



FEDESSA AWARDS 2025

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Square de Meeus 35, 1000 Brussels, Belgium



Table of Contents

• Why should I enter?	3
• Who can enter?	4
• Important dates	4
• Important information	5
• What makes a winning entry?	6
• Judging criteria	7



IMPORTANT

Submission for entries close:

Friday, 15 August 2025

Send entries to

awards@fedessa.org

WHY SHOULD I ENTER?

Not only will the winner get recognition and exposure throughout the industry, but you will also receive:

- A bottle of **Champagne**
- A prestigious **FEDESSA Award Trophy**
- A framed personalised **certificate** for display purposes
- A copy of professionally taken **photographs** from the presentation, ideal for use in your own promotional programme
- **Promotion** in the post-conference issue of **UNLOCKED magazine** and on the **FEDESSA and SSA UK websites** for one year following the Awards
- A **press release** for you to distribute to your local media

Winners are encouraged to use other PR opportunities, too, e.g., local/regional newspaper, magazine contacts, local radio, or even just their own website.



WHO CAN ENTER?

Entry to the Awards is open to current members of all the associations within FEDESSA, including the SSA UK and, where applicable, individual staff members and groups from these facilities and companies.

FEDESSA retains the right to contact finalists for more information on their submission.

IMPORTANT DATES

Entries must be submitted on **Friday, 15 August 2025**. Send entries to **awards@fedessa.org**.

The winners of the FEDESSA Awards will be announced at the Awards Dinner at the FEDESSA Conference & Trade Show in Dublin on **Thursday, 2 October 2025**.

IMPORTANT INFORMATION

A separate submission is required for each Award entered.

Each submission must be in English.

Each submission can be supported with additional photographs or other related materials.

Each submission must include a signed and completed 'Permission to Publish' form.

'Mystery shopping' may comprise part of the judging process.

A condition of acceptance of your entry is your agreement that the conduct of the competition and associated arrangements by FEDESSA shall not give rise to any legal obligations or duties, valid or enforceable in any way.

Coordinators and judges involved in the Awards will treat all information in the strictest of confidence.

A judging panel will evaluate entries and determine the winner for each category.

Entrants agree that FEDESSA's decision on these matters is final and may not be reviewed.



Here are some tips for making your entry stand out with the judges.

Quality not quantity.

Keep it concise, address the criteria and provide information in a clear manner. Don't add generic information that does not address the judging criteria. You are not being assessed by the number of words or pages and the judges are looking at many entries so make it easy for them to find key information.

Address the criteria.

The judging criteria are provided for a reason, this is how the awards are scored. If you do not address the criteria or provide the information required, you are less likely to win. Even if you have not done anything special in one area, comment on what you have done so the judges know you have at least considered the criteria. Getting a few points for a section is better than getting none for skipping it.

Use charts and images.

A picture tells a thousand words, so use them to show what you have done. Use charts or tables for key data, they stand out and make it easy for the judges to see what you have accomplished.

Support your claims.

Don't make bold statements unless you provide the data to back it up. The judges want to see evidence not bold marketing statements like we are the best/biggest/most modern/most sustainable/first/friendliest store in our country.

Tell us what makes you special.

Focus on what makes you stand out. Even if it is not specifically in the criteria if there is something you are doing that is **genuinely** unique or special then mention it. Remember you are competing against the best in Europe, being industry standard will not cut it, you need show you are best in class.

Check links.

Links to video's, documents and the like are great, but make sure they work from outside your organisation. Often people add links to files on their own network that they can access but the judges cannot from external servers. Also do not rely on these links for essential information. If they do have such information explain this in the link. For example - The following link contains our annual report that shows occupancy grew by 10% and revenue by 5% last year.

WHAT MAKES A WINNING ENTRY?



EXPANSION / CONVERSION OF THE YEAR

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This award is for any self storage project where an existing store has been expanded or a building 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 2023.

Entries must be provided in an electronic version; a Word document or PDF are preferred.

A signed Permission to Publish Form must be included with each entry.

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.

INDEPENDENT STORE OF THE YEAR

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MANDATORY REQUIREMENTS

The store must have been open for at least 12 months or have reached mature occupancy levels.

The business cannot own or operate more than 5 self storage stores.

Entries must be provided in an electronic version; a Word document or PDF are preferred.

A signed Permission to Publish Form must be included with each entry.

JUDGING CRITERIA

You should consider the following judging criteria when submitting your entry. The judges are looking for an outstanding store and they will use the following criteria to help them decide between the finalists. If your store has achieved something really special that is outside these criteria, then please include details of that along with how the store meets the criteria below. The judges are looking for a store worthy of the respect of industry colleagues that enhances the professional image and credibility of the industry.

Business Performance

The facts and figures. How does the store perform in terms of key stats? Please include, as a minimum, the following.

- Occupancy levels over the last 2 years.
- Return per square metre (total income from storage divided by the space occupied) over the last 2 years.
- Level of debt over 60 days

Location and Construction

What is the suitability of the location and construction method for the type of store? Any innovation in construction or design?

Appearance

How does the store present overall, inside and out?

Security

Do the security features provide customers with appropriate peace of mind? What proactive security measures do you have, such as monitoring, morning security checks, and door alarms?

Marketing

What marketing is done at a store or local level to increase a business's presence in the community?

Online presence

How does the store stand out online? What is the online experience for the customer like? What is your conversion of online enquiries?

Pricing Strategy

How are prices being used to maximise revenue generation? Are you pricing to maximise revenue or occupancy?

Community and Sustainability

What community involvement or environmental initiatives does the business undertake? How is it contributing to the Environmental and Social improvement of the community?



INNOVATION AWARD

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MANDATORY REQUIREMENTS

Entries must be provided in an electronic version; a Word document or PDF are preferred.

A signed Permission to Publish Form must be included with each entry.

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 services 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.

MANAGER OF THE YEAR

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MANDATORY REQUIREMENTS

The manager must have been employed at the facility for at least 12 months.

The manager cannot have a significant financial interest in the ownership of the property or business.

Entries must be provided in an electronic version; a Word document or PDF are preferred.

A signed Permission to Publish Form must be included with each entry.

JUDGING CRITERIA

When submitting your entry, you should consider the following judging criteria. The judges are looking for an outstanding manager and will use the following criteria to help them decide between the finalists.

Note that the judges need to see what the manager has done to directly contribute to the elements below, not just the success of the business. For example, what have they done to increase sales?

Sales success

Sales are a key element of any good self storage manager. How has your candidate excelled in generating more sales for the business and increasing overall revenue?

Marketing

In what interesting ways does the manager market your business to potential customers?

Personality

What makes them special? How do they get on with other staff and customers?

Complaints Handling

How do they react when things go wrong or deal with tricky customers?

Innovative thinking

What innovations have they introduced, and how have they done things differently?

In addition, the judges may request a mystery shop or organise a personal visit of some or all the finalists to assist them in the judging process or verify the information provided.



MULTI-SITE OPERATOR OF THE YEAR

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MANDATORY REQUIREMENTS

The store must have been open for at least 12 months or have reached mature occupancy levels.

The business must have at least 5 self storage stores.

Entries must be provided in an electronic version; a Word document or PDF are preferred.

A signed Permission to Publish Form must be included with each entry.

JUDGING CRITERIA

You should consider the following judging criteria when submitting your entry. The judges are looking for an outstanding store and they will use the following criteria to help them decide between the finalists. If your store has achieved something really special that is outside these criteria, then please include details of that along with how the store meets the criteria below. The judges are looking for a store worthy of the respect of industry colleagues that enhances the professional image and credibility of the industry.

Business Performance

The facts and figures. How does the store perform in terms of key stats? Please include, as a minimum, the following.

- Occupancy levels over the last 2 years.
- Return per square metre (total income from storage divided by the space occupied) over the last 2 years.
- Level of debt over 60 days

Location and Construction

What is the suitability of the location and construction method for the type of store? Any innovation in construction or design?

Appearance

How does the store present overall, inside and out?

Security

Do the security features provide customers with appropriate peace of mind? What proactive security measures do you have, such as monitoring, morning security checks, and door alarms?

Marketing

What marketing is done at a store or local level to increase a business's presence in the community?

Online presence

How does the store stand out online? What is the online experience for the customer like? What is your conversion of online enquiries?

Pricing Strategy

How are prices being used to maximise revenue generation? Are you pricing to maximise revenue or occupancy?

Community and Sustainability

What community involvement or environmental initiatives does the business undertake? How is it contributing to the Environmental and Social improvement of the community?

In addition, the judges may request a mystery shop or organise a personal visit of some or all the finalists to assist in the judging process or verify the information provided.



SUSTAINABILITY AWARD

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MANDATORY REQUIREMENTS

Entries must be provided in an electronic version; a Word document or PDF are preferred.

A signed Permission to Publish Form must be included with each entry.

JUDGING CRITERIA

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

The Sustainability Award is not restricted to a specific service, facility or product.

Entries can be from both suppliers and operators. Entries can be in either or both of the following categories.

Environmental sustainability

Reducing the business's impact on the natural environment. This could be done by reducing carbon, energy use, waste, water use, or other ways to improve the natural environment.

Social impact

Identifying and managing business impacts, both positive and negative, on people. This could include employees, customers, or the general community. How does the entry provide a positive impact on the social community?

Entries should cover the following elements:

- The unique qualities of the entry
- Its application to the broader industry
- Positive impact on the business
- Facts on how the initiative has impacted the environment or social community.

Provide an overview of your sustainability initiative, 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.



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BEST EXTERNAL STORAGE SITE

MANDATORY REQUIREMENTS

The site must have at least 90% of its self storage space in the form of drop down self storage units such as shipping containers or collapsible self storage containers. Wooden containers do not apply.

The site must have been open for at least 12 months or have reached mature occupancy levels (generally 70% or more). If the store has not reached mature occupancy we suggest waiting and entering once it has.

Entries must be provided in an electronic version; a Word document or PDF are preferred.

A signed Permission to Publish Form must be included with each entry.

JUDGING CRITERIA

You should consider the following judging criteria when submitting your entry. The judges are looking for an outstanding store and they will use the following criteria to help them decide between the finalists. The store should be worthy of the respect of:

Business Performance

The facts and figures. How does the store perform include the following data ideally showing progression over time.

- Revenue per square foot of occupied space
- Occupancy
- Delinquency/debtors
- Enquiry conversion
- Average length of stay or churn

Location and Construction

How is the store constructed or designed, what makes it special

- Features of the units used
- Layout of site
- Access conditions
- Roadway materials

Appearance

How does the store present overall, inside and out?

Security

Do the security features provide customers with appropriate peace of mind and deter criminal activity?

Marketing

What marketing is done at a store or local level to increase a business's presence in the community?

Online presence

How does the store stand out online? What is the online experience for the customer like? What is your conversion of online enquiries?

Pricing Strategy

How are prices being used to maximise revenue generation?

Community and Environment

What community involvement or environmental initiatives does the business undertake?

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MARKETING CAMPAIGN OF THE YEAR

MANDATORY REQUIREMENTS

The business entering must have been a FEDESSA Association member for at least 12 months.

The marketing initiative must be related to the self storage industry.

Entries must be provided in an electronic version; a Word document or PDF are preferred.

A signed Permission to Publish Form must be included with each entry.

JUDGING CRITERIA

You should consider the following judging criteria when submitting your entry. The judges are looking for a marketing initiative that is different and has produced real outcomes. They will use the following criteria to help them decide between the finalists. If your programme has done something special that is outside this criteria then detail this but also ensure you cover the below criteria.

Creativity

How creative and unique is the marketing programme?

Messaging

How clear was the messaging in the programme?

Outcomes

What did the marketing initiative achieve? Did it meet its goals?

Cost Benefit

How much did it cost to implement and what was the return on investment?

Next Steps

How can the initiative be continued or evolved?