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**Green Product Award**



**Green Concept Award**

## I. User Profile

The submission is online. For your submission please continue like suggested:

Registration on the website:

<https://www.gp-award.com/en/auth/register>

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

## II. Submission Form

**BEFORE** uploading your entry to the award system, we highly recommend to 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 one hour for security reasons. Believe us: this saves time and nerves ;-)

The required information:

### 1. Type of Submission

- Product (on the market)
- Service (on the market)
- Concept (not yet on the market e.g: product prototype, service idea, case study, college project, graduation thesis, etc.)

### 2. Green Product & Concept Award Categories

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

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



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- Kids
- Kitchen
- Mobility
- Sport
- Workspace

### 3. Name/Title

Enter the name of your product/service/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 (Short Introduction)

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 product/service/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 **A. Design, B. Innovation and C. Sustainability**. Don't do marketing here, give detailed information to criteria instead! Altogether you can use **up to 7500 characters** including spaces in this section - in English and in your mother tongue. But hey, keep it short but meaningful.

### 7. Photos

You can visualize your submission with a total of 11 photos. The following **REQUIREMENTS must be met:**

- Name all pictures following the scheme: O\_submissionname.jpg (e.g.: 0\_green\_wood.jpg, 1\_green\_wood.jpg, 2\_green\_wood.jpg,...



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- Dimensions: **landscape format** (2880 x 1800 pixels)  
You can use the help of our online cropper tool for correct sizing as well.
- Format: JPG
- Resolution: 300 dpi (printable quality)
- Color scheme: CMYK
- File size: max. 5 MB / image
- from using text on the images (services exempt)

### a. Main picture

The photo that clearly represents your product/service/concept.

### 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 like with the main picture. 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

You may upload your PDF presentation with the detailed description of your product/service/concept here.

GREEN CONCEPT AWARD EXTRA: If you plan to start-up or expand further with a concept submission, the presentation should contain answers to the following questions:

- a. What problem does your 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



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- 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?

## 9. Credits

The information given here (company, designer(s), website) is used for 1:1 further communication and publish like in the Green Trend Book. Double check the information is correct!

### a. Company/University name

### b. Company/University class/ 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 Accounts

If available, insert the social media accounts of your product / company here. Otherwise we won't tag you!

Optional:

1. **Upload a price list** (trade price and end consumer price)
2. **Size Measurement** (Width x Height x Length in cm)
3. **Weight** (in kg)

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

If you are selected as a Nominee, you are asked to **hand in a physical proof of your product/concept** (depending of the size) 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
- Credability

##### 1.2 Elaboration

- Complexity of the research
- 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
  - 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/services if they are convinced by them.

#### **Objective: Evaluation of innovation**

Key question: Does the product/service/concept offer an improvement or innovation while using specific processes? Is it a social, business or technical innovation?

##### **a. Significance of innovation**

- Does the submission solve a problem?
  - for customers
  - for companies
  - for environment
  - in general (Is there an association with sustainable development goals?)

##### **b. Degree of innovation**

c. **Do you think your submission is patentable** (in terms of IP/patent)?

##### **d. 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/concepts as well. We have refrained from repeating these here.

#### **Objective: Evaluation of the attempt and implementation of sustainability**

Key questions:

- Is the product/service/concept 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
  - 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

Do not hesitate to contact us if you have any questions!

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