Green Product Award

Submission Assistance and Evaluation Criteria

![Green Product Award logo]

I. SUBMISSION

The submission is online. If your product is included in the Green Selection, we will contact you regarding the provision of exhibits.

For submission, please proceed as follows:

I. Registration on the Website - https://www.gp-award.com/en/netzwerk

II. Contact details - complete your data.

III. Green Network - Optionally, you can note your wishes / offers

IV. Submission

    a. Selection of the call:

        i. Green Product Award

        ii. Green Concept Award

        iii. Temporary special calls

V. Submission: Enter the information of your submission with the following details:

1. **Type of submission**
   Choose what kind of submission you want to enter:
   - Product (already on market)
   - Service (already on market)
   - Concept (pure concept, case study, prototype, university project...)

2. **Category**
   Select the **category** in which your submission shall compete.
   (Only one selection possible):
   - Architecture
   - Communication
   - Consumer Electronics
   - Consumer Goods
   - Freestyle
   - Furniture
   - Home Accessories
   - Kids
   - Lifestyle
   - Mobility
   - Office

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- ▪ Research
- ▪ Energy

Note: Different categories for Concept- & Special-Calls.

3. **Name/Title**
   Choose a name for your product (don´t write a description, max. 30 characters). Type in the name in your native language and in English.

4. **Abstract**
   What makes your submission sustainable and innovative? Insert a clear and comprehensible description of your submission. Please note that this **abstract** will be used for the audience award as well. You can use up to 500 characters (space characters included). We need one abstract in your native language and one in English.

5. **Detailed Description**
   Now the most important step: The **jury** will evaluate your submission concerning **design**, **innovation** and **sustainability**. You are free to use 7.500 characters (space characters included) to describe your submission. We need one description of your product in your native language and one in English.

   IMPORTANT NOTE:

   a) For **product/services** that are already on the market, please read the detailed jury criteria below.
   b) For **new concepts**, please find a guideline to describe your submission below

6. **Presentation**
   Submitters of concepts must upload a presentation here (PDF, PowerPoint,…).

7. **Web link**
   A Web link to your product/service submission (e.g. video, website), if existent

8. **Pictures**
   Files must be **print ready** (1 to 30 MB, 300dpi, tiff or jpg) and in landscape format (4:3)

   a. **Press picture**
      For the **press picture** please upload an appealing image. It is the only one that will be used during the audience award.

b. **further pictures**
Upload more pictures for a deeper impression. Upload also pictures of the packaging (products) or platform / usage (services).

9. **Credits**
information (Company/Group, Designer, Website) will be used as credentials for the submission

IP and trading relevant information

10. **Protection**
Please describe the current state of protection of your submission.
Is there already a design right, patent, license…

11. **You are interested in:**
   a. Investors
   b. Licensee
   c. Distributors
   d. Matchmaking (crowd funding, cooperation, collaborations...)

12. **Size Measurement** (Height, Width, Length in cm)
13. **Weight** (in kg).
14. **Retail Price** (from… to… in €)
15. **Wholesale price**
16. **Upload a price list** (optional)

Before sending your submission, please check if it is complete. Your submission cannot be revised after you send it! The number of submissions is not limited.

Fees
   - A fee for admission to the Selection accrues per submission.
   - The amount depends on your status:
     • 950, - € normal fee for professionals,
     • 400, - € reduced fee for newcomers.
   - To get VAT exempt (eg from EU-foreign countries) we need your sales tax ID or a declaration that you are exempt from VAT
   - You will receive the invoice by e-mail

For questions and suggestions please contact us via email to presse@gp-award.com or by phone:
+49 30 25 74 28 80. We love to help you and will get back to you shortly.

II. EVALUATION

Each submission of the Selection receives a rating of 3 jurors. The overall rating of all, plus one subject-specific rating each.

Below you will find the criteria that guide the jury's assessment. In terms of transparency, we have listed these criteria below. In particular, the subject-specific criteria serve as orientation for the provision of background information for the jury (jury text long). Of course, the detailed points are not equally applicable to all products, but the idea should be clear.

1. **OVERALL EVALUATION**

1.1 Approach

- Originality
- Quality
- Reproducibility
- Credibility

1.2 Elaboration

- Analysis Complexity
- Depth of Elaboration
- References (e.g. Certificates)

1.3 Impact

- Improvement in environmental impact
- Improvement in user behavior and production conditions
- Distribution potential

2. SUBJECT-SPECIFIC EVALUATION

2.1 Design

Excellent design speaks for itself. An intelligently designed product stands out from the crowd and creates surplus value that both increases its communicability and wakes the interest of those who come into contact with it. Such interest in turn draws attention to the product's sustainability. Whether such sustainability is a feature of the design itself remains at the discretion of individual designers.

Objectives: design, function and use

a. **Aesthetics**

    Possible aspects or characteristics:
- Design evolution or revolution
- Attracting of attention
- Design language
- Value attainment
- Haptic
- Trust building

b. **User & Function**

- Relevance
- Satisfies existing needs (new or better)
- Ergonomics
- Accessibility
- Understanding of usage
- Functionality
- Reparability
- User involvement
- Customizability
- Compatibility with other products
- Several usage scenarios are supported

c. **Packaging**

- Reduction/elimination
- Eco-friendly materials
- Will be, or is already part of the product
- Possibility to reuse or alternative usage

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d.   Communication

- Creates visibility for sustainability
- Information (labeling) of the materials and components used
- Note on certifications
- Clarification & info on properties and effects
- Activation of communication

2.2 Innovation

Can we think the impossible? We think so: new ideas and products are only possible when we question established ways of doing things. Whether it's a specialized technological solution to problems inherent in manufacturing processes or new consumer habits, concepts, functions, or services, innovation can take many forms. The single constant is attention to the concrete needs of users. We believe that consumers will only use product, if they are convinced.

Objective: Degree of innovation.

Key question: Does the product/service offer an improvement or innovation through the use of particular processes, is it a social or business innovation, and to what extent it is a technical innovation?

a. Significance of innovation

- Does the submission solve a problem?
  - for customers
  - for companies
  - for environment
  - in general (based on sustainable development goals)

b. Degree of innovation

- Is your submission…?
  - A basic innovation

        o   An enhancement

        o   An adjustment

        o   Imitation

        o   Pseudo-innovation

- Is the submission protectable (in sense of intellectual property)?

c. Innovation Scope

- New in this world

- New in this branch

2.3 Sustainability

Note: We only listed the core elements here.
We believe the fulfillment of several aspects that are also relevant for sustainable products & services have already been intensively developed in the design & innovation sections, this is why we have decided to merely touch on this topic.

Objective: to assess the approach and implementation of sustainability.

Key questions: is the product/service sustainable and how far or detailed has it been implemented?

a. Material

- Use of sustainable raw materials
- Substitution by more environmentally-friendly materials
- Locally produced and processed
- Environmental compatibility
- Efforts for unmixed-material usage
- Safeness
- Weight reduction
- Recyclable with lower inherent energy

b. Life Cycle

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- Concept/Pre-production
    - Selection of product origin (recycling, refurbishing, etc.)
    - Focus on change or optimization
- Production
    - Use of materials
    - Use of resource-saving production processes
    - DIY
    - Energy efficiency
    - Footprint: CO_2 reduction, climate-neutral production, water and energy consumption
    - pollution & waste prevention/reduction
- Distribution & Sales
    - The nature and methods of supply,
    - Importance of regionality
    - Packaging
- Use
    - Options for repair/updating
    - Effect, e.g. reduction in consumption (CO_2, water, energy, etc.)
- Reuse/End-Of-Life
    - Recyclability,
    - reuse concept,
    - closed circuits

c.   **People**

- Compliance with ILO core labor standards (fair working conditions and pricing)
- No hazardous processing and coating processes
- Sociality and self-organization