



### “The Next Step”

#### Green Product Award 2018 – From a trend to the self-evident

**Berlin, 29<sup>th</sup> January 2018 – 5 years of the ‘Green Product Award’!**

**In the fifth year, we want to take the next step together with the participants - learn from each other, grow together. In detail: The award ceremony as a forum; exhibitions at leading trade fairs; communication aid; Matchmaking of Professionals, Newcomers & Universities. In addition we abolished the submission fees!**

By 31.3.2018 (Early Bird 18.2.), Established companies and newcomers can submit their innovative and sustainable design products to the "Green Product Award 2018".

In order for the trend of "sustainable consumption" to become a matter of course one day, for the last 5 years we have been offering a platform with an award and network for producers and designers who want to think ahead with their products and take the next step. The design of their products increases the perception, innovative approaches create additional benefits and also prevent a price war. And of course the products are sustainable as well.

From the very beginning, we have been **internationally accredited** and had entries from 41 countries. At **exhibitions** and **trade fairs** in Germany, Sweden and China, our participants have reached over 600,000 interested visitors. In 2018, among other things, we will present selected product to an international specialist audience at a leading trade fair in Cologne.

It's also worth taking a look at the **international jury** – three jury members each give the submitter detailed feedback on each product in the "Green Product Selection".

Unlike other awards, participants will no longer pay an entry fee for the „Green Product Award“ this year. Trading partnerships, licensing deals, assignments, cooperations and friendships have been created through the Award events since the very beginning.

Last but not least - For students and graduates there is now a separate call. Further information will follow in mid-February.

#### **INFORMATION ABOUT THE AWARD**

The "Green Product Award 2018" looks for innovative, sustainable products and services in 13 categories: architecture, work, energy, electronics, fashion, research, freestyle, children, communication, consumer goods, mobility, furniture and home accessories.

#### **Selected highlights from the past years**

- The [Blue Home](#) system by GROHE transforms tap water into filtered drinking water - if desired with soda. Transport and cleaning of beverage bottles become superfluous.
- [PACKNATUR](#) – Fruit nets made of wood fibers instead of plastic as before, which also make the fruits / vegetables last longer.
- [Beleaf](#) – A concept chair made of leaves and resin - bio-based and biodegradable.
- The [Greentom](#) stroller is made of 100% recycled material, significantly fewer parts, is manufactured in Europe and is still offered at an unusual price.
- [KEYOU](#) – A conversion kit for diesel commercial vehicles for use with hydrogen.

#### **The Jury (abstract)**



Patron **Dr. Martin Jänicke**, Founding Director of the Research Center for Environmental Policy at Freie Universität Berlin

- **Prof. Claus-Christian Eckhardt**, Director of the Lund University, Schweden
- **Katja Lukas**, Program manager of the Dutch Design Week in Eindhoven
- **Prof. Martin Charter**, Founding Director of the Centre for Sustainable Design<sup>®</sup> at the University for Creative Art
- **Prof. Xin Liu**, Vice Director of the Institute of Sustainable Design at Tsinghua University in Beijing, Founder of the LeNS Network China (China Sustainable Design Learning Network)

[See the full jury](#)

### **Timetable**

The submission deadline for design solutions (products and services) ends March 31, 2018; In April, the nominations for the “Green Product Selection” will be made; In July, the winners will be announced. On July 15, the public voting starts. The announcement and awarding of the public vote winners and exhibitions will follow in October.

[>> High-Resolution Pictures](#)

### **Presskontakt**

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We look forward to receiving a voucher copy or sending the link.