



**Sustainable Campaign 2021**

Application



# Applying for the Sustainable Campaign 2021

## Your Company

Company				
Contact				
Street address				
Postcode, City				
Country				
Phone number				
Email				
Location of the company				

Empolyees	up to 5	above 5	above 10	above 20
	above 50	above 100	above 250	
Type of business	manufactures	importer	distributor with self import	
	distributor without self import			
Product Line	1 to 2	3 to 5	>10	
	>20	>50	>100	
Country of production				
Data protection officer	internal	external	none	
Sustainability report	yes (please attach your sustainability report to your application)			
	no			

We already participate for the fifth time

We are nominees of the Awards 2019

We are winner of the Awards 2019



## Applying for the PSI Sustainability Awards 2021 with a campaign

Name of the campaign

Brief description of the campaign (350 Zeichen)

The parts the campaign consists of (e.g. adverts in print publications or online media, billboards, tactile mailshots, events. etc.).

Which promotional product was used as a component of the campaign?

Who was the initiator of the campaign (for example a brand, a charity or an environmental organisation)?

Which sustainable aspect is pursued by using the promotional product?



## Description of your campaign

When describing your campaign make sure to cover the following points as these will be assessed by the jury.

- How **sustainable** is the promotional product used in the campaign? Is the promotional product used biodegradable, for example, or re-introducible into the value chain by recycling in keeping with the terms of the definition? If so, describe how and explain or document this in line with your campaign.
- What materials and/or substances are used to make your product? Please document for us the makeup of your product by providing appropriate certificates.
- How is the product used in the campaign manufactured? Please document for us the manufacturing process by providing corresponding certificates or, if appropriate, by explaining the manufacturing process to us. If social criteria also play an important role in this context, please explain and/or document those as well.
- How innovative is the campaign and/or the promotional product used in terms of sustainability? Is your product a one-of-a-kind design, or do comparable products already exist on the market?
- Describe the aim of your campaign as transparently and comprehensibly as possible. How did you come up with the idea for your campaign?
- Beyond being manufactured sustainably and made from sustainable materials, does the promotional product also convey an environmental or social message, and do you communicate this fact in your campaign?
- What special features does the product have in terms of haptics and design? Does it create a strong recall effect and how?
- Does the product packaging also meet sustainability criteria? If yes, can you support these through proof or documentation?
- Is the target audience activated through multiple marketing channels? What kind of advertising space do you use on the product itself or on the packaging?
- If you already submitted the campaign last year: Has the campaign been redeployed and improved since then?



Description of your campaign (5,000 signs)

A large, empty rectangular area defined by a dashed border, intended for the user to describe their campaign.



By placing your signature below you accept the attached terms of participation of Reed Exhibitions Deutschland GmbH for the PSI Sustainability Awards 2021 as forming part of the contractual relationship and as binding and you declare the legally binding registration for participation pursuant to the provisions in this registration and the terms of participation.

## Data privacy statement

Details specified by yourself will be recorded and saved to the database of Reed Exhibitions Deutschland GmbH. Reed Exhibitions Deutschland GmbH will use your details, including company details, for the purpose of executing the Agreement. In doing so, it shall, in particular, disclose your data, including company details, to other PSI member companies. Your data, including company details, will be used for the purpose of notifying you of events organised by Reed Exhibitions Deutschland GmbH, by phone, surface mail, email or fax. You are entitled to withdraw your consent to the promotional use of your details at any time. To do so, please contact [datenschutz@reedexpo.de](mailto:datenschutz@reedexpo.de). You will incur no further costs when you do so, except the cost of data transmission at the basic rates.

I hereby accept the registration in this category at a charge of €290.00.

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Date, Signature  
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## Your services

- Participation in the Sustainability Awards of the promotional products industry in eight possible categories
- Assessment of the company profile and documents submitted by way of a set scoring system as well as assessment of the submitted documents by a jury of experts
- Guarantee that only companies active in the promotional product market are admitted to the Awards
- Presentation of participants as part of advertising and PR activities in print and online media
- The winners and nominees places are featured in the press liaison work and during the evening event

## Your Contact

Reed Exhibitions Deutschland GmbH  
PSI Promotional Product Service Institute

### PSI Sustainability Awards Team

Phone: +49 211 90191-719  
Email: [awards@psi-network.de](mailto:awards@psi-network.de)



# Terms and Conditions of Participation 2021

## 1. Event

1. The PSI Sustainability Awards (Event) are implemented by the PSI, which is operated by Reed Exhibitions Deutschland GmbH, Völklinger Straße 4, D-40219 Düsseldorf (Organiser).
2. PSI Sustainability Awards 2021 winners will receive a comprehensive presentation opportunity at PSI 2021, the Leading European Trade Show of the Promotional Products Industry, to present their submission.

## 2. Category

Only promotional products industry actors from Germany or abroad are eligible to participate in the PSI Sustainability Awards 2021. They can enter as a company or submit a campaign or product for eight categories of the international PSI Sustainability Awards. A direct application for category 9 is not possible.

The categories are:

- Category 1: PSI Sustainability Awards - Economic Excellence
- Category 2: PSI Sustainability Awards - Environmental Excellence
- Category 3: PSI Sustainability Awards - Social Excellence
- Category 4: PSI Sustainability Awards - Environment Initiative
- Category 5: PSI Sustainability Awards - Social Initiative
- Category 6: PSI Sustainability Awards - Sustainable Product
- Category 7: PSI Sustainability Awards - Sustainable Campaign
- Category 8: PSI Sustainability Awards - Innovator of the Year
- Category 9: PSI Sustainability Awards - Sustainable Company of the Year

## 3. Nomination process

1. Reed Exhibitions Deutschland GmbH begins the application process by nominating companies from the promotional products industry from Germany and abroad on the basis of their prior participation(s) and their entry in the PSI Supplier Finder. It should be noted that the entry in the PSI Supplier Finder and the PSI Distributor Finder is based on the company's own information, which is not verified by Reed Exhibitions Deutschland GmbH.
2. Companies that have not been nominated by Reed Exhibitions Deutschland GmbH pass through the same application process as companies already nominated.



## 4. Scoring system, jury

1. A scoring system defined by the organiser at its sole discretion will be used to assign a score to all queried and supplied data. The stricter and more important the profile of a certificate, the higher the score. The scoring system will also be used to take into account the type of company (promotional products manufacturer or importer), the size of the company, and the production site and any production facilities, if applicable.
2. The jury will be comprised of representatives from trade magazines and trade associations of the promotional products industry, the industrial sector and the PSI Promotional Product Service Institute operated by Reed Exhibitions Deutschland GmbH. In Categories 4, 5, 6, 7 and 8, the jury will evaluate entered companies, campaigns and products at its sole discretion and under particular consideration of the following criteria: economy, environment and social impact, the three so-called pillars of CSR.
3. Decisions made by the organiser concerning the scoring system and decisions made by the jury shall be incontestable. No right of legal recourse shall be granted.

## 5. Conditions of participation

Participation in the PSI Sustainability Awards 2021 shall only be possible in accordance with these Terms and Conditions of Participation and, in particular, with the conditions listed hereinafter:

### 1. Participants

In accordance with these Terms and Conditions of Participation, only products, campaigns, certified companies or corporate in-house initiatives from the following areas shall be eligible to participate:

- Manufacturers
- Importers
- Promotional products distributors, where applicable with the permission of the manufacturer
- Advertising agencies
- Users
- Designers

The sponsors of the PSI Sustainability Awards 2021 are not eligible to participate in the competition.





## 2. Participation

1. Submissions shall be made by visiting the website [www.psi-awards.de](http://www.psi-awards.de).  
Please send your products to:

Reed Exhibitions Deutschland GmbH  
Mr Jan Simon Zander  
Völklinger Straße 4  
40219 Düsseldorf

If the products to be submitted are not available in time to be judged, they will be disqualified from the competition – no exceptions. However, the participant must still cover the costs.

2. All participating products, campaigns, certified companies and corporate in-house initiatives winning an award are going to be exhibited at PSI – International Promotional Products Trade Fair 2021.

## 3. Binding Nature of the Registration

The registration for participation in the **PSI Sustainability Awards 2021 becomes binding for participants once received by the organiser**. Participants may not withdraw from participation in the PSI Sustainability Awards once registered.

## 4. Miscellaneous conditions of participation

1. Participation fees apply.

### **For PSI members:**

250.00 EUR (200.00 EUR\*) for entering a product (general hapticals, textiles, paper, writing instruments)

295.00 EUR (230.00 EUR\*) for entering a product-set

415.00 EUR (325.00 EUR\*) for entering a product-line

345.00 EUR (270.00 EUR\*) for entering as a company (a one-time fee for categories 1-5)

290.00 EUR (230.00 EUR\*) for entering a campaign

1000.00 EUR (1000.00 EUR \*) for entering as „Innovator of the Year“

Participation fees are exclusive of VAT.



**For non-PSI members:**

450.00 EUR (345.00 EUR\*) for entering a product (general hapticals, textiles, paper, writing instruments)

535.00 EUR (405.00 EUR\*) for entering a product-set

785.00 EUR (600.00 EUR\*) for entering a product-line

635.00 EUR (485.00 EUR\*) for entering as a company (a one-time fee for categories 1-5)

535.00 EUR (405.00 EUR\*) for entering a campaign

1000.00 EUR (1000.00 EUR \*) for entering as „Innovator of the Year“

Participation fees are exclusive of VAT.

\* For companies founded after 01/01/2018, the start-up prices will apply in 2020 as well.

2. The participation deadline is 01/10/2020, postmark or receipt of email to [awards@psi-network.de](mailto:awards@psi-network.de).
3. The products have to be sent in until 15/10/2020.
4. A participant may enter several products, campaigns, certificates or in-house initiatives. Award submissions for Categories 4 (Environment Initiative) and 5 (Social Initiative) are limited to one for each participant.

**5. Application form**

Participation is only possible online by visiting [www.psi-awards.de](http://www.psi-awards.de) and requires the explicit acceptance of these Terms and Conditions of Participation.

## 6. Rights to entered products, campaigns, certificates and in-house initiatives

1. Participation in the PSI Sustainability Awards 2021 with products, campaigns, certificates or in-house initiatives presupposes that the participant is the sole holder of all rights, including unrestricted usage rights to the entered products, campaigns, certificates or in-house initiatives. Furthermore, participation presupposes that the participant holds exclusive rights to the promotional product used in this process or has received unrestricted written permission to participate in the PSI Sustainability Awards 2021 with this promotional product and this campaign by the sole holder of all rights to the promotional product deployed in this campaign.
2. In case the aforementioned conditions have not been met, the participant shall be obligated to compensate the organiser for any consequential damages and to indemnify the organiser on first demand from any third-party claims for damages or any other claims.



## 7. Transport/storage

1. The participating company must cover the costs for sending the product sample and is liable for any items lost in transit.
2. The submitted products will be stored until and including the 2021 PSI fair to present them to the visitors.
3. All submitted products, campaigns, certificates, in-house initiatives and other materials will only be returned upon special request. If you desire that, please inform us until 01/12/2020.

## 8. Cancellation of the event

1. In case the implementation of the PSI Sustainability Awards 2021 should become impossible wholly or in part, or in case the event is cancelled by the organiser for any other reason, the organiser shall be obligated to inform participants immediately and without delay about the partial or complete cancellation of the event.
2. Participants shall not have the right to assert any claims for damages or any other claims against the organiser.

## 9. Organiser liability

The organiser shall not be liable to participants in cases of ordinary negligence or negligence. Aforementioned limitation of liability shall not apply in case of damages incurred due to injuries of life, limb or health attributable to the organiser.

## 10. Publication of results

The winners will be presented to the public and the press at a gala event. Participants hereby declare their consent to this publication.

## 11. Final provisions

1. There are no verbal side agreements. Modifications of or addendums to these Terms and Conditions must be made in writing to become effective. This includes modifications of, addendums to or the nullification of this written-form clause itself.
2. Should individual provisions contained in these Terms and Conditions of Participation be or become invalid, the effectiveness of the remaining provisions will remain unaffected. In that case, the parties agree that any invalid provision shall be replaced by such a valid provision whose effect comes closest to the commercial purpose of the invalid provision.
3. These Terms and Conditions of Participation shall be governed exclusively by the laws of the Federal Republic of Germany under exclusion of the UN Convention on Contracts. The German-language text of these Terms and Conditions of Participation shall be legally binding.

