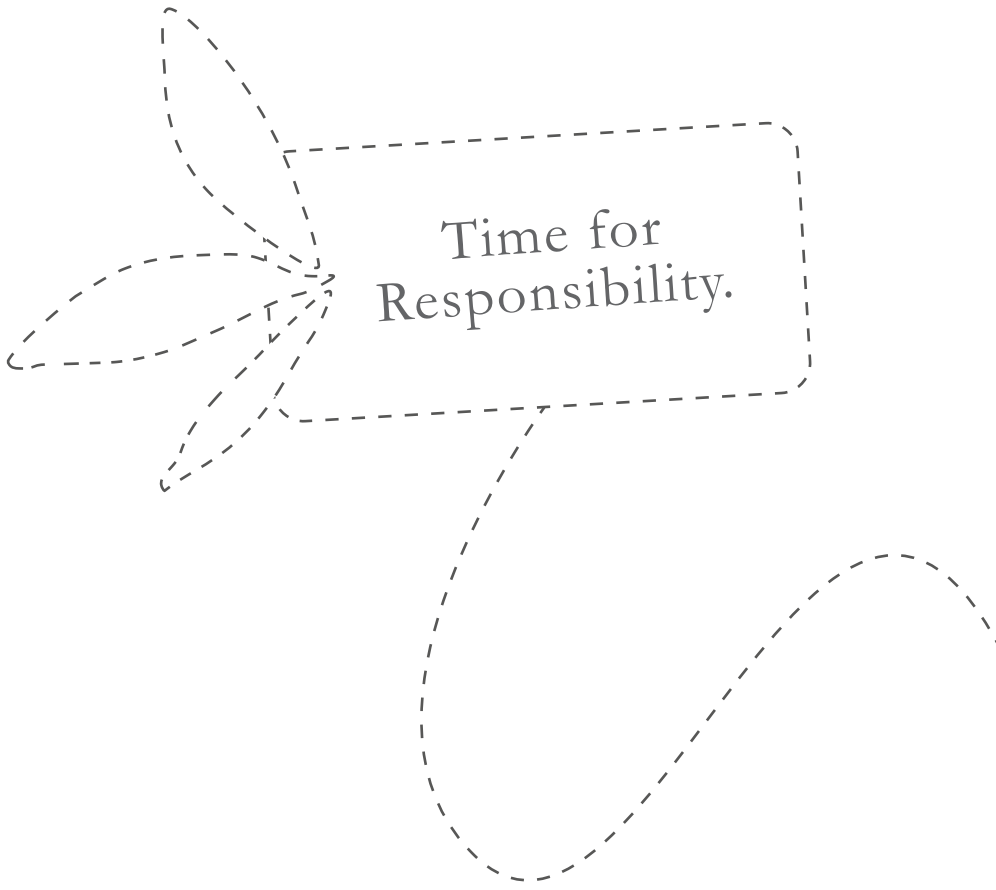




Time for
Responsibility.



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 percent 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

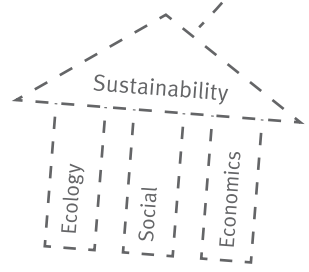


CSR and sustainability

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:

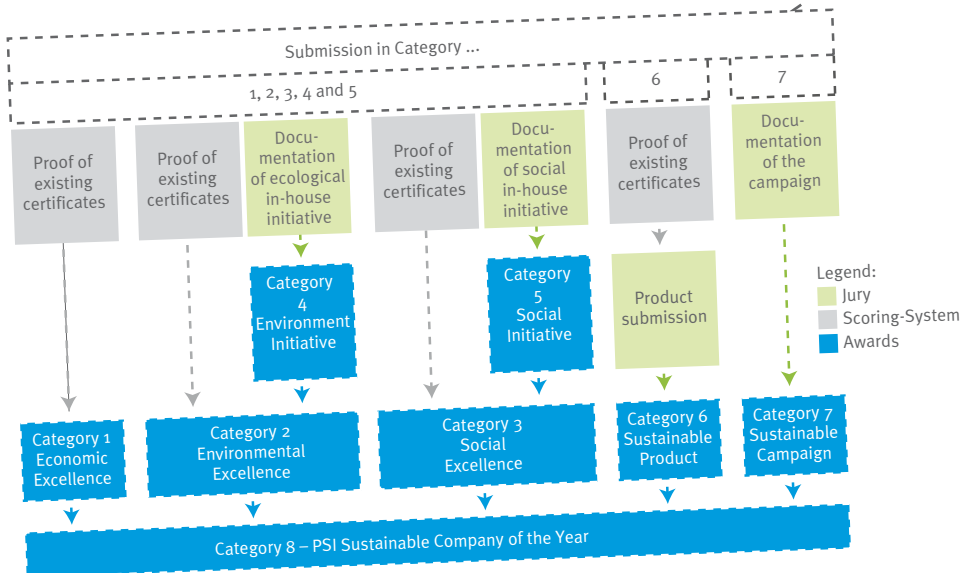
“Someone who doesn't incorporate the environment in their quality won't be able to succeed economically. That's the decisive point.”

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?

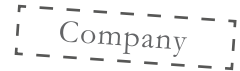
There are three application options: company, product and campaign. However, each company submission scores in a total of five categories, which makes it possible to win up to five awards with a single application:

- Categories for a **Company** 1-5:
Economic, Environmental and Social Excellence are the first three categories. Here you prove your commitment by uploading your certificates. Environment Initiative and Social Initiative are categories 4 and 5. To apply for one of these describe your commitment in as much detail as possible. Find a blueprint for your application at www.psi-awards.de. For organisational reasons companies can only apply for either one of these categories. The initiatives will be assessed by the jury.
- Category 6 for a **Product** – Sustainable Product:
Category 6 is evaluated in 3 areas: product, product set and product line. When submitting individual products, product sets or product lines, these will already receive a score for their certificates uploaded beforehand. The product itself must be submitted to the PSI in any case (see Page 12), since the product is rated in conjunction with the submitted certificates by the jury for sustainability aspects.
- 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 in keeping with the deadline to the PSI (see page 13). 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



Here companies score points with their existing quality management certificates such as EFQM, EN ISO 9000:2000 or the quality seal issued by the Fresenius Institute via the Scoring System. For an overview of the most customary, relevant certificates go to www.psi-network.de.



Category 2: Environmental Excellence



Here points are scored via the Scoring System with existing environmental management certificates such as EMAS or ISO 14001, for example. For an overview of the most customary, relevant certificates go to www.psi-awards.de.

Category 3: Social Excellence



This category evaluates uploaded certificates related to your company's working conditions at your production sites. These can include SA 8000, BSCI or OHSAS 18001.





Category 4: Environment Initiative



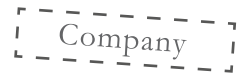
This area assesses environmental initiatives or environmental standards developed in-house. These may include any non-certified in-house company initiatives, such as

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

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



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, cultural or non-profit commitment on the regional or local level
- charity work – donations, your own aid projects or participation therein
- etc.

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

Category 6: Sustainable Product



The sustainable product, product set or product line receive points for the certificates you have uploaded as a first step. Eligible here are products, product sets or product lines manufactured in house or imported exclusively.

As a second step, your entry is evaluated by the jury. To this end your product/s must be sent by no later than **15 June 2017** to the following address, where it/they will be registered and kept until the jury convenes.

7divisions,
Eva-Maria Geef
Yorckstraße 6
41061 Mönchengladbach
Germany

This is new:
Category 6 was extended to include the
items **product set** and **product line**.

Certificates providing evidence of the sustainability of a product can include FSC Forest Stewardship Council – for short FSC, Blue Angle or Oeko-Tex^(R) Standard 100.



Category 7: Sustainable Campaign

Campaign

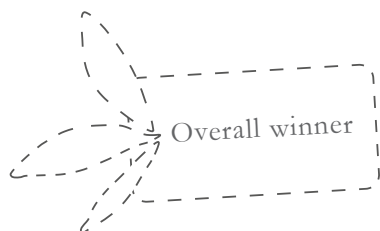
Sustainable campaign submissions are based on descriptions. The purpose is to integrate an eco-friendly promotional product in the marketing mix as part of a campaign. The jury will evaluate the quality (client, target audience, stated task, implementation) of the campaign as it relates to the interplay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

To that end, the product must be sent to the following address by **15 June 2017**, where it will be registered and retained for the jury meeting:

7divisions
Eva-Maria Geef
Yorckstraße 6
41061 Mönchengladbach
Germany

Category 8: Sustainable Company of the Year 2017

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

CSR Manager Imagine Cargo GmbH

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 circular economy investments. At Green Alley she focusses on building up cooperation with various partners and creating a circular economy network.



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 CEO of HP-FundConsult – Bridging the Gap between Profit and Non-Profit

Corporate consulting Strategy/Marketing/Sustainability, contest and jury participation in “Entrepreneur of the Year”, “start2grow” and “startsocial”, work on boards of management and boards of trustees, DFRV regional management, initiator and head of the “CSR Manager” study programme, certified “Gute Sache” coach (UPJ), CSR consultant/expert, author/lecturer/visiting lecturer and editor of “N-Kompass” published by NWB.



Stefan Roller-Aßfalg

CEO Aka Merch & Textil GmbH

Expert and networker for textile finishing, textile advertising and textile promotion. Until 2016 he served as an editor-in-chief for the trade magazine “TVP Textilveredlung & Promotion” and as a member in the organisation team of the international trade fair “TV TecStyle Visions”. In 2007 he established the magazine “T&P – Magazyn specjalistyczny” for the Polish textile finishing market. He is editor of the trade magazines “PPF Personal Protection & Fashion” and “IDtex”, author of the market study “Textilveredlung in Deutschland 2013”, organiser of the merchandisers' business meeting “MerchDays” and Head of the “Akademie für Textilveredlung”.





PSI Sustainability Awards Ceremony 2017

The PSI Sustainability Awards 2017 will be presented in the festive setting of Kurhaus Wiesbaden on 8 September 2017.

The award ceremony will be followed by a joint dinner.

2 people from all companies participating in this year's PSI Sustainability Awards are invited and, hence, included in the registration fee.



Winner and nominees 2016

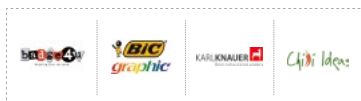
Category 1:

Economic Excellence 2016

WALTER Medien GmbH



Nominees:



Category 2:

Environmental Excellence 2016

Karl Knauer KG



Nominees:



Category 3:

Social Excellence 2016

Giving Europe B.V.



Nominees:



Category 4:

Environment Initiative 2016

Victorinox AG



Nominees:



Category 5:

Social Initiative 2016

Faber-Castell AG



Nominees:



Category 6:

Sustainable Product 2016

Touchmore GmbH
cooperating with
Blikvanger, Amsterdam, NL



Nominees:



Sustainable Product Set 2016

**PräSENTA Promotion
International GmbH**



Sustainable Writing Instruments 2016

manaomea GmbH



Category 7:

Sustainable Campaign 2016

**STAEDTLER MARS GmbH
& Co. KG**



Nominees:



Category 8:

- **Overall winner 2016** -

Sustainable Company of the Year 2016

Karl Knauer KG



PSI Sustainable Product 2016



Seed bombs

Die Stadtgärtner

www.diestadtgaertner.de

Pocket knife

Victorinox AG

www.victorinox.com

Pencil Grip 2001

Faber-Castell AG

www.faber-castell.de

Calender product range

Zettler Kalender GmbH

www.zettler.de

appeel

Lediberg GmbH

www.lediberg.de

PlayMais®

Loick Biowertstoff GmbH

www.playmais.de

To Go Becher

KAHLA/Thüringen Porzellan GmbH

www.kahlaporzellan.com

Apple holder „APPLEDAY“

Präsenta Promotion International GmbH

www.praesenta.de


PSI Sustainable League 2016



SUSTAINABLE LEAGUE

2016



Participation fees

For PSI members:

- 190 € for entering a product
- 230 € for entering a product set
- 350 € for entering a product line
- 280 € for entering as a company
- 230 € for entering a campaign

For non-PSI members:

- 380 € for entering a product
- 460 € for entering a product set
- 700 € for entering a product line
- 560 € for entering as a company
- 460 € for entering a campaign

Participation fees are exclusive of VAT.

Publishing Information



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