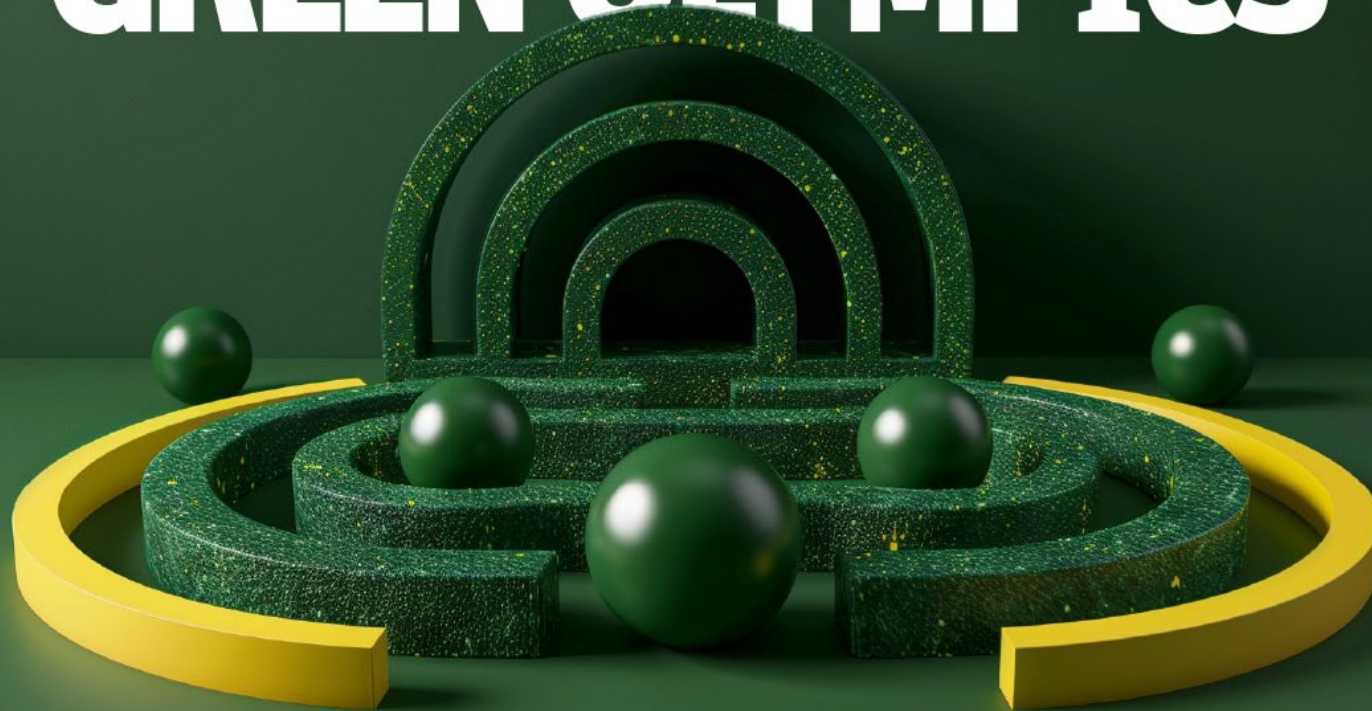




Green Product Award

# GREEN OLYMPICS



This year, companies and start-ups worldwide are invited to submit their sustainable products and services under the motto 'Green Olympics'. The Green Olympics stand for comparison, top performance and support in the development of circular products & services.

New: For the first time, submissions will be initially scrutinised with regard to the regulations of the Green New Deal. Accompanying training camps, qualification rounds & networking events lead to the final in Berlin.

# Three approaches, one goal: A greener future.



## Green Product Award

Since 2013 the international Green Product Award is rewarding existing products and services, good in design, innovation and sustainability. The aim of the award is to share good examples for the public and to provide feedback and networking opportunities for the participants.



## Green Concept Award

The Green Concept Award held in cooperation with IKEA Stiftung for many years strictly focuses on concepts, materials and prototypes, not on the market yet. The yearly finalists represent the upcoming trends of sustainable innovations. Last year we received submissions from the global TOP 20 design universities.



## GREEN FUTURE CLUB

It offers members a platform for an active and practice-oriented exchange on all aspects of green innovations in the form of Meet the Makers events, an annual summit. The Green Future Club organizes the Green Product & Concept Award as well as innovation journeys on selected topics.

# International Movement

The German-based Green Product Award has now received entries from a total of 85 countries. Last year alone entries from 60 countries were submitted.



# Renowned Winners



# Award Categories

Within each category, the international jury honours the best product of:

- an established brand,
- a start-up

Also, the best concept will be awarded.

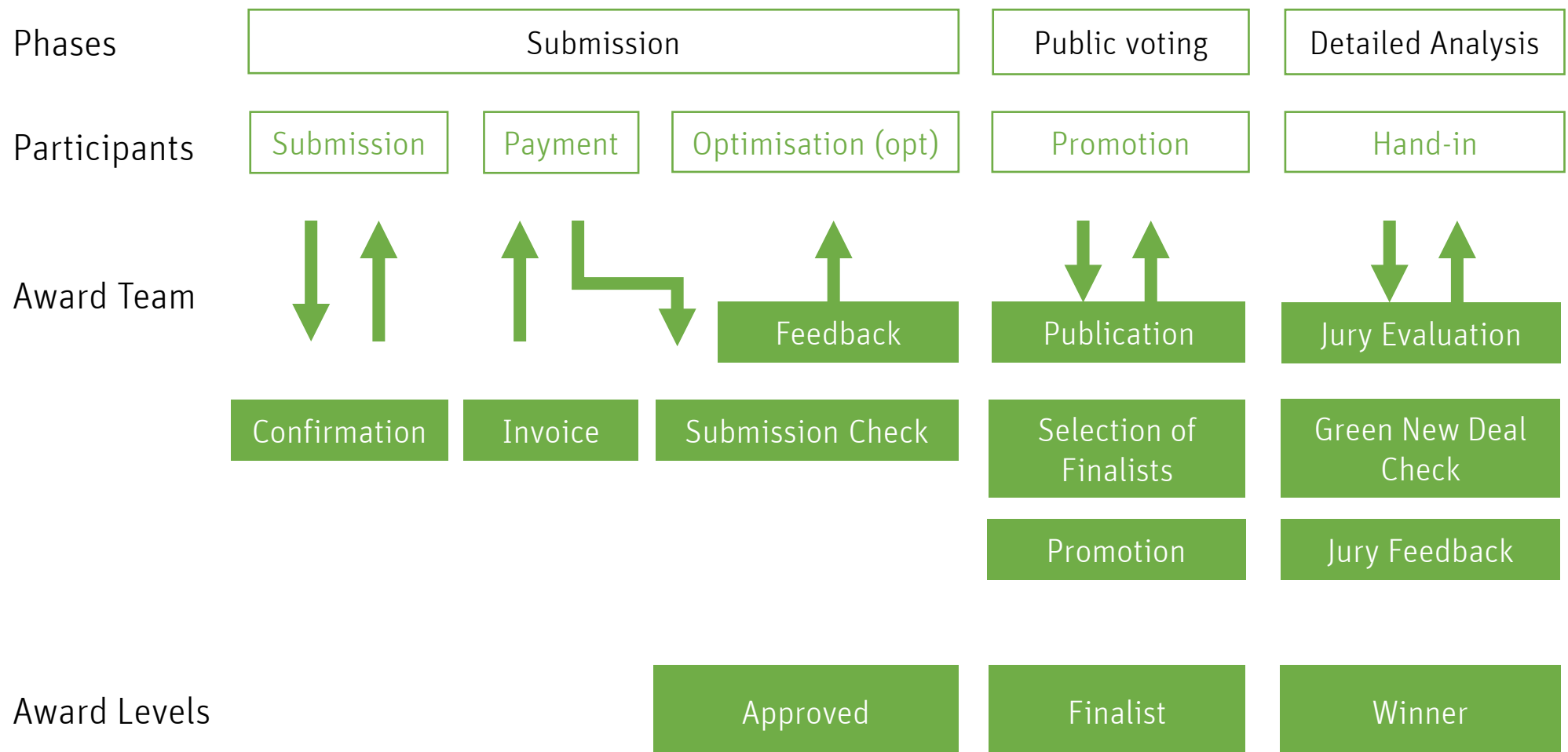
In the public vote, the most popular product and the most popular concept are also determined.

**Architecture**  
**Building Components**  
**Fashion**  
**Freestyle**  
**Interior & Lifestyle**  
**Kids**  
**Consumer Goods**  
**Kitchen**  
**Mobility**  
**New Materials**  
**Packaging**  
**Personal Care**  
**Sport**  
**Workplace**  
**Audience Award**

# Award Process

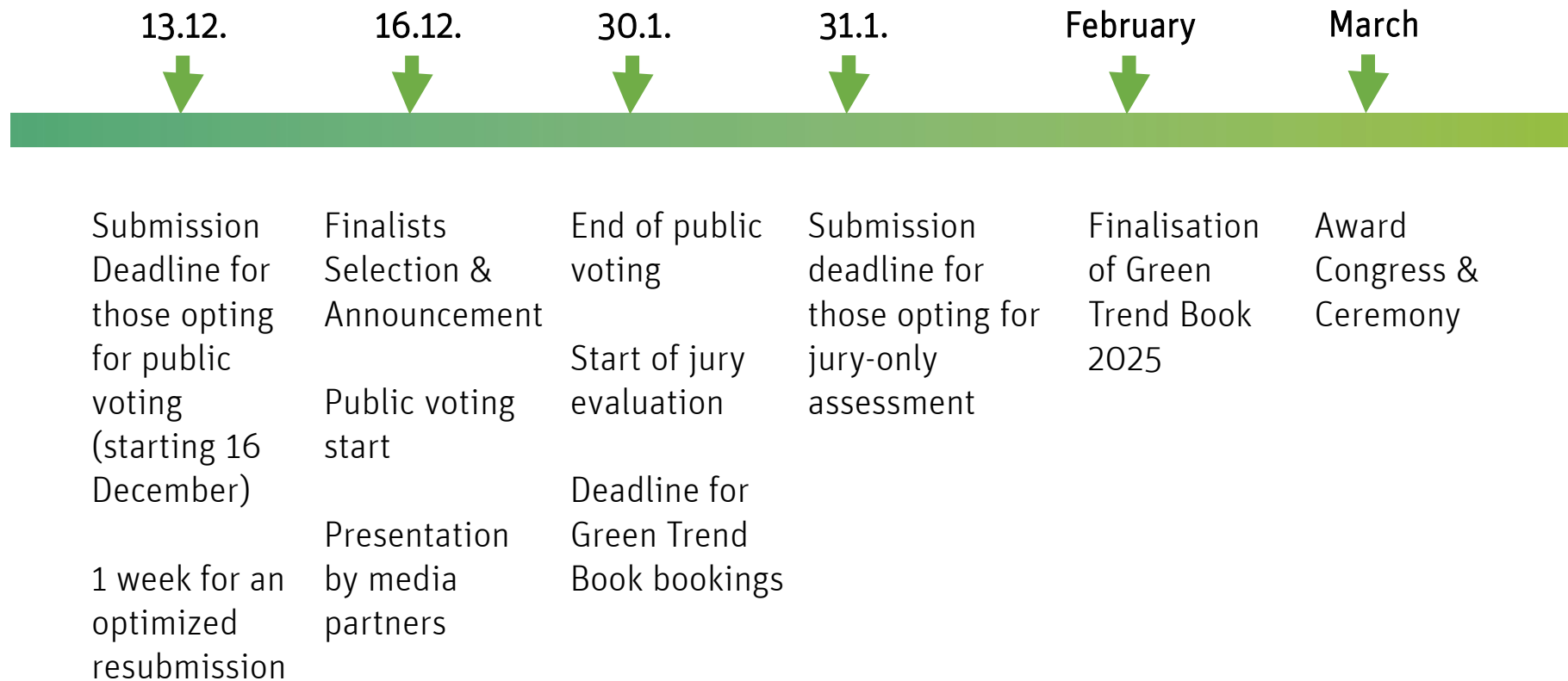
Three levels can be achieved in the Green Product Awards: (1st Approved Project, 2nd Finalist, 3rd Winner) for which there is a seal.

IMPORTANT: All projects receive interim feedback, which can be used to optimise a new submission.



# Award Timeline

This overview lists the key dates of the awards.





# Award Benefits

Participants receive additional benefits with each award level.

Type	Approved	Finalist	Winner
Submission Check & Interim Feedback	✓	✓	✓
Award Seal (unlimited usage rights)	✓	✓	✓
Green New Deal Check (EPR, Green Claims Directive) *	✓	✓	✓
Award ceremony invitation	✓	✓	✓
Project & company portrait on the Award portal		✓	✓
Publication with selected media partners		✓	✓
Participation in public voting		✓	✓
Point based jury feedback		✓	✓
Digital certificate		✓	✓
Press release template		✓	✓
Award trophy			✓
Club membership (1 year)			✓
Award ceremony stage time			✓
Presentation on Award social media channels			✓

\* Applies to products & services only - Not for concept submissions



# International Jury

Editors-in-chief, professors, heads of institutes and pioneers of sustainable projects form the expert jury of the Green Product Awards.



Katarzyna Dulko-  
Gaszyna  
IKEA Deutschland



Katja Keienburg  
Fachmagazin  
baby&junior



Raz Godelnik  
Parsons School of  
Design—The New  
School



Prof. Claus-Christian  
Eckhardt  
Lund University,  
Sweden

[TO ALL JURY MEMBERS](#)

# Media & Visibility

 avocadostore

baby&junior

flair

CRADLE

HAUS  
VON EDEN

SOUS

**green** LIFESTYLE  
DAS MAGAZIN FÜR EINEN NACHHALTIGEN LEBENSSTIL

LUXIDERS

 CREATIVE CITY  
BERLIN

H.O.M.E.

 isola

LENS

 IFIA  
INTERNATIONAL FEDERATION  
OF INVENTORS' ASSOCIATIONS

**md**  
INTERIOR | DESIGN | ARCHITECTURE

 LIFEVRDE.DE  
nachhaltig konsumieren

möbelkultur

 Cumulus  
Association

 IKEA Stiftung

TASARIM

 Tectónica

 IGEDO  
EXHIBITIONS

**NEONYT**  
DÜSSELDORF

licensed by  
Messe Frankfurt Exhibition GmbH  
organised by Igedo Exhibitions

**interzum**  


 SUSTAINABLE  
**Materials**  
CONFERENCE & EXPO

Approximately 7 million people a year see the nominated products and concepts of the awards on the award website, newsletter, social media channels and the annual Green Trend Book.

For the finalists, the journey begins with a 12-month publication on the multilingual award website with almost 1 million page views per year. At the same time, the public vote starts with 60,000 votes per year. Forwarding the project portraits and press kits to media partners as well as general PR work ensures further visibility in Germany.

In addition, participants are supported in communicating their achievements effectively by creating press kits, providing seals and personalised templates for press releases, quotes for winners, etc.

# Green Trend Book

Every year, the book presents the sustainable trends with about 200 examples and expert insights.

250,000 readers of our media partners receive free access to the digital publication.

[TO THE ONLINE VERSION  
OF THE LAST GREEN  
TREND BOOK](#)





# Green Future Club

Club Membership offers a space for learning and exchanging ideas about sustainable products, services and materials - with a particular focus on the EU's Green New Deal legislation.

**Training, events, exhibitions** and prototype implementations are organised for this purpose. **Summits** offer an extended exchange with award participants and guests.

Membership depends on the size of the company and is possible by application or invitation.

[EXPLORE MORE](#)







# Green Concept Award

The Green Concept Award is aimed at young designers, start-ups and established companies with concepts for sustainable products or services.

Entry is free for students and graduates within one year thanks to the IKEA Stiftung.

For selected participants, integration into exhibitions, lectures and mentoring is planned.

[EXPLORE MORE](#)

Supported by the

 **IKEA Stiftung**

# Award Fees

Type	Supported Submission (until 16.07.24)	Guided Submission (until 16.09.24)	Experienced Submission (until 16.11.24)	Finalist Package
Established (Turnover +1 mil €)	350 €	450 €	450 €	1550 €
Start-up (Turnover <1 mil €)	350 €	450 €	450 €	Free
Student/ Graduate (1 year ago)	Free	Free	Free	Free
Club Member	-50%	-50%	-50%	100%

All fees are per submission and do not include VAT. By submitting, participants agree to pay the submission fee and, if nominated, the fees for the finalist package. There are NO additional fees for winners.

# Extensions

Green Trend Book 2025			
Level	1/2 page	Full page	Double Page
Established	600 €	900 €	1600 €
Start-up	300 €	500 €	700 €
Student/ Graduate	90 €	150 €	250 €
Club Member	Free	-10%	-10%
Social Media Buzz Fees (First come first served)			
Established		800 €	
Start-up		400 €	
Student/ Graduate		200 €	
Additional Services			
Submission Pre-check		300 €	
Submission Correction Fee		150 €	
Workshop		From 600€	

All fees are exclusive of VAT.





# Contact Us

[gp-award.com](https://gp-award.com)



[greenproductaward](https://www.instagram.com/greenproductaward)



[gpaward](https://www.facebook.com/gpaward)



[GP\\_Award](https://twitter.com/GP_Award)



[gpaward](https://www.pinterest.com/gpaward)



[Green Product Award](https://www.linkedin.com/company/green-product-award)



**Nils Bader**

Director

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

+49 30 25742-881

Berlin, Germany



**Nikolett Madai**

Project Manager

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

+49 30 25742-880