



The PSI Academy, as part of the PSI Institute, supports PSI members in qualifying for industry-relevant topics and challenges.

As an industry get-together during the year, the Academy complements existing PSI formats with education and certification offers, the PSI Academy Award, the Expo and the PSI Night.



The awards highlight industry best practices with changing focuses. In view of the extensive legislation and concrete challenges of the European Green New Deal, the awards start with a focus on sustainability. The award ceremony event is the kick-off of the Academy with lectures, best practices, training modules, expert impulses and networking options. The experiences can then be deepened in online webinars.

# Categories



The following PSI Academy Awards will be presented:

- A. Best advertising materials from manufacturers in 5 categories (see right)
- B. Best campaign by a retailer
- C. Best campaign by an industrial customer.

The Company of the Year and Newcomer of the Year awards are determined on the basis of submitted CSR reports.

A public vote determines the most popular product and campaign.

**APPAREL & TEXTILES**

**ELECTRONICS &  
MULTIMEDIA**

**LIFESTYLE & ACCESSORIES**

**SCHOOL & OFFICE SUPPLIES**

**BAGS, LUGGAGE & TRAVEL**

**BEST CAMPAIGN**

# Criteria



## Overall rating

### Approach

Originality, reproducibility and credibility are assessed.

### Elaboration

The complexity of the analysis, the quality of the elaboration and the type of implementation are evaluated.

### Impact

The potential for a positive impact on the environment and/or society is considered.

For products and campaigns, there are other criteria listed on the website. [» learn more](#)

# Timeline



## STEP 1

## STEP 2

## STEP 3

## STEP 4

## STEP 5

Submission  
via the award  
platform

Selection and  
announcement  
of finalists

Public voting  
  
Presentation  
by media  
partners

Jury Evaluation

PSI Summit

Announcement  
of the award  
winners

# Benefits



Type	Finalist	Winner
Submission review & interim feedback	✓	✓
Award seal (unlimited usage rights)	✓	✓
Invitation to the award ceremony	✓	✓
Project and company portrait on the award portal	✓	✓
Publication by selected media partners	✓	✓
Participation in public voting	✓	✓
Point-based jury feedback	✓	✓
Digital certificate	✓	✓
Press release template	✓	✓
Award trophy		✓
Award ceremony stage time		✓

# Jury



An international jury of experienced experts reviews the submissions with their know-how to determine the winners. Finalists and winners receive individual point based feedback.



**Karsten Bleymehl,**  
**Dipl. Des.**  
The Circular Materials  
GmbH

**Prof. Kiersten**  
**Muenchinger**  
University of Oregon

**Prof. Claus-Christian**  
**Eckhardt**  
Lund University,  
Sweden

[TO ALL JURY](#)  
[MEMBERS](#)

# Media & Visibility



For the finalists, the journey begins with a 12-month publication on the prize's multilingual website. At the same time, the public voting begins. The forwarding of project portraits and press kits to media partners as well as general public relations work ensure further visibility in Germany.

In addition, participants will be supported in effectively communicating their achievements by creating press kits, providing seals and personalized templates for press releases, quotes for winners, etc.

We are pleased about our constantly growing international network. If you would like to get involved as a partner, we look forward to hearing from you.





# Fees



Type	Fee
Manufacturers & Retailers	1250 €
Newcomer	350 €
PSI Summit Event & Workshop Day Early bird till 30.05.2025	695€
PSI Summit Event & Workshop Day PSI Member (Normal Price)	980€

By submitting, entrants agree to pay the fees.

There are NO additional fees for winners.

Newcomers are companies that are less than 2 years old at the time of filing.

# Contact Us

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