



AWARD AND JUDGING REGULATIONS of the „DLG-Agrifuture Concept Winner 2024“



1. Objective and responsibilities

The „DLG-Agrifuture Concept Winner“ is organised by DLG e.V. („DLG“ – German Agricultural Association) at the world’s leading trade fairs EuroTier and EnergyDecentral.

To this end, visionary concepts and technologies that provide decisive impulses for the future viability of animal husbandry and decentralised energy supply worldwide are awarded. The award focuses on the technical possibilities in the next 5 to 10 years and takes a look at the realistic chances of implementation. The technical implementation is in the hands of an independent jury consisting of professional mentors, members of the Young DLG and other international experts.

2. Participants

All approved exhibitors at EuroTier 2024 and EnergyDecentral 2024 whose concepts and technologies fall within the areas listed below can participate in the DLG-Agrifuture Concept Winner. This also applies to joint registrations. Participation is voluntary and is not linked to any additional, direct costs. The participant bears the sole responsibility for compliance with all relevant statutory provisions and these DLG Award and Test Regulations.

3. Approved concepts and technologies

Only concepts and technologies from the areas of agricultural livestock farming and decentralised energy supply are eligible.

The following are excluded from participation

- Concepts and technologies that cannot be assigned to one of the areas listed above;
- Services, farm inputs and animal breeds;
- Concepts and technologies that have already been exhibited, demonstrated or awarded a prize at a trade fair or other event with a product presentation;
- Concepts and technologies for which the market maturity is so far advanced that implementation can be expected in 1-2 years.

Concepts or technologies submitted for a DLG-Agrifuture Concept Winner cannot be submitted simultaneously for the EuroTier / EnergyDecentral Innovation Award or the Animal Welfare. Double submissions will result in disqualification from the competition.

4. Registration procedure

Each concept and technology must be registered individually. Complete registration takes place exclusively online via the Exhibitor Service Portal (<https://portaleurotier.dlg.org>). Registration by post, fax or e-mail is not permitted and will not be accepted. The registration language is English. The closing date for entries is 31 July 2024. Online registration will be available until the closing date (midnight on 31 July 2024).

4.1 Joint applications are possible. In this case, the application must be marked as a joint application and all partners must be named (see point 2). On the website and in the EuroTier app, the concept or technology is presented in this case as a joint application with all partners involved.

4.2 Comprehensible and concise highlighting of what is worthy of the future and originality

The mandatory criteria section of the application form must be completed in full; the selectable criteria should be completed as fully as is relevant (maximum of four selectable criteria). The future potential, the practicality and the actual feasibility of the concept or technology must be evident. The potential contribution of the concept or technology to resource protection and sustainability goals should be described and presented in a generally plausible and comprehensible way. The application documents must therefore clearly explain the originality and future viability of the concept or technology that forms the basis of the application and outline the general conditions that would be necessary for it to be implemented in different agricultural regions.

4.3 Image and video material

In evaluating submissions, the panel of judges will not be referring to any image or video material. Applicants may, however, submit up to three images as a file (JPG or PNG format with 300 dpi resolution) or a video of up to three minutes as mp4 for later use in the media. All publication and reproduction rights are thereby transferred to DLG.

4.4 Binding registration deadline

All entries and image or video materials must be uploaded to the Exhibitor Service Portal (<https://portaleurotier.dlg.org>) by the specified registration deadline (31 July 2024).

Applications received after the closing date and applications that are incomplete or do not meet the requirements described above will be excluded from participation in the competition. The DLG assures that all submitted materials, unless they are required for the presentation and publication of the concept or technology on the website and in the EuroTier app, will be treated as strictly confidential.

The award decision will be announced in coordination with the DLG Marketing Service Department.

5. Principles of evaluation

For the assessment of the DLG-Agrifuture Concept Winner, the DLG will appoint an independent jury, composed of professional mentors, young professionals from the Young DLG with the involvement of other international experts.

The judges for the DLG-Agrifuture Concept Winner award will base their decision on the mandatory and selectable criteria:

Mandatory criteria (75 % of the total score):

- Innovative character
- Practical relevance
- Real chance of feasibility
- Sustainable Development Goals as laid down by the United Nations

Selectable criteria depending on whether they apply to the concept or technology (maximum of four selectable criteria, 25 % of the total score):

- Animal health/welfare
- Climate effects
- Water
- Biodiversity
- Sustainability
- Energy balance
- Labour management

The award winners will be selected in two stages.

Stage 1: Determination of a shortlist

The jury appointed by the DLG will draw up a shortlist from the applications received at the beginning of September 2024.

Stage 2: Determination of award winners

The shortlist is presented to a panel of experts consisting of members of the DLG expert committees responsible for the subject. In an online vote, the panel of experts selects the up to five DLG-Agrifuture Concept Winner from the shortlist based on the highest scores and awards them the corresponding title. The decision cannot be appealed. The judges' decision is final.

Entries for which are listed on the short list, but which are not awarded as DLG-Agrifuture Concept Winner, will be mentioned on the EuroTier or EnergyDecentral website and in the EuroTier app.

Award-winning concepts and technologies must be presented as a realistic product, as a model or as an animated video presentation at the exhibitor's stand at the time of the exhibition.

6. Awarding the prize

The winners will be announced at the DLG-Agrifuture Concept Winner EuroTier / Energy Decentral 2024 ceremony. Before that, the shortlist will be presented to the public in mid-September 2024.

The award-winning companies will be published by the DLG on the EuroTier / EnergyDecentral website in German and English. All award-winning concepts and technologies will be presented with pictures and product information. The shortlist will be published separately. If an exhibitor fails to receive an award, the jury is not obliged to give the exhibitor reasons for the rejection.

The winners will receive a certificate and an award for each winning concept or technology.

In the case of a joint application, each of the participating companies will receive a certificate and an award.

If video or image material is to be presented as part of the award ceremony, DLG reserves the right to edit the material provided. In addition, the national and international trade and business press will be informed about the shortlist of concepts and technologies selected by the jury in the run-up to EuroTier / EnergyDecentral.

7. Advertising with award-winning concepts and technologies

Advertising is voluntary and permissible:

- with the certificate
- with the award (colour or b/w)
- with textual references to the award (e.g. in press releases, advertisements, on the Internet)
- as well as with other campaign logos or communication materials defined in advance by the DLG and approved for advertising

7.1 Permitted types of use

- Certificates and awards may be reproduced in all sizes, but the ratio of width to height must remain the same. Changes to the award (e.g. text, colours) are not permitted.
- The production of duplicates of the certificate and the award is not permitted.
- The award marks and other design materials defined by the DLG can be retrieved from the DLG as a data set in the form of a four-colour or b/w illustration.

7.2 Advertising regulations Uniqueness

Advertising with the award symbols and textual references to the DLG-Agrifuture Concept Winner award is only permitted in close connection with the naming of the award-winning concept or technology. It must be clearly visible at which exhibition and on the basis of which innovative features the concept or technology was awarded. The year of the award shall be indicated.

7.3 Exclusivity

Only the award-winning concept or technology with the features presented for testing may be advertised. Corporate or image advertising detached from the concept or technology is not permitted.

7.4 Specification of sender

The award winner must be visible.

7.5 Advertising duration

The advertising period is left up to the manufacturer, stating the year of the award and in connection with the award-winning concept or technology.

7.6 Ban on misleading information

In advertising measures, care must be taken to avoid anything that could give rise to misleading perceptions. All information must comply with competition law. The responsibility for this lies solely with the participant or his/her legal successor.

8. Withdrawal of the DLG-Agrifuture Concept Winner

The DLG reserves the right to withdraw the awarded title if the award winner has not provided information regarding the awarded concept that corresponds to the facts or if there are serious violations of the advertising regulations (see Point 7).

9. Damage claims

Damage claims are excluded unless they are based on intentional or grossly negligent actions. This does not apply in the event of injury to life, limb and health or so-called cardinal obligations, which are also based on slight negligence.

10. Final provision

By registering in the Exhibitor Service Portal, the Award and Inspection Regulations together with the appendices are legally binding for the participant.