

## Task:

Create a future-oriented design concept. It can be a product, a system or a service. The focus should be on resources like materials and energy. However, please also consider resources like human health. Please find more background information in the briefing document.

## Expectations:

### Soft facts:

- Please provide a deeper understanding of why your idea is contributing to a more sustainable future
- Explain in what context your solution should function (e.g. distribution, marketing, production)
- Please think freely: Your solution needs to be conceivable. Even though the technological foundation might not exist – not yet

### Hard facts:

- Give your project an engaging title
- Provide an executive summary in English in a proper layout
- Please note that you will hand in all your submissions online
- Animations and prototypes are appreciated but not required for your participation
- Pitch-Deck (explaining why, how, what, design, feasibility, impact)

For guidance about the design language and approach you should be aiming for, have a look at the video: “How to design like Siemens” available on the Siemens Home Appliances Design Award Campus ([Siemens-home-visions.bsh-group.com](https://Siemens-home-visions.bsh-group.com)).

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### Submission details:

Submissions are only accepted online and in the following way:

Please find the submission form in the Participant Area on the Siemens Home Appliances Design Award Campus ([Siemens-home-visions.bsh-group.com](https://Siemens-home-visions.bsh-group.com)) and enter the following information:

1. Contact details
2. Project title (max. 10 words)
3. Short project description (Executive summary: max. 300 words)
4. Upload the following:

#### Document

Pitch-Deck: Describe the project concept in detail. Include sketches, photographs, renderings and technical drawings.

- PDF
- Landscape format
- Max. 10 pages
- DIN A4
- max. 300 dpi resolution
- max. 5 MB in total

#### Pictures

Upload 3 single images without frames, logos or text. These images are used for PR purposes.

- JPEG
- max. 300 dpi resolution
- max. 1 MB each

#### Video

Present your project in a short video.

- QuickTime, .mp4 or AVI-format (mpeg)
- max. 40 seconds footage
- max. 25 MB

#### For finalists only:

Animations or prototypes are required. If you are not able to send in a prototype, you are invited to attach another video or a 3D document to your final submission.

The address is:  
BSH Hausgeräte GmbH  
z.H. Jens Hoyer BSI-DSP  
Carl-Wery-Straße 34  
81739 München

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### With your submission you confirm that:

- Entries are product ideas and concepts that are not yet in production.
- The design is your or your team's personal work.
- Any drawings, images, photography, video, designs or mockups and prototypes have been prepared by or under your supervision.
- Your project will be shown to public in communication activities along the competition.