



AWARD AND JUDGING REGULATIONS FOR THE EUROTIER INNOVATIONS CAMPAIGN 2024



1. Objective and responsibilities

EuroTier sets the pace for animal husbandry worldwide with innovations and trends. The presentation of the "Innovation Award EuroTier 2024" is intended to highlight ground-breaking innovations in the finishing industry and to support them in communication and advertising.

The innovation campaign is organised by the DLG e.V. ("DLG" - German Agricultural Association). The technical implementation is in the hands of an independent and internationally staffed 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 and animal health. The Animal Welfare Award is presented jointly by the German Association of Practising Veterinarians (bpt) and the DLG. The prerequisite for receiving this award is the presentation of a EuroTier gold or silver medal for 2024.

2. Participants

All approved exhibitors at EuroTier 2024 whose products are within the subject areas listed below can participate. 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 applicable legal regulations and these DLG award and testing regulations.

3. Product approval

Only products from the following subject areas are approved:

1. Farm inputs and technology for the use of farm inputs
2. Technology for fodder storage and production
3. Implements, accessories and spare parts
4. Husbandry and feeding technology for beef
5. Husbandry and feeding technology for pork
6. Husbandry and feeding technology for poultry
7. Husbandry and feeding technology for other species
8. Climate and environmental technology
9. Digital solutions for herd management and quality assurance/ smart farming
10. Milking and cooling technology
11. Barn and hall construction
12. Technology for solid and liquid manure, as well as poultry excrement
13. Transport, farm and grazing technology
14. Processing and marketing

The following are excluded from participation

- Products that cannot be assigned to any of the subject areas listed above;
- Services, animal breeding and prescription products;
- Products that have already won an award at another exhibition;
- Products that were available on the market more than 12 months before the start of EuroTier 2024 and/or have been exhibited, demonstrated or presented at another national or international trade fair.

- Products that meet the requirements for approval but have been exhibited, demonstrated or presented at another national or international trade fair after 12 November 2023 may take part in the innovation campaign with the proviso that they are excluded from receiving gold or silver medals, and therefore also the Animal Welfare Award, but will be included in the innovation magazine if they are assessed as innovations.
- Products submitted for the DLG Agrifuture Concept Winner cannot be submitted for the EuroTier Innovation Award at the same time. Multiple submissions will result in exclusion from the competitions.

4. Registration procedure

Each innovation must be registered individually. The registration of innovations takes place exclusively online via the exhibitor service portal, with which documents and image material can also be uploaded.

Registration by post, fax or e-mail is not permitted and will not be accepted. The registration language is German or English. Online registration will be available until midnight on the day of the closing date. **The closing date for entries is 31 July 2024.**

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 innovation is presented as a joint application with all partners involved.

Clear clarification of what is new and advantageous

The online form and the summary of the most important facts must be filled in carefully. **The innovation achievement must be evident from this.** Therefore, the application documents must clearly explain what is new and advantageous about the registered product. The innovative product properties are to be plausibly described and comprehensible and, if possible, supported by independent test and/or research results.

Image and video material

For illustration purposes in the media and as a selection aid for the commission, a maximum of 2 images (jpg or tif formats with a resolution of at least 300 dpi) and a video or an animation (MP4, MOV, AVI formats) may be attached as a file. All publication and reproduction rights to the images are thereby transferred to the DLG for use without restriction in terms of time, space and content.

Binding registration deadline

All documents must be uploaded to the online database by the specified registration deadline. Registrations received after the closing date and incomplete registrations as well as registrations that do not meet the requirements described above will be excluded from participation in the innovation competition. The DLG assures that all submitted documents will be handled in strict confidence, unless they are required for the presentation of the product in the innovation magazine.

The commission's decision will be announced in coordination with the DLG Marketing Service Department.

5. Testing principles

For the assessment of the innovations, the DLG will appoint an independent, internationally staffed commission of recognised consultants, scientists and practitioners. The chairmanship of the commission will be determined within the framework of the appointment by the DLG Board of Directors.

In addition to the members of the commission, external experts can be consulted on specific issues as needed. These are bound to strict confidentiality when consulted.

The members of the commission remain on the committee until a new commission is appointed by the DLG Board of Directors.

The commission is subject to a code of ethics (compliance regulation) and meets the requirements of:

- Independence and neutrality
- Competence to assess the registered innovations
- Practical orientation

The commission will make its assessment for the award of the gold and silver medals as well as the Animal Welfare Award on the basis of the submitted documents.

Evaluation guidelines for gold medals

A product with a new concept for which the function has changed decisively and the use of which enables a new method or has considerably improved a known method, will be awarded an innovation gold medal. The importance in practice, animal welfare, the effects on operating and work management, the environment and the energy situation are decisive for the choice. The effects on simplifying work and on work safety are included in the evaluation.

Evaluation guidelines for silver medals

A product for which a known product has been developed further so that a considerable improvement in the function and the method is to be expected will be awarded an innovation silver medal. Here the product does not completely meet the criteria for awarding an innovation gold medal. The economic importance in practice, the performance, the quality of work and the operating safety are decisive for the choice. Furthermore, positive effects on animal welfare and the environmental and energy situation must also be taken into account.

Products for which the degree of innovation is judged to be sufficient by the commission and which are therefore assessed as innovations, but which are not awarded a gold or silver medal, will be featured in the innovations list.

Evaluation guidelines for the Animal Welfare Award

The additional Animal Welfare Award will be presented to a product that has already been awarded a gold or silver medal and that particularly meets the requirements for a higher animal welfare standard. Innovations in the areas of animal welfare and animal health are decisive for the selection. Products that promote the practice of species-typical behaviour and positively support the health of the animals are therefore particularly emphasised.

Registration for the EuroTier Innovation Competition 2024 automatically includes registration for the Animal Welfare Award 2024. The award is presented by the Innovation Commission (point 5 of the Testing and Award Regulations). The prize winner(s) will be announced during the announcement of the gold and silver medals.

Award-winning products must be fully functional at the time of the exhibition and available on the market by EuroTier 2026 at the latest. The exhibitor is obligated to provide self-disclosure regarding market availability. This takes place in two steps.

1. One year after the award, the exhibitor must provide information on the market availability of the award-winning innovation.
2. Shortly before the next EuroTier, the exhibitors' second statement is made as to whether the award-winning product is available on the market.

6. Awarding the medals

Within the framework of the Innovation Award EuroTier innovation competition, the award decision is made by the commission in accordance with the **evaluation guidelines for gold and silver medals** and the Animal Welfare Award in accordance with the **evaluation guidelines for the Animal Welfare Award**. The decisions of the commission are binding for the parties involved and cannot be reviewed in court for their correctness.

If an exhibitor fails to receive an award, the commission is not obliged to provide the exhibitor with reasons for the rejection. Complaints are to be addressed to the chairman of the commission exclusively via the supervising employee from the DLG main office.

The award winners will receive a certificate and a medal for each product awarded a gold or silver medal. The winners of the Animal Welfare Award will also receive a certificate and a medal.

In the case of a joint entry, each of the participating companies will receive a certificate and medal in the event of an award.

Publication

The prize winners and their award-winning innovations will be published by the DLG on the EuroTier website and in the EuroTier-app.

- The commission's decision will be announced to manufacturers in coordination with DLG's Marketing Service Department.
- In addition, the national and international trade and business press will be informed in the run-up to EuroTier (approx. 6 weeks before it begins) about the awarding of the gold and silver medals as well as the award-winning companies and their innovations. The announcement of the winner(s) of the Animal Welfare Award will take place during the announcement of the gold and silver medals.
- All award-winning innovations will be published with a photo, product information and an explanatory text by the commission. If video or image material is to be presented as part of the medal award, DLG reserves the right to edit the material provided.
- All registered products that are assessed as innovations by the commission are published in a separate list on the Internet and in the EuroTier-app.

Award presentation

During the EuroTier, the gold and silver medals as well as the certificates will be awarded in a highly publicised manner. The appropriate setting for the award ceremony will be determined by the organiser in advance of the event.

7. Advertising with award-winning products

Advertising is voluntary and permissible:

- With the certificate
- With the medal (in colour or black-and-white)
- With text references to the award (e.g. in press releases, advertisements, Internet).
- As well as with other campaign logos or communication materials defined in advance and approved for advertising by the DLG.

Permitted types of use

- Certificates and medals may be reproduced in all sizes, but the ratio of width to height must remain the same. Changes to the medals (e.g. text, colours) are not permitted.
- The production of duplicates of the certificate and the medal 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.

Advertising regulations Uniqueness

Advertising with the award symbols and text references to the Innovation Award EuroTier is only permitted in close connection with the naming of the award-winning product(s). It must be clearly visible at which exhibition and on the basis of which innovative features the product was awarded. The year of the award shall be indicated.

Exclusivity

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

Sender information

The award winner must be visible.

Advertising duration

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

Prohibition of misleading statements

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 its legal successor.

8. Revocation of medals

The DLG reserves the right to withdraw the awarded gold or silver medal as well as the Animal Welfare Award if the award winner has not made statements regarding the awarded innovation that correspond to the facts or if there have been serious violations of the advertising regulations (see item 7). The same applies if the information on market availability (see point 5) is not received in time.

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

With the registration in the innovation database, the award and testing regulations are legally binding for the participant.