### A blue letter on a black background Description automatically generatedA blue and white logo Description automatically generatedExpansion/Conversion of the Year

### Sponsored by KINNOVIS

This award is for any self storage project where an existing store has been expanded or an existing building has been converted into self storage. It is not applicable for new builds or where an existing building was entirely demolished prior to construction.

**Entries can be submitted by either the store or suppliers involved in the project.**

**Mandatory requirements**

* The expansion or conversion must have been completed no earlier than 1 July 2021.
* 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 store name and location at the top of the first page.
* Provide good quality photos of the project.
* 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 judges are looking for a project that has shown innovation, overcome challenges, or produced an outstanding final product. Examples of the information that can support the entry in these areas are shown below.

## Innovation

How is the project different? What unusual techniques or materials were used? Were learnings from other industries applied to this self storage project?

## Challenges

What made this project challenging? Was the site difficult? Were there planning or environmental issues? Was the budget limited? Demonstrate how the project overcame these challenges.

## Final product

Provide details on the final product and how it is fit for purpose. Ideally, use before and after photos. How has the expansion or conversion improved the business? What is its visual appeal? What was the environmental impact of the project? Provide data on the build and the business results after its completion.

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.

**Good Luck!**

**Important**

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

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

1. Cover

Company Logo

Award Name

Store Address

Store Name

Store Image

2. Background on Store

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

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

3. Judges criteria

***Now use each of the headings below to explain how why this store should get the conversion of the year award. has contributed to the areas. Remember that the judges are looking for a project that has shown innovation, overcome challenges, or produced an outstanding final product.***

***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.***

**Innovation**

Add photos or graphs to support text for each area.

* How is the project different?
* What unusual techniques or materials were used?
* Were learnings from other industries applied to this self storage project?

**Challenges**

Add photos or graphs to support text for each area.

* What made this project challenging?
* Was the site difficult?
* Were there planning or environmental issues?
* Was the budget limited?
* Demonstrate how the project overcame these challenges.

**Final product**

* Provide details on the final product and how it is fit for purpose. Ideally, use before and after photos.
* How has the expansion or conversion improved the business?
* What is its visual appeal?
* What was the environmental impact of the project?
* Provide data on the build and the business results after its completion.

**4. Summary**

*Summarise why you have entered the Expansion/Conversion of the Year Award*