

Preview of the application form for the German Ecodesign Award 2023

Registration for the German Ecodesign Award takes place exclusively online via a password-protected area on the competition's website:

<https://wettbewerb.bundespreis-ecodesign.de/en>

If you would like to participate in the competition, you must first create a profile and register with your data. You can then start your application via your personal login.

The application form contains questions about the design and ecological quality of your submission. This document should enable you to get an overview of the questions and requirements. You must then apply via the online procedure.

If you have any questions, please feel free to contact us.

We wish you much success and look forward to your participation!



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Which category are you applying for?

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

Service: For services and system solutions.

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

Young Talent: For works that were created during the course of study. This category is open for students and those who graduated no longer than one year ago (deadline is start of the call for entries on 01/23/2023). Projects from all design disciplines can be submitted.

Planned time of implementation or market introduction
(for prototypes and concepts):

Fields of need

building / living

information / communication

mobility / travel / leisure

apparel

food / health / hygiene

education / culture / participation

other:

Product groups and sectors

traffic / vehicles / transportation / logistics (rail-road-air-water)

electrical appliances / household appliances / white goods (e.g. hoovers, lawn mowers, refrigerators, washing machines)

energy supply / energy storage / energy concepts

information technology / consumer electronics

textiles / fashion / accessories

interior design (e.g. furniture, kitchen and bathroom equipment, office equipment)

lighting technology / building services

construction products / buildings

capital goods / machines / tools

educational and communication materials(e.g. books, films, apps, games, online platforms, campaigns)

other:

Material

wood / paper / renewable raw materials

textiles / leather

metals

plastics / composites

glass

concrete

ceramics

other:

Company that produced or implemented the competition entry (if applicable)

Company

Website

Company that designed the competition entry (if applicable)

Company

Website

Designer information (Category Young Talent)

Names of the designers
involved in the project

Name of the design agency
(if applicable)

Manufacturer (if applicable)

Project website (if applicable)

Short presentation of the competition submission

Project title

Short description
(available characters: 500)

Materials and components

Place of manufacture

Visuals

When registering online, please include a thumbnail image to represent your project, as well as an additional one or two photos in printable resolution that represent your submission to the competition.

Format and size:

GIF, PNG or JPG (RGB), max. width and height 4,000 pixels, max. 3 MB per image.

Detailed presentation of the competition submission

Please describe your competition entry in terms of its degree of innovation and its design and ecological quality. Use the [criteria matrix](#) as a guide. Each project focuses on different ecological aspects. Ecodesign is always a trade-off, so you will not be able to tick off all the items in the matrix. Therefore, please consider the criteria matrix as suggestions and assistance to present the specific characteristics of your project. Please answer the following questions:

1. Which ecodesign-criteria does the competition entry integrate and how?

- durability
- repairability
- recyclability
- low levels of harmful substances
- energy efficiency
- material efficiency
- use of renewable raw materials
- intensification of use
- change of user behaviour
- prosuming

Criteria of ecological design (*available characters: 500*)

2. What environmental benefits will be achieved by your submission?

Design decisions can help reduce the environmental burden in all phases of the life cycle. For example, if a product is designed and constructed in such a way that it can be dismantled into its individual components and repaired in a straightforward manner, this will have a direct impact on its useful life. Services that serve as a substitute for other products as well innovative and well-designed product-service systems can also make a significant contribution to environmental relief. Other important ecological design aspects are the reduction of energy consumption, the use of renewable energies, environmentally sound materials and packaging, consideration of the needs of the user, return systems and intelligent process design. Products and processes can also have a negative impact on the environment, e.g. as a result of resource consumption and emissions.

Please consider the entire life cycle. Also indicate other potential environmental or health burdens. It is essential that the product is characterised predominantly by environmentally positive aspects.

Environmental relief / pollution (*available characters: 1500*)

3. What are the innovative aspects of your competition submission compared to the typical or conventional solutions on the market?

What is unique about the underlying idea/concept and its creative implementation? What makes your project especially innovatory and environmentally friendly? For example, these might be ecologically compatible materials and manufacturing processes, but also new construction techniques or innovative sales and use concepts (such as cascade utilisation, “use instead of own”) that help reduce the consumption of resources and/or divert raw materials towards further use and reuse. Compare your submission with existing products or services and clearly emphasise the crucial differences. Describe the practical and symbolic utility.

Degree of innovation (from a design and environmental perspective)
(available characters: 1500)

4. What is the impact of the competition submission on everyday experience and culture? Does it promote environmentally compatible behaviour and sustainable consumption? What is the impact of your project on the industry?

As well as utilitarian value, products and services also carry a symbolic value. This can often have a greater impact on consumer behaviour than the practical, technical or material properties of the product. The accompanying communication can have a decisive influence on these symbolic functions and, as such, can govern user behaviour.

Describe the communicative positioning of your competition submission. What were the promotional activities that accompanied the market launch? In the course of communication, what emphasis is placed on environmental attributes? How do you inform consumers about the environmental attributes of your product or service?

Influence on user behaviour and impact on the sector
(available characters: 1500)

Have you received any of the following certificates, seals or labels for your submission or your company? Then please insert them:

proof of compliance with recognised social and environmental standards (e.g. Blue Angel, Green Button, EU Ecolabel, Energy Star, Global Organic Textile Standard (GOTS), IVN Naturtextil quality seal, OEKO TEX®, FSC seal, PEFC seal, etc.)

ecological analyses carried out in the course of product development (e.g. a life cycle assessment in accordance with the ISO 14040ff series of standards)

a proof of observation of and compliance with decent working conditions throughout the value chain

use of environmental management tools such as EMAS and ISO 14001ff

EPD (environmental product declaration) with ISO 14025

Description of the certificates (*available characters: 500*)

Personal statement

What was the personal occasion for your project idea? What was your main inspiration and motivation to pursue this project?

Personal statement (*available characters: 500*)