners will be announced at the virtual City Nation Place Global conference in November.* |