



Examples of Judges' questions

About You:

1) Personal Details:

Your name

Your company name

Your company website address

Your email address

Your phone number

2) Number of categories you wish to enter into the SLAs?

3) Where did you find out about the Awards?

4) Write a short sentence of no more than 25 words explaining what your brand is about.

5) In no more than 60 words, write a brief overview of your brand and products.

About Sustainability:

6) In no more than 200 words, what are your biggest environmental impact(s) and what are you doing about it/them? The judges are particularly interested in learning about your energy consumption, waste disposal, sourcing and use of materials, recycling methods, including what happens to your packaging once the consumer has finished with it, and any other issues that effect climate change.



7) In no more than 200 words, what are your biggest social impact(s) and what are you doing about it/them? The judges are particularly interested in learning about your labour standards, supply chain, equality and diversity in the work place and how you invest in outside communities.

8) How is your brand helping to change your industry for the better?

9) What, if any, 3rd party certifications, 3rd party audits or quality marks do you belong to? For example Fairtrade, Soil Association, Vegan Society or Cruelty Free International. If you don't have 3rd party certifications, please give your reasonings why not and explain how you uphold your ethics and transparency.

10) To allow for complete transparency, the SLAs are interested in learning about how you are funding your brand/where your investment is coming from?

11) Are there any shortcomings or issues you face with your methods of sustainability behind your brand? If so, what steps are you taking to help change this?

12) What are you doing to help your customer live more sustainably? For example where in your marketing or care instructions do you inspire positive living?

About Style:

13) What are your style inspirations?



14) Aesthetically, what makes your brand and products attractive to the consumer?

15) Have you featured in any publications or been adopted by any influencers without sponsorship?

16) Other than in your own boutique/on your own website, do you retail elsewhere?

17) What makes your brand and/or products unique?

18) In no more than 250 words, where do you see your brand in 5 years time?

Supporting visuals

- Please upload six images to support your entry. Max 5mb per file.

- An optional extra: 60/90 second video.

For those wanting to give a more personal story to your entry form and help the judges gain a greater insight into the reasons behind your brand, the SLAs would love to see a 60/90 second video introducing yourself. The video does not need to be professionally shot; a phone video is ideal.