

# Place Brand Impact Story Competition Submission Form

Thank you for participating in the Place Brand Impact Story Competition.

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

Best regards,

The Place Brand Impact Story Competition Team

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

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\* Indicates required question

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 names of the organizations involved in the initiative, including the contact details of the person responsible (name and email), if this person is not the same as the applicant. \*

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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. While multiple selections are permitted, we encourage focusing on 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

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 document that includes all relevant text, and links to additional resources important for understanding your story.

**Ensure that one of the images is a high-quality photo of your project** 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 need to submit your file via WeTransfer or another platform due to size or format, please [contact us](#) for assistance.

Files submitted:

## Thank You!

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

- **Submission Phase (March - 30 June)**
- **Evaluation Period (1 July - 31 August):** Your story is now part of the pool that our [Advisory Board](#) will evaluate. Each story will be independently assessed by at least three judges.
- **Readers' Choice Public Vote (September):** The Public can vote on their favorite stories for the Readers' Choice award. We will promote this via our LinkedIn page and you are welcome to share it with your network.
- **Announcement of Winners (Early October):** We'll unveil the TOP Place Brand Impact Stories on our Website and LinkedIn page. We are currently looking into opportunities for an event to network and celebrate, details will be shared in due course.

Winning stories will be featured in TPBO's [Impact Story Collection](#) online and in the [Place Brand Leaders Yearbook](#). Basic inclusions will be free of charge. More comprehensive showcase options will be available upon request.

Thank you for contributing to the celebration of impactful place branding!

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

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