ABOUT THE AWARDS
Overview

Green Product Award
Since 2013, the Green Product Award has distinguished sustainable, innovative products and services that are already on the market and offers participants a platform for networking. It is aimed at start-ups and established companies who are proud to show their achievements to a broad public. That's about 4 million contacts online and over 100,000 at trade fairs.

Green Concept Award
On the other side, the Green Concept Award strictly focuses on concepts, materials and prototypes, created by design students, researchers and start-ups. It represents the upcoming trends and offers an innovative selection of sustainable innovations to inspire your business. Last year we received submissions from the global TOP 20 design universities.

“It’s all about collaboration, if we want to achieve the change towards a sustainable future”

Nils Bader, Initiator
CATEGORIES

A vibrant mix

Tiny Houses & Micro Homes
Building Components
Circular materials
Handicraft
Interior and Lifestyle
Workspace
Mobility
Sports
Fashion
Kids
Consumer goods
CATEGORIES

A vibrant mix

Tiny Houses & Micro Homes
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Circular materials
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Interior and Lifestyle
Workspace
Mobility
Sports
Fashion
Kids
Consumer goods
The members of the international jury of experts evaluates and determines the winners under the aspects of design, sustainability & innovation.

>> See all jury members
3-STAGE AWARD PROCESS

1. Pre-Selection
   - Green Product Award
     - Pre-Selection 2021

2. Nominee
   - Green Product Award
     - Nominee 2021
   - Green Concept Award
     - Pre-Selection 2021
   - Green Concept Award
     - Nominee 2021

3. Winner
   - Green Product Award
     - Winner 2020
   - Green Product Audience Award
     - Winner 2020
   - Green Concept Award
     - Winner 2020
   - Green Product Audience Award
     - Winner 2020

The seals
On our website and social media channels we showcase the yearly selection of international green concepts and products of the Awards.

Next to that interviews & spotlights create a vibrant mix of innovation.

**Submissions reaching the pre-selection, nominees and winners will be showcased on the website.**

Our media-, fair- and investment partners will get access to further information to support your sustainable path.
Nominees and winners take also part in the Audience Awards, which is running in parallel with the jury work. Here the public will vote for the best product and the best concept.

With our advertisement and the support of our media partners in 2020 16,000 votes were given and a buzz of more than 700.000 visits was created.
Become part in our yearly green trend book

We release a book with the most innovative trends in sustainability each year. It contains a handmade selection of sustainable materials, concepts & products showcasing Nominees & Winners with a half page each.

A limited edition of books is printed for participants, jurors and journalists.

A shortened version is published as an e-book.
AWARD EXHIBITION SYSTEM
Showcasing sustainable innovations in style

The sustainable exhibition system

We created a modular, lightweight exhibition system we use for our Award showcases from 20 - 500 sqm.

It contains exhibit carriers, walls, light-systems, a meeting area, exploration racks and an area for talks & workshops.

This could be the setting to showcase your submission.
EXHIBITION SYSTEM
The awards showcase system
The IHM in Munich is an international fair with a market place and program for visitors. We will showcase submissions from the Awards 21 on 330m² organize talks & matchmaking from March 10th to 15th, daily from 10am to 6pm.

Visitors: 120,000

We currently expand our network for more exhibitions. Register to get our updates.
LEAGUE OF SUSTAINABLE INNOVATORS
Take advantage of our expert network

Experts

During the last 8 years running our Awards, we created a pool of experts dedicated to sustainability & innovation.

Our pool of experts contains young designers, industry experts and representatives from research institutes & associations.

We organise talks, workshops and projects with them.
OUTREACH

Get visibility

OVERALL
5,000,000 CONTACTS
+ EXT. MEDIA

WEBSITE
96,000 UNIQUE USERS
318,000 PAGE VIEWS

PINTEREST
445,000 UNIQUE USERS
555,000 PAGE VIEWS

FACEBOOK
1,067,000 UNIQUE USERS
2,993,000 VIEWS

TWITTER
60K IMPRESSIONS

PUBLIC VOTING
700,000 IMPRESSIONS
16,270 VOTES

NEWSLETTER
SUBSCRIBERS
21,000
## BENEFITS
### Overview

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Pre-Selection</th>
<th>Nominees</th>
<th>Winners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submission check</td>
<td>✔️</td>
<td>✔️</td>
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<td>Logo package</td>
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<td>✔️</td>
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<td>Award website integration</td>
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<tr>
<td>Participation in Green Product &amp; Concept Audience Award 2021</td>
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<td>Evaluation &amp; point based feedback by the jury</td>
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<td>✔️</td>
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<td>Basic promotion on our social media platforms</td>
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<td>Green Trend Book – half page</td>
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<td>Exhibition opportunities</td>
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<td>More to be defined soon</td>
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<td>Integration in expert pool for talks, workshops and spin-off projects</td>
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AWARD SCHEDULE
For 2021

Green Product Award & Green Concept Award

1.06. - 31.08.2020   Early Bird submissions
1.09. - 31.10.2020   Regular Bird submissions
1.11. - 30.11.2020   Late Bird submissions
19.12. 2020         Green Nominees Announcement
                     Public voting for the international Green
                     Product & Audience Award 2021
10.3.2021            Award ceremony for the jury & audience winners
10.3. - 14.03.2021   Exhibition at IHM – International Craft fair, Munich
Different zones, adjusted prices, one goal: Sustainable change!

The organization of the award takes an amount of money for the handling of the submissions, communication, design,... We discount the fees, respecting the differences in income in each country to make the participation more accessible. On the next page you find a table of countries, divided in 4 zones with different pricings.

Countries by GDP (PPP) per capita (Int$) in 2019 according to the IMF
## WORLD ZONES

### Find your zone

<table>
<thead>
<tr>
<th>Zone 1</th>
<th>Australia</th>
<th>Austria</th>
<th>Bahrain</th>
<th>Belgium</th>
<th>Brunei</th>
<th>Canada</th>
<th>Cayman Islands</th>
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<tbody>
<tr>
<td></td>
<td>Denmark</td>
<td>Finland</td>
<td>France</td>
<td>Germany</td>
<td>Hong Kong</td>
<td>Iceland</td>
<td>Ireland</td>
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<tr>
<td></td>
<td>Israel</td>
<td>Italy</td>
<td>Japan</td>
<td>Korea, South</td>
<td>Kuwait</td>
<td>Luxembourg</td>
<td>Macau</td>
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<td></td>
<td>Malta</td>
<td>Netherlands</td>
<td>New Zealand</td>
<td>Norway</td>
<td>Oman</td>
<td>Qatar</td>
<td>San Marino</td>
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<td></td>
<td>Saudi Arabia</td>
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<td>Sweden</td>
<td>Switzerland</td>
<td>United Arab Emirates</td>
<td>United Kingdom</td>
<td>United States</td>
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<table>
<thead>
<tr>
<th>Zone 2</th>
<th>Antigua &amp; Barbuda</th>
<th>Aruba</th>
<th>Bahamas, The</th>
<th>China</th>
<th>Croatia</th>
<th>Cyprus</th>
<th>Czech Republic</th>
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<tr>
<td></td>
<td>Estonia</td>
<td>Faroe Islands</td>
<td>Greece</td>
<td>Grenada</td>
<td>India</td>
<td>Kazakhstan</td>
<td>Latvia</td>
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<td>Poland</td>
<td>Portugal</td>
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<td>Slovenia</td>
<td>Spain</td>
<td>Taiwan</td>
<td>Trinidad &amp; Tobago</td>
<td>Turkey</td>
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<table>
<thead>
<tr>
<th>Zone 3</th>
<th>Albania</th>
<th>Algeria</th>
<th>Argentina</th>
<th>Azerbaijan</th>
<th>Barbados</th>
<th>Belarus</th>
<th>Bosnia and Herzegovina</th>
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<tbody>
<tr>
<td></td>
<td>Botswana</td>
<td>Brazil</td>
<td>Bulgaria</td>
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<td>Nauru</td>
<td>North Macedonia</td>
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<td>Puerto Rico</td>
<td>Romania</td>
<td>Saint Lucia</td>
<td>Saint Vincent and the Grenadines</td>
<td>Serbia</td>
<td>South Africa</td>
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<td>Sri Lanka</td>
<td>Suriname</td>
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<td>Ukraine</td>
<td>Uruguay</td>
<td>Vietnam</td>
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| Zone 4 | All countries not listed above |
## PRICES FOR PARTICIPATION

### Zones & Phases

<table>
<thead>
<tr>
<th>World Zone</th>
<th>Fee-type</th>
<th>Phases</th>
<th>Start-Ups</th>
<th>Established Companies</th>
<th>Students</th>
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<tr>
<td>all</td>
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<td>always</td>
<td>40 €</td>
<td>200 €</td>
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<tr>
<td>1</td>
<td>Nomination**</td>
<td>Early Bird</td>
<td>200 €</td>
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<td></td>
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<td>Regular Bird</td>
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<td>650 €</td>
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<tr>
<td></td>
<td></td>
<td>Late Bird</td>
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<td>800 €</td>
<td>0 €</td>
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<tr>
<td>2</td>
<td>Nomination**</td>
<td>Early Bird</td>
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<td>240 €</td>
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<tr>
<td></td>
<td></td>
<td>Regular Bird</td>
<td>200 €</td>
<td>350 €</td>
<td>0 €</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Late Bird</td>
<td>300 €</td>
<td>450 €</td>
<td>0 €</td>
</tr>
<tr>
<td>3</td>
<td>Nomination**</td>
<td>always</td>
<td>90 €</td>
<td>100 €</td>
<td>0 €</td>
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<tr>
<td>4</td>
<td>Nomination**</td>
<td>always</td>
<td>0 €</td>
<td>0 €</td>
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* Accuring fee, when a submission is handed in.

** Additional fee, accruing fee when the submission is in Pre-Selection.
# PRICES FOR UPGRADES

**Extras for Nominees**

<table>
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<th>Upgrade</th>
<th>Start-Ups</th>
<th>Established Companies</th>
<th>Students*</th>
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</thead>
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<td>Fair space (60 available)</td>
<td>Early bird</td>
<td>200 €</td>
<td>500 €</td>
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<tr>
<td></td>
<td>Regular bird</td>
<td>300 €</td>
<td>600 €</td>
</tr>
<tr>
<td></td>
<td>Late bird</td>
<td>420 €</td>
<td>700 €</td>
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<tr>
<td>Book Hardcover + E-book</td>
<td>Full page</td>
<td>210 €</td>
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<tr>
<td></td>
<td>Double page</td>
<td>400 €</td>
<td>800 €</td>
</tr>
<tr>
<td>Social media</td>
<td>Boost</td>
<td>300 €</td>
<td>750 €</td>
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</table>

All extra-packs can be booked independently
The IHM in Munich is an international fair with a market place and program for visitors.

We showcased the Green Selection 2019 with 120 products & concepts on 330sqm PLUS a pop-up-store PLUS Award ceremony PLUS bloggers PLUS conference area including a program of talks for 5 days from 10am to 6pm.

Visitors: 120,000
Designers’ Open in Leipzig is an international design exhibition that serves as a communication forum and marketplace for the industry.

We displayed on the main venue on 120 sqm, ran workshops, celebrated the award ceremony and organized matchmaking sessions.

Visitors: 17,500
The Fair focuses on the newest design and technologies, aiming at building a showcase for international design products and innovations.

We showcased on 350 sqm, held talks on green innovation and provided workshops for professionals of industry and education.

Visitors: 155,000
As the world’s largest trade fair in the sector, interzum is a must-see event for everyone aiming for success in the market for furniture production interiors and new materials.

We showcases prototypes, materials and products on 140sqm to inspire the international business visitors and connect them to our start-ups.

Visitors: 75,500