



Bundesministerium  
für Umwelt, Naturschutz  
und nukleare Sicherheit



**IDZ** Internationales  
Design Zentrum Berli

Joint press release of the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU), the German Environment Agency (UBA) and the International Design Center Berlin (IDZ)

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## German Ecodesign Award goes to 10 products and concepts with innovative-sustainable design

**Today, the German Ecodesign Award 2021 was announced to ten award winners. Very different innovative projects were awarded, such as body and hair care products to mix by oneself, a school building with climate-positive energy balance, online orders without shipping waste or a new life for old fur. The award ceremony also marks the tenth anniversary of Germany's highest state award for ecological design.**

Rita Schwarzelühr-Sutter, Parliamentary State Secretary at the BMU and jury member: "Attractive design that combines the highest standards of ecology and aesthetics is modern environmental protection. Whether a product has a positive or negative impact on the environment is largely determined by its design. Ecodesign - from production and use to recycling - makes it possible to decouple consumption from resource and energy consumption. It is about optimally combining design, ecology and utility."

Schwarzelühr-Sutter also pointed out that the environmental qualities of products and services are often aggressively advertised to consumers. In the process, however, there is an increasing misleading use of terms related to the the environment. "We are critical of the overuse of the terms 'climate-neutral' and 'climate-positive'. Sometimes there are good intentions behind it, but often it is greenwashing and consumer deception." Therefore, corresponding activities to counteract this practice are supported in the EU and around the world.

Dr. Dirk Messner, UBA President: "The topic of ecodesign has gained enormous importance. Ecodesign now plays a central role in the circular society and the decoupling of resource consumption and prosperity. This increased importance is also reflected in the German Ecodesign Award."

### The following projects received the German Ecodesign Award 2021:

#### Product category

- CareTwice Shampoo powder – CareTwice UG (Headquarters: Stuttgart, Baden-Wuerttemberg)  
By adding water, the shampoo powder packaged in paper can be transformed into liquid hair shampoo at home. This results in a considerable saving of material and energy.  
[CareTwice Shampoo Powder \(bundespreis-ecodesign.de\)](https://www.bundespreis-ecodesign.de)
- Shower Gel & Hand Soap Powder – Less Waste Club UG (Headquarters: Kirchroth, Bavaria)  
The water component of these powder body care products is reduced to almost zero. This and the absence of plastic packaging save a large proportion of CO<sup>2</sup> emissions in the manufacturing and delivery process.  
[Shower Gel & Hand Soap Powder \(bundespreis-ecodesign.de\)](https://www.bundespreis-ecodesign.de)

- Natural Softshell – Hess Natur-Textilien GmbH & Co. KG (Headquarters: Butzbach, Hesse)  
The softshell made of pure organic cotton combines comfort, design as well as everyday suitability and is entirely free of problematic ingredients.  
[Natural Softshell \(bundespreis-ecodesign.de\)](http://bundespreis-ecodesign.de)
- NEO 3R 9,8 MM - EDELRID GmbH & Co. KG (Headquarters: Isny, Baden-Wuerttemberg)  
Half made from virgin material and half from recycled ropes, this model is the first dynamic mountain rope to demonstrate that meeting high safety standards and conserving resources need not be mutually exclusive.  
[NEO 3R 9,8 MM \(bundespreis-ecodesign.de\)](http://bundespreis-ecodesign.de)
- VIOWALL – Viol.Glass (Headquarters: Munich, Bavaria)  
This solution for natural drying of humid walls consists of cushion elements filled with glass foam obtained from waste glass. The cushions not only form an efficient moisture barrier, but also eliminate the use of oil-based substances.  
[VIOWALL \(bundespreis-ecodesign.de\)](http://bundespreis-ecodesign.de)

### Service category

- RePack – Original RePack Oy (Headquarters: Helsinki, Finland)  
As a service for reusable shipping packages, this project ensures that e-commerce becomes less wasteful. Online stores send their goods in RePacks and consumers return them free of charge by dropping them in the nearest mailbox.  
[RePack \(bundespreis-ecodesign.de\)](http://bundespreis-ecodesign.de)

### Concept category

- Zero Energy Classroom – LIEBEL/ARCHITEKTEN BDA (Headquarters: Aalen, Baden-Wuerttemberg), Transsolar Energietechnik GmbH (Headquarters: Stuttgart, Baden-Wuerttemberg), City of Aalen  
The zero-energy building draws maximum utilization from the sun, thermal and geothermal energy, so that at the end of the year it has generated at least as much energy as it has consumed. The balance includes building operation as well as energy quantities for electricity.  
[Zero Energy Classroom \(bundespreis-ecodesign.de\)](http://bundespreis-ecodesign.de)

### Young Talent category

- A Fur Coat and its Consequences – Magdalena Keller (Hochschule Niederrhein, North Rhine-Westphalia)  
The master thesis deals with the reuse of old fur coats and fur waste from invasive hunting. Fur remains can be processed into yarn, which in turn can be used to create a durable, recyclable fashion collection.  
[A Fur Coat and its Consequences \(bundespreis-ecodesign.de\)](http://bundespreis-ecodesign.de)
- MaterialLab – Florian Henschel (Bauhaus-Universität Weimar, Thuringia)  
The system of experimental kits offers elementary school children the opportunity to carry out various recycling and waste processes themselves. This creates awareness of the value of "waste" and motivates them to deal with it responsibly.  
[MaterialLab \(bundespreis-ecodesign.de\)](http://bundespreis-ecodesign.de)

- Platzhalter – Lasse Schlegel, David Schwarzfeld (Hochschule für Bildende Künste Braunschweig, Lower Saxony)

The project transforms advertising spaces into places where consumer messages are no longer displayed, but where people come together to exchange ideas. The shaping of public space is addressed in various event formats.

[Platzhalter \(bundespreis-ecodesign.de\)](http://platzhalter.bundespreis-ecodesign.de)

The Federal Ministry for the Environment and the German Environment Agency have been running the German Ecodesign Award together with the International Design Center Berlin every year since 2012. The competition honors outstanding work that is convincing from an environmental and design perspective in the four categories of product, service, concept and young talent. It is aimed at companies of all sizes and sectors as well as students.

Innovation, design quality and environmental characteristics are the main focus of the evaluation. Effects on everyday culture and consumer behavior are also considered. The entire product life cycle is taken into account, from the preliminary stages of production, through manufacturing, distribution and use, to the end of life.

### **Further information**

[Gallery of the award winners](#)

[Members of the jury](#)

[Website of the German Ecodesign Award](#)

### **Contact for images**

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