



## Submissions Assistant

### Table of Contents

1	Account Center .....	2
1.1	Account Set Up.....	2
1.2	User Profile Creation.....	2
1.2.1	Contact Information.....	2
1.2.2	Management Information .....	2
1.2.3	Profile Information .....	2
1.3	Submission Portal.....	2
2	Submission Assistance for Products .....	3
2.1	Categories .....	3
2.2	Project Name.....	3
2.3	Project Teaser .....	3
2.4	Short Introduction .....	3
2.5	Pictures .....	4
2.6	Video link (optional).....	4
2.7	Description for the Jury.....	4
2.8	CSR-Reporting / Certificates.....	5
2.9	Hard Facts .....	5
2.10	Credits.....	5
2.11	Social-Media-Tags.....	5
2.12	Special Code .....	5
2.13	Note.....	5
3	Award Evaluation Criteria .....	6
3.1	Overall Evaluation.....	6
3.1.1	Approach.....	6
3.1.2	Elaboration .....	6
3.1.3	Impact.....	6
3.2	Subject-specific Evaluation .....	6
3.2.1	Design .....	6
3.2.2	Sustainability.....	7
3.2.3	Product Compliance.....	8
3.2.4	Use as promotional items .....	9



## 1 Account Center

To submit your project(s) for the PSI Academy Awards, you must first set up a profile.

### 1.1 Account Set Up

To create an account, please continue like suggested:

- a. Registration on the website:  
<https://www.psi-academy.com/en/auth/register>
- b. Email activation:  
Add [awards@psi-academy.com](mailto:awards@psi-academy.com) to your address book for the confirmation email and further communication.
- c. Log in to the Account Center:  
<https://www.psi-academy.com/en/auth/login>

### 1.2 User Profile Creation

To gain access to the submission portal, complete your user profile in the next step.

#### 1.2.1 Contact Information

Enter the details of the person who will act as the contact for the upcoming submission(s). Specify the reason for contact and information (e-mail, telephone, website).

#### 1.2.2 Management Information

- a. Status:  
Select your user type (manufacturer/dealer/industrial client). Manufacturers can submit products and dealers/industrial clients can submit campaigns.
- b. If you are a young company, please upload proof of the date of foundation.
- c. Company data / billing address.

#### 1.2.3 Profile Information

You can describe your company in up to 600 characters (including spaces). This profile will be displayed under your project portrait. In addition, you can upload a) a company logo (PNG or JPEG, min. 600x600px, file size max. 1 MB). You can edit this information at any time.

## 1.3 Submission Portal

As soon as your user profile is complete, you can access the submission portal. Here you can edit your user profile and submit your projects.

Manufacturers can submit their products and product groups.

Retailers and industrial clients can submit campaigns.

**BEFORE** you upload your submission to the award system, you should **ALWAYS** save the required **texts in a document** and the **images with the correct dimensions and names**.

In this way, you protect yourself against data loss during submission due to a connection interruption or logout, which occurs after 2.5 hours for **security reasons**. Believe us: this saves time and nerves ;-) Requests to amend the submission after submission can be made by email to [awards@psi-academy.com](mailto:awards@psi-academy.com) and are subject to a submission correction fee. **Submissions can be made in English or German.**

## 2 Submission Assistance for Products





### 2.1 Categories

*Please select a competition category*

- Apparel & Textiles
- Electronics & Multimedia
- Lifestyle & Accessories
- School & Office Supplies
- Bags, Luggage & Travel

### 2.2 Project Name

Enter the name of your product - no descriptions, no claims and no company/personal names. (**max. 30 characters** - spaces included)

 Ecolve  Riverside Hut  Compostable packaging  Anna Hansen

### 2.3 Project Teaser

Arouse the curiosity of interested parties and briefly explain what your submission stands for. The teaser will be displayed on the website. (**max. 50 characters** - spaces included)

 The modular office system  The chair that grows with your child  
 First ecopacking of Greendale™  Best bargain for the planet!

### 2.4 Short Introduction

Write an easy understandable, clear description of your submission. Note that this short description is also used for the online gallery, press releases, exhibitions and the Audience Award. The description may contain a **maximum of 600 characters** including spaces.

The following questions should be answered:

What type of product is it?

What makes it special?

What makes your contribution sustainable?

## 2.5 Pictures

You can visualize your submission with a total of 11 pictures.

### a. Main picture

The press image that clearly represents your project.

### b. Further pictures

You can upload a maximum of 10 additional pictures. Provide **3 mandatory visuals**: product detail, picture with size reference and packaging.

The following **REQUIREMENTS must be met**:

- Name all pictures following the scheme: O\_submission-name.jpg  
*Main picture*: O\_green-wood.jpg  
*Further pictures* e.g.: 1\_green-wood.jpg , 2\_green-wood.jpg,..
- Dimensions: **landscape format** (2160 x 1350 pixels)  
You can use the help of our online cropper tool for correct sizing as well.
- Format: JPG
- Resolution: 300 dpi (printable quality)
- Color scheme: CMYK
- **File size: max. 5 MB / image**
- DON'T use text/logos on the pictures

## 2.6 Video link (optional)

You can include a video link of your project (**max 30 seconds**). Please use a download link. Refrain from submitting download links with an expiration date. Focus on a 360 view of your project and its sustainability traits. Dimensions must be met for a landscape format 16:9 (1920x1080 pixels). The video may be featured on the Award website, Award Ceremony and on our social media channels. Make sure to comply with copy right issues.

## 2.7 Description for the Jury

This information is exclusively for the jury (see below for details of criteria) and will not be published. Enter short and clear information in the form of bullet points (**max. 1500 characters** including spaces per block).

### a. Design

Aesthetics, usability, communication of the sustainable aspects, packaging are of interest here.

### b. Sustainability

A bullet-point list of which sustainability aspects the project fulfils along its life cycle.



**c. Product Compliance**

Name existing product certifications. (Started) measures with regard to Green New Deal regulations (repair, reuse, recycle)

**2.8 CSR-Reporting / Certificates**

This information is also exclusive to the jury. To be selected as **Company of the Year**, please upload your CSR report, ESG compliance, product, environmental and social certifications in a combined document here. Format: PDF, **maximum file size 15 MB**.

**2.9 Hard Facts**

- a. **Units of measurement** (width x height x length in cm)
- b. **Weight** (in kg)

**2.10 Credits**

The name is used for the award certificate. The information is also used for the presentation on the website and for press materials.

- a. **Name(s)**
- b. **Profile**

Give a short profile, a short biography of the designer, the design team behind the project. If it is a collaborative project, you have the opportunity to introduce it here. You can use up to 600 characters including spaces.

- d. **Photo**

Image requirements: Landscape format (2160 x 1350 pixels) as JPG in CMYK format with max. 5 MB.

**2.11 Social-Media-Tags**

If available, insert the social media accounts of your product / company here to be tagged in upcoming posts. Only add one account with the **@username** and not links.

**2.12 Special Code**

Some participants will be provided with a special code that can be entered here.

**2.13 Note**

A submission cannot be changed after it has been sent! The number of submissions is not limited. After submission you will receive an automatic confirmation e-mail. If not, please contact us [awards@psi-academy.com](mailto:awards@psi-academy.com)

Common issues with unsuccessful submission:

- Opened in the browser the submission form for longer than 2 hours
- Slow internet network
- Individual picture size exceeds 5MB
- Presentation is not in a PDF format or exceeds 15MB

If you are selected as a Finalist, you may be asked to submit a **physical piece of your product** (depending on size) for the duration of the award cycle for evaluation and possible inclusion in the exhibition.

### 3 Award Evaluation Criteria

Each submission is evaluated along the following criteria and all finalists will receive point-based feedback. The criteria are the base for the jury's assessment. Of course, the detailed points are not equally applicable to all products, but the idea should be understandable.

#### 3.1 Overall Evaluation

##### 3.1.1 Approach

- Originality
- Quality
- Reproducibility
- Credability

##### 3.1.2 Elaboration

- Complexity of the research
- In-depth elaboration
- References (e.g. certificates)

##### 3.1.3 Impact

- Improvement of environmental impact
- Improvement of user behaviour and/or production conditions
- Distribution potential

#### 3.2 Subject-specific Evaluation

##### 3.2.1 Design

Excellent design highlights itself. An intelligently designed product differs from common ones.

**Objectives: Evaluation of design, function and use**

- a. Aesthetic**
  - Design evolution or revolution
  - Attraction of attention
  - Design language
  - Value attainment
  - Haptic & materiality

**b. User & Function**

- Relevance - fulfil existing needs (new or better)
- Ergonomics (provides sufficient support)
- Accessibility (easy understanding of the usage)
- Functionality (advantage, enhancement)
- User involvement (e.g. customizability, activation in set-up)
- Options of usage (combinability, different scenarios are supported)

**c. Communication**

- Information (labelling) of the materials used
- Reference to certifications
- Education & information on properties and effects
- Offer and activation for participation

### 3.2.2 Sustainability

The fulfilment of a number of aspects that we believe are also relevant for sustainable projects can be found in the specialist areas of design and product compliance. We have refrained from repeating these here.

**Objective: Evaluation of the attempt and implementation of sustainability**

**a. Material**

- Use of sustainable raw materials
- Substitution by more environmental friendly and safe materials
- Locally produced and processed
- Efforts for unmixed-material usage
- No composite materials
- Weight reduction

**b. Packaging**

- Minimisation / reduction / elimination
- Environmentally friendly materials
- Becomes or is part of the product
- Possibility of multiple or subsequent use

**c. Life cycle of the Product**

- Design/Pre-Production
  - Selection of material origin (recycling, refurbishing, etc.)
  - Focus on change or optimization of design elements
  - Customization, compatibility & product variety
  - Lifespan (durability, fast moving goods, etc.)
  - Designed with end-of-life in mind

- **Production/ Remanufacturing**
  - Use of virgin materials/recycled content (self-production or sourcing)
  - DIY, artisanal or industrial production (niche market, mass market, etc.)
  - Scalability and replicability
  - Outsourcing, partner institutions
  - Use of resource-saving production processes
  - Energy efficiency
  - Footprint: CO2 reduction, climate-neutral production, water & energy consumption
  - Pollution & waste prevention/reduction
- **Distribution**
  - How is the product provided? (one-time sale, subscription, etc.)
  - Environmentally friendly transportation of goods (water, road, digital etc.)
  - Importance of regionality
  - Traceable and transparent supply chain
  - Ways of provision
  - Packaging
- **Use-Phase**
  - Options for reparation/updating
  - Impact e.g. reduction in consumption (CO2, water, energy, etc.)
- **Reuse/End-Of-Life**
  - Reusability (upcycling or downcycling)
  - Recyclability (mechanical or chemical recycling)
  - Closed life-cycle (take back systems, compostable, biodegradable, etc.)
- d. **People**
  - Fair working conditions and pricing
  - No hazardous processing and coating processes
  - Sociality and self-organization
  - Supporting projects

### 3.2.3 Product Compliance

The award-winning products must fulfil high standards of environmental and social responsibility while offering exceptional functionality and user satisfaction.

**Objective: To assess the level of sustainability and ethical production standards**

- a. **Certifications and standards**
  - Compliance with recognised sustainability certifications
    - Environmental certificate (e.g. B FSC, PEFC, ISO, Cradle to Cradle, GOTS, Blue Angel, LEED...)
    - Social certificate (e. g. Fair Trade, ETI, B Corporation, ILO, SA8000,)



**b. Legislation & Reporting**

- Do you consider the submission to be protectable (in terms of IP/patent)?
- Compliance with regional legislation
  - CSRD Report
  - Ecodesign Requirements for Energy-Related Products (ErP) Directive Report
  - Waste from Electrical and Electronic Equipment (WEEE) Report
  - Packaging and Packaging Waste Directive Report
  - REACH (Registration, Evaluation, Authorization, and Restriction of Chemicals)
  - Global Reporting Initiative (GRI) Report
  - Integrated Report (IR)
  - UN Global Compact Communication on Progress (COP)
  - Environmental, Social, and Governance (ESG) Report
  - Sustainable Development Goals (SDG) Report

**3.2.4 Use as promotional items**

A promotional item can contribute effectively to brand awareness and customer loyalty if these aspects are taken into account:

**a. Usefulness**

The item should have a practical use for the target group. The more useful the item is, the more likely it is to be used and remind people of the brand.

**b. Quality**

High-quality materials and good workmanship ensure that the item is durable and leaves a positive impression.

**c. Brand Identity**

The promotional product should fit the brand well and reflect its values and messages. An appealing design and the logo should be clearly recognisable.

**d. Uniqueness**

An original or creative item stands out and remains in the memory. It should stand out from other promotional items.

**e. Target group orientation**

The article should be tailored to the interests and needs of the target group in order to achieve maximum impact.

**f. Price-performance ratio**

A good promotional item should offer a high value in relation to the cost, both for the supplier and the recipient.

We will be happy to help you with any questions!

Mail: [awards@psi-academy.com](mailto:awards@psi-academy.com)