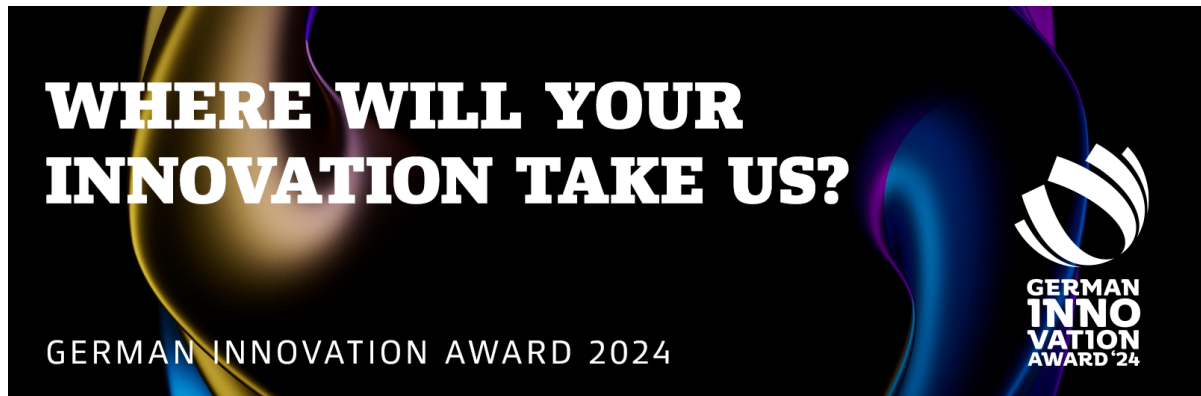


PRESSEMELDUNG



Where Will Your Innovation Take Us? German Innovation Award 2024 now open for entries

Frankfurt am Main, 16 Oktober 2023

The German Innovation Award presented by the German Design Council honours products, projects and pioneering achievements that sustainably improve life through innovation and progress. From Green Mobility, Digital Healthcare and New Work to exceptional engineering achievements in all fields - every innovation counts. Because positive changes that influence and enrich the lives of a wide variety of target groups have always come about through innovation. The German Innovation Award provides a platform for these innovative solutions and shows where innovations can take us.

Until 25 January 2024, companies are called upon to submit projects that stand out for their special innovative achievements - from pioneering ideas to the expansion or adaptation of already existing concepts to new business models. A top-class jury selects visionary projects that meet evaluation criteria such as user-centricity, innovation strategy, sustainability, technological progressiveness and future viability.

The award winners of the past years include such diverse companies as AlphaTauri in cooperation with Deutsche Telekom AG, Fischerwerke GmbH & Co. KG, Hansgrohe SE, Osram Licht AG, LABORATOIRES DERMATOLOGIQUES AVÈNE, ISM Heinrich Krämer GmbH & Co. KG in cooperation with Puma SE, Allianz SE and ICUnet.Group, Loewe Technology, Eintracht Tech GmbH, Bionic Reading, Schott AG, P+L Innovations GmbH Trivida, Clinomic GmbH, Midea Europe GmbH, Microsoft Deutschland GmbH. All companies have made a special innovative contribution - be it through novel technical solutions, processes, materials or concepts.

[Dropbox](#)

This year, the jury is consists of the following experts:



Annette Brunsmeier
Digital Transformation Lead Public Sector, Fujitsu Technology Solutions GmbH

As Digital Transformation Lead, Annette Brunsmeier inspires and accompanies public sector clients in the contexts of digital transformation, innovation management and sustainability. Together with clients and partners, she drives the development of new solutions and services and creates a platform for the creation of new ideas, approaches and innovation ecosystems with proven co-design methods.



Dr. Elias Knubben
Vice President and Head of Corporate Research and Innovation, Festo SE & Co. KG

At Festo - one of the world's leading companies for factory and process automation - the Corporate Research and Innovation department includes Future Concepts, which deals with levitation, and biology-inspired projects of the Bionic Learning Network research association. Numerous projects have been awarded innovation or design prizes. Elias Knubben studied industrial design at the Stuttgart Academy of Fine Arts and did his doctorate at the Institute for Lightweight Construction and Design (ILEK) at the University of Stuttgart.



Michael Kruza
Team Leader Design / User Experience, Innovation Hub, Deutsche Telekom AG

Since 2018, Michael Kruza has been working as Team Leader of Design/User Experience in Telekom's Innovation Hub. After studying business administration, Michael Kruza started as a product manager in Telekom's innovation department in 2007. From there, he moved to the then newly founded design department in 2009 to help shape its development and create a consistent customer focus in innovation and product development.



Sonja Schiefer, Head of Siemens Design Home Appliances, BSH Hausgeräte GmbH

Sonja Schiefer is Head of Siemens Design Home Appliances at BSH in Munich. As a creative orchestrator, Sonja Schiefer worked at frog and BMW Group Designworks in leading positions and at various global locations before joining BSH. With her in-depth design background, she has more than three decades of experience in the international design industry, combining an interdisciplinary view of design with strategic know-how and cross-industry expertise. Together with her design team, Sonja Schiefer is driving the future of Siemens Home Appliances and transforming life at home.



**Anette Ströh
Innovation Manager, Charité, Berlin**

Anette Ströh works as Innovation Manager in the team of the Chief Medical Information Officer at Europe's largest university hospital, the Charité in Berlin. As Innovation Manager, her task is to drive digitisation at Charité in a user-centred way and in co-creation with staff and patients, and to implement classic "you-should-think-about-it..." ideas from both parties into new products and services together with them. Before joining Charité, Anette Ströh worked as a design lead and

strategist in various design agencies.

About the German Innovation Award

The German Innovation Award is open to companies from all sectors and areas of the economy as well as non-commercial and governmental organisations from all over the world.

Only submissions whose publication or market launch does not date back more than five years are eligible for participation.

The German Design Council charges service fees for the implementation of the award with a multi-stage jury process and the award ceremony. These are staggered according to the degree of the award and the associated different expenses for the realisation of the jury meeting or award ceremony. However, all small businesses, freelancers and start-ups have the possibility of being exempted from the service fees for winners by applying for funding. The prerequisite is that the annual turnover in the last two years (2021 and 2022) does not exceed € 50,000.00.

Information on the German Innovation Award and the application conditions can be found at www.gdc.de.

Media for download are available via [Dropbox](https://www.dropbox.com/scl/fo/re1sk0p67syv3wm4f0b4m/h?rlkey=jjp327cafnjwacyhve6b8imoz&dl=0)
<https://www.dropbox.com/scl/fo/re1sk0p67syv3wm4f0b4m/h?rlkey=jjp327cafnjwacyhve6b8imoz&dl=0>

The German Design Council

The German Design Council has served as the leading international centre of excellence for communication and knowledge exchange in the fields of design, brand and innovation since 1953. It is a



Rat für Formgebung
German Design Council

part of the global design community with its international services, support for young talents, and memberships, and has always contributed to establishing communication and networks worldwide. The German Design Council provides networking opportunities to its members and numerous other international design and brand experts in the form of events, conferences, awards, jury meetings, and expert panels; promotes discourse; and delivers important stimuli to the global economy. Its members currently include more than 330 companies.

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