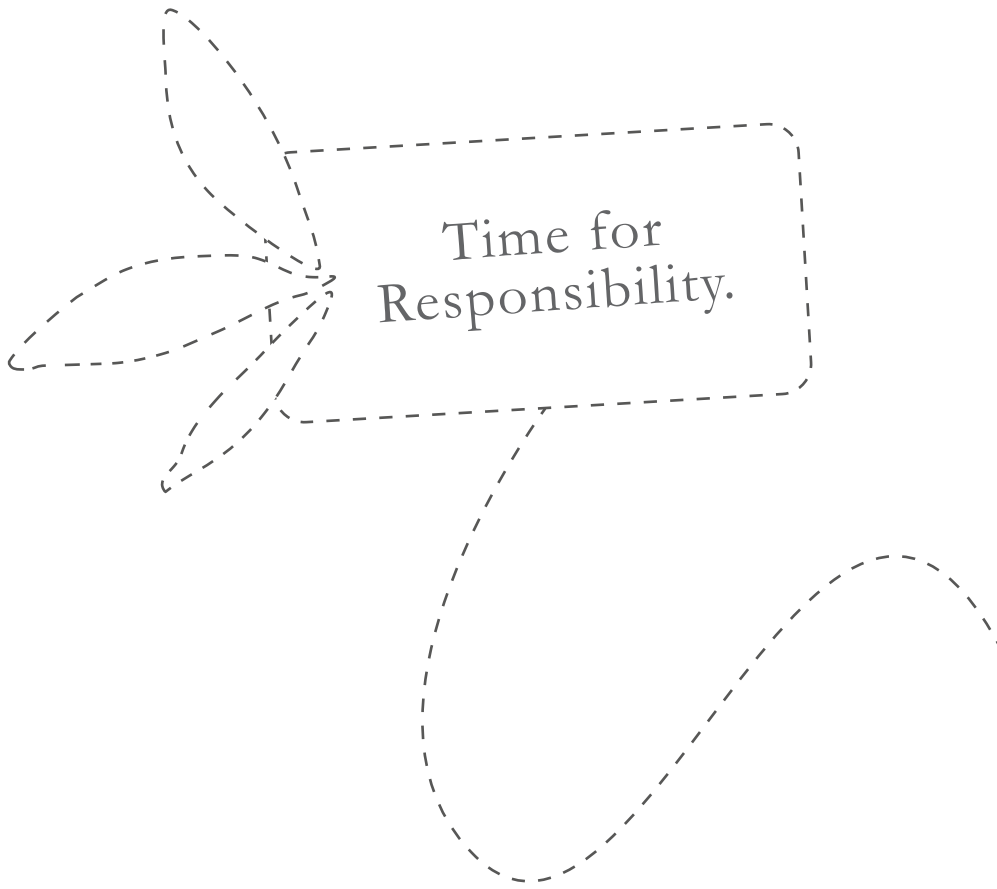




Time for
Responsibility.



Sustainability and the promotional product industry

A holistic sustainability concept protects the environment, preserves natural resources and documents social standards, all while helping companies to differentiate themselves from their competitors. The PSI Industry Barometer has found, for example, that more than 55 per cent of the suppliers in the PSI Network are concerned with sustainability and associated quality management measures.

Similarly, my talks with distributors have shown that they too have internalised sustainability as a part of their daily work. After all, recycling and recyclable products have become wonderful selling points these days, if not door openers for customers who care about sustainably produced promotional products.

Sustainability delivers additional benefits for suppliers: conclusive evidence shows that brands are more successful when they're systematically managed according to the basic tenets of sustainability and when they boast sustainable supply chains.

The PSI Sustainability Awards

We believe that the promotional product industry is much further advanced than is widely assumed. And with the PSI Sustainability Awards, we've created a platform that's far more than just a marketing tool for our sector. It enables manufacturers, suppliers, importers, distributors and agencies to measure and document their sustainability efforts in an easy-to-understand way.

Many of last year's participants were surprised by how much they had already accomplished: the awards are your chance not only to document your commitment but also to have it assessed and rewarded. But what's much more important is the message it sends to the outside world: *promotional products are sustainable!*

Michael Freter



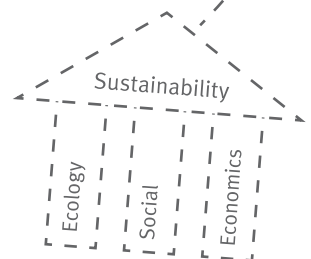


CSR and sustainability

In times of shrinking resources and increasing costs, corporate social responsibility (CSR) and sustainability in all its facets are emerging as key issues for corporations.

Every enterprise is tasked with finding the right balance between economic, ecological and social concerns while maintaining transparent documentation thereof. But corporate sustainability starts small – long before any official certification.

Many major brands and SMEs are already operating in accordance with the principles of CSR and sustainability, and so they expect the same from their suppliers in the promotional product industry. What's more, the link between long-term business success, environmental protection and accepting social responsibility increasingly shapes legislation.





Trademark issue and enhanced competitive advantage for the promotional product industry

The PSI Sustainability Awards won't just revolutionise existing product awards. They're so much more, because they comprehensively recognise achievements in sustainability.

What counts are not only all kinds of certificates but also non-certified in-house initiatives and contributions to sustainability. In today's world, those who tackle this issue before being forced to chase pending regulations will hugely increase their competitiveness.



Environmental expert and former German Environment Minister Klaus Töpfer put it this way:

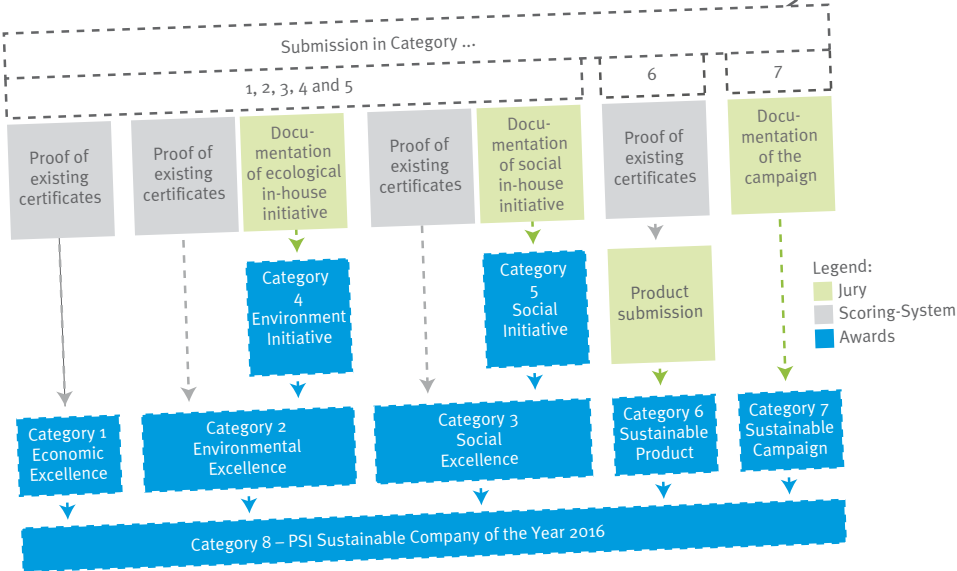
„Someone who doesn't incorporate the environment in their quality won't be able to succeed economically. That's the decisive point.“

Scoring and categories

The PSI Sustainability Awards evaluate submissions by considering the three pillars of sustainability: economy, environment and social impact. Objective criteria are used to assess corporate achievements, product developments or campaigns. To that end, a scoring system has been created that assigns a score to entered data and uploaded certificates. The higher the score, the more weight is given to the certificate.

The scoring system also takes into account the type of company, i.e. whether it's a promotional products manufacturer, importer or distributor. The upshot: you don't have to be a large company to participate in the PSI Sustainability Awards. If they have certificates or documented in-house initiatives, it's worthwhile even for small distribution agencies or suppliers to take part.

In addition, the jury will evaluate company, campaign and product submissions in categories 4, 5, 6 and 7, partially to supplement the points of the scoring system.



Why are there three application options but eight categories?

There are three application options: company, product and campaign. However, each company submission scores in a total of five categories, which makes it possible to win up to five awards with a single application:

- Categories for a **Company** 1-5:
 - Economic Excellence: proof provided in the form of certificates, which can be easily uploaded.
 - Environmental Excellence: proof also submitted simply by uploading any certificates obtained.
 - Social Excellence: proof of social commitment provided by uploading relevant certificates.
 - Environment Initiative: requires a description and proof in the form of a photo or comparable proof – these initiatives will be evaluated by the jury.
 - Social Initiative: like in No. 3 above, a description along with relevant proof is required. These initiatives will be evaluated by the jury.
- Category 6 for a **Product** – Sustainable Product:

Upon submission, products receive an initial score based on uploaded certificates obtained for the product. In all cases, however, the product itself must also be sent to the PSI (see page 15), because the product along with any submitted certificates will be evaluated once more from the sustainability perspective of the jury.
- Category 7 for a **Campaign** – Sustainable Campaign:

Apply for this category by describing and uploading your campaign. Additionally, the promotional product deployed in the campaign must be sent to the PSI (see page 15). Campaigns will be evaluated by the jury.
- Category 8 for the overall winner – Sustainable Company of the Year:

The participant scoring the highest number of points across all categories will win the overall “Sustainable Company of the Year” award. That means one cannot apply directly for category 8.

All submissions, awards and seals are limited to the current calendar year, plus the last five full calendar years.



Category 1: Economic Excellence

Company

Based upon the scoring system, points in this area are assigned for existing certificates covering the quality management of a company. These include:

EFQM The EFQM model is a quality management system based on the total quality management principle. Developed in 1988 by the **E**uropean **F**oundation for **Q**uality **M**anagement (EFQM) (EFQM), it provides support to organisations to implement and continuously improve comprehensive management systems.

EN ISO 9000:2000 The standards contained in EN ISO 9000:2000 ff. are quality management standards. Generally speaking, they document process-oriented quality management measures and enable a mutual understanding on the national and international level.



EN ISO 9001 The EN ISO 9001 standard stipulates the minimum requirements that must be met to provide products and services in line with customer needs and official requirements.



EN ISO 22000 Aimed at stemming the flood of food safety standards, the international standard EN ISO 22000 can be used worldwide but provides more leeway than the standards issued by many trade associations.



In addition, existing certificates covering, beyond legal requirements, the quality or safety management features of your company's products – whether they're manufactured in-house or exclusively imported – can be submitted here as well.

Institut Fresenius quality seal

The Institut Fresenius quality seal is awarded to food, cosmetics, hygiene, cleaning and daily-use products. The entire manufacturing process is scrutinised – from the raw materials and suppliers to the product to the packaging. Quality checks are conducted in regular intervals – including unannounced ones.





Category 2: Environmental Excellence

Based on the scoring system, points in this area are assigned for existing certificates documenting corporate environmental management, including:

EMAS The **E**co-**M**anagement and **A**udit **S**cheme (EMAS) is also known as the EU Eco Audit. Developed by the EU, it's a system comprised of environmental management and auditing for organisations interested in improving their environmental performance. Companies' self-responsibility in mitigating their direct and indirect environmental impact plays a key role in this scheme. Certification is available to companies, service providers, administrations etc.



ISO 14001 emphasises a continuous improvement process as a means to reach individually defined goals regarding the environmental performance of an organisation (company, service provider, government agency etc.). The continuous improvement process is based on the Plan-Do-Check-Adjust method.



Company

Category 3: Social Excellence

This category evaluates uploaded certificates covering your company's working conditions at your production facilities. These may include:

SA 8000 This international standard aims at improving the working conditions of employees (salaried employees, workers as well as temporary workers). Companies apply for this standard on their own initiative. In contrast to national laws and regulations, certification and compliance with the international SA 8000 standard is based on voluntary decisions made by companies.



BSCI The **B**usiness **S**ocial **C**ompliance **I**nitiative (BSCI) is a business-driven platform offered by the **F**oreign **T**rade **A**ssociation (FTA). It serves to improve social standards in a global value chain. To that end, it provides a systematic monitoring and qualification framework.



OHSAS 18001 OHSAS 18001 (**O**ccupational **H**ealth and **S**afety **A**ssessment **S**eries) rooted in ISO 9001 and ISO 14001. Used in more than 80 countries around the globe, OHSAS 18001 is one of the most well-known and significant standards for occupational health and safety systems.



OHRIS The **O**ccupational **H**ealth and **R**isk management system is an internationally recognised occupational health and safety management system certifiable in Bavaria and Saxony. The advantage of OHRIS is that all certification documents as well as consultations and certification are offered free of charge by the trade supervision authorities (in Bavaria and Saxony). The idea is to strengthen corporate self-responsibility while replacing direct oversight with self-monitoring.



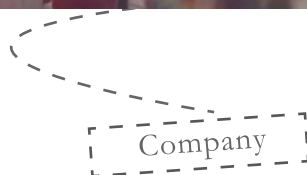
Category 4: Environment Initiative

Company

This area assesses environmental initiatives or environmental standards developed in-house. These may include any non-certified in-house company initiatives, such as

- investments in machinery
- working conditions considering ecological aspects
- energy saving measures
- carbon footprint reduction
- recycling
- waste reduction
- reduction of water consumption
- reduction of hazardous chemicals and wastewater
- green IT
- photovoltaic systems
- etc.

Due to organisational reasons, award submissions for this category are limited to two submissions.



Category 5: Social Initiative

This category evaluates companies' social initiatives or social standards developed in-house. These may include:

- cultural, social and health-promoting employee benefits
- practiced diversity
- inclusion
- social commitment on the regional or local level
- cultural commitment on the regional or local level
- charity work
- donations
- independent aid projects or participation therein
- etc.

Due to organisational reasons, award submissions for this category are limited to two submissions.



Category 6: Sustainable Product



First, a score is assigned to the sustainable product based on its certificates. These simply have to be uploaded using the application platform. Products manufactured in-house as well as exclusive imports are eligible.

In a second step, the jury evaluates these products. To that end, the product must be sent to the following address by **15 May 2016**, where it will be registered and retained for the jury meeting:

7divisons
Eva-Maria Geef
Yorckstraße 6
41061 Mönchengladbach
Germany

Certificates to proof the sustainability of a product may include:

FSC The **F**orest **S**tewardship **C**ouncil (FSC), is an international non-profit organisation. It created the first certification system for sustainable forest management. It was founded to ensure sustainable forest use. The FSC quality seal distinguishes wood products made by forestry operations certified according to FSC criteria.



Blue Angel The Blue Angel is an eco-label for products and services that are particularly eco-friendly. It was created in 1978 with the goal of identifying environmentally friendly developments and alternatives in areas where conventional products burden the environment. The eco-label is awarded to manufacturers; they, in turn, may use it on a voluntary basis to distinguish their products.



Oeko-Tex® Standard 100 The Oeko-Tex® Standard is an independent testing and certification system for textile products across all processing stages (fibres, yarns, fabrics, finished goods, including accessories) along the textile value chain.





Category 7: Sustainable Campaign

Campaign

Sustainable campaign submissions are based on descriptions. The purpose is to integrate an eco-friendly promotional product in the marketing mix as part of a campaign. The jury will evaluate the quality (client, target audience, stated task, implementation) of the campaign as it relates to the interplay of coordinated communication and advertising measures.

To that end, the product must be sent to the following address by **15 May 2016**, where it will be registered and retained for the jury meeting:

7divisons
Eva-Maria Geef
Yorckstraße 6
41061 Mönchengladbach
Germany



Category 8: Sustainable Company of the Year 2016



Overall winner

Direct applications for category 8 are not possible.

The winner in this category is determined by adding all the points scored in the individual categories 1 to 7.

The PSI Sustainability Awards jury

Sustainability is a very demanding topic. In order to do justice to this high standard, we only invited people to sit on the jury who care deeply about sustainability. The jury evaluates all those aspects surrounding companies and products that are not captured by official certificates or quality seals. This is particularly true for submitted in-house initiatives. Evaluation criteria run the gamut from transparent production guidelines and processes to corporate culture to social commitment.

Michael Freter

Managing Director PSI

Studied Geography with concentrations in Biology and Ecology; development aid in Sri Lanka. Product manager at WEKA Verlag; senior executive at publishers Computerwoche Verlag and Verlag Neue Wirtschafts-Briefe; sales and marketing director at LexisNexis; managing director at Reed Exhibitions Deutschland GmbH and PSI. Project work for Reed Cares.



Lutz Gathmann

Designer

Trained as steel engraver with master craftsman status; government-certified design engineer; lead designer at UVEX Sport and Safety in Fürth and NiGuRa Optik in Düsseldorf. Founded PRODUKT/DESIGN Düsseldorf in 1981; trained as occupational safety engineer. In 2009 PRODUKT/DESIGN relaunches as “Design plus Produktsicherheit”.



Ville Heimgartner

Sustainability Project Manager, Swiss Post
Sustainability expert with hands-on industry and consulting experience in places such as China, India, Mexico and Europe. Currently Sustainability Project Manager at Swiss Post responsible for sourcing, recycling and communications. Also a dedicated entrepreneur committed to social and ecological ventures such as ImagineCargo and Fiksio.



Miriam Kehl

Associate Director, Green Alley Investment GmbH
Miriam Kehl is Personal Assistant to the Board of Directors at Landbell AG für Rückhol-Systeme, a German recycling company, as well as Associate Director at Green Alley Investment GmbH, a subsidiary of Landbell specialized in green economy investments. At Green Alley she focusses on building up cooperation with various partners and creating a green economy network.



Michael Klöfkorn

Head of Corporate Sustainability, Bahlsen GmbH & Co. KG
... and thus manager of contradictions and conflicts, training as banker, degree in business psychology with a focus on change management, coaching, human resources development, consumer goods marketing, university lecturer. Certified business coach and mediator. Board member of the Inner Mission (Expowal Project) in the Evangelical-Lutheran Church of Hanover.



Oliver Malat

Helpcentives

Many years of experience as creative director and consultant have taught Helpcentives Senior Manager Oliver Malat that “nothing is more moving than moving something”.

At Helpcentives, Oliver Malat organises tailored CSR events to help companies across all sectors build strategic bridges between event planning and corporate culture. Long-established vital contacts with foundations, NGOs, projects and associations enable Helpcentives to implement project options across Germany and globally for sales, human resources, strategy, marketing and top management clients.



Christopher Martens

Compliance Manager, Leo Burnett GmbH

As the compliance manager for the communications agency Leo Burnett GmbH, Christopher is responsible for all three of the company's German locations in Frankfurt, Berlin and Munich. His focus areas include CSR reporting. In addition, he serves as the contact for other compliance-related issues for affiliates of Publicis Communications. He previously worked as an auditor for KPMG and became a Certified Internal Auditor in 2015.



Hugo W. Pettendrup

Founder and Managing Director, HP-FundConsult

– The bridge between profit and non-profit

Corporate consultancy SME strategy/marketing/sales – sustainability, participation in competitions and jury member

“Entrepreneur of the Year”, “start2grow“ and “startsocial”, service on corporate and non-profit boards, regional director DFRV, initiator and director of the “CSR Manager (FA)” course of study, certified trainer “Gute Sache“ (UPI), CSR consultant/expert, author/docent/lecturer, sustainability reporting, publisher of “N-Kompass” (published by NWB Verlag), training partner German Sustainability Code (Council for Sustainable Development).





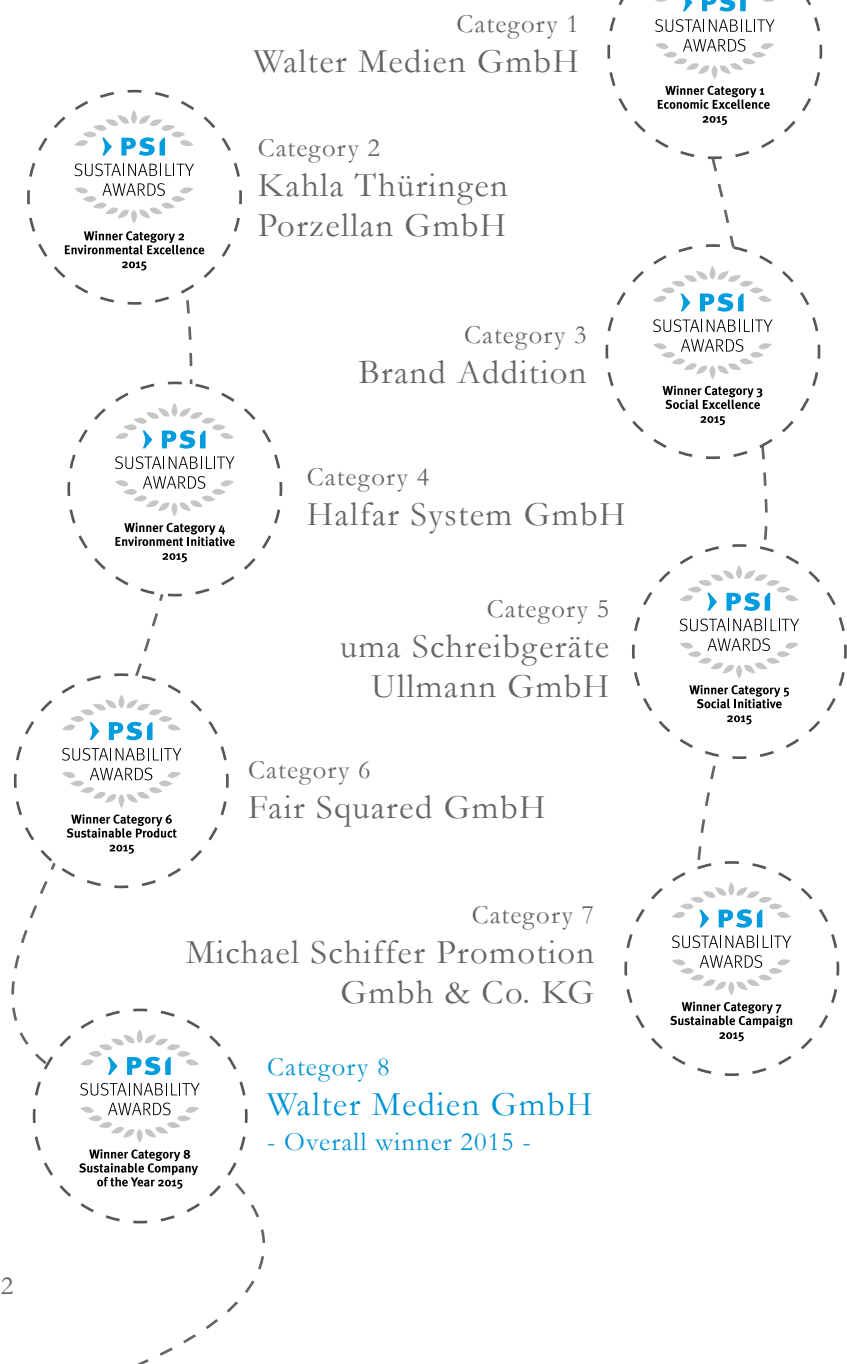
The award ceremony

Following the premiere of the first PSI Sustainability Awards at the Classic Remise in Düsseldorf on 11 September 2015, the PSI will welcome you to the Kurhaus in Wiesbaden for this year's ceremony on

2 September 2016

The application fee includes an invitation for two representatives from each nominated participating company to attend the festive evening featuring a champagne reception, the award presentation and dinner.

The 2015 winners



Publishing Information



PSI Promotional Product Service Institute

Reed Exhibitions Deutschland GmbH

Völklinger Straße 4

40219 Düsseldorf

Tel +49 211 90191-0

Fax +49 211 90191-185

E-mail info@psi-network.de

www.psi-network.de

Graphics:

schlicht[design]

Nicole Schlicht

Neustraße 40, 40213 Düsseldorf

www.schlicht-design.de

Images: © fotolia.de: Richard Carey, Reddogs, Christian Colista, stevanzz, Malbert, quickshooting, kichigin19, vladimirfloyd, elxeneize, rcfotostock, st-fotograf, Diana Kosaric / © Wiesbaden Marketing / © Behrendt und Rausch



Contact

Sarina Peters

Tel +49 211 90191-152

E-mail sarina.peters@reedexpo.de

Carolin Scharnowski

Tel +49 211 90191-367

E-mail carolin.scharnowski@reedexpo.de

