

The graphic features a central green square with the text 'WORLD GREEN AWARD' in white. To the left is a close-up of green moss and grass under warm sunlight. To the right is a hand holding a glass globe with a small plant inside. The bottom shows a close-up of moss. The entire image has a soft, naturalistic feel with a focus on greenery and environmental themes.

# WORLD GREEN AWARD

**2022**



Michael E. Brieden Verlag

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The Test Specialists

present the

**WORLD  
GREEN  
AWARD**

**WINNER**

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**2022**





# The **WORLD GREEN AWARD**

For the first time Michael E. Brieden Publishing presents the **WORLD GREEN AWARD**. The new award honors products that take special account of the protection of the environment and resources.

So far, Michael E. Brieden Verlag has successfully established the **WORLD TOOL AWARDS**, **WORLD GARDEN AWARDS**, **WORLD SMART HOME AWARDS** and **WORLD KITCHEN AWARDS**. The well-known awards offer end consumers as well as producers, distributors and trade in the respective sectors an important orientation when purchasing, procurement and assortment design.

In view of the ever-increasing importance of environmental protection, the **WORLD GREEN AWARD** is given to products that take environmental protection, resource conservation and sustainability into account to an above-average extent.



**WORLD  
GREEN  
AWARD**



# Selection of **WINNERS**



When selecting the products, the **WORLD GREEN AWARD** jury essentially relies on the information provided by the manufacturers and checks their plausibility and traceability with regard to the stated benefits for the environment.

Behind the **WORLD GREEN AWARD** is a free network of journalists and editors who primarily report on technical topics. All those involved consider environmental protection to be one of the most important tasks of the future, on the implementation of which the fate of mankind and the survival of life on our planet depend.

The **WORLD GREEN AWARD** can evaluate a wide range of environmental protection measures and their benefits thanks to the thematically broad range of journalists involved in the reaction network.

The **WORLD GREEN AWARD** editorial network and the selection and presentation of the **WORLD GREEN AWARDS** are coordinated by Michael E. Brieden Verlag. Contact person is Dr. Martin Mertens.

**WORLD  
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# Environmental ASPECTS

A **WORLD GREEN AWARD** is awarded to products that go well beyond common standards in at least one of the following aspects:

- Use of sustainable, renewable or recycled raw materials for products or packaging
- Environmentally friendly processes in the extraction of raw materials
- Production that saves energy and resources or is fed with regenerative energies and resources
- Avoidance of harmful emissions and residues during production
- Avoiding or reducing the consumption of „grey“ energy on transport and delivery routes (local production, short supply routes)
- Design of the products for a long service life and the possibility to repair them
- Establishment of product cycles in which products are largely recycled at the end of their useful life
- Needs-based production that avoids overproduction and the associated waste of resources, energy and logistics capacities and makes it unnecessary to destroy new, unneeded products
- Participation in and investment in environmental projects



**WORLD  
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# PRODUCTS and CATEGORIES



In order to make it as easy as possible for consumers to make their purchasing decisions while taking environmental aspects into account, the **WORD GREEN AWARDS** honor specific products.

Categorization of the winners provides quick orientation when looking for environmentally friendly products. All products are divided into a main and a subcategory. The classification is made by the **WORLD GREEN AWARD** jury in consultation with the winners.

## Examples:

### Kitchen

- Plates
- Sponges
- Sugar bowl

### Sports

- Sports bags
- Yoga mats

**WORLD  
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# RULES

Products that are nominated for a **WORLD GREEN AWARD** must be available to customers in the year of the award.

The selection of products to receive a **WORLD GREEN AWARD** takes place in December and January.

Winners will be notified in February and will receive a certificate.



**WORLD  
GREEN  
AWARD**



# NOMINATION



[www.worldgreenaward.com](http://www.worldgreenaward.com)

**WORLD GREEN AWARD**

**The deadline for submitting proposals for a  
WORLD GREEN AWARD 2023  
is November 1st, 2022.**

**REGISTRATION  
+ SUBMISSION  
until November 1st, 2022**

**WORLD  
GREEN  
AWARD**



# For FREE



Registration and participation in the **WORLD GREEN AWARD** is free for manufacturers and distributors.

Information about the products registered for a **WORLD GREEN AWARD** and the particular importance attached to environmental protection during production and/or distribution must be provided to the jury comprehensively and free of charge by the producer/distributor.





# SPEAK LOUDER: WINNING IN MARKETING



## LICENSES

Awards from a renowned institution such as the Michael E. Brieden Verlag signal excellent quality and create attention and visibility. As a mark of trust, they make the decisive difference in the fierce competition of global online trade.

- If your product receives a **WORLD GREEN AWARD**, we offer you a non-binding license for the **WORLD GREEN AWARD** seal – graded according to area of application, duration and other parameters. Please note that the **WORLD GARDEN AWARD** seal may not be used without a license agreement.
- Request our brochure „Test seal in marketing“ at: [info@worldgreenaward.com](mailto:info@worldgreenaward.com)

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