



Spielwarenmesse: ToyAward with a new Sustainability category

- Expert jury welcomes three new members
- Online entries launch on 1 October 2021
- Awards ceremony to take place during the PressPreview

Sustainability and climate protection are increasingly edging into focus in the toy industry. Demand for toys made from ecological materials or that encourage environmentally friendly behaviour is on the rise. In response, Spielwarenmesse eG is reflecting the topic of sustainability in the ToyAward as well. The team is introducing the new Sustainability category in time for the 72nd edition of the world's leading toy fair (2.-6.2.2022). Entries for the coveted awards open on 1 October. All submissions will be considered by a jury of international experts, which is welcoming some new members this year. The internationally renowned accolades will be presented to the winners at the PressPreview for the first time.

Sustainability in focus

In the Sustainability category, exhibitors at the Spielwarenmesse can submit innovations that encourage environmentally friendly behaviour in children. The category is also open to products that are made from ecological materials, have a sustainable supply chain or have been upcycled or recycled. The Startup category along with the four age-specific categories Baby & Infant (0-3 years), PreSchool (3-6 years), SchoolKids (6-10 years), Teenager & Adults (from 10 years) remain unchanged. Exhibitors can enter up to three innovations for the ToyAward on the website www.toyaward.com. The closing date for entries is 6 December. Three products in each of the six categories will be nominated for the accolade by the expert jury, which has become more international. Contributing their expertise are the newly recruited members Sue Warfield, President of the US association ASTRA, Jean Youn, Head of Toy Business at the Korean company Kakaokids, and Dr. Harald Käß, owner of naroon InnovationConsulting from Germany.



Awards ceremony at the PressPreview

The innovations nominated for the ToyAward will be unveiled at the world-leading fair's main press conference on 27 January 2022 and publicised for maximum exposure in numerous communication campaigns across the industry's biggest international network. The winners will be announced in the new setting of the PressPreview for the first time. The awards ceremony will represent the climax of the innovation show which will be staged for international media representatives at Nuremberg's Exhibition Center, NCC Ost on 1 February 2022.

Further information on entering the competition can be found on the website at www.toyaward.com.

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Note for editors: Reprint free of charge. Images are available at www.spielwarenmesse.de/media. Please provide us with a voucher copy on publication.

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Spielwarenmesse®

Spielwarenmesse®, the leading international fair for toys, hobbies and leisure, is organized by the fair and marketing services provider Spielwarenmesse eG. The trade fair creates a comprehensive communication and ordering platform for 2,800 national and international manufacturers. The presentation of new products and the extensive industry overview provide a valuable pool of information for annual market orientation for around 65,000 buyers and toy traders from more than 130 nations. Spielwarenmesse® has also been a protected word mark in Germany since 2013. Fair date: Spielwarenmesse®, Wednesday to Sunday, 2 – 6 Feb 2022