



**GERMAN
INNO
VATION
AWARD '23**



Fact Sheet

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Shaping Futures

The innovation process happening at all levels and in all fields is leading to a new future. The German Innovation Awards 2023 promotes unknown perspectives, distinguishes ground-breaking innovations and recognizes the pioneering spirit and the courage to try new things.

With this award, you receive the opportunity to make your innovative strength visible in an international context. Your innovations—from small, future-oriented ideas, to the expansion or adaptation of previously existing concepts, to large business models—are all equally relevant when it comes to effecting the change that is so important.

Added Value through Innovation

With the theme »Shaping Futures« we are calling on interdisciplinary partners who, through their change processes, create added value in society, the environment, or the economy to participate in the German Innovation Awards. Innovations are always opportunities for solving problems and opening up new perspectives.

You will be distinguished in this with the German Innovation Awards 2023; you will get the chance to make your vision visible and drive change.

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 640 participants from 20 countries, the awards received an overwhelming response in 2022 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 '23
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.



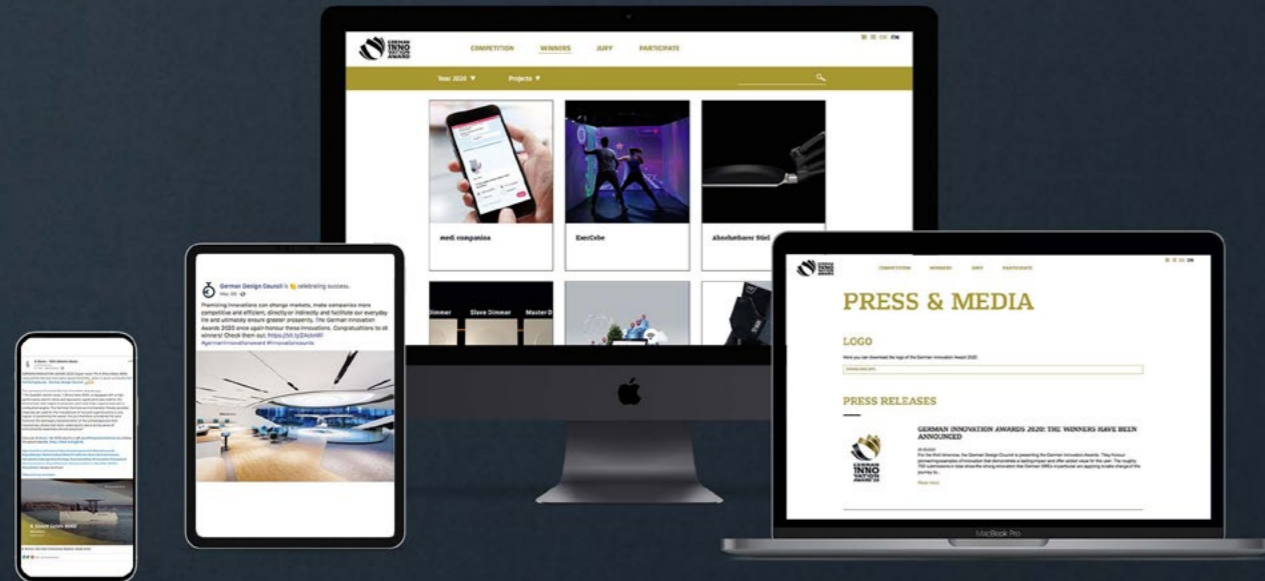
Winner documents

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

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.

Awards ceremony

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

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.

Photo wall

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

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.

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 24 May 2022 the award winners of the German Innovation Awards 2022 were announced for their outstanding achievements.

Mario Theis

Head of Competence Center Revenue Management & Product Innovation, DB Regio AG

Excellence in Business to Business – Aviation, Maritime & Railway Technologies »Gold«



» We are very happy about the attention that the topic is getting with the awards. We want to shape the transport revolution, and for that we need attention. «

Christian Beck

General Manager & CEO, Raimund Beck KG

Excellence in Business to Business – Chemical Industry »Gold«



» For me personally, the basis of innovation is constantly questioning the status quo. At the same time, innovation is always clearly linked to ecological innovation. «

Nicole Schneider

Commercial Managing Director, Futurium gGmbH

Jury of the German Innovation Awards 2022



» When innovations shape the future and improve the lives of many, they should be presented to the widest possible audience. Competition plays a supporting role for ever new stimuli and ideas. «



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:

- » Main category
- » Project name
- » Project specification (German and English)
- » Description texts (max. 650 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, min. 1000px (shortest side), RGB, 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 27 January 2023** 🌐

The Categories

Submissions in the two main categories »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, motorbikes, 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 main category and the additional category.

* Registration is possible in up to three categories of a main category 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 2023 must be made digitally only.

Digital data must 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 3 February 2023**.

Please note: :

- » **Maximum 2 files** (PDF and/or video) are allowed to be uploaded
- » File size all files together **max. 50 MB**, no ZIP file
- » Video: **MP4 format**, in German or English, **max. 120 seconds**
- » PDF: **images and texts in German or English**, **max. 15 pages**, no PowerPoint file
- » All files must be clearly marked with the **project ID GIA2023-XXXXX**

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 (see PDF file » Guideline to digital presentation«). Please add the questionnaire to the presentation PDF and upload it via the upload link.

Judging

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

THE JURY



**MICHAEL
KRÜZA**

*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*



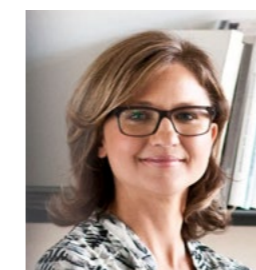
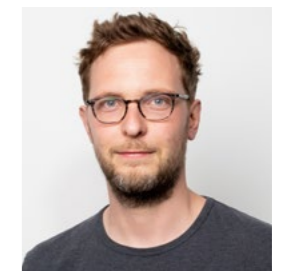
ANETTE STRÖH

*Innovation Manager,
Charité
Berlin*



**PROF. DR.
SASCHA
FRIESIKE**

*Professor of Digital
Innovation Design at the
Berlin University of the
Arts and Director of the
Weizenbaum Institute,
Berlin*



MARGARETE WIES

*Head of UX and Research,
CARIAD,
Wolfsburg*

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 2023 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
11 November 2022

Grant application deadline
27 January 2023

Registration deadline
27 January 2023

Deadline for digital presentation for jury session
3 February 2023

Jury session
15 February 2023

Notification of the jury results
End of February 2023

Publication of the award winners
23 May 2023

Awards ceremony
23 May 2023

Registration Fees

| | |
|---|------------------|
| Registration for the award Early-bird by 11 November 2022 per project | € 449.00* |
| Registration for the award by 27 January 2023 per project | € 495.00* |

For submissions registered after the registration deadline (27 January 2023), 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 2023, 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.

Nominee

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 Nominee, you are entitled to unlimited 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. |
| Social Media Tag | As 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 | Unlimited use of the »Special Mention« label for your communication measures (from end of communication embargo / awards ceremony) |
| Online gallery | Presentation of the awarded project with short text, image, company information and backlink in the online gallery |
| Award documents | Receipt of two personalised award documents |
| Press material | Pre-formulated text modules for use in your communication measures in German and English |
| Individual social media ad | Target group-specific and individual advertisement on Facebook |
| Video clips | Short individual video clips (Facebook and Instagram format) of your award are included |
| PR tool kit | Access to further fee-based PR tools |
| Marketing Services | Access to further fee-based marketing services products |
| 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 | Unlimited use of the »Winner« label for your communication measures (from end of communication embargo / awards ceremony) |
| Online gallery | Presentation of the awarded project with short text, image, company information and backlink in the online gallery |
| Award documents | Receipt of two personalised award documents |
| Press material | Pre-formulated text modules for use in your communication measures in German and English |
| Individual social media ad | Target group-specific and individual advertisement on Facebook |
| Video clips | Short individual video clips (Facebook and Instagram format) of your award are included |
| PR tool kit | Access to further fee-based PR tools |
| Marketing Services | Exclusive access to the marketing services concerning the German Innovation Awards 2023 |
| 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 | Unlimited use of the »Gold« label for your communication measures (from end of communication embargo / awards ceremony) |
| Online gallery | Presentation of the awarded project with short text, image, company information, detailed jury statement and backlink in the online gallery |
| Award documents | Receipt of two personalised award documents |
| Award sculpture | Receipt of an award sculpture |
| Press material | Personalised press release as well as pre-formulated text modules for communication in German and English |
| Jury statement | Detailed jury statement for use in communication measures |
| Individual social media ad | Target group-specific and individual display on Facebook/Instagram, as well as on LinkedIn or Pinterest |
| Video clips | Short individual video clips (Facebook and Instagram format) of your award are included |
| PR tool kit | Access to further fee-based PR tools |
| Marketing Services | Access to further fee-based marketing services products |
| 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 (2020 and 2021) must be € 50,000 or less.

Your application must be received by the German Design Council by 27 January 2023 (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

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