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The German Design Council

The organisers 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.

With the German Innovation Awards, the German Design Council offers you an exclusive platform to get the word out about your capacity for innovation. The criteria for the awards are both rigorous and simple: the overall concept must be functional and sustainable. This in turn involves benefits for users, economic efficiency, synergy effects and a highly effective market launch.

You create innovation with added value

We create added value for your communication

The German Innovation Awards are aimed at companies that want to showcase their innovative capabilities to the general public and successfully position their products and brands in the relevant markets. The awards are intended not only for giant corporations, but also for any company whose innovations will help make a better future. The achievements in this regard need not always be in the field of engineering or technology, given that services can also generate added value. The German Innovation Awards ensure that all candidates have an equal opportunity to showcase their innovations. 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.
With The German Innovation Awards, The German Design Council has established an International Prize that honours innovative achievements – solutions, detailed innovations and services that genuinely create added value for the users.

With 695 participants from 29 countries, the awards received an overwhelming response in 2019 awards year which showed that successful product innovation provides an ideal opportunity for communication and networking. Given that innovations, in their capacity as a differentiating competitive factor, are an integral part of today's markets, in this second year of the German Innovation Awards, we have decided to make their scope international.

Thus, companies from all countries around the world are invited to submit their innovative achievements, whether it be in the form of detailed solutions, process flows or products. Innovations that are notable for their impact and added value have a chance to win an award – regardless of industry.

If you receive a German Innovation Award, your outstanding achievements 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.

In the following, you will find details about how the contest works, as well as all of the attendant services and conditions.
Your path to the German Innovation Awards

The German Innovation Awards is 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 contest. This procedure ensures the independence and excellence of the awards.

1 Registration for the Contest

The German Design Council nominates companies, on a rolling basis, that are notable for their innovative capabilities. If your project is nominated, you will receive a written notification including login data and can register your nominated project via our registration portal »My Design Council«. You can then proceed to register your project at our registration portal »My Design Council«. The registration is binding. The project you are submitting needs to have been released or launched within the last five years. You can register your project in up to three of the categories for which your project was nominated.

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.

2 The Digital Submission

After successful registration, please provide us with a presentation of your project, which will be reviewed and evaluated by the jury. You can find details on the content and scope of your presentation on page 19 and in your personal login area of »My Design Council«. Delivery of the digital submission for the jury session must be made by 5 February 2020 at the latest.
3 Participation and Evaluation Criteria

All submissions that are received by the deadline and meet all of the mandated formal requirements will be submitted to the jury. 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. You will receive written notification of the jury’s decision. Any litigation in connection with this contest is excluded.

4 Awards Ceremony

The German Innovation Awards will be presented in May 2020 as part of a festive awards ceremony at Berlin. Impressions of the German Innovation Awards 2019 can be found on pages 14 and 15 as well as on our website www.german-innovation-award.de.
The jury

The submissions will be reviewed by an independent and interdisciplinary group of experts from industry, business, institutions and finance.
The contest classes and categories

The German Innovation Awards 2020 is awarded in two contest classes. In the contest classes "Excellence in Business to Consumer" and "Excellence in Business to Business", the jury selects one gold winner and up to ten winners. The jury awards Special Mention prizes for special aspects of product innovation.

#1 Excellence in Business to Consumer*

<table>
<thead>
<tr>
<th>Category</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beauty &amp; Care</td>
<td>e.g. Body care, beauty products, wellness products</td>
</tr>
<tr>
<td>Drugstore Products</td>
<td>e.g. Drugstore products, hygiene products</td>
</tr>
<tr>
<td>E-Business</td>
<td>e.g. E-commerce systems</td>
</tr>
<tr>
<td>E-Mobility</td>
<td>e.g. Mobility via electric motors</td>
</tr>
<tr>
<td>Entertainment Electronics</td>
<td>e.g. Consumer electronics, TV, audio, video, photography, accessories</td>
</tr>
<tr>
<td>Fashion</td>
<td>e.g. Clothing, shoes, accessories</td>
</tr>
<tr>
<td>Food &amp; Beverages</td>
<td>e.g. Food and beverages</td>
</tr>
<tr>
<td>Gardening &amp; Tools</td>
<td>e.g. Gardening equipment, gardening, tools, accessories for tools</td>
</tr>
<tr>
<td>Heating &amp; Bathroom</td>
<td>e.g. Bathrooms and plumbing, heating, air conditioning and energy technology</td>
</tr>
<tr>
<td>Household Appliances</td>
<td>e.g. Household appliances, electrical appliances, household goods</td>
</tr>
<tr>
<td>Interior &amp; Living</td>
<td>e.g. Furniture, home textiles, wall and ceiling cladding, floor coverings</td>
</tr>
<tr>
<td>Kids &amp; Toys</td>
<td>e.g. Games, toys, kids’ products</td>
</tr>
<tr>
<td>Kitchen</td>
<td>e.g. Kitchens, electrical appliances, kitchen accessories, kitchen utensils</td>
</tr>
<tr>
<td>Leisure &amp; Crafts</td>
<td>e.g. Leisure time products, hobbyists’ supplies, musical instruments</td>
</tr>
<tr>
<td>Lighting</td>
<td>e.g. Luminaires and light sources</td>
</tr>
<tr>
<td>Luxury</td>
<td>e.g. Exclusive products, luxury items</td>
</tr>
<tr>
<td>Medical &amp; Health</td>
<td>e.g. Pharmaceutical drugs, rehabilitation, patient care</td>
</tr>
<tr>
<td>Office &amp; Stationery</td>
<td>e.g. Paper, office supplies, writing implements</td>
</tr>
<tr>
<td>Public Space</td>
<td>e.g. Street appurtenances, advertising technology, security systems, sanitary equipment for public facilities</td>
</tr>
<tr>
<td>Smart Living</td>
<td>e.g. Smart metering, smart home</td>
</tr>
<tr>
<td>Transportation</td>
<td>e.g. Automobiles, bicycles, motorbikes, auto accessories, mobility service providers</td>
</tr>
<tr>
<td>Travel, Sports &amp; Outdoor Goods</td>
<td>e.g. Sports products and equipment, sports clothing, bags, suitcases, travel implements</td>
</tr>
</tbody>
</table>

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

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

### Aviation & Maritime 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 Softwares
- 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 Softwares
- 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 16.

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

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

REGISTRATION FEES

<table>
<thead>
<tr>
<th>Description</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration for the contest by 31 January per project</td>
<td>€ 395.00</td>
</tr>
<tr>
<td>Registration by 6 December 2019</td>
<td>€ 349.00</td>
</tr>
<tr>
<td>Project handling digital submission</td>
<td>€ 100.00</td>
</tr>
</tbody>
</table>

All information is valid per submitted project plus the legally valid value added tax. For submissions registered after 31 January 2020, an additional late fee of € 140.00 will be charged.
Benefits for Nominees

Even the nomination for the German Innovation Awards is an award that offers you a first-class opportunity to generate media attention. Actively promote your nomination in order to effectively communicate your innovation competence.

**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.

**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 made of acrylic glass.

**Text modules**
You receive text modules that you can use for your communication.

€ 1,950.00*

*All information excludes VAT.
Benefits for award winners

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.

Winner documents
You will 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.

Catalogue
All award winners will be presented in our catalogue. Gold award winners will receive a 2-page presentation, Winner and Special Mention award winners a 1-page presentation. In addition, a specimen copy of the catalogue will be sent to each registrant by post after the awards ceremony.

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.
Public relations
Good communication is a basis for sustainable success. Through our accompanying public relations and customised media cooperations, your project will have an extensive media appearance. You benefit from our extensive communication through our extensive media distribution lists and social networks.

Social Media
All competition 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.

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

Photo wall
It is possible to receive the winner documents in a picture frame and have them professionally photographed. The photos can be downloaded from our website.

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

Text modules
You receive text modules that you can use for your communication.
On 28 May 2019, the winners of the German Innovation Awards 2019 were honoured at the awards ceremony held at the Deutsches Technikmuseum (German Museum of Technology) in Berlin.

Karolina Manikowska

"For our team and our company it is great business. This is a real proof for our customers, that our product has innovation inside. Receiving this kind of award will be a great thing for our customers as well."
»Of course we are delighted to have won a German Innovation Award for our product – and the Gold title, no less. This gives us an incentive to drive forward with new innovations, and put projects in motion that will interest our customers. «

Ayleen Hartung

dm-drogerie markt,
Product Manager SUNDANCE

#1 Excellence in Business to Consumer
«Gold»

»For us, this German Innovation Awards is a major acknowledgement of the work that has gone into our solution. It also goes to show that it’s not enough just to invent a new technology or come up with a great idea — you have to actually bring the whole package to market, to your customers. «

Tobias Scheibling

ParkNow GmbH,
Automotive Solutions Manager

#2 Excellence in Business to Business
«Gold» and «Winner»
**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 news embargo / awards ceremony).

**Winner documents**
Receipt of two personalised winner documents.

**Marketing Services**
Exclusive access to the marketing services concerning the German Innovation Awards 2020.

**Catalogue**
1-page presentation in the catalogue with short text, image and contact details. One specimen copy per registrant.

**Online gallery**
Presentation of the project with short text, image and contact details (duration 3 years).

**Public relations**
Basic public relations concerning the German Innovation Awards by the German Design Council.

**Social Media**
Basic communication and content marketing concerning the German Innovation Awards through the social media channels of the German Design Council.

**Awards ceremony**
You will receive your personalised winner document and possibility for a professional winner photo.

€ 3,150.00*

*All service fees will be charged per award and excludes VAT.
## SERVICE FEES

### Winner

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

### ADVANTAGES AND SERVICES

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Label</strong></td>
<td>Use of the Winner label for your communication measures (from end of news embargo / awards ceremony).</td>
</tr>
<tr>
<td><strong>Winner documents</strong></td>
<td>Receipt of two personalised winner documents.</td>
</tr>
<tr>
<td><strong>Marketing Services</strong></td>
<td>Exclusive access to the marketing services concerning the German Innovation Awards 2020.</td>
</tr>
<tr>
<td><strong>Catalogue</strong></td>
<td>1-page presentation in the catalogue with short text, image and contact details. One specimen copy per registrant.</td>
</tr>
<tr>
<td><strong>Online gallery</strong></td>
<td>Presentation of the project with short text, image and contact details (duration 3 years).</td>
</tr>
<tr>
<td><strong>Public relations</strong></td>
<td>Basic public relations concerning the German Innovation Awards by the German Design Council.</td>
</tr>
<tr>
<td><strong>Social Media</strong></td>
<td>Basic communication and content marketing concerning the German Innovation Awards through the social media channels of the German Design Council.</td>
</tr>
<tr>
<td><strong>Awards ceremony</strong></td>
<td>You will receive your personalised winner document and possibility for a professional winner photo.</td>
</tr>
</tbody>
</table>

€ 3,450.00*

*All service fees will be charged per award and excludes VAT.
SERVICE FEES

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 news embargo / awards ceremony).

Winner documents

Receipt of two personalised winner documents.

Marketing Services

Exclusive access to the marketing services concerning the German Innovation Awards 2020.

Catalogue

2-page presentation in the catalogue with short text, image and a detailed jury statement as well as contact details. One specimen copy per registrant.

Online gallery

Presentation of the project with short text, image and a detailed jury statement as well as contact data (duration 3 years).

Public relations

Industry-specific and cross-industry public relations for the German Innovation Award 2020 as well as pre-formulated modules for your public relations.

Social Media

Comprehensive communication, content marketing and links to the online gallery of award winners through the social media channels of the German Design Council.

Granting of the awards

You will receive a personalised winner document and the possibility for a professional winner photo as well as the presentation of the prize sculpture on stage.

€ 4,450.00*

*All service fees will be charged per award and excludes VAT.
Your digital submission

FORMATS, METHODS AND CONTENTS

Digital submissions for the German Innovation Awards 2020 must be submitted in digital form.

Digital data can be uploaded after registration via a data upload link. The link is available in the registration confirmation. We kindly ask you to upload only one file in PDF or ZIP format to our upload website by 5 February 2020.

Please note:
›› All files as PDF or compressed into a ZIP file, max. 50 MB
›› Images: 4-5 images per submission, JPEG, 300 dpi, Din A5, CMYK
›› Video: max. 120 seconds, MPEG4, AVI, MOV
›› PDF: max. 15 pages
›› No Powerpoint files
›› All files must be clearly marked with the project ID.

If you wish, 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.

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 must be €50,000 or less.

Your application must be received by the German Design Council by 10 January 2020.

You can find the application for funding in your personal login area at »My Design Council«.
Overview

- Early bird registration deadline
  6 December 2019

- Registration deadline
  31 January 2020

- Deadline for digital submissions
  5 February 2020

- Jury session
  12 February 2020

- Notification of jury decisions
  February 2020

- Publication in the online gallery
  26 May 2020

- Awards ceremony and catalogue
  26 May 2020

Contact

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