



GREEN  
FUTURE  
CLUB



# Three approaches, one goal: A greener future.

## Overview



Since 2013 the international Green Product Award is rewarding exiting products and services, good in design, innovation and sustainability. The aim of the award is to share good examples for the public and to provide feedback and networking opportunities for the participants.



The Green Concept Award held in cooperation with IKEA Stiftung for many years strictly focuses on concepts, materials and prototypes, not on the market yet. The yearly nominees represent the upcoming trends of sustainable innovations. Last year we received submissions from the global TOP 20 design universities.



It offers members a platform for an active and practice-oriented exchange on all aspects of green innovations in the form of Meet the Makers events, an annual summit. The Green Future Club organizes the Green Product & Concept Award as well as innovation journeys on selected topics.

# Categories

- Architecture
- Beauty & Personal Care
- Building Components
- Consumer Goods
- Fashion
- Freestyle
- Interior & Lifestyle
- Kids
- Kitchen
- Mobility
- New materials
- Sport
- Packaging
- Workspace



# The Jury & Awards



DOMESTIKA

Julius  
Wiedemann



DBZ Deutsche  
Bauzeitschrift

Katja Reich



Lund University

Prof. Claus  
Eckhardt



MD Magazin

Johanna  
Pimenta



Tsinghua University

Prof.  
XIN LIU



InteriorPark.

Tina  
Kammer

>> See all jury members

**Feedback, reviews and quotes from the international jury**

**Nominee, Bronze, Silver & Gold Awards**

## Audience Awards



**Green  
Product  
Audience  
Award**  
Winner  
2021

At the same time, the audience chooses the most popular product and concept.

**More than 50,000 votes**  
The support of media partners and activities on Instagram, Facebook, LinkedIn, Twitter.

# Networking & Matchmaking



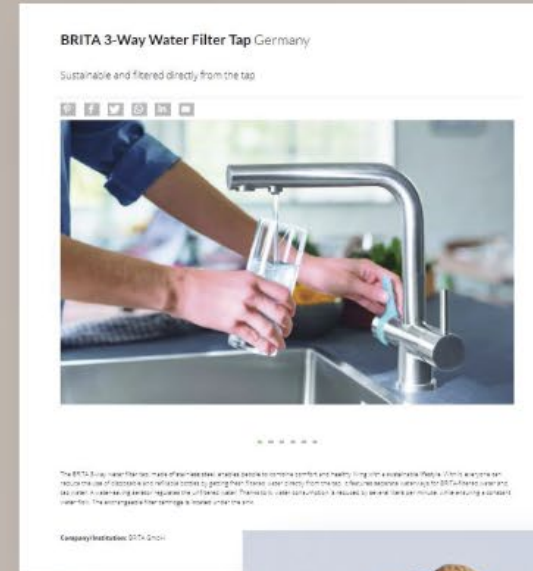


Green Product Award

# Digital Reach




Approximately 7 million people a year see the nominated products and concepts of the awards on the award website and social media channels.



# Strong partners in the network

## Partner Channels


 IKEA Stiftung

H.O.M.E.

 md  
INTERIÖR | BADEN | ARCHITEKTUR

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 Cumulus  
Association

 Interzum

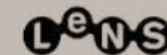
flair

 IGEDO  
EXHIBITIONS

 green  
LIFESTYLE  
DESIGN | LEBEN | KUNST | UMWELT

 Tectónica

THE GREENER  
MANUFACTURING  
SHOW


 LENS

HAUS  
VON EDEN

DBZ

 CREATIVE  
CITY  
BERLIN

baby&junior

 avocadostore

 Dutch  
Innovation  
Days

 isola

VIENNA  
DESIGN  
WEEK

# Green Trend Book

Every year, the book presents the sustainable trends with about 200 examples and expert insights.

250,000 readers of our media partners receive free access to the publication.





# Green Concept Award



**The Green Concept Award is aimed at young designers, start-ups and established companies with concepts for sustainable products or services**

With the Green Cells program, students and recent graduates are supported by:

- Free workshops on concept and pitch deck development
- Free award participation
- Nominees receive
  - Points-based jury feedback
  - Publication on the website
  - Participation in the Audience Award
- For selected participants
  - Integration into exhibitions and lectures
  - Mentoring

Supported by the



Green  
Product  
Award

# Exhibitions

A modular and sustainable exhibition system is used for the award showcases – suitable for areas of 40-500 sqms.



DÄNEMARK  
FINLAND  
ISLAND  
NORWEGEN  
SCHWEDEN  
**NORDISCHE  
BOTSCHAFTEN**



THE **GREENER  
MANUFACTURING**  
EUROPE SHOW



**Dutch  
Innovation  
Days**



**IGEDO  
EXHIBITIONS**

**NEONYT  
DÜSSELDORF**

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Green  
Future  
Club

# Become part of the sustainable transition – Green Future Club.

Membership in the Club offers space for inspirations, networking, & access to talent.

## The Formats

### **Meet the Makers**

Regular meetings in small cluster sessions with experts from the partner organizations and jurors.

### **Innovation Journeys**

With a new cooperation format, selected Club members and award participants jointly develop sustainable, future-oriented showcases ranging from visionary studies to exemplary solutions.

### **Summits**

Summits offer an extended exchange with award participants and guests.

### **Green Cells Program**

In cooperation with the IKEA Stiftung, the non-profit Club supports young designers in developing concepts for sustainable products or services with a business case.



# Membership

		Start-up	Small	Medium	Large
<b>Type</b>	Turnover in € million	<1	<10	<50	+50
	Cluster meeting	✓	✓	✓	✓
<b>Benefits</b>	Job & Carrier Dates	✓	✓	✓	✓
	Club Online Events	✓	✓	✓	✓
	Venture World	By invitation	✓	✓	✓
	Participation in Innovation Journeys	By invitation	✓	✓	✓
	Portrait in the Green Trend Book	✓	✓	✓	✓
	Award Submission Fee	-50%	-50%	-50%	-50%
	<b>Fee/ Year</b>		500 €	1500€	3000€

# Award Fees

	Established Companies	Start-Ups	Students/ Graduates	Club Members	
<b>Fees</b>	Early Bird Submission <i>(bis 07.07.)</i>	300€	300€	Free	-50%
	Standard Submission <i>(bis 07.09.)</i>	400€	400€	Free	-50%
	Late Bird Submission <i>(bis 07.11.)</i>	450€	450€	Free	-50%
	Nomination Package	1380€	Free	Free	
<b>Upgrades</b>	1/2 page book	500€	300€	90€	Free
	Full page	900€	500€	150€	-10%
	Double page	1600€	700€	250€	-10%
	Social Media Buzz	800€	300€	100€	
<b>Services</b>	Submission Preparation & Correction	100€/ Hour	50€/ Hour		
	General Consultation	150€/ Hour	80€/ Hour		

**!!! FASHION Special!!!**  
**One-time fee for:**  
**300€ Start-Ups**  
**600€ Established companies**

All fees are per submission and exclusive of VAT.

There are no additional fees for winners.

By submitting, entrants agree to pay the submission fee and, in the event of nomination, the fees for the nomination package.

## Contact us



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Initiator







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