

# 2026 Place Brand Impact Awards Submission Form

Thank you for participating in the Place Brand Impact Awards.

To ensure you receive all relevant information regarding your competition journey, please add [editor@placebrandobserver.com](mailto:editor@placebrandobserver.com) to your contacts list. This helps prevent our communications from being inadvertently missed or filtered into spam.

By submitting this form, you agree to receive updates from The Place Brand Observer and accept our [Terms and Conditions](#).

\* Indicates required question

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1. Email \*

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## Overview of Your Place Brand Impact Story

2. Please enter the official name of the city, region, or country as you wish it to be promoted. For submissions related to a city or region, kindly include the country name as well. \*

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3. Please provide the name(s) of the organization(s) involved in the initiative, including the \* contact details of the person responsible (name and email), if this person is not the same as the one submitting this form.

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4. Submission Authorization \*

*Tick all that apply.*

I confirm that I have the authority to submit this story on behalf of the designated place.

5. Please provide a brief summary of your place brand impact story (max. 250 words): \*

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6. **Impact Story Focus:** Please select the UNSDG(s) that your place brand impact story \* addresses. Please choose one or two primary goals for clarity and specificity.

*Tick all that apply.*

- Goal 8: Decent Work and Economic Growth
- Goal 9: Industry, Innovation, and Infrastructure
- Goal 11: Sustainable Cities and Communities
- Goal 13: Climate Action
- Goal 15: Life on Land
- Other: \_\_\_\_\_

## Evaluation Criteria: Key Aspects of Your Place Brand Impact Story

Our award judges use these aspects for their evaluation.

7. **Context** - Provide a detailed overview of the context or challenges your place faced. \*
- This section should lay the foundation for understanding the necessity and scope of your initiative. (Max. 300 words)

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8. **Originality** - Outline your place branding initiative's uniqueness and innovative strategies. (Max. 400 words) \*

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9. **Impact / Effectiveness** - Describe the success metrics and outcomes, focusing on the initiative's effectiveness in meeting its goals. (Max. 400 words) \*

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10. **Scalability and Advice** - Share key learnings and guidance for similar initiatives, demonstrating the project's scalability and potential for adoption elsewhere. (Max. 300 words) \*

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11. **Strategic Alignment and Sustainability** - Explain the initiative's alignment with long-term place branding strategies and its enduring impact. Detail actions to ensure its sustained relevance and contribution to your overarching place branding goals. (Max. 300 words) \*

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### **Upload Supporting Documents**

12. Please upload a single PDF, presentation, or Word document that includes all relevant text, and links to additional resources important for understanding your story.

**Ensure that at least one of the images is a high-quality photo of your initiative or place** for potential use in case studies and promotions. You can upload up to 5 files. The maximum file size is 10 MB.

Note: Completeness of Documentation is critical, constituting 20% of your evaluation score. This criterion assesses the evidence quality provided, including images, web references, and data highlighting your initiative's impact on the chosen UNSDGs.

If you prefer to submit your file(s) via Google Drive, WeTransfer or another platform due to size or format, please do so using [editor@placebrandobserver.com](mailto:editor@placebrandobserver.com).

Files submitted:

## Thank You!

Thank you for your submission! Here's what happens next:

- **Submission Phase (Sept - Nov 2025)**
- **Evaluation Period (Dec - Jan 2026):** Our [judges](#) will evaluate. Each story will be independently assessed by at least two judges.
- **Announcement of Winners and Finalists (Late Spring 2026):** We'll unveil the winning Place Brand Impact Stories on our Website and LinkedIn page. We will also include them in the 2026 Place Brand Leaders Yearbook (basic mentions free of charge, larger custom-created showcases available).
- **Celebration & Networking:** We will celebrate winners and finalists at an international conference - TBC

Thank you for joining us in celebrating impactful place branding at its best!

For the latest updates and insights, also follow us on [LinkedIn](#).

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