**Independent Store of the Year 2019**

**This category is open to shop front boutiques who showcase a range of sustainable lifestyle brands under one roof.**

*The Sustainable Lifestyle Awards(SLAs)judges want to be inspired and excited; entrants are encouraged to showcase the very best of their brand through examples of their style and sustainability merits, showing commitment, where applicable, to what they are doing on a larger scale to bring about positive change within their community or further afield.*

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.

6)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)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 change, equality and diversity in the work place and how you invest in outside communities.

8)How is your brand helping to create a more positive future?

9)What, if any, 3rd party certifications or quality marks to do 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) Do you have any 3rd party audits or belong to any industry positive change groups?

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

12)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?

13)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?

14)What are your style inspirations?

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

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

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 Case Study**

To support your entry form please upload a case study that offers a compelling insight into you and your brand. If you do not have a case study to upload, please answer the following guide questions about a specific creation that will help the judges gain a greater understanding and feel for your brand:

* Introduction – Set the scene
* Challenge – Identify the key problem
* Solution – Describe an overview of the product or service used
* Benefit – Recap the solution's advantages and why it was the right choice
* Result – Explain the positive outcome arising from the solution and its benefits

Please keep your case study to 2-3 pages/500-900 words long.

**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.