



BraunPrize

2021

shape tomorrow

Submission Guidelines

This is an interactive document that will guide you step-by-step through the submission rules and requirements.

Please read it thoroughly, it should answer most of your questions.

Shape tomorrow.

- The product concepts submitted should represent innovations in design, technology and user experiences.
- The conceptual designs should be developed with user needs in mind.
- Concepts can address global problems or find simple, ingenious solutions for daily routines.
- Participants are free to choose any subject for their product concept as long as the ideas are significant, substantial, meaningful and connect to the theme:
Shape tomorrow.

The BraunPrize has always been entirely independent of the Braun product range and is not restricted to products from the consumer goods sector.

Key facts

The BraunPrize is honoring

**Great Designs,
Visionary ideas and
Clever Solutions**

from Students and
Young Creatives from
all-over the world.

This years theme

**Shape
tomorrow**

Participation

**Globally and free
of charge**

Total Prize Money

\$100,000 USD

Submission Period

**July 1st to
August 31st 2021**

2 Categories

**Students
and Young
Creatives**

Online Submission at

braunprize.org

Jury

**International
Jury Panel to be
announced in June**

Winner announcement

October 2021

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01

Conditions of
Participation

02

Submission
Process

03

Intellectual
Property rights

04

Privacy

05

Contact

- Projects
- Participants
- Categories
- Assessment Criteria

The BraunPrize is looking for innovative product design concepts for today as well as visions for the future.

Entries must be product design and/or product interaction concepts that are not yet on the market or in production. The focus of the BraunPrize is on product design. Software, interaction or media design will be considered as an integral part of an overall product concept (hardware and software).

Multiple Application

Several projects can be submitted per person.

If you want to participate with multiple projects please register again. You will receive a new registration number and password for each project.

However, every concept can only be registered once.

„Concepts can address global problems or find simple, ingenious solutions for daily routines. “



- Projects
- Participants
- Categories
- Assessment Criteria

The BraunPrize competition is pleased to welcome all submissions from entrants that are 18 years of age or older.

Individual or team participations are accepted and there is no limit in group size. Please choose one contact person and fill in that person's data in the registration form online. The names of all other team members must be listed in the respective field and all team members will receive equal recognition.

All P&G and Braun employees or their relatives are excluded from the competition.

Also, no relative of a jury member (design firm, colleague, team or family member, etc.) is permitted to enter. Any involvement will result in automatic disqualification from the competition.

„Submissions from all countries will be considered.“

Winners of the BraunPrize2018



01	02	03	04	05
Conditions of Participation	Submission Process	Intellectual Property rights	Privacy	Contact

- Projects
- Participants
- Categories
- Assessment Criteria

The Competition is divided into 2 Categories.
You will be asked to choose your category during the online submission process.

„Each category will be judged separately.“

01 Students

Product concepts from students who are still studying or (for recent graduates) which were created during the time of study.

02 Young Creatives

Product concepts from young designers and inventors who have graduated within the last 5 years.

Jury Session of the BraunPrize2018



01	02	03	04	05
Conditions of Participation	Submission Process	Intellectual Property rights	Privacy	Contact

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- Assessment Criteria

Main Criteria:

Concept & Idea

How the concept embodies the 2021 theme: “Shape tomorrow”.
How it differs from existing solutions.

Design & Innovation

How well the concept combines technology, ergonomics and aesthetics.

Responsibility

How thoroughly the environmental and the cultural impact are considered.

Additional Criteria:

- Clarity of content
- Quality of presentation
- A thorough analysis of the assumptions on which the product concepts are based on.
- Clear understanding of the overall user experience (hard and/ software)
- Feasibility of the concept with regard to processes and costs.

„The jury members
will be announced
in June 2021.“

Jury Session of the BraunPrize2018



01	02	03	04	05
Conditions of Participation	Submission Process	Intellectual Property rights	Privacy	Contact

- Online Submission
- Project Information
- Required Documents

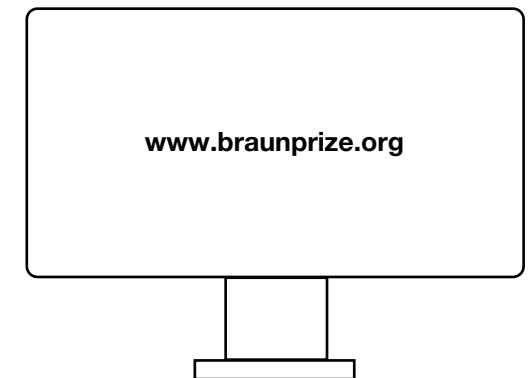
**Submission will be completely digital.
No physical models required.**
You will be asked to fill personal and project information into a digital form and upload your documents at braunprize.org. The online submission form will be accessible from July 1st to August 31st, 2021.

Please note

- All required documents need to be uploaded in digital format.
- Printed documents will not be accepted.
- All materials must be in English.
- Please ensure that your descriptions are proofread by an english native speaker or reliable translation agency (at your own expense).
- The name of the entrant or a company logo must not appear on any of the items submitted. However, project names – such as “LeapFrog” – are permitted on all elements and provide a useful reference.

**In order to ensure complete anonymity, projects will only be identified with your registration number throughout the entire competition.
The number will be automatically assigned when you register.**

„Submission Period
July 1st - August 31st
2021.“



01	02	03	04	05
Conditions of Participation	Submission Process	Intellectual Property rights	Privacy	Contact

- Online Submission
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Besides your personal information you will be asked to add the following information when submitting your projects online at braunprize.org. These information will help the Jury to clearly understand your projects vision and execution.

A

Project name (max. 10 words)

Please submit a project name with a descriptive extension.

- max. 10 words

For example:

“Agil – Flexible Walking Aid” or
“Nucleario – Geo engineering concept”

B

Brief description (max. 300 words)

Clearly describe your concept and the innovative character of your project.

- max. 300 words

If your entry is nominated, this text will be published on all communication platforms.

Some questions you may answer:

- What is the problem you attack?
- What is the goal behind your design concept?
- What is better in your concept compared to others?
- What is new?
- How does it work?
- Why does it look like that?

01

Conditions of
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Property rights

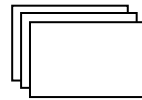
04

Privacy

05

Contact

- Online Submission
- Project Information
- Required Documents

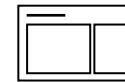


A

3 x descriptive pictures

Single images without logos, frames or text. These images will be used for our PR work.

- .jpg or .pdf
- Landscape format
- DIN A4 or Letter size
- max. 300 dpi resolution
- max. 1 MB each



B

Documentation

Present the product concept using sketches, photographs, renderings, technical drawings and/or text.

- .pdf only
- max. 10 pages
- landscape format
- DIN A4 or Letter size,
- max. 300 dpi resolution
- max. 5 MB in total



C

Video and/or animation (optional)

Use this format to present your work in a short and effective way.

- max. 90 seconds footage
- max. 25 MB
- QuickTime, .mp4 or AVI-format (mpeg)

01	02	03	04	05
Conditions of Participation	Submission Process	Intellectual Property rights	Privacy	Contact

- Participants are responsible for applying for legal protection for intellectual property.
- Rights to the designs must not have been transferred to a third party at the time that they are submitted for the competition.
- The copyright and right of use belong to the participant.
- The legal regulations governing intellectual property rights shall apply.
- By sending the entry form, participants declare their acceptance of the rules explained above and that they own the copyright for the project submitted.
- They also consent to reproduction/publication of materials associated with the project submitted and with the persons involved, with no time limit.

Participants also confirm that:

- Entries are product concepts and projects that are not yet in production.
- The design is his/her or their team/group's personal work.
- That any drawings, images, photography, video or designs have been prepared by or under the supervision of the participant.
- That the participant agrees to abide by the rules of the competition as determined by P&G and accept the judges' decision as final, and that no correspondence will be entered into.
- The participant warrants that the information supplied in relation to the competition is correct and complete and that any personal information provided by the applicant will be used in accordance with the privacy policy of P&G.

The participant understands that their application, images and any promotional material relating to their application may be used by P&G as explained in the rules (e.g. exhibition, web, catalogue).

01	02	03	04	05
Conditions of Participation	Submission Process	Intellectual Property rights	Privacy	Contact

- Participants must provide their contact details to register for the BraunPrize.
- By providing their personal details, participants allow Procter & Gamble to contact them in order to communicate any information related to the BraunPrize.
- Procter & Gamble shall not pass the data on to third parties.
- By submitting your personal information in the online registration function you give your consent to the Procter & Gamble Company, its subsidiaries and affiliates to collect and process your personal information for the purpose of administering the BraunPrize competition.
- You agree that your personal data may be stored and processed within or outside of your country.

- Supplying your personal information is voluntary.
- P&G shall not disclose or convey your personal information to third parties, except to its entrusted agencies for purposes related to the contest administration.
- You may request to opt-out any time by contacting us at the braunprize.im(at)pg.com email address where a correction of your personal information may also be requested.

Trust is a cornerstone of the companies mission and the success of its business depends on it. P&G is committed to maintaining consumers' trust by protecting personal information the company collects about them.

Click here for the full details of our Privacy:

<https://www.pg.com/privacy/>

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Contact



Follow us on instagram.

We will share updates and information
@braunprize



Do you have any further questions?

Feel free to contact us via email at
braunprize.im@pg.com