

14-16 OCTOBER 2026



INNOVATION AWARD 2026

Official Submission Questionnaire

Company Name

Name of Innovation

Date of Invention*

Contact Person

E-mail Address

Submission Date

* The invention must have been officially launched in November 2025 or later.

INSTRUCTIONS FOR APPLICANTS

Please answer the following 6 questions.

Note to applicant: The jury prioritizes hard data and clear differentiation over marketing slogans.

Please keep answers concise and focused on the evidence.

1. THE "ELEVATOR PITCH" OF UNIQUENESS

Criterion: Novelty & Differentiation

Question: Please complete the following sentence structure to define your innovation's core value.

.....

max. 100 words

2. THE DATA DELTA

Criterion: Scientific Proof

Question: In a head-to-head comparison with the current industry benchmark, what performance increase did you measure?
Please provide one key set of data. Marketing claims are not accepted here.
Please add 1 to a maximum of 3 figures. Font size within the figures is at least 10.

Please briefly describe the test method used (e.g., stain removal testing, TEWL measurements) and the specific result.

max. 100 words

3. CONSUMER BENEFIT

Criterion: Consumer Impact and Happiness/Performance Improvements

Question: The “Wow” Factor: If this innovation is used by a consumer, how will it feel differently for the consumer?
What is the improvement in performance?

Examples: “It makes people more happy, more self-confident as it saves time in their morning routine and application is easy and never fails, e.g. no whitening, smooth appearance, etc.”

max. 100 words

Upload up to 2 figures. Font size within the figures is at least 10.

4. THE “FORMULATOR’S FIX”

Criterion: Practical Problem Solving

Question: Why will developers and formulators love this?
What is the specific technical “pain point” or formulation difficulty that this innovation eliminates?

Examples: “Allows for transparent formulations at all pH values”, “Replaces microplastics without losing sensory profile”

max. 100 words

Upload up to 2 figures. Font size within the figures is at least 10.

5. THE SUSTAINABILITY EQUATION

Criterion: Ecological Impact – Holistic Perspective

Question: Innovation must contribute to a greener future.

Which specific sustainability metric does your innovation improve?

Sustainability Criteria

Please select the criteria that apply to your innovation

(1) Raw materials and ingredients

Natural / Organic Ingredients >50%, (percentage)

Renewable sources

Biodegradable according to OECD criteria, please specify

Vegan formulation (No animal by-products)

Sustainable or Ethically Sourced (e.g. RSPO,

EUDR, Fair Trade certified)

2) Manufacturing and operations

(both: ingredient and consumer formulation)

Energy and water use reductions

Waste minimization and by-product valorization

3) Packaging and materials

(both: ingredient and consumer formulation)

Minimalist packaging (material reduction)

Recyclability of packaging (mono-materials preferred)

Recycled content (PCR in packaging)

Clear recycling instructions

Refill, concentrate, or solid formats to reduce waste

Easy opening/closure for recyclability

4) Supply chain and sourcing

Local or regional sourcing where feasible

Traceability of ingredients and processing

Supplier sustainability programs and audits

Water stewardship in sourcing and processing

Lower supply-chain carbon footprint

5) Formulation and performance

Efficacy at lower concentrations and/
or lower temperatures

Stability improvement

Reduced product carbon footprint of
formulation and/or during application

Water footprint reductions

6) End-of-life and consumer use

Wastewater impact minimization

Recycling compatibility of packaging
and product care labeling

Consumer-friendly disposal guidance

Easy separation of components for recycling

7) Third-party certifications where relevant

COSMOS, ECOCERT, EU-Ecolabel, Nordic Swan,
Leaping Bunny, UL, Cradle to Cradle, etc.

8) Others

If an important sustainability criteria for your
innovation is not mentioned above

Answer: For all boxes ticked, give a short explanation why this criterion applies to your innovation.

max. 100 words in total

6. COMMERCIAL REALITY CHECK

Criterion: Market Readiness & Scalability

Question: Is this a lab curiosity or a market shaker? What is the current TRL (Technology Readiness Level)?

Are industrial quantities available today? Is it ready for mass-market adoption, or is it restricted to premium niche segments?
Where it can be marketed (Europe, America, Asia, specific certificates etc.)?

max. 100 words

7. SELF ASSESSMENT

Self assessment

From all the above criteria, please rate your innovation on a scale from 1 (weak) – 10 (very strong). In addition, define **one joker** criterion* – this is **the criterion that applies most** to your innovation.

Criterion	Self Rating (1-10)	Joker (only 1 criterion)	Jury Rating (1-10)
1. Novelty & Differentiation		-	
2. Scientific Proof		-	
3. Customer Happiness/ Performance improvement*			
4. Practical Problem Solving*			
5. Ecological Impact*			
6. Market Relevance*			

* only criteria 3-6 can be selected as a joker – please choose

JURY ASSESSMENT

Jury assessment

From all the above criteria, please rate the innovation on a scale from 1 (weak) – 10 (very strong).

Please do not fill in these fields.
They will be completed by the jury.

Please return this form to:

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