



Berlin, 1.9. 2020

Call Green Product Award 2021 – Make it personal!

Why doesn't my house grow with me? Can I turn my bed into a desk? What do I actually wear in home office? Which new material really makes my product sustainable?

For this purpose, we are looking for concepts as well as existing solutions in 11 categories that make a sustainable lifestyle a reality.

In parallel, together with manufacturers, start-ups and universities from all over the world, we are developing possible answers to these questions in 4 special projects – 1. The sustainable, modular Tiny House, 2. Sustainable Interior, 3. Double-loop Home Office Workwear, 4. New Materials

The Green Product Award and the Green Concept Award are accompanied by an international jury, partners such as the IKEA Stiftung and country scouts who are looking for green innovators around the world.

We show the entries and outcomes at trade fairs such as Neonyt, Heimtextil, Ambiente and on 330sqm at the International Craft & Trade Fair, Munich. On a design trip with Deutschen Designtag under the motto "Designers unpack", selected materials, prototypes and products provide the impetus in 12 German cities for workshops, talks and other projects. The trip starts at Munich Creative Business Week in March. A showroom in Berlin and the construction of the future village settlement are in preparation.

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>

Award Press Contact

Nikolett Madai, Tel. +49 30 25 742-883, E-Mail: presse@gp-award.com