



## Product or Service Development

New products are continually developed to support our industry and wider society. This award celebrates those innovative products which have become game changers and highlight our progress in this arena. The award recognises the stand-out product, or service, which, through its development and utilisation, has had the most positive impact on workplace and facilities management provision.

The IWFM Impact Awards 2021 recognise work and projects that were completed or operational over the last three years (since 1 January 2018).

### Who should enter?

Any organisation or individual within workplace and facilities management. You could be an in-house manager, a service provider or a supplier of goods or services. All products and services will be considered equally from the simplest and least expensive to the most technically advanced. Eligible product or services can be an object, tool, system or process - but it must be clearly defined and able to be marketed and sold as a stand-alone solution within an overall business offering. Entries will not be accepted from initiatives which are planned, in development or in progress.

### Entrant details

Full name

Job title

Organisation

Entry name (project/product/team name) as you would like the entry to be referred to in the Awards process

### Organisations involved

To help IWFM identify conflicts of interest in the judging process please list all organisations involved in this project or initiative, including agencies, suppliers or partners.

### Entry summary

Please provide a 50-word summary of your entry which (should you be named as a finalist) will be used at the Awards ceremony. Please write the summary in 3<sup>rd</sup> person and do not include any private or sensitive information as this may be available publicly.

## What the judges are looking for

- How was a need and/or market for the product/service identified?
- Analysis of costing (buy/sell/both, as applicable) and development of the business case.
- A clear explanation of the product/service development process, including due diligence, design, testing and launch.
- Description of the impacts of the product/service for stakeholders (e.g., customers, end users, public, employees etc as applicable).

## Entry criteria

- Judges are looking for concise information in each of the sections when assessing the entries.
- Each question will be scored, and incomplete questions will not attract a score.
- This is your opportunity to tell the judges why your team or project should be recognised and celebrated.
- Throughout your entry, please remember to include how your initiative has demonstrated diversity and inclusion, responsible practice and strategic integration.
- Please note, each section has a word limit detailed next to the question.
- Documents, charts or photos can be referenced and included in your supporting evidence document.

## Entry questions

1. **Provide an executive summary of your entry to ensure that the judges or a person with no prior knowledge can quickly understand it.** *A recommended approach is to write this for a person with no prior knowledge of your area of expertise/industry.*  
(400 words maximum)

- 2. Set out how the project or initiative is aligned with the organisational mission, vision and values – highlighting the core priorities and objectives.**  
(400 words maximum)

- 3. Explain the project or initiative lifecycle – from inception through delivery and evaluation.** This could include how scope was defined and objectives were set; use of research and benchmarks and how organisational 'buy in' was achieved.  
(400 words maximum)



**6. What are the next steps for continuous improvement and building upon the impact of your project or initiative?**  
(250 words maximum)

**7. Summarise your key learnings from the implementation of your project or initiative, and how you have shared these beyond your organisation.**  
(250 words maximum)