



# AWARD AND JUDGING REGULATIONS FOR THE EUROTIER INNOVATIONS CAMPAIGN 2021



## 1. Aim and responsibilities

EuroTier strives to act as a pace-setter for Europe by presenting innovations and trends. The Innovations Campaign is designed to shine the spotlight on in the animal husbandry sector and promote them in its publicity.

The Innovations Campaign is organised by DLG e.V. The competition is judged by an independent international commission of recognised consultants, scientists and practitioners appointed by the DLG.

### “Animal Welfare Award”

In addition to the EuroTier gold and silver medals a special prize will be awarded for products that particularly promote animal welfare. The “Animal Welfare Award” will be awarded jointly by the German Association of Practising Veterinary Surgeons (bpt) and the DLG. Prerequisite for the award is receiving a EuroTier gold or silver Medal 2021.

## 2. Participation

All companies qualifying as exhibitors at EuroTier 2021 and whose products fall within the categories listed below are eligible to participate in this competition. Joint submissions may also be made. Participation is voluntary and involves no extra costs. The participating company bears sole responsibility for adhering to all relevant statutory provisions and to these DLG award and judging regulations.

## 3. Product categories

Products in the following categories may be entered:

1. Farm inputs and equipment for their use
2. Feed storage and mixing equipment
3. Equipment, accessories and spare parts
4. Cattle management and feeding technology
5. Pig management and feeding technology
6. Poultry management and feeding technology
7. Housing and feeding technology for other animal species
8. Climate control and environmental technology
9. Digital solutions for herd management and quality assurance / Smart Farming
10. Milking and cooling technology
11. Animal housing and shed construction
12. Dung, solid manure and slurry technology
13. Transportation, farm and grazing technology
14. Poultry and egg processing and marketing

### Exclusions

- Products that do not fall within the categories listed above;
- Services, animal breeds and prescription drugs;
- Products that have already won an award at another exhibition;
- Products that were available on the market more than 12 months prior to the commencement of EuroTier 2021 and/or were exhibited, launched or demonstrated at another national or international event.

Products that fulfil the conditions for inclusion but which were exhibited, launched or demonstrated at another national or international event after the 9<sup>th</sup> February 2020 may be entered for the Innovations Campaign with the proviso that they cannot qualify for a gold or silver medal and therefore also not for the

“Animal Welfare Award”. If they are judged to be innovative, however, they will nonetheless qualify for inclusion in the EuroTier Innovation Award magazine.

## 4. Submission procedure

Every innovation must be submitted individually. Submissions are made online and only via [www.eurotier.com/en/innovation-award-registration](http://www.eurotier.com/en/innovation-award-registration) along with all supporting documents and image material. **Submissions by post, fax or email will not be accepted.** Submissions may be made in either German or English. Submissions can be made online by midnight on the closing date for submissions (30 September 2020).

**Joint submissions** are accepted. In this case, the submission must be identified as a joint submission and all parties involved must be named (see point 2). The innovation will be published in the EuroTier Innovation Award magazine as a joint submission with the details of all parties involved.

### Clear explanation of the innovation and its benefits

The online form summarising the main facts should be completed carefully. **The innovative nature of the product should be clearly evident.** Therefore, the submission documents must clearly explain the innovative and beneficial aspects of the product. The innovative product features should be described plausibly and in an easy-to-understand way, supported where possible by independent test results.

### Image material

For illustration purposes in the media and to help the commission reach their verdict, please provide no more than two image file (300 dpi resolution). All the publication and reproduction rights for the images are transferred to the DLG for unconditional use in terms of time, space and content.

### Closing date for submissions

All documents must be uploaded to the online database by the closing date stated. Any submissions received after this date or deemed incomplete or not in compliance with the requirements stated above will not be considered for the Innovations Campaign. The DLG undertakes to treat all documents submitted in the strictest confidence, except and unless these are necessary for description of the product in the EuroTier Innovation Award magazine.

## 5. Judging principles

For the purpose of judging the innovations, the DLG appoints an independent international commission made up of recognised experts, researchers and practitioners. The chair of the Commission is designated by the DLG Executive Board at the time of its appointment.

In addition to these commission members, external experts can be consulted about specific problems. When consulted, they are bound by strict confidentiality.

The commission members remain in the Commission until a new member is appointed by the Board.

The Commission abides by a Code of Ethics (compliance system) and will meet the following criteria:

- Independence and impartiality
- Competence to judge the innovations submitted
- Pertinent experience in the industry

The Commission will award the gold and silver medals, and the "Animal Welfare Awards" on the basis of the documentary evidence submitted:

#### **Guidelines for the award of gold medals**

To win a gold medal for innovation, a product must represent a new concept in which the function has changed significantly and which facilitates a new process or substantially improves an already familiar method. Decisive in its selection will be its practical significance, its contribution to animal welfare, the impact on operating affordability and efficiency, on the environment and on energy consumption. Its impact on labour saving and health and safety at work will also be considered.

#### **Guidelines for the award of silver medals**

To win a silver medal for Innovation, a product must represent an advance on an existing product such that a significant improvement in functionality and process is achieved. It will be a product that does not fully meet the criteria for the award of an Innovation Gold Medal. Decisive in its selection will be its practical significance in terms of cost, its performance and quality under working conditions and its functional safety. Further factors taken into consideration include animal welfare and impact on the environment and energy consumption.

Products which have a level of innovation assessed as adequate by the Commission and are therefore rated as innovative but falling short of gold or silver medal standard, may nonetheless subsequently feature in the Innovations Magazine.

#### **Valuation guideline for the "Animal Welfare Award"**

The additional Animal Welfare Award is awarded to a product already receiving a silver or gold medal and one, which in a particularly outstanding manner, fulfils the criteria for a higher standard of animal welfare. Deciding factors for the selection are innovations in the areas of animal welfare and health. Emphasis is placed in particular on products promoting species-appropriate behaviour and positively supporting animal health.

Registration for the EuroTier Innovations Campaign 2021 automatically includes registration for the Animal Welfare Award 2021. The award is made by the Innovations Commission (Item 5 of the Test and Award Regulations). The award winner(s) is/are as part of the announcement of gold and silver medals.

Award-winning products must be fully functional at the time of the exhibition and ready for market launch and available on the market at the latest by EuroTier 2022. Exhibitors themselves are obliged to provide information about the market availability. This is done in two steps.

1. One year after the award the exhibitor must provide information about the market availability of the award-winning innovation.
2. Shortly before the next EuroTier the exhibitor must provide a second statement about whether the award-winning product is available on the market.

DLG will publish the reports from the exhibitors on the internet.

## **6. Award of medals**

The decision as to which products will win a EuroTier Innovation Award medal is made by the Innovations Commission meeting in accordance with the **Guidelines for the Award of Gold and Silver Medals** and "Animal Welfare Award" in accordance with the **valuation guideline for the "Animal Welfare Award"**. The Commission's decision is final. Any recourse to a court of law is excluded.

For products that are not awarded a medal, the Commission is under no obligation to inform the exhibitor of its reasons for not awarding a medal. Complaints should be addressed to the Commission chair via the responsible employee at the DLG head office only. The award-winners will be presented with a certificate and a medal for each winning product. The winners of the "Animal Welfare Award" also receive a certificate and medal. In the case of joint submissions, each of the companies involved will receive a certificate and a medal.

#### **Publication**

The award-winners and their winning innovations will be published on the EuroTier website and in the EuroTier Innovation Award magazine (in German and English).

- The Commission's decision will be announced in conjunction with the DLG Marketing division.
- In addition, the national and international trade and business press will be informed about the award ceremony and the award-winning companies and innovations approximately six weeks before EuroTier opens. The award winner(s) of the "Animal Welfare Award" is/are announced as part of the announcement of gold and silver medals.
- All award-winning innovations will be published along with an image, product information and a summary of the Commission's verdict. If video or image material is to be presented as part of the award ceremony, the DLG reserves the right to edit the material provided.
- All submitted products judged by the Commission as being innovative will be published in a separate list.

#### **Award ceremony**

Gold and silver medals and certificates will be awarded at a public award ceremony at EuroTier. The organizer will decide on an appropriate setting for the award ceremony in advance of the event.

## **7. Advertising award-winning products**

The award may be used in all product advertising, including:

- the certificate
- the medal (in colour or black-and-white)
- a text reference to the award (e.g. in media releases, advertisements or online)
- and along with any other campaign logos or publicity materials defined by the DLG in advance and approved by the DLG for advertising purposes.

#### **Permitted forms of use**

- Certificates and medals may be depicted in any size, providing the width/height ratio is maintained. No changes may be made to the medals (e.g. wording or colour).
- Duplicates may not be made.
- The award logos and other design materials defined by the DLG can be downloaded from the DLG website in the form of a four-colour or b/w image file.

**Advertising rules**

Advertising with award logos and textual references to the EuroTier Innovation Award is only permitted in connection with a clear reference to the award-winning product(s). It must be clearly stated at which exhibition and for which innovative features the product won the award. The year of the award must also be stated.

**Exclusivity**

The award-winning product may only be advertised as such with the features submitted for judging. It may not be used for advertising the company or for corporate image purposes in isolation from the product.

**Submitter's details**

The name of the award-winner must be stated.

**Duration of advertising**

There is no restriction on the length of time an award-winning product may be advertised in association with the year of the award; this is up to the manufacturer.

**Prohibition on misleading statements**

In all advertising, care should be taken to avoid any statements that may give a misleading impression. All information provided must be in compliance with competition law. Responsibility for this rests solely with the participant or its legal successor(s).

**8. Withdrawal of medals**

The DLG reserves the right to withdraw an awarded gold or silver medal if the award-winner makes false statements concerning the award-winning innovation or grossly contravenes the advertising rules (see point 7). The same applies if the information regarding market availability (see point 5) is not received on time.

**9. Compensation claims**

No compensation claims will be entertained unless they are based on wilful or grossly negligent acts. This exclusion does not apply to circumstances in which injury to life, limb or health has been caused by ordinary negligence or breach of so-called cardinal obligations.

**10. Final provision**

The award and judging regulations and any annexes thereto become legally binding on the participant on submission of their product to the innovations database.