



The Sustainability Award of the
Promotional Products Industry



CSR and sustainability part of the brand core

The PSI Sustainable League as the face of the industry's sustainability



CSR and sustainability part of the brand core

A meaningful CSR and sustainability profile has become a key component of a brand's or company's core. Credit for the fact that the promotional products industry can compete on this terrain goes, at least in part, to the PSI Sustainability Awards.

The PSI Sustainability Awards have made the dense and broad range of efforts put forth by the promotional products industry transparent, measurable and comparable. Legal requirements introduced in the meantime, such as the EU's CSR reporting mandate, encountered an industry that was essentially prepared and, with that, remains competitive well into the future.

The PSI Sustainable League as the face of the industry's sustainability

Over the past seven years, almost 200 promotional products companies have demonstrated their commitment to sustainability and have participated in the PSI Sustainability Awards. All companies nominated for the awards together form the PSI Sustainable League, the green and sustainable face of the industry.

Your message to the economy: The promotional products industry also plays in the top league in terms of CSR and sustainability. But I also encourage all first participants to participate. They have the same chances of being among the finalists and finally being chosen as the winner. Become part of the PSI Sustainable League, stay on course for the future!



A handwritten signature in black ink, reading 'Petra Lassahn'.

Best regards,
Petra Lassahn



A handwritten signature in black ink, reading 'Michael Freter'.

Michael Freter



CSR and sustainability

Climate change, resource scarcity, waste prevention and social change processes are issues the private sector has to tackle, too. Transparently practiced Corporate Social Responsibility (CSR) and sustainability in an overarching sense are among the basic values of a company.

Supply chains as well as consumers and stakeholders expect comprehensible and effective corporate commitment on all levels of activity in matters of the economy, ecology and ethics. Besides certificates, eco-social and ethical in-house initiatives are increasingly moving into the public eye.

Many major brands and SMEs are already operating in accordance with the principles of CSR and sustainability. They demand the same from their suppliers from the promotional products industry. What's more, the link between long-term business success, environmental protection and accepting social responsibility increasingly shapes national and EU legislation alike.



Strengthening competition in the promotional products industry

Environmental expert and former German Environment Minister Klaus Töpfer uncompromisingly put it this way: "Someone who doesn't incorporate the environment in their quality won't be able to succeed economically. That's the decisive point."

This heightened, as well as dynamic, relevance of CSR and sustainability is reflected at the PSI Sustainability Awards. As such, they go far beyond any other existing product awards. Participating companies get a chance to contribute their overall corporate sustainability profile.

This is possible because a grid of eight individual categories is available to participants, which they can use selectively or in their entirety. The structure of the awards allows each company not just to submit official certificates, but also non-certifiable eco-social individual initiatives launched by the company and/or its employees. The only condition: the individual initiatives must be documented.



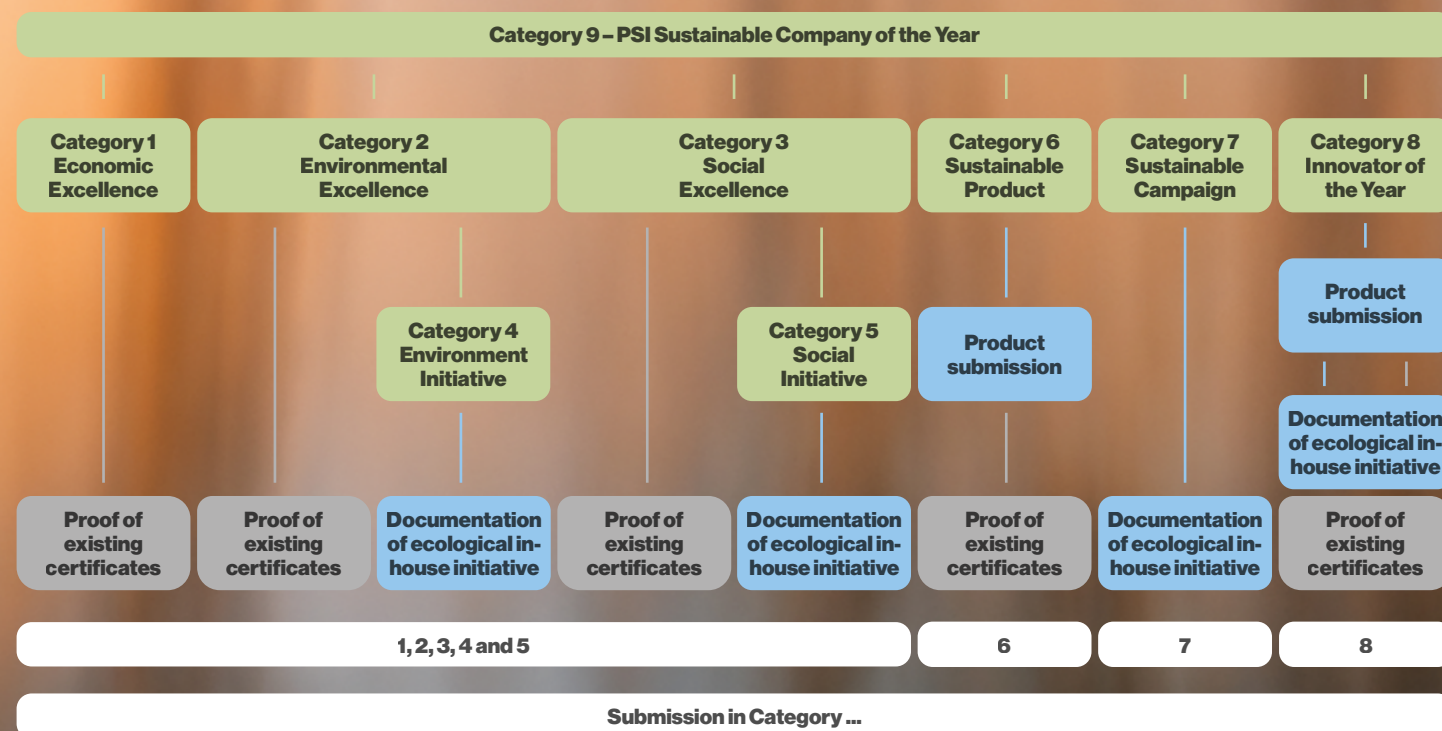
Awards structure, scoring and categories

The structure of the PSI Sustainability Awards is based on the three pillars of sustainability: Economy – Environment – Social Impact/Ethics. Participants can upload certificates speaking to their own company's profile, products or campaigns, plus documents detailing their own in-house initiatives.

Uploaded certificates are rated using a scoring system powered by a specially developed algorithm. The certificates are weighted according to their relevance, transparency and independence and given an adequate score.

The scoring system also takes into account the industry status of the submitting company, i.e. whether it's a promotional products manufacturer, importer or distributor. You don't have to be a large company to participate in the PSI Sustainability Awards. If they have certificates or documented in-house initiatives, it's worthwhile even for small distribution agencies or suppliers to take part.

In addition, the jury will evaluate company, campaign and product submissions in Categories 4, 5, 6, 7 and 8 partially to supplement the evaluations of the scoring system.



Why are there three application areas, but nine categories?

There are three application areas: company, product and campaign. The application area for companies comprises the first five categories. You can cover all categories or even just one. In the ideal case, you could win up to five individual awards in this application area.

• Categories for a company 1 – 5:

Economic, Environmental and Social Excellence are the first three main categories. Here, you'll prove the level of your sustainability profile by uploading your certificates. Environment Initiative and Social Initiative make up Categories 4 and 5, which aren't about certificates but about individual and in-house initiatives. Describe your commitment in as much detail as possible. Visit www.psi-awards.de for an application template. Watch out for this limitation: for Categories 4 and 5, only one application each per company is possible. The initiatives will be evaluated by the jury.

• Category 6 for a product – Sustainable Product:

In Category 6, you can submit for three sub-categories: Product, Product Set or Product Line. Uploaded product certificates or certificates on the production process, logistics etc. are scored ahead of time by the algorithm. You can, of course, also submit uncertified products, product sets or product lines. In addition, all submissions will be evaluated by the jury. For that reason, product, product sets or product line samples must be sent to the PSI (see Page 9).

• Category 7 for a campaign – Sustainable Campaign:

A Sustainable Campaign is an integrated marketing campaign (marketing mix) that either pursues an eco-social aim or incorporates in its implementation a sustainable promotional product or sustainable promotional product concept (e.g. a concrete way of returning/sending back a promotional product for recycling purposes). Describe the campaign and, if appropriate, upload accompanying documents (such as direct mail pieces, photos etc.). The promotional product deployed in the campaign must be sent to the PSI before the deadline (see Page 9). Campaigns will be evaluated by the jury.

• Special category 8 „Innovator of the Year“:

From 2021, the „Innovator of the Year“ category will be established as a special category within the framework of the existing PSI Sustainability Awards. This category is about a sustainable product and its story, submitted by a sustainable company. The consumer should learn about the history of the product, its components and the composition of the materials. I want him to know about the production sites and the people who make these articles. And, of course, the ecological footprint of the product and its journey, which it travels to its destination. In the foreground are the motives behind this sustainability as well as the ecological and social responsibility that the partner companies take on for their production and production facilities with all their employees. The overall contribution that producers make to environmental, social and economic action in the context of a sustainability strategy is important. Awareness and focus are placed more on the production of sustainable products and the (de-) history behind it. Thus, the new award category “Innovator of the Year” not only recognizes the sustainable product, but also comprehensively recognizes the sustainable context in which it is embedded.

• Category 9 for the overall winner – Sustainable Company of the Year:

The participant with the highest overall score after adding the points from all categories will win the overall award of “Sustainable Company of the Year”. That means you cannot apply directly for Category 9.

All submissions, awards and seals are limited to the current calendar year, plus the last five full calendar years, provided they're still valid.



Category 1: Economic Excellence

Based upon the scoring system, points in this area are assigned for existing certificates covering the quality management of a company, which include, for example, EFQM, EN ISO 9000 ff and the Institut Fresenius quality seal. Find an overview of the most common relevant certificates at www.psi-awards.de

Category 2: Environmental Excellence

Based upon the scoring system, points in this area are assigned for existing certificates documenting corporate environmental management, including EMAS or ISO 14000 ff. For an overview of relevant certificates, visit www.psi-awards.de

Category 3: Social Excellence

This category evaluates uploaded certificates covering your company's working conditions at your production facilities. These may include SA 8000, BSCI and ISO 45001 (formerly OHSAS 18001).

Category 4: Environment Initiative

This area assesses environmental initiatives or environmental standards developed in house. These may include any non-certified in-house company initiatives, such as

- Investments in machinery
- Working conditions considering ecological aspects
- Energy saving measures
- Carbon footprint reduction
- Recycling and waste reduction
- Reduction of water consumption, polluting chemicals or wastewater
- Green IT
- Photovoltaic systems, etc.

Submissions for this category are limited to one project.

Category 5: Social Initiative

This category evaluates companies' social initiatives or social standards developed in-house, such as

- Cultural, social and health-promoting employee benefits
- Practiced diversity
- Inclusion
- Social, cultural or charitable commitment on behalf of the community or region
- Donations, independent aid projects or participation therein, etc.

Submissions for this category are limited to one in-house initiative or one project, respectively.

Category 6: Sustainable Product

Based upon the scoring system, the sustainable product, product set or product line will receive points for submitted certificates, if any are available. That means the existence of product certificates is not a prerequisite for participating. Eligible submissions include products, product sets and product lines, including products produced in-house and exclusively distributed import products. Multiple submissions are also possible. The listed participation fee is due for each submission.

All product submissions will be evaluated by the jury. In order to do so, the products have to be send in by 30 October 2021. You will receive the address after successful registration.

Examples for sustainability certificates for a product: FSC, GOTS, Standard 100 by Oeko-Tex, Fair Trade seal etc.

Category 7: Sustainable Campaign

Sustainable campaign submissions are based on descriptions. The goal here is to integrate an eco-social promotional product in the marketing mix as part of a campaign. The jury will evaluate the quality (client, target audience, stated task, implementation) of the campaign as it relates to the interplay of coordinated communication and advertising measures.

In order to do so, the products have to be send in by 30 October 2021. You will receive the address after successful registration.

Category 8: Innovator of the Year

The application for the new special category:

Companies must apply separately for this new category. If you are interested, please contact us at awards@psi-network.de. Valid certifications in the areas of quality management (economics), environmental management (ecology) and social management (social/ethics) are mandatory and must be verified. The application should also consist of a sustainable product and the documentation of its origins as well as the sustainable value chain involved. Companies in the value chain also have to provide appropriate certificates in the areas of economics, ecology and social affairs.

Category 9: Sustainable Company of the Year 2022

Direct applications for Category 9 are not possible. The winner in this category is determined by adding all the points scored in the individual Categories 1 to 8.

Participation fee

Participation fees apply.

350.00 EUR (150.00 EUR*)

flat rate per product registration (including product sets, product line) or flat rate per category

1,000.00 EUR

for entering as „Innovator of the Year“

Participation fees are exclusive of VAT.

* Newcomer special: For companies founded after 01/01/2019, the start-up prices will apply in 2022 as well.

Publishing Information

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