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Joint press release by the Federal Ministry for Environment and the Federal Environment Agency

First-time award of national Ecodesign prize

Award ceremony at Federal Ministry for Environment

On 22 November 2012 the Federal Ministry for Environment and the Federal Environment Agency conferred the awards of the national Ecodesign prize (*Bundespreis Ecodesign*) for the first time. Federal Environment Minister Peter Altmaier opened the ceremonial event at the Federal Ministry for Environment. Prizes were conferred on fourteen winners in the categories 'product', 'concept' and 'next generation'. The subject of the projects ranged from neighbourhood car-sharing to innovative hybrid technology and zero-emissions living to the reduction of junk data on the Internet.

In his speech, Federal Environment Minister Peter Altmaier emphasised, "Up to 80% of a product's environmental impact is determined in the design phase. We have launched this contest to uncover the creative potential that exists to improve the ecological quality of products - and how ambitious design, aesthetics and environmental protection can be united. Congratulations to all prize winners who have shown outstanding examples of this."

From the pool of 300 submissions, 51 projects in the contest categories 'product', 'concept' and 'next generation' were nominated for the national Ecodesign prize. The innovativeness, quality of design and consideration of the environment ultimately convinced the jury to select 14 projects. The prize winners' names were announced at the award ceremony in the Federal Ministry for Environment. Federal Environment Minister Peter Altmaier and Jochen Flasbarth, President of the Federal Environment Agency, conferred the prizes on the winners.

The jury chairman, Prof. Günter Horntrich (Designer, Professor for Design and Ecology at the Köln International School of Design, KISD), praised the impressive range and quality of the submissions during his speech. He said they demonstrate an in-depth understanding of design and that the ideas of ecodesign have become reality and a fixed part of the design process. The Federal Ministry for Environment and the Federal Environment Agency sponsored the contest in collaboration with the International Design Center Berlin (IDZ).

For a list of all award winners in the categories 'product', 'concept' and 'next generation' click here:

www.bundespreis-ecodesign.de/de/wettbewerb/2012/preistraeger.html

You can also find background information about ecodesign at www.bundespreis-ecodesign.de as well as tools for the design and development process and a list of criteria which is applied in judging all submissions (in German). The winning submissions can be admired up close in February 2013: the first stop of the Bundespreis Ecodesign touring exhibition will be in Ludwigsburg. The exhibition will travel to several cities around the country in 2013. The next round of the national contest will be announced in January 2013.

Members of the jury:

Werner Aisslinger (designer)

Dr. Kirsten Brodde (journalist and author, eco-fashion expert)

Prof. Günter Horntrich (designer, Professor for Design and Ecology at KISD)

Nicola Stattmann (designer, materials expert)

Dr. Rainer Griebhammer (Director, Öko-Institut)

Jochen Flasbarth (President, UBA)

Ursula Heinen-Esser (Parliamentary State Secretary at BMU)

Dessau-Roßlau, 23 November 2012