



# Green Concept Award

## Submission Assistant & Criteria

I.	Registration & Profile	2
II.	Submission	2
III.	Evaluation criteria	5
1.	Overall evaluation	5
1.1	Approach	5
1.2	Elaboration	5
1.3	Impact	6
2.	Subject- specific evaluation	6
2.1	Design	6
a.	Aesthetics	6
b.	User & Function	6
d.	Communication	7
2.2	Innovation	7
a.	Significance of innovation	7
b.	Degree of innovation	8
c.	Range of applicability	8
2.3	Sustainability	8
a.	Material	8
b.	Life cycle of the product	8
c.	People	9
IV.	Schedule & Fees	9



# Green Concept Award

## I. Registration & Profile

The submission is online. For your 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, NOT the credits for publication. They can be added during the submission itself
  - c. the status of participation (established company / start-up / student) that is relevant for the fees
  - d. **Save your profile data, then the link for submission will appear.**

## II. Submission

**BEFORE** uploading your entry to the award system, you **MUST** prepare the required **texts in a document** and the **pictures with the correct dimensions and names**.

In this way, you protect yourself against loss of data due to internet interruptions or being automatically logged off after 2,5 hour for security reasons. Believe us: this saves time and nerves ;-)

The required information:

### 1. Type of submission

- Concept (product, prototype, service idea, case study, college project, graduation thesis, etc.)

### 2. Categories of the Green Concept Award

*Select the **category** in which your submission shall compete. (Only one selection possible):*

- Architecture & Tiny Houses
- Building Components
- Circular Materials
- Consumer Goods
- Fashion
- Handicraft
- Interior & Lifestyle



## Green Concept Award

- Kids
- Mobility
- Sport
- Workspace

### 3. Name/Title

Enter the name of your concept - no descriptions, no claim and no company name.  
(max. 30 characters - spaces included)

### 4. Teaser

Make interested parties curious and briefly state what your submission stands for. For example, use “The sustainable office system”, “The chair that grows with your child. The teaser is displayed on the website. (max. 50 characters - spaces included)

### 5. Abstract

Please write an easy understandable, clear description of your submission. Please note that this short description is also used for the exhibition, online gallery and the Audience Award. The English and mother tongue description may contain a **maximum of 600 characters** including spaces.

The following questions should be answered:

What kind of concept is it?

What is it made of?

For whom is it suitable?

What makes your submission sustainable and innovative?

### 6. Detailed Description

Now the most important step: The jury evaluates the submission according to the criteria of design, innovation and sustainability. Be sure to enter information for each of the 3 criteria, keywords are crucial! The jury's criteria to which you can refer can be found later in this document. Use a total of 2500 characters for each criterion (including spaces) to describe your submission in English and in your mother tongue.

### 7. Pictures

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

The following **REQUIREMENTS must be met:**

- Dimensions: **landscape format** (2160 X 1350 pixels)
- Format: JPG
- Resolution: 300 dpi (printable quality)
- Color scheme: CMYK
- File size: max. 30 MB / image



## Green Concept Award

### a. Main picture

The photo that clearly represents your concept.  
Name it as follows: O\_submission\_name.jpg

### b. Further pictures

You can upload a maximum of 10 additional images. Label each image with a consecutive number and the name of the submission.  
Provide 3 mandatory visuals: product detail, picture with size reference and packaging. As the last picture, please upload a designer portrait or team image.

## 8. Presentation

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

a. What problem does your the concept solve? A short summary is enough.

b. Main target groups

- For whom is the concept mainly interesting?
- How do you imagine its 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?
- Which features and functions are given?
- What is the status of the concept?

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?



## Green Concept Award

### 9. Credits

The information given here (company, designer(s), website) is used for 1: 1 further communication.

a. **Company/University name**

b. **Company/Group portrait**

Add a company/group/designer portrait. You can use up to **600 characters** (space signs included).

c. **Designer(s)**

d. **Web link**

Entry of the website URL (including http: //)

### 10. Social media tags

If available, insert the social media tags of your product / company here.

**Before sending your submission, please check it completely. Your submission cannot be revised after you send it! The number of submissions is not limited.** If your concept is included in the Pre-Selection, we will contact you.

If you are selected as a Nominee, you are required to **hand in a physical proof of your concept** to our Berlin office for the duration of the award cycle for assessment and potential exhibition invites.

## III. 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.** 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

- Complexity of the research



# Green Concept Award

- In-depth elaboration
- References (e.g. Certificates)

## 1.3 Impact

- Improvement of environmental impact
- Improvement of user behavior and/or 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.

#### **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



## Green Concept Award

- 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

### 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



## Green Concept Award

- 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





## Green Concept Award

- Production
  - Use of materials
  - Use of resource-saving production processes
  - DIY
  - Energy efficiency
  - Footprint: CO2 reduction, climate-neutral production, water and energy consumption
  - 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

## IV. Schedule & Fees

- You can submit until November 30, 2020. Early participation has several advantages.
- Participation in the Green Concept Award is subject to a fee. The fees are used to ensure that the award is implemented at a high quality level. A distinction is made between submission fees and Pre-Selection fees.
- The amount of the fees depends on your status (company, start-up, student), your origin (country zones) and the time of receipt (early, regular or late bird) of the submission.
- There is no submission and Pre-Selection fees for students to make it easier entering the competition.
- You will receive the invoice by email after you have submitted your concept. The review and processing of the submission begins only after the receipt of the payment. By participating you agree to the payment of the Pre-Selection fee, provided that your submission gets selected.



## Green Concept Award

You can find an overview of the current schedule and fees as well as possible upgrades here:

[https://www.gp-award.com/downloads/2021\\_Fees\\_en.pdf](https://www.gp-award.com/downloads/2021_Fees_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