

Short Information on the German Ecodesign Award 2025

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.

This document will give you an overview of the most important questions about the competition and the current call for entries.

If you have any questions, feel free to contact us!

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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. In the Young Talent category, the competition is open to students and graduates who have completed their studies no more than one year ago (deadline is the start of call for entries). The seat of the university have to be in Europe.

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. The following can be submitted:

Product: For products which are available on the European market or exist as market-ready prototypes that are soon to be released

Service: For services and system solutions.

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

Young Talent: For works that were created during the course of study. Students and graduates are eligible to enter. Graduation must not be longer than one year ago (deadline is the start of call for entries on 01/20/2025).

When and how can you apply?

The call for entries for the German Ecodesign Award 2025 starts on 20 January and ends on 14 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.

You can find out more about the submission process in the [guide for the competition tool](#) and the [preview of the application form](#).

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. 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 the participation fee is

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.

Payment will be due 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. No fee is charged in the Young Talent category.

How are entries evaluated?

In the German Ecodesign Award, environmental and design aspects are given equal standing. The [criteria matrix](#) provides an orientation on the quality features of sustainable design and serves as a basis for the evaluation. The examination and assessment of submissions is a multi-stage process:

Stage 1 | Evaluation by the expert panel

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 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.

Why is it worth taking part?

As the **highest state award for ecological design in Germany**, 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.

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.



Around 200 invited guests from politics, business and design celebrate with the winners at the **awards ceremony** in the Ministry for the Environment in Berlin. Federal Environment Minister Steffi Lemke and the President of the German Environment Agency Prof. Dr. Dirk Messner hand over the certificates and trophies. The winners of the Young Talent award also receive a cash prize of 1,000 euros each.

An **video clip** will be produced in which the awarded competition entry is presented. It will be shown during the award ceremony, in the touring exhibition and the online gallery. The clip will be made available to the award winners and the press.

The nominated and award-winning submissions will be presented for one year in a **roadshow** at trade fairs, museums, design and environmental festivals.

After the jury session and award ceremony, the Ministry for the Environment, the German Environment Agency and the International Design Center Berlin presenting the nominated and award-winning projects via **press release**. Magazines from the fields of design, business and ecology as well as the German 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.