

All important information about the competition:

Target groups

The German Ecodesign Award is aimed at companies of all sizes and from all sectors. Start-ups or market leaders, local providers or global players are addressed just as much as design studios, architecture or engineering firms, research institutes and students.

Products, services and concepts from all sectors can be submitted to the German Ecodesign Award, such as mobility, communication, furniture, architecture and construction, fashion and textiles. The competition entries submitted should be characterized by high design quality and environmental compatibility throughout their entire life cycle and demonstrate a high level of innovation.

Contest categories

Product: For products that are available on the German market and prototypes with market maturity that are planned to be launched on the German market in the foreseeable future.

Service: For services and system solutions.

Concept: For pioneering concepts, studies and pilot projects.

Young Talent: 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 the start of the call for entries). Projects from all design disciplines can be submitted.

Evaluation procedure

Stage 1: Preselection

All competition submissions that meet eligibility requirements will be passed on to an expert panel, which is composed of specialists from the German Environment Agency and members of the project 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.

Stage 2: Jury session

The interdisciplinary jury selects the nominees and award winners. A number of prizes can be awarded in each category. The prizes are on equal footing. The presentation of the submissions will also be open to the public after the session.

Evaluation criteria

Innovation content, design quality and environmental properties are the focus of the evaluation. Effects on everyday culture and consumer behavior are also taken into account. The entire product life cycle is taken into consideration, from the preliminary stages of production through manufacture, distribution and use to the end of life. A detailed description of the most important parameters for ecological design along the product life cycle is provided by the criteria matrix jointly developed by the BMUV, UBA and IDZ.

The application form for submission essentially contains three questions that provide information on the degree of innovation, the environmental benefits and the communicative positioning of the submission. It is important to clearly emphasize the level of innovation and the design and ecological quality and to explain the differences and advantages compared to the status quo.

Awards and benefits

The German Ecodesign Award honors pioneers in the field of ecological design. It is an honorary award. The winners receive an award in the respective category as well as the right to advertise with it. After the award ceremony at the Federal Ministry for the Environment, the winning entries are presented to the public in various media and on the Federal Award website. Renowned media partners from design and business support the German Ecodesign Award and report on the award-winning projects. The winners of the young talent award also receive a cash prize of 1,000 euros. The nominated and award-winning submissions are presented in a traveling exhibition. All award winners receive a specially produced short film about their project (approx. 1.5 minutes).

Participation Fee

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. This year it amounts to:

- **250.00 euro (net)** for companies with up to 10 employees and non-profit organisations,
- **500.00 euro (net)** for companies with 11 to 50 employees,
- **750.00 euro (net)** for companies with 51 to 250 employees,
- **1,000.00 euro (net)** for companies with over 250 employees.

No additional fees will be incurred for winning entries or for inclusion in the touring exhibition.

Jury

Werner Aisslinger (Product Designer)
Prof. Anna Berkenbusch (Communication designer, em. Professor at Burg Giebichenstein School of Art Halle)
Andreas Detzel (Managing director at ifeu Heidelberg)
Prof. Matthias Held (Product Designer, Professor at School of Art Schwäbisch Gmünd)
Dr. Bettina Hoffmann (Parliamentary State Secretary at the Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection)
Prof. Günter Horntrich (Product Designer, em. Professor at Köln International School of Design)
Prof. Dr. Claudia Perren (Architect, Director of the Basel School of Art and Design)
Dr. Bettina Rechenberg (Biologist, Head of Department III „Sustainable Products and Production, Circular Economy“ at the Federal Environment Agency)
Prof. Friederike von Wedel-Parlow (Fashion designer, founder of the Beneficial Design Institute)

Advisory Board

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IDZ – International Design Center Berlin

Founded in 1968, the International Design Center Berlin (IDZ) is a leading, independent German design institution. We promote design as a driver for business and social innovation.

Our multidisciplinary member network provides knowledge and expertise from diverse fields and industries. We connect the design field with businesses, foster knowledge exchange and implement projects and events. We work in active exchange with representatives from politics, culture and science at national and international levels.

Responding to people's actual needs, design methods integrate functional, emotional and social elements across products, processes and services. As a driver of innovation, design plays a key role in addressing societal, environmental and economic challenges.

Contakt

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