

GERMAN  
**INNO  
VATION**  
AWARD '24

# Fact sheet

Award by  **Rat für Formgebung**  
German Design Council

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# The German Innovation Awards



## German Innovation Awards 2024

The German Innovation Awards honor products, projects and pioneering achievements that sustainably improve life through innovation and progress. From Green Mobility, Digital Healthcare and New Work to exceptional engineering achievements in all fields - every innovation counts. Positive changes that influence and enrich the lives of a wide variety of target groups have always come about through innovation. The German Innovation Awards provides a platform for these innovative solutions and shows where innovations can take us.

## Added value through innovation

We are calling on cross-sector players to participate in the German Innovation Awards who create added value in society, the environment or the economy through their change processes. Innovations are always approaches to solving problems and opening up new perspectives. With the German Innovation Awards 2024 you will be honored for this, you will get the chance to make your vision visible and to drive change.

## The award that makes 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.

The overwhelming response of 650 participants from 22 countries in the award year 2023 has shown that innovation successes offer an ideal opportunity for communication and networking.

The German Innovation Awards make your great performance visible to a wide audience and ensure a successful positioning in the market: Use this competitive edge for your communication and sharpen your profile as an innovative player of the future.

## German Design Council The awarding authority makes the difference

Created by the German Bundestag and endowed by German industry: Since 1953, the German Design Council has been promoting the competitiveness of companies through design. Its international awards honor the best design, brand and innovation achievements. Because only the perfect triad of design, brand and innovation equips companies for the challenging competition.

The special feature of the German Design Council is that it promotes exchange between small and large companies, between suppliers and manufacturers, between users and companies, between potential partners and the public.

# How can I participate?



## Nomination

The German Design Council nominates companies that have attracted attention for their particular innovative strength.

In addition, companies have the opportunity to submit projects directly and on their own initiative for the award.

After a review by our expert panels, you will receive written notification from the German Design Council whether your project meets the required criteria and has thus been approved and nominated for participation in the German Innovation Awards.

This procedure ensures the independence and excellence of the award. In the event of non-admission, you will also receive notification and no costs will be incurred.

## Requirements for participation

The German Innovation Awards are open to companies from all industries and sectors of the economy, as well as non-commercial and governmental organizations from all over the world.

Only submissions whose publication or market launch does not date back more than five years are eligible to participate.

There is no limit to the number of entries per company.

The German Design Council charges service fees for the implementation of the award with a multi-stage jury process and the award ceremony. These are staggered according to the degree of the award and the associated different expenses for the realization of the jury meeting or award ceremony.



# Benefits for award winners



## Label

Show your success: With the unrestricted use of the official „Gold“, „Winner“ or „Special Mention“ label, you receive an excellent seal of quality for your innovative performance. A top-class jury decides on the awards.



## Documents

You will receive two documents of the German Innovation Awards with which you can effectively present your award.



## Award trophy

„Gold“ winners will receive a high-quality award sculpture. This will be presented exclusively on stage during the award ceremony.



## Award ceremony

Moderated by the well-known science journalist Ingolf Baur from the media, the award ceremony is the highlight of the day: The short keynote lecture inspires, the talk round invites discussion and the presentation of certificates for gold winners honors the best projects.

Afterwards, everyone is invited to an exuberant evening with drinks and catering.



# Benefits for award winners



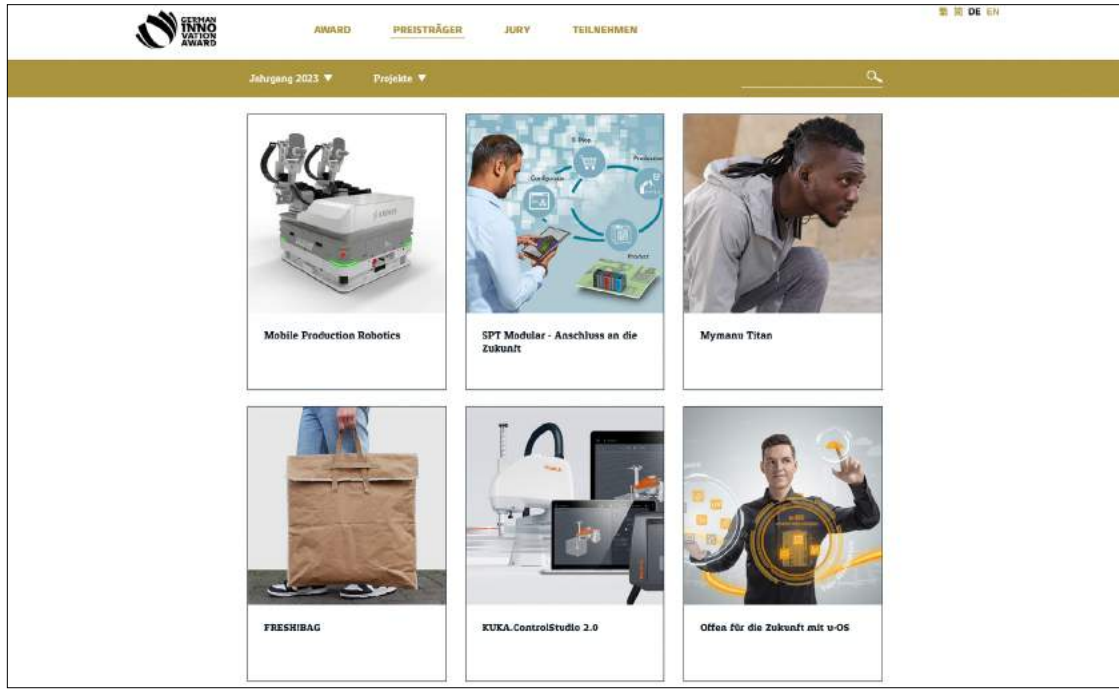
## Photo wall

We will take professional photos of you with your award. The photos are available for download on our website.



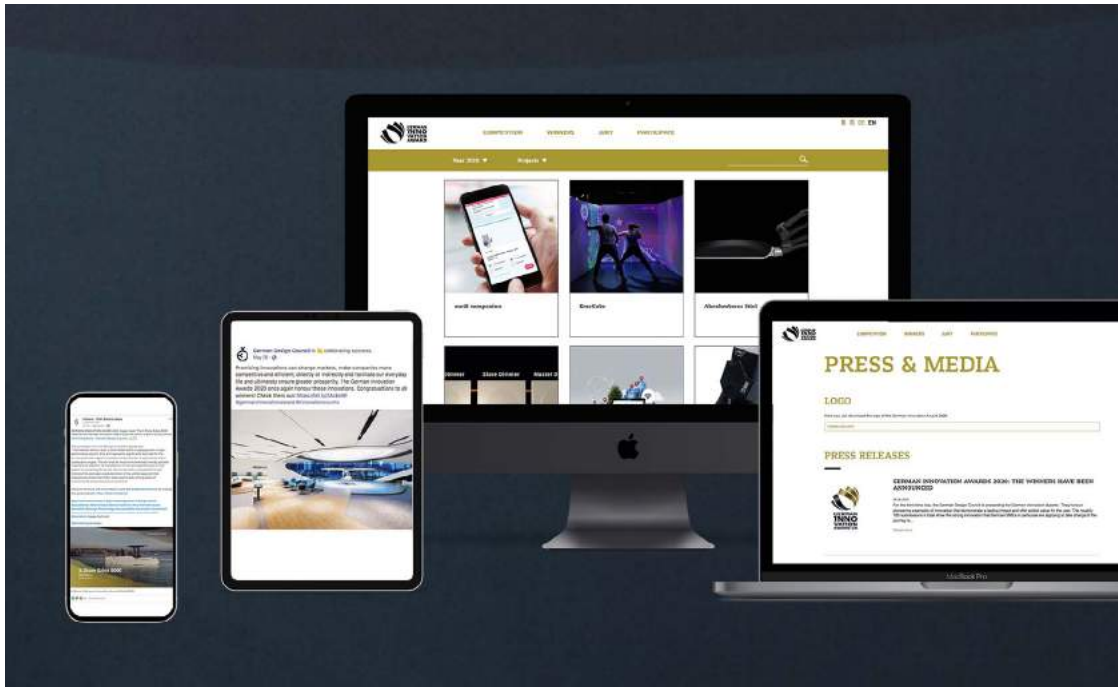
## „Gold“ exhibition

„Gold“ awards receive a special presence in the Futurium during the award ceremony with a presentation of the award-winning projects.



## Online gallery

Each award-winning innovation is presented in our online gallery at [www.german-innovation-award.de](http://www.german-innovation-award.de) including a link to the developer and client company website.

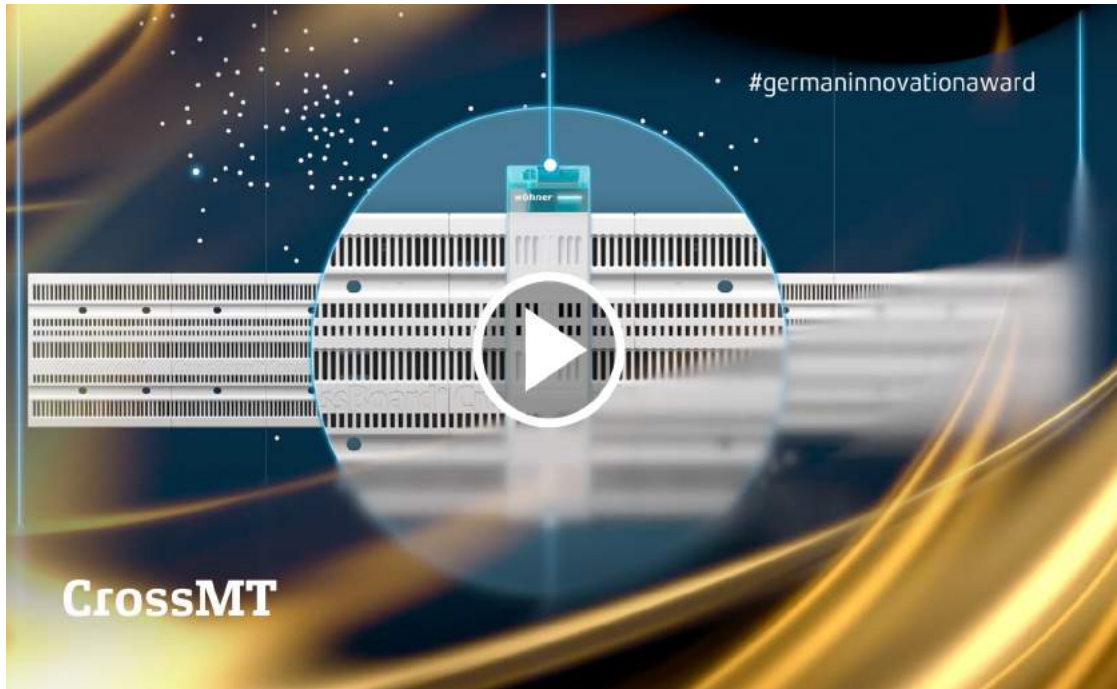


## Customized display on social media

We present the „Gold“ awarded projects to specific target groups with individual ads on Facebook/Instagram (Meta).



# Benefits for award winners



## Social media clips

For the „Winner“ and „Gold“ awards, we provide individual clips for own communication. With one portrait and one landscape format each, you get professional material for your social media channels or website.



## Jury statement

„Gold“ award winners are provided with a short statement by the jury about their award. This is published in the online gallery next to the entry and can be ideally used in one's own communication.



## Marketing Services

Exclusive marketing articles can be ordered for a fee as part of our Marketing Services.



## Communication tools

You will receive a white paper with useful tips and examples for your own award communication. In addition, we provide text modules that you can use for your press activities.

# Deadlines & Dates



<b>Call for entries</b>	4 October 2023
<b>Deadline Early Bird registration</b>	17 November 2023
<b>Deadline grant applications</b>	19 January 2024
<b>Closing date</b>	25 January 2024
<b>Deadline upload of the presentations to the jury meeting</b>	2 February 2024
<b>Jury meeting</b>	14 February 2024
<b>Notification of the jury results</b>	End of February 2024
<b>Publication of the winners</b>	14 May 2024
<b>Award ceremony</b>	14 May 2024





# A great appearance



On 23 May 2023, the winners of the German Innovation Awards 2023 were announced for their outstanding achievements.



## Professor Milli-Ann Tamayao

Life Cycle Assessment Team Manager, vaayu tech

**Excellence in Business to Business –  
Information Technologies | Industry Specific and  
Service Software „Gold“**

„Innovation is a complex process. When we talk about sustainable innovation, we are talking about changes in various dimensions - sustainability, environment, economy and society.“



## Anette Ströh

Innovation Manager, Charité

**Juror of the German Innovation Awards**

„For me, sustainable innovation means long-term growth. As a company, you should constantly question yourself and dare to try out new ways. That’s how you can be successful in the long term and respond to changing customer needs.“

# Application for the award



## Registration

With each nomination or open invitation, we send a user name or the e-mail address for registration in the „**My Design Council**“ registration portal. There you can complete all information about your submission and register bindingly for participation. If you already have an account, log in with your known log-in data.

## Online application

It takes an average of 25 minutes to register a submission. The following information will be requested:

- Discipline
- Project name
- Project specification(German and English)
- Description text (German and English, max. 650 characters each)
- Website
- Date and place of launch
- Details on developer, manufacturer, client
- Category and, if applicable, additional category
- Billing address
- Optional booking of the Nominee Package
- Image material (max. 5 images, JPG, min. 1000px (shortest side), RGB, file size: max. 10 MB)

## Helpful hints

Please note that the information and image/text material from your registration will be used both for the jury meeting and for publication in the event of an award.

After successful registration you will receive a confirmation as well as an invoice for the registration fee. Payment of the registration fee will be made by credit card or invoice.

## Please note:

By submitting your project for the German Innovation Awards 2024, you agree to all costs and fees mentioned. In the event of an award, service fees will apply for the benefits included in the service package. You will find detailed information on this on **pages 18 to 21.**

## Registration fees

Early Bird registration until 17 November 2023	€ 449.00*
Regular registration	€ 495.00*
Last call registration after 25 January 2024	€ 495.00* + € 140.00*

\*All prices are per registered submission and plus the legally valid value added tax.

## Registration closes on 25 January 2024



# Optional Nominee Package



## Benefits and services for nominees

Even participation in the German Innovation Awards is an initial communication event with which you can generate media attention for your extraordinary achievements.

By registering for the award, you have the first-class opportunity to book our Nominee Package at an early stage and thus effectively communicate your innovation competence.



## Nominee Package components:

### Label

As a nominee, you are entitled to unlimited use of the official „Nominee“ label for your communication and promotion of the nominated project.

### Documents

Nominees will receive two personalized „Nominee“ documents by mail (without frame).

### Communication tools

Use the texts of the German Design Council for your own press releases, which nominees receive at their free disposal.

### Social media tag

As a nominee, we will present you in a social media post during the call for entries, naming and tagging you and the other nominees.

## Fees for the optional Nominee Package

Booking of the Nominee Package	€ 1,950.00
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\*All prices are per registered submission and plus the legally valid value added tax

Bookable directly when registering for the award or subsequently until the end of March 2024 via our **online form**.



# Categories of the discipline

## Excellence in Business to Consumer



### Beauty & Care

e.g. Body care, cosmetics, wellness

### Drugstore Products

e.g. Drugstore articles, hygiene

### E-Business

e.g. E-commerce systems

### E-Mobility

e.g. Electromobility

### Entertainment Electronics

e.g. Consumer electronics, TV, audio, video, photo, accessories

### Fashion

e.g. Clothing, shoes, accessories

### Food & Beverages

e.g. Food, beverages

### Gardening & Tools

e.g. Garden equipment, garden maintenance, tools, tooling

### Heating & Bathroom

e.g. Bathroom and plumbing, heating, air conditioning and power engineering

### Household Appliances

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

### Interior & Living

e.g. Furniture, home textiles, wall and ceiling coverings, floor coverings

### Kids & Toys

e.g. Games, toys, children products

### Kitchen

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

### Leisure & Crafts

e.g. Leisure articles, hobby and craft supplies, musical instruments

### Lighting

e.g. Lighting, illuminants

### Luxury

e.g. Exclusive products, luxury items

### Medical & Health

e.g. Medication, rehabilitation and care

### Office & Stationery

e.g. Paper, office supplies, stationery

### Public Space

e.g. Street furniture, advertising technology, security systems, sanitary solutions for public facilities

### Smart Living

e.g. Smart metering, smart home

### Transportation

e.g. Automobility, bicycles, motorcycles, vehicle accessories and mobility service providers

### Travel, Sports & Outdoor Goods

e.g. Sports equipment and products, sportswear, bags, suitcases, travel accessories



# Categories of the discipline

## Excellence in Business to Business



### Automotive Technologies

e.g. Mobility technologies, vehicle and component development, vehicle safety

### Aviation, Maritime & Railway Technologies

e.g. Aerospace engineering, shipbuilding and maritime engineering, rail vehicles, public transport vehicles

### Building & Elements

e.g. Building materials, building elements, paints, insulation, windows, building automation

### Chemical Industry

e.g. Fine chemicals, specialty chemicals

### Connectivity

e.g. Internet of Things, Industry 4.0

### E-Mobility Technologies

e.g. Electromobility systems, products and components

### Electronic Technologies

e.g. Automation, measurement technology, sensor technology

### Energy Solutions

e.g. Regenerative energy systems, power 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. Illuminant, lighting technology, projection, light management

### Logistics & Infrastructure

e.g. Passenger and freight transport, storage, packaging

### Machines & Engineering

e.g. Capital goods, mechanics, processes and manufacturing techniques, robotics

### Materials & Surfaces

e.g. High-performance materials and coatings

### Medical Technologies

e.g. Medical technology, practice supplies, medical devices

### Office Solutions

e.g. Office equipment, business process and office technologies

### Pharmaceuticals

e.g. Pharmaceutical products, laboratory equipment

### Retail & Trade Solutions

e.g. Business equipment, display systems, gastronomy, hotel industry

# Additional category

## Innovation Methods

### Innovation Methods

In addition to registering in the categories listed here, projects can be registered in the overarching category „Innovation Methods“.

Agile innovation methods are used in a wide range of sectors - companies recognise that innovation is a key to growth and competitiveness.

Over the last few years, a wealth of methods has been initiated and further developed to meet different sectors and needs. In this category, projects can be submitted that have made determined and demonstrable use of agile innovation methods. These include, for example: Design Thinking, Scrum, Lean Startup, Kanban, or Open Innovation. Important for the award is proof of the innovation process.

### Please note:

Please note that in the event of an award, the service fees for winners - as listed from **page 18** - will apply.



# Submission of the presentation to the jury meeting



## Preparation

After successful online registration, please provide us with a presentation of your project, which will be viewed and evaluated by the jury. To facilitate your preparation, you will find an overview of the information relevant for the judging here.

The requirements listed here ensure neutral, accurate comparability and help to present your submission in the best possible way.

## Formats

Submissions for the German Innovation Awards 2024 are made exclusively by digital means.

You can design your submission as a PDF presentation and/or as a film. Only PDF and MPEG4 files are accepted.

In the case of embedded video clips in PDF presentations, please also upload the film separately as a file.

## Scope

Multiple PDF presentations must be combined, but should not exceed the maximum page count of 15 pages.

The maximum movie length is 120 seconds. The maximum file size when uploading is 50 MB.

## Upload

With the registration confirmation you will receive an upload link where you can provide us with your presentation.

A maximum of 2 files can be uploaded: 1x PDF and/or 1x MPEG4. All files must be clearly marked with the project ID (GIA2024-XXXXX).

## Content

Presentations must be prepared in German and English.

For rough orientation, we offer best practice cases from the past year for viewing:

### Download best practices B2C/B2B

Password for download: GIA2024!

We also provide templates that can be filled with your own content:

### Download templates

Password for download: GIA2024!

## Questionnaire

You are free to fill in the questionnaire „Your innovation at a glance“ with some market key figures about your innovation:

### Download questionnaire

Password for download: GIA2024!

From experience, this data allows the jury to assess your submission more quickly and accurately.

Please add the questionnaire to the presentation PDF and upload it via the upload link.

**Data upload until  
2 February 2024**

## Jury meeting

The evaluation will take place on 14 February 2024 by the independent, interdisciplinary jury of experts from technology, digitization, science and institutions. The jury will review all submissions, compare, discuss and decide on the awards.

## Distinctions

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

## Results

You will receive written notification of the results of the judging by e-mail before the end of February 2024. The legal process is excluded.

## Evaluation criteria

- Benefit for the user
- Innovation strategy
- Social, ecological, economic sustainability
- Functionality and usability
- Synergy effects
- Economic efficiency
- Consideration of energy/resource use
- Location and employment potential
- Durability and quality
- Overall concept
- Market maturity, technical quality and function
- Technological progress
- Future viability

The above order does not represent a criteria or evaluation ranking. The jury is free in the weighting of the individual criteria in the evaluation.

It reserves the right to assign a project to a different category.

All entries submitted in due form and time will be submitted to the jury for evaluation.

## Jury members



**Anette Ströh**  
Innovation Manager,  
Charité,  
Berlin, Germany



**Dr. Elias Knubben**  
Vice President and Head of  
the division Corporate  
Research and Innovation,  
Festo SE & Co. KG,  
Esslingen, Germany



**Annette Brunsmeier**  
Digital Transformation Lead  
Public Sector,  
Fujitsu Technology  
Solutions GmbH,  
Hamburg, Germany



**Michael Kruza**  
Team lead Design / User  
Experience, Innovation Hub,  
Deutsche Telekom AG,  
Bonn/Darmstadt/Berlin,  
Germany



**Sonja Schiefer**  
Head of Siemens Design  
Home Appliances,  
BSH Hausgeräte GmbH,  
Munich, Germany



# Award ceremony & Exchange of knowledge

## Award show

The German Innovation Awards will be presented in May 2024 at a festive awards ceremony at the Futurium in Berlin. This event attracts around 300 invited guests each year: business, politics, the media and trade press, as well as all winners of the German Innovation Awards. In addition to many other offers, all award winners can have their certificate and, if applicable, award sculpture photographed by our professional photo team on site. The pictures will be made available the following day.

## Discussion and industry meeting

The award ceremony is an ideal opportunity to make new, important contacts as well as to build and maintain networks.

## Invitation

All award winners will receive an invitation to the event in spring 2024. Feedback on participation is requested. After expiry of the re-registration deadline, additional guests may be admitted from the waiting list. All conditions for the waiting list can be found in the invitation letter. All details regarding the schedule and program items will be made available in due time.



## Impressions of the award ceremony 2023 you will find [here](#)





# Service packages & service fees

## Overview



		Distinction Special Mention	Distinction Winner	Distinction Gold
Label	Unlimited use of the label for print and web applications	✓	✓	✓
Documents	Two personalized documents in a high quality frame	✓	✓	✓
Communication tools	Whitepaper and templates for own press activities	✓	✓	✓
Online gallery	Presentation of the project in our online gallery with linking	✓	✓	✓
Marketing Services	Access to additional fee-based Marketing Services products	✓	✓	✓
Press work	Press work around the German Innovation Awards	✓	✓	✓
Award ceremony	Invitation to the award ceremony in Berlin and receipt of your personal certificate	✓	✓	✓
Press photos	Professional photos in front of the photo wall	✓	✓	✓
Individual clips	Short clips on the project suitable for social media (portrait and landscape format)		✓	✓
Social media add	Targeted ad on Facebook/Instagram (Meta) with linking			✓
Award trophy	High quality award trophy with label			✓
Jury statement	Statement of the jury in German and English for own use			✓
Exhibition	Digital presentation during the award ceremony at Futurium, Berlin			✓
Handover on stage	The award will be handed over on stage during the award show			✓
		€ 3,150.00*	€ 3,450.00*	€ 4,450.00*

\* In the event of an award, these mandatory service fees will apply to the corresponding service package. A selection / non-utilization of the benefits and services is excluded.  
All figures apply per award and plus the legally valid value added tax.

# Service packages & service fees

## Special Mention



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

Label	Unlimited use of the „Special Mention“ label for print and web applications
Documents	Two personalized documents in a high quality frame
Communication tools	Whitepaper and templates for own press activities
Online gallery	Presentation of the project in our online gallery with linking
Marketing Services	Access to additional fee-based Marketing Services products
Press work	Press work around the German Innovation Awards
Award ceremony	Invitation to the award ceremony in Berlin and receipt of your personal certificate
Press photos	Professional photos in front of the photo wall

Service package „Special Mention“ € 3,150.00\*

\* In the event of an award, these mandatory service fees will apply to the corresponding service package. A selection / non-utilization of the benefits and services is excluded.  
All figures apply per award and plus the legally valid value added tax.



# Service packages & service fees

## Winner



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

Label	Unlimited use of the „Winner“ label for print and web applications
Documents	Two personalized documents in a high quality frame
Communication tools	Whitepaper and templates for own press activities
Online gallery	Presentation of the project in our online gallery with linking
Marketing Services	Access to additional fee-based Marketing Services products
Press work	Press work around the German Innovation Awards
Award ceremony	Invitation to the award ceremony in Berlin and receipt of your personal certificate
Press photos	Professional photos in front of the photo wall
Individual clips	Short clips on the project suitable for social media (portrait and landscape format)

Service package „Winner“ € 3,450.00\*

\* In the event of an award, these mandatory service fees will apply to the corresponding service package. A selection / non-utilization of the benefits and services is excluded.  
All figures apply per award and plus the legally valid value added tax.

# Service packages & service fees

## Gold



Award for pioneering excellence within an industry or industry or discipline.

Label	Unlimited use of the „Gold“label for print and web applications
Documents	Two personalized documents in a high quality frame
Communication tools	Whitepaper and templates for own press activities
Online gallery	Presentation of the project in our online gallery with linking
Marketing Services	Access to additional fee-based Marketing Services products
Press work	Press work around the German Innovation Awards
Award ceremony	Invitation to the award ceremony in Berlin and receipt of your personal certificate
Press photos	Professional photos in front of the photo wall
Individual clips	Short clips on the project suitable for social media (portrait and landscape format)
Social media add	Targeted ad on Facebook/Instagram (Meta) with linking
Award trophy	High quality award trophy with label
Jury statement	Statement of the jury in German and English for own use
Exhibition	Digital presentation during the award ceremony at Futurium, Berlin
Handover on the stage	The award will be handed over on stage during the award show

\* In the event of an award, these mandatory service fees will apply to the corresponding service package. A selection / non-utilization of the benefits and services is excluded.  
All figures apply per award and plus the legally valid value added tax.

Service package „Gold“ € 4,450.00\*



# Grant program

## Funding

The German Design Council offers all small businesses, freelancers and start-ups the opportunity to be exempted from the service fees for winners by applying for funding. The exemption is granted after an examination of the economic circumstances.

## Requirements

The prerequisite is that the annual sales in each of the last two years (2021 and 2022) did not exceed € 50,000.00.

## Application

The application must be submitted via the online form by 19 January 2024 (receipt by the German Design Council).

Here you can find the [funding application form](#)





# Contact

**Project management German Innovation Awards**

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