

# Preview of the application form for the German Ecodesign Award 2025

Registration for the German Ecodesign Award takes place exclusively online via a password-protected area on the competition's website:

<https://wettbewerb.bundespreis-ecodesign.de/en>

If you would like to participate in the competition, you must first create a profile and register with your data. You can then start your application via your personal login.

The application form contains questions about the design and ecological quality of your submission. This document should enable you to get an overview of the questions and requirements. You must then apply via the online procedure.

If you have any questions, please feel free to contact us.

We wish you much success and look forward to your participation!



**german  
ecodesign  
award**

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## Which category are you applying for?

**Product:** For products that are available on the European market and prototypes whose market launch is planned in the near future.

**Service:** For services and system solutions.

**Concept:** For forward-looking model projects and ideas that are still in the conceptual phase.

**Young Talents:** For works that were created during the course of study. This category is open for students and those who graduated no longer than one year ago (deadline is start of the call for entries on 01/20/2025). Projects from all design disciplines can be submitted.

Planned date of implementation or market launch. (for prototypes and concepts)

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## fields of need

building / living

information / communication

mobility / travel / leisure

apparel

food / health / hygiene

education / culture / participation

others

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## product groups and sectors

traffic / vehicles / transportation / logistics(rail-road-air-water)

electrical appliances / household appliances / white goods(e.g. hoovers, lawn mowers, refrigerators, washing machines)

energy supply / energy storage / energy concepts

information technology / consumer electronics

textiles / fashion / accessories

interior design(e.g. furniture, kitchen and bathroom equipment, office equipment)

lighting technology / building services

construction products / buildings

capital goods / machines / tools

educational and communication materials(e.g. books, films, apps, games, online platforms, campaigns)

others

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## material

wood / paper / renewable raw materials

textiles / leather

metals

plastics / composites

glass

concrete

ceramics

others

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**company that produced or implemented the competition entry (if applicable)**

company name

website

LinkedIn (URL)

Facebook (URL)

X (formerly Twitter) (URL)

Instagram (URL)

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**company that designed the competition entry (if applicable)**

company name

website

LinkedIn (URL)

Facebook (URL)

X (formerly Twitter) (URL)

Instagram (URL)

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## **designer information (Young Talent)**

names of the designers  
involved in the project

University (if applicable)

design agency (if applicable)

manufacturer (if applicable)

project website (if applicable)

LinkedIn (URL)

Facebook (URL)

X (formerly Twitter) (URL)

Instagram (URL)

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## short presentation of the competition submission

project title

In the case of an award, this is the title under which the project is published.  
Please pay attention to correct spelling and a meaningful, concise title.

*short description*  
(available characters: 500)

materials and components  
(available characters: 500)

place of manufacture

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### Visuals

When registering online, please include a thumbnail image to represent your project, as well as an additional one or two photos in printable resolution that represent your submission to the competition.

#### **Format and size:**

GIF, PNG or JPG (RGB), max. width and height 4,000 pixels, max. 3 MB per image.

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## detailed presentation of the competition submission

Please describe your submission in terms of innovation, design and environmental quality. Use the [criteria matrix](#) as a guide. Each project focuses on different ecological aspects. Ecodesign is always a matter of consideration, so you will not be able to tick all the boxes in the matrix. Therefore, please consider the matrix as a suggestion and a tool to illustrate the specifics of your project. Please answer the following questions and note the comments in the info boxes:

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### 1. Which ecodesign-criteria does the competition entry integrate and how?

durability

repairability

recyclability

low levels of harmful substances

energy efficiency

material efficiency

use of renewable raw materials

intensification of use

change of user behaviour

prosuming

criteria of ecological design, explanation (*available characters: 500*)

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## 2. What environmental benefits will be achieved by your competition submission?

Environmental impacts occur throughout the life cycle of a product. Design decisions can help reduce these at all stages of the life cycle. Reduced energy consumption and the use of renewable energies, the use of environmentally compatible materials and packaging, the consideration of user needs, take-back systems and intelligent process design are other important aspects of ecological design. However, services that are substitutes for products, or innovative and well-designed product-service systems, can also make a significant contribution to the reduction of the environmental impact.

Please briefly describe the main environmental effects of your project and consider the entire life cycle

environmental relief (*available characters: 1000*)



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### **3. What are the innovative aspects of your competition submission compared to the typical or conventional solutions on the market?**

Describe what is special about the underlying idea and the creative implementation, highlighting the aspects that make your project particularly innovative and environmentally compatible. Compare your project with existing products or services on the market and highlight the differences.

level of innovation (from a design and environmental perspective)  
*(available characters: 1000)*

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#### 4. How does your project contribute to socio-ecological transformation?

The way we do business and live together will be transformed by the socio-ecological transition. The transition to a circular economy will lead to new organisational models and new social practices will be tested through social innovation.

contribution to the socio-ecological transformation  
(available characters: 1000)

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**Have you received any of the following certificates, seals or labels for your submission or your company?**

- proof of compliance with recognised social and environmental standards (e.g. Blue Angel, Green Button, EU Ecolabel, Energy Star, Global Organic Textile Standard (GOTS), FSC seal, PEFC seal, etc.),
- ecological analyses carried out in the course of product development (e.g. a life cycle assessment in accordance with the ISO 14040ff series of standards),
- use of environmental management tools such as EMAS and ISO 14001ff
- an EPD (environmental product declaration) for your product in accordance with ISO 14025

explanation (*available characters: 500*)

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## Personal statement

What was the personal occasion for your project idea? What was your main inspiration and motivation to pursue this project?

*personal statement (available characters 500)*