

CALL FOR APPLICATIONS

SEPAWA e.V. INNOVATION AWARDS 2026



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The SEPAWA CONGRESS 2026 will present the Innovation Zone for the first time – a place where exciting ideas from the Home Care and Personal Care sectors become visible and are honored with a total of six awards. In the Innovation Zone, the submitted innovations will be displayed on presentation pillars, allowing them to be introduced directly to visitors on site. New this year is that the Innovation Zone will take place in the Europa Hall, and the award ceremony will be held right there immediately after the keynote speech on Thursday at approximately 1:30 PM.

Creating Sustainable Innovations

Innovations are key drivers of growth and competitiveness and thus a strong pillar of our industry. Only companies that continually and sustainably innovate can survive in today's global competition.

With over 1700 members incl. sections, SEPAWA e.V. is the largest European professional association for the cosmetics, detergents/cleansers and the perfume industries. It is the communication platform for experts from the industry, universities and government agencies.

Three Innovation Awards

In 2026, SEPAWA e.V. will once again honor outstanding innovations in the fields of Home Care and Personal Care. A total of three innovation awards will be presented in each category (first, second, and third prize).

Applications for the Innovation Award can be submitted for innovative raw materials, products, methods, processes, or concepts. The award winners will receive special attention through publications in trade media. The award includes a physical trophy and certificate, an "Innovation Winner" sign for the company's trade fair booth, as well as a digital winner logo for use on the website and in marketing materials.

Call for Entries

SEPAWA e.V. shall present three innovation awards in October every year. These awards should encourage companies from the cosmetics, detergents/cleansers and perfume industries to develop innovations, implement them and make them accessible to consumers. The awards are meant to give an impetus to the active management of ideas in companies.

Participation

All companies participating as exhibitors at the SEPAWA CONGRESS are eligible to take part. Applications must be submitted via the completed questionnaire, which includes various evaluation criteria and different answer options. The top 30 innovations will be displayed during the Congress in the new Innovation Zone on presentation pillars. The pillars must be completely filled with the innovation and have the dimensions W 400 mm × H 1,400 mm × D 400 mm. Each company may submit one entry, divided into the categories Personal Care and Home Care, with only one prize awarded per company to ensure equal opportunity. If the innovations are among the final 30, a participation fee of **€1,000* will be charged**. Applications submitted by jury members are excluded from participation; however, companies employing jury members may take part in the competition.

Jury

The award winners will be selected by an independent and neutral jury of experts comprising members of the board and advisory board / scientific advisory board of SEPAWA e.V.

The jury shall make the decisions on the innovation awards in a closed session.



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Evaluation Criteria

1. The Basic Evaluation

Each application is evaluated based on several criteria. In addition, the applicant selects a so-called “joker criterion,” which, from their perspective, represents the most innovative aspect of the project.

2. Requirement for Award Qualification

To be considered for the Innovation Award, the following requirement must be met: The joker criterion chosen by the applicant must receive the highest rating within the joker criteria from the respective jury member.

This means:

If the chosen joker criterion is rated by a jury member as the strongest innovative aspect (highest score among the joker criteria), the innovation is considered validated.

If another joker criterion receives a higher rating, the innovation is not recognized as decisive by that jury member, and in this case, award qualification is not possible. Applications that do not meet this requirement can still receive an innovation recognition (e.g., Innovation Box) but will not be considered for the main award.

3. Calculation of the Total Score

For all qualified applications, the award points are calculated as follows:

Score of the joker criterion × Score of Criterion 1 × Score of Criterion 2

Example:

$6 \times 7 \times 7 = 294$ points

4. Determination of Award Winners

The average score of all jury members is calculated for each application. The applicant with the highest average total score will be awarded the prize.

Awards Presentation

The winners automatically agree to have their first and last names, company/university, title, and a summary of the awarded innovation published on SEPAWA websites, in print materials, newsletters, and in the SOFW Journal.

This year, the award ceremony will take place on Thursday, immediately after the keynote speech, in the Europa Hall, directly at the Innovation Zone.

Dates

The competition opens on March 31, 2026. The application deadline is June 1, 2026. Please send your application, limited to a maximum of three pages, to office@sepawa.de

General Conditions

Participation does not create any legal entitlement to win a prize. The decision on awarding prizes lies solely with the jury. Legal recourse is excluded. By submitting the application materials, you automatically agree that the documents may be made available to the independent and neutral jury for evaluation.

By submitting an innovation, the participating company expressly agrees that, if selected as one of the finalists (Top 30), a participation fee of **€1,000 (plus statutory VAT) will be charged**. The fee becomes due upon official confirmation of finalist status and must be paid regardless of any subsequent participation or on-site presentation. Withdrawal after selection does not release the company from the obligation to pay.

For more information about the SEPAWA e.V. please visit: www.sepawa.com/verein/en/

We look forward to your participation.

Your SEPAWA e. V.



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