



CATEGORIES AND CRITERIA

Construction & Living

Mentor: GdW - The Federal association of German housing and real estate enterprise registered associations

The path from an average house to an energetic smart-home is long and the inertia of the construction industry is great. We are looking for innovative, ecological and resource-saving projects in the construction and housing sector. Consideration is given to applications in both the industrial and private sector. Whether a project is about innovative materials and construction methods, architectural concepts and concrete designs, building services, interior design, issues of restoration or even ecological demolition, we look forward to diverse applications.

Jury criteria:

- How does the project contribute to environmental protection? Both the future potential and the results achieved to date are taken into consideration.
- Does the project succeed in combining technology, construction and the environment?
- How innovative is the idea? Do function and aesthetics match? Is the quality of living increased?
- Is the project's topic having an effect on the public? Could it serve as a flagship project?

Energy

Mentor: Fraunhofer Gesellschaft

The mammoth project "energy transition" is taking a more and more concrete shape, yet many questions remain unanswered. We are looking for approaches towards using or producing energy more efficiently, for projects with greater application potential and for increased innovation. This includes energy production and its transfer, efficiency increase, storage, fuel, decentralized solutions and everything in between. Target groups of these innovations can be both households and businesses.

Jury criteria:

- How does the project contribute to environmental protection? Both the future potential and the results achieved to date are assessed.
- What is the project's degree of innovation and its potential contribution to the future energy supply? Can the idea be realistically implemented? Is it, for example, compatible with existing structures?
- Is or will the idea be a driver of the energy transition?
- Does the project support a change in customer behavior?
- Does the idea have the potential for broad media coverage?

Galileo Wissenspreis

Mentor: ProSieben

The Galileo Wissenspreis recognizes inventions and initiatives that make living in our environment more harmonious and help protecting the environment. Here, we focus on inventions and ideas for a more sustainable and greener lifestyle and look out especially for the connection of everyday life, commitment and technology. Applications are open to all those with an idea that can increase, promote or revolutionize environmental awareness in our daily life. The Galileo Wissenspreis is endowed with 5,000 Euros.



Jury criteria:

- The invention is novel or combines already existing elements to create something new.
- The idea helps to protect the environment in everyday life.
- Technology plays a role in the invention.
- The invention has already achieved first successes or offers a clear proposal of how it could change the future.

Communication

Mentor: Serviceplan

Communication is the key to success. This is true for almost every product and desired change. Especially when it comes to green technologies and innovative solutions related to environmental protection, institutions and makers are sought to help with creative communication in order to make green projects (more) successful. The prize will be awarded to brand and/or advertising campaigns as well as to editorial articles in print, radio and TV.

Jury criteria:

- Does the campaign encourage others to contribute to environmental protection?
- Does the communication initiative change or facilitate the understanding of technology and the environment?
- Does it present the benefits of an environmental technology or an environmentally friendly product convincingly?
- How efficiently and effectively does the campaign reach its target groups? Are clippings available? Is there a proof of scope?

Lifestyle

Mentor: Markenverband e.V.

Trends determine our daily life. They express changes and tendencies in our society, which also applies to business and technologies. We are looking for ideas, products and new concepts concerning lifestyle from all kind of areas: consumption, cosmetics, leisure, exercise, health and nutrition - the range is large. The GreenTec Awards honor environmentally friendly concepts and services that adhere to the above-average economical use of resources, recyclability and product loops.

Jury criteria:

- How does the project contribute to environmental protection?
- What degree of innovation does the project exhibit, how does it differ from known approaches?
- Is the idea a potential trendsetter? Are there first ambassadors?
- Is there a link to technology (optional)?

Mobility

Mentor: VDA - German Association of the Automotive Industry

Environmental awareness and mobility have been at the center of attention for years. The global degree of mobility is continuously increasing, resources are scarce and emissions like pollution and noise can be reduced significantly nowadays. In the category Mobility, the GreenTec Awards honor technological innovations (such



as weight savings, consumption optimization, life cycle extension, production, materials), eco-friendly mobility concepts and mobility services concerning automobiles and motorcycles.

Jury criteria:

- How does the idea contribute to environmental protection? Both the future potential and the results achieved to date are taken into consideration.
- How innovative is the idea?
- Is the idea an ambassador for the conservation of resources?

Recycling & Resources

Mentor: BDE – Bundesverband der Deutschen Entsorgungs-, Wasser- und Rohstoffwirtschaft e. V.

Recycling is the oldest environmental technology. However, due to scarcity of resources and climate change it is also more important than ever before. Innovative recycling deals with new questions: How can valuable waste be converted into secondary raw materials as completely as possible? How can considerations for a product's potential secondary use be implemented in the product's design phase as early as possible? How can valuable yet hardly separable raw materials, such as rare soils be recovered completely? How can new concepts such as urban mining and upcycling be advanced?

Jury criteria:

- How does the project contribute to environmental protection? Both the future potential and the results achieved to date will be assessed.
- How innovative is the idea? Is the idea realistically feasible? Which improvements in recycling will be achieved?
- Which value do the recycled and thus re-usable materials have?
- Is the idea a potential trendsetter and does it have a positive image?

Travel

Mentor: DRV – German Travel Association

Tourism revenues are soaring all over the world. Tourism contributes to an cross- cultural understanding and tolerance. Although it is often connected to environmental stress and pollution, tourism also conveys values such as the preservation of nature and the ensurance of regional jobs. Sustainable tourism is embedded in the conditions of each holiday destination and increases the value of travel experience.

Jury criteria:

- Does the project contribute to environmental protection and conservation?
- Does the project stand out from other tourism offers in the region?
- Does the project not only forego activities but finds alternative concepts for the exploration of tourist destinations? Do these concepts have a positive impact on the region?
- Are both travelers and the local population involved in the concept?



Sports

Mentor: ran

Sport belongs to us. With sports we do ourselves and our bodies good. The concept of combining physical fitness and the environment, effectively enlarging the positive effects, suggests itself. The enthusiasm for top-class sports and the popularity of athletes can support the spread of sustainability issues. We are looking for creative concepts, ideas and projects that don't focus merely on the enjoyment of sports but simultaneously promote and contribute to environmental protection. We welcome submissions from sports equipment, venues, operators and concepts as well as initiatives from both mass sports and elite athletes that aim at protecting the environment.

Jury criteria

- How does the project contribute to environmental protection?
- Does the project promote a more active lifestyle?
- How innovative is the project, how does it differ from known approaches?
- Does the idea have true trend potential? Are there first ambassadors?

Textiles & Fashion by KUNERT

Mentor: Texpertise Network

Fashion shapes our everyday lives. Clothes are an expression of individuality and lifestyle. Sustainable fashion has moved into the center of our society. The objective of this category is to combine consciousness and high quality fashion. KUNERT has been working with textiles for more than 100 years, and is a pioneer in ecology and sustainability at least since the 90's. The award will go to textiles, textile trends, innovative materials and raw materials as well as production processes that make a lasting contribution to environmental protection. We are looking for inspiration for more sustainability in the clothing industry.

Jury criteria:

- Is the product a textile or can the proposed innovation produce textiles?
- How innovative is the project, how does it differ from known approaches?
- Does the project contribute to environmental protection in a sustainable manner?
- Does the idea have true trend potential? Is it commercially and (in perspective) economically viable?

Special Award WWF Galileo Green Youngster Award

Mentors: WWF Germany & ProSieben

In cooperation with the WWF Germany (World Wide Fund for Nature) and Galileo (ProSieben), the GreenTec Awards 2017 will present a youth special award. It is conferred upon bright young minds that are highly committed to environmental protection. Based on the principle of "shaping the future oneself", the WWF Galileo Green Youngster Award honors pioneering projects for environmental protection and conservation. Applications are open to young people between the age of 14 and 18 years (at the time of application). The winner will be determined directly and exclusively through our online voting – it is thus a pure audience award.

Criteria:

- Does the project conserve nature and the environment?
- How innovative are the ideas and projects?
- Is the project related to technology (optional)?



- Does the project function as role model? What public impact may the idea have? • How independently is the project implemented by the applicant(s)?

Special Award Start-up

Mentor: Berlin Partner for Business and Technology

In 2017, the GreenTec Awards once again honor start-ups in a special category for young companies and initiatives with a relation to technology. The aim of the prize is to encourage entrepreneurship, to promote promising start-ups that contribute to environmental protection and resource conservation, and last but not least to significantly support the winner within one year and measurably advance his projects. Applications from companies that are younger than 5 years will additionally and automatically qualify for the Start-up special award.

Jury criteria:

- How big is the project's potential for making a significant contribution to environmental or resource conservation?
- How innovative is the basic technology or service?
- Is the start-up a good example for environmental responsibility in both the new and old economy?
- Does the balance between ecology and economy succeed?
- How great is the founder's commitment?
- Also considered: the possibility of the partners of the GreenTec Awards to support the start-up.

Special Award Music

Mentor: Universal Music Group

The award in the category Music is conferred upon artists in the music and entertainment industry who are involved in environmental protection and raise awareness among their fans and the public. Musicians set trends and can be role models with their behavior. With their music they can sensitize their audience emotionally and encourage them to more environmental engagement. Regardless of the selection process in the other categories, the winner of the Special Award Music will be determined by the GreenTec Awards in exclusive cooperation with the Universal Music Group.