



The **European Promotional Award “Next Generation”** represents the visibility of change and innovative, sustainable, beneficent products, projects and business models. With which ideas do young startups inspire our economy? Which innovations can reach market maturity and will establish themselves on the market? How can we and how do we want to live in the globalized world conserving resources and doing sustained investments?

The **European Promotional Award “Next Generation”** focuses on the green idea and fair fashion. It will be awarded for the development of new technologies in the production of materials, for effective manufacturing or distribution.

A jury of experts will choose the winners of the **European Promotional Award “Next Generation”**. Each jury member brings a special and different perspective into the decision, according to the expertise of his own field of work.

From now on, young entrepreneurs or startups from all over Europe can apply by fulfilling the following **entry conditions**:

- headquarter in Europe
- company foundation between January 2015 and December 2018
- innovative business idea in the fashion and textile sector
- convincing future vision / strategy
- high corporate gain / customer benefit
- sustainability & nature-conscious and ecological entrepreneurship
- accept the award in person on 20th of October 2019

The **European Promotional Award “Next Generation”** will be awarded at the Vienna State Opera on Sunday, 20th of October 2019 as part of the European Culture Award Ceremony. The prize is presented by the awards patroness Barbara Meier.

Please complete the following application form and send it along with a short elevator pitch (max. 60 sec. video clip) by 15th of September 2019 to:

next.generation@saxsys.de.



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company details

name & legal form

year of founding

street / number

postal code

town

country

website

sector

number of employees

contact person

first / last name

function / position

phone number

email address



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Please describe shortly the companies focus.

(max. 3000 Zeichen)



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Which unique selling point has got your company / project?

Where do you see the competitive advantages?

(max. 3000 Zeichen)



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Please describe the level of innovation of your idea.

Which innovative elements or advances over the previous usual in your sector used proceedings did you picked up?

(max. 3000 Zeichen)



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Please depict a short overview about the milestones of the business growth respectively the innovations development starting by the first idea until now.

(max. 3000 Zeichen)

INNOVATIVE NATURE OF THE IDEA AND CORPORATE DEVELOPMENT



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Please mention your three greatest competitors

competitor 1

competitor 2

competitor 3

comments

Who are your most important business associates and why?

associate 1

associate 2

associate 3

comments



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Bitte Please draft the key aspects of your strategy and your vision.
(emphasis 2019/2020, increase, markets, ...)

(max. 3000 Zeichen)

MARKET POTENTIAL, CORPORATE STRATEGY AND VISION OF THE FUTURE



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Describe your target group.

(max. 1500 Zeichen)

How do you evaluate the potential of the chosen target market?

(max. 1500 Zeichen)



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Which benefits has got the implementation of your business concept for your target group? Which problems can you possibly solve?

(max. 3000 Zeichen)

BENEFITS FOR CUSTOMERS AND THE SOCIETY



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Do you possibly encourage and promote further projects? Please point out far you can contribute social development and environment protection respectively the sustainable use of resources.

(max. 3000 Zeichen)

Of course, all the data you have provided to us will be treated confidentially and will only be made accessible to those who are involved in the selection process. A transfer of data to third parties without your consent occurs only if we are legally obliged to do so.

We ask you to complete the questionnaire as fully possible for a corresponding evaluation.

BENEFITS FOR CUSTOMERS AND THE SOCIETY