



# Green Concept Award

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## I. Registration & Profile

The submission is online. For submission please continue like suggested:

- i. Registration on the website - <https://www.gp-award.com/en/auth/register>
- ii. Contact details  
Complete your data. You can decide here:
  - a. the contact details of the person who is our contact person for the submission(s) in the further course of the project
  - b. the billing address (this are NOT the credits for publication. These are asked during the submission)
  - c. **Save your profile data, then the link for submission will appear!**

## II. Submission

We suggest having all information completely about the submission BEFORE you start submitting. So it will be more easy to fill out the document.

The required information:

### 1. Type of submission

- Concept (for Products or services, pure concept, case study, prototype, college project, etc.)

### 2. Name/Title

Choose a name for your product (don't write a description, max. 30 characters- blank spaces included). Type in the name in your native language and in English.

### 3. Abstract

Please write an easy understandable, clear description of your submission here. You can use a **maximum of 600 signs** (blank spaces included), both in your native language and in English. Please note that this abstract is also used for exhibitions, online gallery and the audience award.

Following questions should be answered: What kind of product is it? For whom is it suitable? What makes your submission sustainable and innovative?

### 4. Detailed Description

Now the most important step: The jury will evaluate the submission according to the



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criteria design, innovation and sustainability. Here you can use up to 7,500 signs (including blank spaces) to describe your submission, both in your native language and in English. You will find the jury criteria to which you can refer in the description below in this document.

### 5. Pictures

You can visualize your submission with a total of 11 photos.

REQUIREMENTS the photos need to have:

- Format: JPG
- 300 dpi (printable quality)
- Size per picture
- Measures: horizontal format (2880 x 1800 pixel)
- Label the picture with the name of the submission and ongoing numbers, for example SUBMISSION NAME\_1.jpg

#### a. Press picture

Please upload an appealing photo for the press that clearly identifies your product / service. (NO THEME PICTURES please!)

#### b. Further pictures

Expand the presentation with additional photos for a better understanding, e.g. product details, pictures of the packaging (for products) or screenshots / documents (for services). Finally, upload a picture of the designer.

### 6. Presentation

Upload your presentation with the detailed description of your concept (PDF, PowerPoint) here. If you plan to found or expand with the concept, the presentation should contain answers to the following questions:

a. Which problem solves the concept? A short summary is enough.

b. Main target groups

- For whom is the concept mainly interesting?
- How do you imagine representatives of the target group?
- How big is the target audience?

c. The solution / concept

- What is the promise?
- How are the values set for people, nature and business?



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- Which features and functions are given?
- What is the status of the preparation?

### d. competition

- Are there comparable solutions?
- If yes, which?
- What is better about your own solution?

### e. Team & Partners

- Who do you work with / who are you still looking for?
- Which role do you play in the future?
- Are there already ideas for possible strategic partners?

### f. strategy

- What are the next steps?
- Is there an own contribution or support requirement?
- When is the green concept supposed to be on the market and which?

## 7. Credits

Information (Company/Group, Designer, Website) will be used as credentials for the submission.

### a. Company/Group name

### b. Company/Group portrait

Add a company/group portrait. You can use up to **600 signs** (space signs included). One portrait needs to be in your native language and one in English.

### c. Designer

### d. Web link

Link that may be used in the Award Gallery. Please enter http: //

### e. Video link

Link to get to the pitch video

## 8. Social media tags

Please add social media tags of your product / service / project / etc. if this is available.

**Before sending your submission, please check if it is completely. Your submission cannot be revised after you send it! The number of submissions is not limited.** If your product is included in the Green Selection, we will contact you regarding the provision of exhibits.



### III. Schedule & Fees

- The fees are used to ensure that the award is on a high-quality level.
- There is a distinction between submission fees and selection fees.
- Submission fees are for all participants who handed in a submission.  
Submission fees arise for all participants with handing in a submission.
- No Selection fees for students to make it easier entering the competition.
- The fees increase depending on the competition phases (see schedule).
- The amount depends on the time of receipt of the submission.
- To get VAT exempt (e.g. from non-European countries) we need your sales tax ID or a declaration that you are exempt from VAT.
- You will receive the invoice via e-mail.

Phase	Companies	Start-ups	Students
<hr/>			
<b>Early Bird</b>			
<b>1.6.-1.9.2019</b>			
Submission:	100 €	50 €	0 €
Selection Pack*:	900 €	400 €	0 €
<hr/>			
<b>Cool Bird</b>			
<b>2.9.-15.11.2019</b>			
Submission:	200 €	100 €	50 €
Selection Pack*:	1000 €	400 €	0 €
<hr/>			
<b>Late Bird</b>			
<b>16.11.2019-10.01.2020</b>			
Submission:	300 €	150 €	0 €
Selection Pack*:	1200 €	450 €	0 €

\*Information about the content of the Selection Pack & possible upgrades

[https://www.gp-award.com/GPA20-portrait+upgrades\\_en.pdf](https://www.gp-award.com/GPA20-portrait+upgrades_en.pdf)

Do not hesitate to contact us if you have any questions!

Mail: [service@gp-award.com](mailto:service@gp-award.com)

Telephone: +49 30 25 74 28 80



### IV. Evaluation criteria

Each submission of the selection receives an evaluation. The criteria that guide the jury's assessment you can find here. In terms of transparency, we have listed these criteria. 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 understandable.

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

#### 2. Subject- specific evaluation

##### 2.1 Design

Excellent design highlights itself. An intelligently designed product differs from common ones. Innovation creates an interest to get to know inspiring product and that the observer wants to be in contact with it. Such interest in turn creates attention to the product's sustainability.



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### Objectives: Evaluation of design, function and use

Key questions:

- Could it stand out on the market due to its independence?
- Is the product unique in itself?
- Does the product create an understandable feeling of sustainability and keep the observer's attention?

#### a. Aesthetics

Possible aspects or characteristics:

- Design evolution or revolution
- Attracting of attention
- Design language
- Value attainment
- Haptic

#### b. User & Function

- Relevance
  - fulfill existing needs (new or better)
- Ergonomics
  - support while use
- Accessibility
  - easy understanding of the usage
- Functionality
  - advantage, enhancement
- User involvement
  - customizability
  - DIY
- Options of usage
  - combinability with other products
  - different scenarios are supported

#### c. Packaging

- Reduction/elimination/exclusion
- 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 about characteristics and effects
  - Proposition & activation of communication

## 2.2 Innovation

Can we imagine 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 specific needs of users. We believe that consumers will only use products, if they are convinced by them.

### Objective: Evaluation of innovation

Key question: Does the product/service offer an improvement or innovation while using specific processes? Is it a social or business innovation or a technical innovation?

#### a. Significance of innovation

- Does the submission solve a problem?
  - for customers
  - for companies
  - for environment
  - in general (Is there an association with sustainable development goals?)

#### b. Degree of innovation

- Do you think your submission is patentable (in terms of IP/patent)?

#### c. Range of applicability

- New for the world
- New for the branch





### 2.3 Sustainability

Note: We have only listed the core elements here. You can find several aspects in the division of design and innovation that we believe are relevant for sustainable products/ services as well. We have refrained from repeating these here.

#### **Objective: Evaluation of the attempt and implementation of sustainability**

Key questions:

- Is the product/ service sustainable?
- How does the design/ implementation look like?

#### **a. Material**

- Use of sustainable raw materials
- Substitution by more environmentally- friendly materials
- Locally produced and processed
- Environmental compatibility
- Efforts for unmixed-material usage
- No composite materials
- Safety
- Weight reduction
- Recyclable with lower inherent energy

#### **b. Life cycle of the product**

- 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: CO2 reduction, climate-neutral production, water and energy consumption



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- pollution & waste prevention/reduction
- Distribution
  - How is the product/ service provided?
  - Ways of provision
  - Importance of regionality
  - Packaging
- Use
  - Options for reparation/updating
  - Effect, e.g. reduction in consumption (CO2, water, energy, etc.)
- Reuse/End-Of-Life
  - Recyclability, reuse concept, closed life- cycle, etc.

### c. **People**

- Fair working conditions and pricing
- No hazardous processing and coating processes
- Sociality and self-organization