



**GERMAN
INNO
VATION
AWARD '22**



**THE AWARDS
THAT MAKE INNOVATION
VISIBLE**



Content

03	GERMAN INNOVATION AWARDS
05	YOUR BENEFITS WITH AN AWARD
10	YOUR PARTICIPATION
12	CONTEST CLASSES AND CATEGORIES
14	DIGITAL PRESENTATION FOR JURY SESSION
15	JUDGING
17	DEADLINES & DATES
18	REGISTRATION FEES SERVICE FEES
23	GRANT PROGRAMME
24	CONTACT

Innovation: Tomorrow Together Today

The development of new approaches, processes or technologies - that is innovation. But above all, innovations deliver significant added value to their users: they lead to more competitiveness and ability to act, create economic growth, but at the same time have the task of promoting sustainable developments by saving resources - also and especially in times of crisis. The German Innovation Awards honour the best of these innovative achievements.

Gimmick or revolution?

Take the opportunity to present your innovations across all sectors. After all, innovation must be seen and work in practice to be successful:

The first programmable robots and motors were developed as early as the first century A.D. by the Greek-Egyptian mathematician and engineer Hero of Alexandria: Innovative achievement in its purest form and almost two millennia ahead of their time - and yet only gimmicks for his contemporaries.

Today, our challenges lie in the digital transformation, the development of the future of our mobility and how we live and work. Sustainability and material innovation, medicine and health, but also data-driven business models need new approaches and solutions.

Do you already have the needs of your customers of tomorrow in mind today? Do you have the partners to turn your visions into added value for everyone? The next paradigm shift may already be within reach.

German Innovation Awards

The awards that make innovation visible

The German Innovation Awards are aimed at all those who contribute to a better future with their innovative strength - and who want to present their developments to the public and position them successfully on the market. This does not always have to be an engineering or technical achievement; services can also generate added value. With 680 participants from 26 countries, the awards received an overwhelming response in 2020 awards year which showed that successful innovation provides an ideal opportunity for communication and networking.

If you receive an award, your outstanding achievement will become more widely known, and this in turn will enhance your market positioning. So why not take advantage of this competitive advantage for your communication and in so doing raise your profile as an innovative player of the future.

The German Design Council

The organiser makes all the difference

The German Design Council, whose establishment was enacted into law by the German Parliament and is funded by German industrial concerns, has since 1953 been helping to make businesses more competitive. The organisation's international contests award prizes for outstanding achievements in the fields of design, branding and innovation. This orientation is of a piece with the undeniable fact that in order for companies to prevail in the tough competitive climate of Industry 4.0 and digitalisation, they need a perfect trifecta of design, branding and innovation.

What makes the German Design Council unique is that it promotes exchanges between small and large entities, between suppliers and manufacturers, between users and companies, and between potential partners and the general public.

Your Benefits with an Award



**GERMAN
INNOVATION
AWARD '22
GOLD**

Label

Show your success: With unlimited use of the official »Gold«, »Winner« or »Special Mention« label, you receive an excellent seal of quality for your innovation achievement, awarded by an independent jury. You receive additional text modules that you can use for your communication.



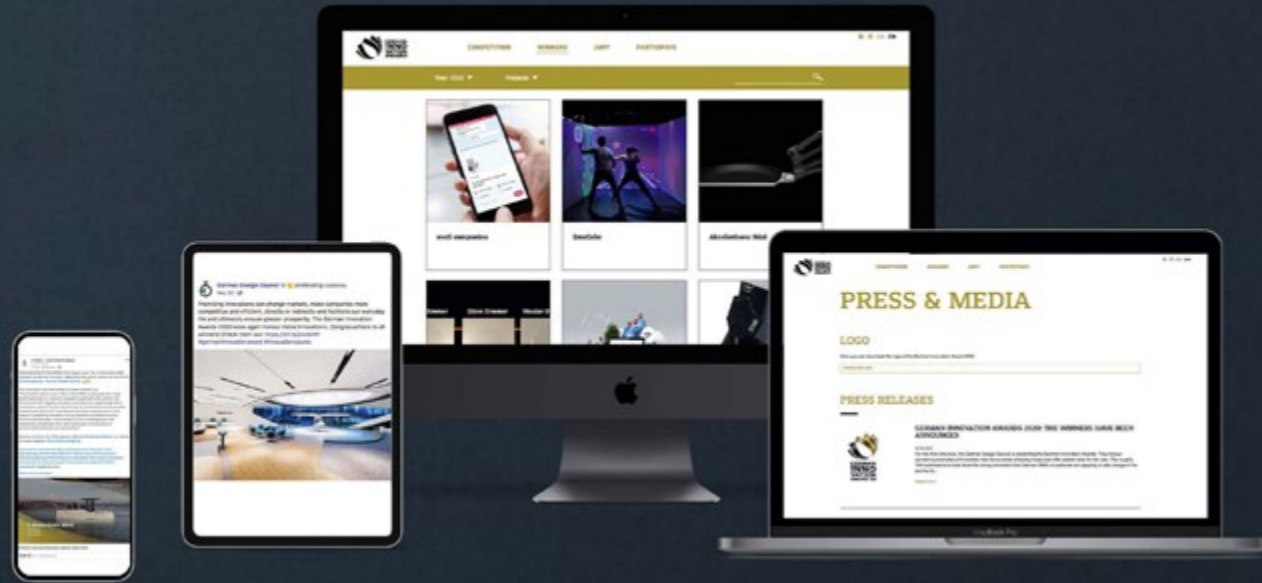
Winner documents

You receive two winner documents of the German Innovation Awards, including that will enable you to present your award effectively.



Marketing Services

Exclusive marketing products can be ordered for a fee as part of our marketing services.



Individual ad on social media **NEW!**

We present the awarded projects to specific target groups with individual ads on Facebook. »Gold« projects will be played out especially prominently on Facebook/Instagram and presented on LinkedIn or Pinterest.

Online gallery

More range of coverage for your innovation: All award winners will be presented with text and images in our online gallery. In addition, we link to your company website, which increases visibility and traffic for you.

Press material

Good communication is a basis for sustainable success: We provide you with templates for your press release in German and English and you receive high-quality text modules for use in your communication measures.

Social Media

All award news will be published on the social media channels of the German Design Council with excellent images and can be further shared to generate valuable back links and attention.

Video clips

You receive short individual video clips about your awarded project, which you can share on your website and in your social media networks.

Awards ceremony

The festive awards ceremony at Futurium in Berlin is the highlight of the awards and invites to cross-industry networking.



Photo wall

We take professional photos of you with your award. The photos can be downloaded from our website.



Award sculpture

»Gold« award winners receive a high-quality award sculpture. These will be presented exclusively on stage during the awards ceremony.

A powerful appearance

On 18 May 2021 the award winners of the German Innovation Awards 2021 were announced for their outstanding achievements.

Kerstin Glanzer

Head of Marketing at Beurer GmbH

#1 Excellence in Business to Consumer – Household Appliances »Gold«



»We are proud that our sea air simulator maremed® has impressed the Council in every respect, and we are delighted about the award. It represents the perfect fusion of design and innovation.«

Dr. Katrin Schuhen

Founder and CEO of Wasser 3.0 GmbH

#2 Excellence in Business to Business – Chemical Industry »Gold«



» We are a young company, founded in 2020. Our core team consists of six people who are on fire for Wasser 3.0. Receiving the German Innovation Awards was valuable feedback that we are on a sustainable path and really gave us a push. It's the kind of push you need when you're exploring new territory with your work.«



Frank Heinrichsen

Head of Marketing at Hymer GmbH und Co. KG

#1 Excellence in Business to Consumer – Transportation »Gold«



»For Hymer and of course the whole team behind the product, it really is a great achievement and almost a knighthood. We are really pleased that we have managed to win such an award from an international jury with innovative solutions that are unique in the industry. And we are particularly pleased that it is a committee from outside the industry. This shows that we are on the right track here and that we also manage to reach target groups that may not have had any or only very tentative contact with the camping/motorhome sector before.«

Your Participation

The German Innovation Awards are open to companies from all industries and sectors of the economy as well as non-commercial and governmental organisations from all over the world. The expert committees of the German Design Council decide on admission to the award. This procedure ensures the independence and excellence of the awards.

The German Design Council continuously nominates companies that have achieved recognition for their innovative strength. As a nominee, you will receive a written notification including login data and can proceed to register your nominated project for participation via our registration portal »My Design Council«. The registration is binding.

In addition, companies have the opportunity to submit projects for competition directly and on their own initiative. After a review by our expert committees, you will receive a written notification from the German Design Council whether your project meets the required criteria and has thus been admitted to participate in the German Innovation Awards.

If your project is not accepted, you will of course also be notified, and you will not incur a service charge.



🔗 PARTICIPATION REQUIREMENTS

Only submissions that were published or launched on the market no longer than five years ago are eligible for the German Innovation Awards.

🔗 REGISTRATION PROCEDURE

The registration for the awards takes place exclusively via our registration portal »My Design Council«. If you do not have an account yet, please register.

The following information is required when preparing the submission:

- » Contest class / main category
- » Project name
- » Project specification (German and English)
- » Description texts (max. 800 characters, German and English)
- » Rollout date
- » Designer | Architect | Developer | Agency
- » Producer | Building owner | Client | Customer
- » Category
- » Billing address
- » Optional booking of the Nominee Package
- » Upload Images (max. 5 images, format: JPG, 300 dpi, 2480 x 1748 px, DIN A5, CMYK, file size: max. 10 MB)

Please note that your text and image material will be used for the jury session and publications.

After a successful registration you will receive a confirmation of registration and an invoice for the registration fees.

🔗 **Registration deadline on 28 January 2022** 🔗

Contest Classes and Categories

Submissions in the two contest classes »Excellence in Business to Consumer« and »Excellence in Business to Business« are open in the following categories:

#1 EXCELLENCE IN BUSINESS TO CONSUMER*

Beauty & Care
e.g. Body care, beauty products, wellness products

Drugstore Products
e.g. Drugstore products, hygiene products

E-Business
e.g. E-commerce systems

E-Mobility
e.g. Mobility via electric motors

Entertainment Electronics
e.g. Consumer electronics, TV, audio, video, photography, accessories

Fashion
e.g. Clothing, shoes, accessories

Food & Beverages
e.g. Food and beverages

Gardening & Tools
e.g. Gardening equipment, gardening, tools, accessories for tools

Heating & Bathroom
e.g. Bathrooms and plumbing, heating, air conditioning and energy technology

Household Appliances
e.g. Household appliances, electrical appliances, household goods

Interior & Living
e.g. Furniture, home textiles, wall and ceiling cladding, floor coverings

Kids & Toys
e.g. Games, toys, kids' products

Kitchen
e.g. Kitchens, electrical appliances, kitchen accessories, kitchen utensils

Leisure & Crafts
e.g. Leisure time products, hobbyists' supplies, musical instruments

Lighting
e.g. Luminaires and light sources

Luxury
e.g. Exclusive products, luxury items

Medical & Health
e.g. Pharmaceutical drugs, rehabilitation, patient care
Office & Stationery e.g. Paper, office supplies, writing implements

Public Space
e.g. Street appurtenances, advertising technology, security systems, sanitary equipment for public facilities

Smart Living
e.g. Smart metering, smart home

Transportation
e.g. Automobiles, bicycles, motor-bikes, auto accessories, mobility service providers

Travel, Sports & Outdoor Goods
e.g. Sports products and equipment, sports clothing, bags, suitcases, travel implements

#2 EXCELLENCE IN BUSINESS TO BUSINESS*

Automotive Technologies
e.g. Mobility technologies, auto and component solutions, auto safety

Aviation, Maritime & Railway Technologies
e.g. Aviation and space travel technology, shipbuilding and maritime technology, rail vehicles, vehicles for public transportation

Building & Elements
e.g. Construction materials, construction elements, paints, insulation, windows, building automation

Chemical Industry
e.g. Special and fine chemicals

Connectivity
e.g. The Internet of things, Industry 4.0

E-Mobility Technologies
e.g. Systems, products and components for electrical mobility

Electronic Technologies
e.g. Automation, measurement equipment, sensors

Energy Solutions
e.g. Regenerative energy systems, energy generation, heating and cooling technology

Information Technologies | Functional Software
e.g. Cloud solutions, data analytics, process management and production software, cyber security, virtual reality, sales and CRM solutions, education technologies

Information Technologies | Industry Specific and Service Software
e.g. Financial technologies, smart facility, geospatial and touristic related technologies, gaming and media, product- and service software

Lighting Solutions
e.g. Luminaires, lighting technology, projection, lighting management

Logistics & Infrastructure
e.g. Passenger and cargo transport, storage, packaging

Machines & Engineering
e.g. Durable goods, mechanisms, process and manufacturing technologies, robotics

Materials & Surfaces
e.g. High-tech materials and coatings

Medical Technologies
e.g. Medical technology, supplies for medical practices, medical products

Office Solutions
e.g. Office supplies, business process and office technologies

Pharmaceuticals
e.g. Pharmaceutical products, lab equipment

Retail & Trade Solutions
e.g. Store appurtenances, display systems

ADDITIONAL CATEGORY: DESIGN THINKING*

Apart from the opportunity to register projects under the categories listed above, all projects can also be registered under the overarching category called »Design Thinking«. Eligible projects are those that strive for innovation through more agile innovation methods such as design thinking, scrum, lean start-up or sprinting. That said, what we are primarily looking for are innovative achievements whose primary aim is to incorporate the relevant stakeholders into the development process and whose results prominently feature user-centricity. Projects that document the decisive difference between agile and participatory development processes have a shot at winning this very special prize. Please note that winners of an award will be subject to service charges, as indicated from page 18.

* Registration is possible in up to three categories of a contest class and the additional category.

* Registration is possible in up to three categories of a contest class and the additional category.

Digital presentation for jury session

After successful registration, please provide us with a presentation of your project, which will be viewed and evaluated by the jury.

Submissions for the German Innovation Awards 2022 must be made digitally only.

Digital data can be uploaded after registration via a data upload link. The link is available in the registration confirmation. The file clearly marked with the project ID must be uploaded by 4 February 2022.

Please note: :

- » All files as PDF or compressed into a ZIP file, max. 50 MB
- » Images: max. 5, JPEG
- » Video: max. 120 seconds, MPEG4, AVI, MOV
- » PDF: max. 15 pages
- » No PowerPoint files
- » All files must be clearly marked with the project ID

You may also fill out the questionnaire »Your innovation at a glance« with some market key figures about your innovation. However, experience has shown that this data allows the jury to assess your submission more quickly and accurately. You will receive it with the registration confirmation.

JUDGING

The submissions will be reviewed by an independent and interdisciplinary group of experts from technology, digitalisation, science, associations and institutions.

THE JURY



**MICHAEL
KRUZA**

*Team Leader Design/
User Experience,
Innovation Hub,
Deutsche Telekom AG,
Bonn/Darmstadt/Berlin*



**DR. ELIAS
KNUBBEN**

*Vice President and Head of
the department Corporate
Research and Innovation,
Festo SE & Co. KG,
Esslingen*



**CHRISTINE
WANG**

*Managing Director,
Lufthansa Innovation Hub*



**NICOLE
SCHNEIDER**

*Commercial Managing
Director,
Futurium,
Berlin*



**PROF. DR.
ALEXANDER J.
WURZER**

*Managing Partner,
WURZER & KOLLEGEN GmbH,
Munich
Adjunct Professor at the Centre
for International Intellectual
Property Studies (CEIPI),
Intellectual Property Law and
Management, University of
Strasbourg*



**SILVIA
OLP**

*President,
aed e.V.
(Association for the
Promotion of Architecture,
Engineering & Design),
Stuttgart*



AWARDS

In the contest categories »Excellence in Business to Consumer« and »Excellence in Business to Business«, the jury honours particularly outstanding innovations with one »Gold« award per category. Innovations that advance the industry through originality, implementation and effectiveness receive the »Winner« award. For well thought-out partial aspects and original approaches, the jury awards »Special Mention« awards.

EVALUATION CRITERIA

Criteria for the evaluation include:

- » User benefits
- » Innovation strategy
- » Social, ecological and economic sustainability
- » Functionality and ease of use
- » Synergy effects
- » Economic efficiency
- » The extent to which energy and resource use are taken into account
- » Location and employment potential
- » Longevity and quality
- » Overall concept
- » Market maturity, technical quality and functionality
- » Technological progress
- » Sustainability

Please note that the list above is not a hierarchical list pertaining to criteria and vetting, i.e. the jury is free to weight the various criteria as it sees fit. The jury also reserves the right to switch a project from one category to another. All entries submitted in due form and time will be submitted to the jury for evaluation.

RESULTS

The participating companies will receive a written notification of the results of the judging. Any recourse to courts of law is excluded.

AWARDS CEREMONY

The German Innovation Awards will be presented in May 2022 as part of a festive awards ceremony at Futurium in Berlin. Impressions of the German Innovation Awards can be found on our website www.german-innovation-award.de.

Deadlines & Dates

Early-Bird deadline
19 November 2021

Grant application deadline
21 January 2022

Registration deadline
28 January 2022

Deadline for digital presentation for jury session
4 February 2022

Jury session
16 February 2022

Notification of the jury results
End of February 2022

Publication of the award winners
24 May 2022

Awards ceremony
24 May 2022

Registration Fees

Registration for the award

Early-bird by 19 November 2021 per project **€ 449.00***

Registration for the award

by 28 January 2022 per project **€ 495.00***

For submissions registered after the registration deadline (29 January 2021), an additional fee of **€ 140.00*** will be charged.

The payment of the registration fees will be paid by credit card or invoice. By submitting your project for the German Innovation Award 2022, you agree to all the above costs and fees.

*All information is valid per submitted project plus the legally valid value added tax.

Service Fees

In the event of an award, you will receive various services and benefits from us, depending on the award, which are associated with additional, mandatory costs. The benefits and services are described in detail on the following pages. We are happy to offer you further services on request.

Service fees for the award »Special Mention« **€ 3,150.00***

Service fees for the award »Winner« **€ 3,450.00***

Service fees for the award »Gold« **€ 4,450.00***

*All details apply per award plus the legally valid value added tax.
Payment of the service fees is made by invoice.

As a participant in the awards you will receive a multitude of opportunities to actively promote your nomination and effectively communicate your innovation competence.

Even the nomination for the German Innovation Awards is an award that offers you a first-class opportunity to generate media attention.

OPTIONAL NOMINEE PACKAGE

Label	As a Nominee, you are entitled to use the official »Nominee« label for your communication and promotion of the nominated project. You receive additional text modules that you can use for your communication.
Documents	You will receive two personalised »Nominee« documents.
Marketing Services	As a Nominee, you can order various products from our Marketing Services offering, such as acrylic glass certificates and cuboids.
NEU! Social Media Tag	As a Nominee, we will present you in a social media post during the competition phase, in which we will name and tag your company and the other nominees.

€ 1,950.00*

* All information excludes VAT.

Special Mention

Award for innovations that convince through well thought-out partial aspects and original approaches.

ADVANTAGES AND SERVICES

Label	Use of the »Special Mention« label for your communication measures (from end of communication embargo / awards ceremony).
Winner documents	Receipt of two personalised winner documents.
Marketing Services	Exclusive access to the marketing services concerning the German Innovation Awards 2022.
NEW!	
Individual social media ad	Target group-specific and individual advertisement on Facebook.
Press material	Pre-formulated text modules for use in your communication measures.
Online gallery	Presentation of the awarded project with short text, image, company information and backlink in the online gallery.
Video clips	Short individual video clips (Facebook and Instagram format) of your award are included.
Awards ceremony	Invitation to attend the awards ceremony and receive your personal winner document and opportunity for a professional photo.

Winner

Award for innovations that advance the industry through originality, implementation and effectiveness.

ADVANTAGES AND SERVICES

Label	Use of the »Winner« label for your communication measures (from end of communication embargo / awards ceremony).
Winner documents	Receipt of two personalised winner documents.
Marketing Services	Exclusive access to the marketing services concerning the German Innovation Awards 2022.
NEW!	
Individual social media ad	Target group-specific and individual advertisement on Facebook.
Press material	Pre-formulated text modules for use in your communication measures.
Online gallery	Presentation of the awarded project with short text, image, company information and backlink in the online gallery.
Video clips	Short individual video clips (Facebook and Instagram format) of your award are included.
Awards ceremony	Invitation to attend the awards ceremony and receive your personal winner document and opportunity for a professional photo.

Gold

Award for pioneering excellence within an industry or discipline.

ADVANTAGES AND SERVICES

Label	Use of the »Gold« label for your communication measures (from end of communication embargo / awards ceremony).
Winner documents	Receipt of two personalised winner documents.
Award sculpture	Receipt of an award sculpture.
Marketing Services	Exclusive access to the marketing services concerning the German Innovation Awards 2022.
NEW!	
Individual social media ad	Target group-specific and individual display on Facebook/Instagram, as well as on LinkedIn or Pinterest.
Press material	Personalised press release (in German and English) as well as pre-formulated text modules for communication.
Online gallery	Presentation of the awarded project with short text, image, company information, detailed jury statement and backlink in the online gallery.
Video clips	Short individual video clips (Facebook and Instagram format) of your award are included.
Awards ceremony	Invitation to attend the awards ceremony and receive your personal winner document as well as the award sculpture on stage and opportunity for a professional photo.



Grant Programme

The German Design Council offers all SMEs, freelancers and business start-ups the opportunity to apply for a waiver of the service fees for winners. These waivers will be granted on the basis of financial need. In order to qualify, your annual revenue for the past two years (2019 and 2020) must be € 50,000 or less.

Your application must be received by the German Design Council by 21 January 2022 (Receipt by post or by e-mail at the German Design Council).

You can find the application for a grant in your personal log-in area on »My Design Council« or contact the German Innovation Award team directly.



Contact

Rat für Formgebung Medien GmbH
Messeturm
Friedrich-Ebert-Anlage 49
D-60327 Frankfurt am Main

Director German Innovation Awards Mailin Hoang

T +49 69 24 74 48 645
F +49 69 24 74 48 700

gia@gdc.de
www.german-innovation-award.de



Rat für Formgebung
German Design Council