

german  
ecodesign  
award

*Exposé*  
for 2025 participation

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# The German Ecodesign Award

The German Ecodesign Award honours designers, companies and students from Germany and Europe whose work make an important contribution to the sustainable transformation of our economy and society. The award has been granted annually since 2012 by the Federal Ministry for the Environment and the German Environment Agency in cooperation with the International Design Center Berlin. As a non-commercial award, it represents high standards of quality and credibility.

We honour pioneering concepts, products and services that are convincing from both an environmental and a design perspective. All submissions are reviewed by a panel of experts in a multi-stage process. An interdisciplinary jury then decides on the nominations and awards.

## What is it about?

Ecodesign is more than just energy-efficient fridges and bags made from recycled materials. Ecodesign takes into account the entire life cycle of a product - from the extraction of raw materials, through production, distribution and use, to recycling or disposal. It covers not only energy consumption and the responsible use of resources, but also user behaviour, durability and repairability.

**“Innovative and convincing sustainable products and services are already being developed in growing numbers, but have not yet become widely established on the market. It is therefore important to make designers and companies that are following this path in an exemplary manner widely visible. The German Ecodesign Award does all of this in a unique, consistent and well-founded way.”**

Prof Matthias Held,  
Jury Chairman



# Key Partners and Organizers

## Federal Ministry for the Environment

The Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV) is responsible for a range of government policies that are reflected in the name of the ministry itself. The ministry has been working over 30 years to protect the public from environmental toxins and radiation, to promote the wise and efficient use of raw materials, to advance climate action and to ensure that natural resources are used in a way that protects the diversity of animal and plant species and preserves their habitats.

In the context of the German Ecodesign Award, the BMUV acts as patron, sponsor and jury member. The highlight of the competition, the award ceremony, takes place in the atriums of the Federal Ministry for the Environment.

For more information, please visit:  
[www.bmuv.de](http://www.bmuv.de)



## German Environment Agency

*For human and environment* (Für Mensch und Umwelt) is the motto of the German Environment Agency - known as UBA. As Germany's main environmental protection agency, the UBA monitors and evaluates the state of the environment. It advises politicians, collaborates on legislative proposals and informs citizens on environmental issues.

UBA is committed to minimising the environmental impact of products throughout their life cycle. It is responsible for key instruments such as the Blue Angel, the Ecodesign Directive and the Ecodesignkit information portal. With this expertise, the UBA is an indispensable partner not only as a patron and jury member for the German Ecodesign Award. In addition, around 50 employees of the German Environment Agency review the submitted projects in the pre-evaluation phase, and assess the environmental impact of the entries.

For more information, please visit:  
[www.umweltbundesamt.de](http://www.umweltbundesamt.de)



## International Design Center Berlin

Since its founding 1968 the Internationales Design Center Berlin (IDZ) is a leading, independent German design institution. Its members include around two hundred design-orientated companies, agencies, institutions and creative professionals. With its multidisciplinary member network, the IDZ provides knowledge and expertise from diverse fields and industries. The IDZ works in active exchange with representatives from politics, culture and science on national and international levels.

The International Design Centre Berlin is also responsible for the implementation of the competition concerning the German Ecodesign Award. Whether it is the call for entries, the organisation of the jury session or the SPOTLIGHT ON series, all this and much more is realised by the IDZ.

For more information, please visit:  
[www.idz.de](http://www.idz.de)





# Reasons to participate

## An award of high repute

The German Ecodesign Award is a state-supported award and is not commercially oriented. Apart from the participation fee, which goes entirely to the implementation of the competition, there are no other fees.

As the highest state award for ecological design, the prize stands for credibility and quality. The evaluation process is based on well-founded expertise and recognized criteria. Experts from the various departments of the German Environment Agency evaluate the ecological quality of the submissions and, together with the advisory board, decide on admission to the jury session. An interdisciplinary jury of renowned designers and environmental experts determines the nominees and the award winners.

## Media relations

After the jury meeting and award ceremony, BMUV, UBA and IDZ publish a joint press release presenting the nominated and award-winning projects. Magazines from the fields of design, business and ecology as well as the regional and national daily press are reached via the respective press distribution lists. Renowned media partners from design and business support the German Ecodesign Award and report on the award-winning work.

## video clip

An video clip presenting each winning project will be produced. The video clip will be shown in the touring exhibition and the online gallery. All winners will be provided with their own clip, and it will be made available also to the press.

## Logo

The official logo in the respective version may be used by the nominees and award winners for project communication without restriction. The distribution to other project participants or cooperation partners is permitted.



**german  
eco  
design  
award**  
nominated



**german  
eco  
design  
award**



german  
ecodesign  
award



# Exhibition at the Metropolenhaus Berlin

The projects that have received a positive preliminary assessment will be presented in an exhibition, where the jury will also meet on 16 and 17 September to decide on the nominations and awards. This event will give you the opportunity to present your project in the form of exhibits - be it products, prototypes or models - as well as posters and digital presentations to the jury and subsequently to the general public.

The exhibition will be set up by the Bundespreis Ecodesign project team at the feldfünf e.V. exhibition space in the Metropolenhaus, opposite the Jewish Museum Berlin.





# Awards ceremony

The German Ecodesign Award ceremony takes place in the courtyards of the Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV) in Berlin. Every year, the event brings together award winners and nominees as well as invited guests from the design and environmental scene, politics, business and the media.

In addition to the awards ceremony, guests will have the opportunity to get to know the projects better and to network in a pleasant atmosphere at the subsequent get-together with buffet. In this way, the German Ecodesign Award not only puts the spotlight on the award-winning projects, but also creates an inspiring platform that focuses on the importance of sustainable design and innovative solutions.

↘ see video





# Roadshow

Dessau, 2017



Ludwigsburg, 2021



All nominated and award-winning projects from the current competition are presented in an exhibition the following year, which can be seen at trade fairs, in museums, at design and environmental festivals and at conferences and congresses. We co-operate with partners in Germany and other European countries.

Leipzig, 2018



Bolzano, 2023



Tallinn, 2024





# Dates and Deadlines

**15.04. – 02.05.**

## **Formal assessment**

We check all submissions for completeness and compliance with the conditions of participation.

**15.&16.09.**

## **Jury session**

All submissions that have advanced to the second phase of the competition will be assessed by the jury during a two-day session. The jury will select the nominees and award winners in multiple evaluation rounds.

**01.12.**

## **Awards ceremony**

The highlight of the competition is the ceremonial award presentation at the BMUV. Here the winners, who triumphed over all other competitors this year, are honored.

**20.01. – 14.04.**

## **Call for entries**

Submit your project

**21.04. – 02.05.**

## **Pre-evaluation**

In this phase, experts from the and evaluate the submissions by experts from the Federal Environment Agency and the project advisory board. They will decide which submissions will be admitted to the next phase of the competition. These submissions will take part in the jury meeting and exhibition at the Metropolenhaus Berlin.

**19.09. – 23.09.**

## **Vernissage and exhibition**

As part of the opening programme, selected submitters will be given the opportunity to present their projects in short presentations. These will take place at the Metropolenhaus along with the exhibition opening to the public.



# Call for entries

## FAQs

### Who can participate?

The German Ecodesign Award is aimed at companies in all sectors and of all sizes, as well as individual designers. Start-ups and market leaders, local providers and global players are all addressed equally, alongside design studios, marketing agencies, architectural and engineering offices. It is essential that the submission is available on the European market, or is aimed at this market as a service or concept.

[↘ application process video \(de\)](#)

### What can be submitted?

The competition is looking for durable and recyclable products, processes and systems that contribute to the transformation towards more sustainability. It is not limited to specific product groups, industries or design sectors. However, purely process engineering solutions, material developments without application relevance and medical products without recognisable environmental benefits are excluded.

[↘ view gallery](#)

### When and how can you apply?

The call for entries for the German Ecodesign Award 2024 starts on 22 January and ends on 15 April. The application and administration process takes place exclusively online.

Participants can submit numerous applications; for each of these, a separate application form must be completed and the corresponding fee paid. The questions on the application form must be answered truthfully and all required images and text materials must be provided in full.

Only applications that are submitted in a prompt and correct fashion will be permitted to take part in the competition process. The terms listed on this website are applicable.



# Call for entries

## FAQs

### Is a participation fee charged?

In the Product, Service and Concept categories a fee will be charged for the participation in the competition process. This will help to ensure that the competition is implemented at the highest technical level and that it is in accordance throughout with exacting sustainable criteria. No fee is charged in the Young Talent category.

The amount due depends on the number of employees of the company. The classification according to the number of employees follows EU Recommendation 2003/361. The application process must include a truthful declaration of the number of employees.

This year it amounts to

- 250.00 euro (net) for companies with **up to 10 employees**
- 500.00 euro (net) for companies with **11 to 50 employees**
- 750.00 euro (net) for companies with **51 to 250 employees**
- 1,500.00 euro (net) for companies with **over 250 employees**

For self-employed persons, companies in the start-up phase and non-profit organisations who do not have a significant turnover, we offer a reduced participation fee of 50.00 euro (net) per submission after individual case assessment. If you are interested, please contact us directly before submitting your project.

Payment will be due per submission upon the completion of the application process and the receipt by the participant of an invoice. No additional fees will be incurred for winning entries or for inclusion in the touring exhibition.



# The categories:

## Product

This category is open to products that are available on the European market and prototypes that are expected to be launched in the foreseeable future. This includes products from various design sectors and industries, such as furniture, fashion, technology, consumer goods, vehicles, innovative goods, but also buildings, construction products and intelligent infrastructures, to name but a few.

Note: The product must be in serial production or in pre-production, about to be launched.

## Service

This category covers services that promote sustainability in an innovative way, e.g. through resource-saving use, circular economy or the promotion of environmental awareness.

These can be, for example, sharing and rental systems (e.g. car sharing, rental models), or services in the area of repair and reuse, but also innovative mobility concepts as well as educational and advisory services for sustainable behaviour.

Note: The focus is on services that are already in use or are to be implemented in the near future.

## Young Talents

This category is addressed at students and graduates who are still at the beginning of their careers. Both final theses and ideas, concepts and prototypes that were developed during their studies and show innovative, sustainable approaches can be submitted.

Please note: This category is only open to young talents who graduated no more than one year ago (the deadline is the start of the competition on 20 January 2025). The university must be located in Europe.

## Concept

In this category, visionary ideas and concepts can be submitted that have not yet been realised but show a high potential for sustainable innovation.

These can be product ideas, material developments with a specific application reference or business models that offer new solutions for ecological challenges.

Note: This category is open to prototype projects, designs and ideas that are still in the development phase.



# Application and competition tool

## 1. Create profile

If you want to participate in the competition, you must first create a profile with your contact details. You can view and change this profile at any time via your personal login. If you have forgotten your password, you can have a new password sent to your e-mail address.

## 2. Start submission

Click on the **New project** link to access the application form. You can submit as many projects as you like under the same user profile. A separate application form must be completed and the entry fee paid for each project.

## 3. Fill out the application form

The application form contains questions on the design and ecological quality of your competition submission and provides space for individual de-

scriptions. For example, questions are asked about the innovative aspects compared to the state of the art and about the environmental benefits achieved by the submitted product, service or concept along the value chain. Questions will also be asked about the environmental impact as well as the impact on everyday culture and consumer behavior.

Please note the following when completing the online application form:

- All entries are automatically saved as soon as you leave the edited text field.
- Once you have created a project, click on the **Edit project** link to return to the form and you can continue to complete your application until the end of the registration period.
- Complete and revise your application until the end of the application period.
- Via the link **View project** you have the possibility (also after the submission) to view the information you have entered for the project (even after the submission).

## 4. Submit project

Once all fields have been filled in completely, the link **Submit project** will appear in the project overview. You can use this link to register as a binding participant; your project will be included in the competition process and can then no longer be edited. You will be registered as a contest participant with the submitted entry(s) and will receive an invoice for the amount of the participation fee specified in the terms and conditions. No fee will be charged in the young talent category.

Apply now at [wettbewerb.bundespreis-ecodesign.de](https://wettbewerb.bundespreis-ecodesign.de) or click here:

[registration](#)

[terms and conditions](#)



# Pre-evaluation & the assessment criteria

In the German Ecodesign Award, environmental and design aspects are given equal standing. The examination and assessment of submissions is a multi-stage process.

## Evaluation by the Advisory Board

All competition submissions that meet eligibility requirements will be passed on to an advisory board, which is composed of specialists from the German Environment Agency and members of the Advisory Board. The experts decide which entries qualify for the next stage of the competition. All admitted participants are invited to submit their entries for presentation at the jury session.

↳ the Advisory Board

## Criteria matrix

In the foreground during the evaluation process are innovation, design quality and environmental characteristics. Repercussions on everyday culture and consumer behaviour are also taken into consideration. Thereby, the full product life cycle – from the preliminary stages of production through to actual production, distribution and use, as well as end of life – are all given due attention.

The criteria matrix serves as a basis for the evaluation and provides orientation for candidates in the presentation of their competition entries. It is not to be understood as a checklist. The significance of the various ecological aspects differs from project to project, and it is therefore not a requirement for all points of the matrix to be explicitly included.

↳ the criteria matrix

## Ecodesignkit

The Ecodesignkit is a portal, a guide and a toolbox. It provides guidance and helps you to ask the right questions during your creative process.

↳ the ecodesignkit (de)

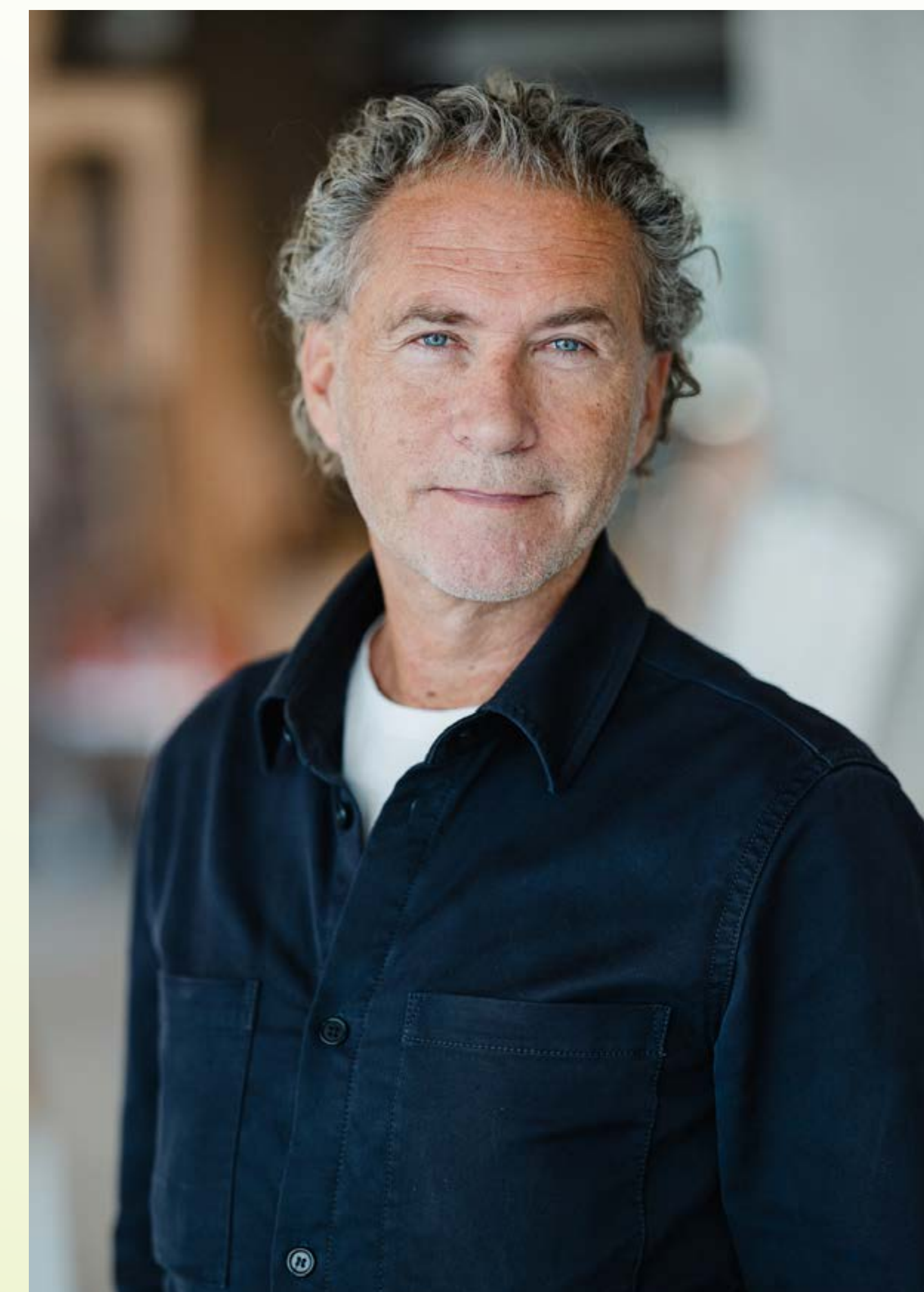
↳ notes on materials



# The jury

The jury of the German Ecodesign Award is interdisciplinary and has expertise in the fields of design, sustainability and environmental protection. It is made up of product designers, communication designers, sustainability experts and environmental scientists, as well as representatives from the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMUV) and the German Environment Agency (UBA). This interdisciplinary approach enables a holistic assessment of the submitted projects.

The jury session will take place on 16 and 17 September at the at the Metropolenhaus in Berlin.



**Werner Aisslinger**

Product designer, honored with numerous international design prizes, part of the collection of the Museum of Modern Art in New York and the Neue Sammlung in Munich



**Ina Budde**

Fashion designer, co-founder and CEO of sustainable and innovative agency circular.fashion, which provides consultancy and software solutions to transform the textile industry



# The jury



## Prof. Matthias Held

Product designer, Prorector for Research and Transfer at the School of Design Schwäbisch Gmünd, member of the German Society for Design Theory and Research DGTF



## Dr. Bettina Hoffmann

Parliamentary State Secretary at the Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection; Member of the German Bundestag



## Prof. Dr. Claudia Perren

Architect, director of the FHNW Academy of Art and Design, numerous national and international publications and exhibitions



## Siddharth Prakash

Head of Subdivision Circular Economy and Global Value Chains in the field of Sustainable Products and Material Flows at Öko-Institut, Freiburg



# The jury



**Paula Raché**

Communication designer, works with Material Stories on exhibitions, publications and interdisciplinary workshops



**Dr. Bettina Rechenberg**

Head of Division III “Sustainable Production and Products, Waste Management” at the German Environment Agency



**Michael Volkmer**

Founder of the creative agency Scholz & Volkmer and the see conference, one of the largest design conferences in Germany



# Contact

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## **Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV)**

Referat G II 2  
Nachhaltige Verbraucherschutzpolitik,  
Produktbezogener Umweltschutz  
Stresemannstr. 128-130  
10117 Berlin

## **German Environment Agency (UBA)**

Fachgebiet III 1.1  
Übergreifende Aspekte des Produktbezogenen  
Umweltschutzes, Nachhaltige Konsumstrukturen,  
Innovationsprogramm  
Wörlitzer Platz 1  
06844 Dessau-Roßlau

### **Content responsibility**

International Design Center Berlin (IDZ)

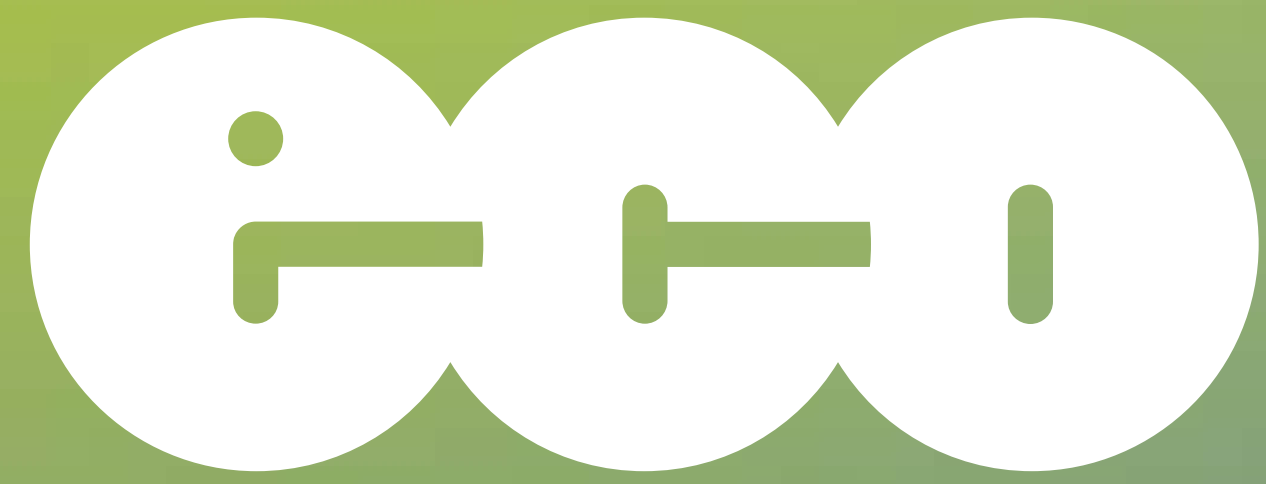
### **Photography**

Sandra Kühnapfel

**IDZ** International  
Design Center Berlin







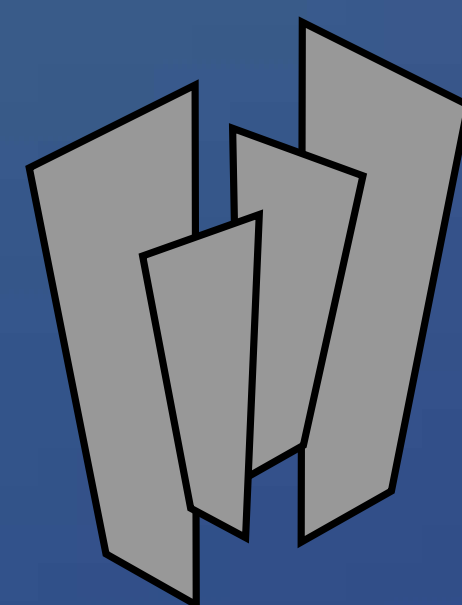
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