



Berlin, 1.9. 2020

Call Green Product Award 2020 – Make it personal!

Nov. 30th is the final deadline to the Green Product and Concept Award 2021. We already received exciting submissions - you will see on our channels, soon. You can join the Award with your solutions and concepts in 11 categories to turn a sustainable lifestyle into reality.

We have **new faces** in our excellent **international jury**. New **partners** are scouting in their **country for** green innovators, so we connect & support them better. Partners such as the **IKEA Stiftung** enable us to carry out experiments such as the home office workwear project with the Royal College of Art, AMD Berlin, Bananatex, Desserto & mudjeans.

And yes, **COVID-19** is out there, but it should not stop us from designing a sustainable future. The cancellation of our exhibition in March inspired us to overthink our approach “a bit”:

1. We reduced the fees - to align services to the current situation. Plus the 4 country zones adjust the fees according the income per capita. And yes: submission before October 31st brings extra advantages.
2. We are planning the ceremony as a hybrid green innovation show....
3. We are preparing showcases along *Neonyt, Heimtextil, ... and on 330sqm at the International Craft & Trade Fair, Munich.*
4. Selected materials, prototypes and products provide the impetus for *Deutscher Designtag* sustainable design trip through 12 German cities.
5. And we are working on a *showroom in Berlin* and the construction of the future village.

### Award Timeline

- |              |   |
|--------------|---|
| Until 30.11. | Deadline of submissions                         |
| 19.12.       | Publication of the nominees                     |
| 19.12.-31.1. | Public voting period. Parallel: Jury evaluation |

10.03. 2021     Award Ceremony in Munich,  
Publication of the Green Trend Book

### **About the Green Product Award & the Green Concept Award**

The awards are for products & services as well as concepts that stand out in terms of design, innovation and sustainability. The awards offers a common platform for established companies, start-ups and students to introduce themselves to a professional network and to the public in Germany. Active matchmaking takes place among the participants and with the partners in order to initiate joint projects and cooperations, to create jobs and to promote the exchange of knowledge and the use of new methods. **In 2020, 1463 participants from 52 countries applied.**

The Green Product Award recognizes products and services that are already on the market. It is aimed at start-ups and companies. The Green Concept Award, which is awarded in cooperation with the IKEA Stiftung, is dedicated to the concepts of students, graduates, start-ups and companies.

Both awards are presented in 11 categories Architecture & Tiny Houses, Building Components, Interior & Lifestyle, Workspace, Handicraft, Fashion, Kids, Consumer Goods, Circular Materials, Mobility and Sports.

### **Jury (Selection)**

- Prof. Claus-Christian Eckhardt, Director of Lund University, Sweden
- Katja Lukas, Programme Manager of Dutch Design Week, Netherlands
- Prof. Martin Charter, Director of Centre for Sustainable Design, UK
- Dr. Thomas Bade, Vorstand Institut für Universal Design, Germany
- Karsten Bleyemehl, MRC-Materials Research & Consulting, Germany

[To the full jury](#)

### **For more information**

Green Product Award: <https://gp-award.com/en/gpaward>

Green Concept Award: <https://gp-award.com/en/gcaward>

Press Kit: <https://www.gp-award.com/en/press>

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