



2021 HR
INNOVATION
AWARD

EXCLUSIVELY FOR
PROVIDERS OF INNOVATIVE
HR PRODUCTS AND
HR SERVICES

DISRUPT.
INNOVATE.
SUCCEED.

Dear Applicant,

we are delighted that you would like to enter your innovation for the HR Innovation Award 2021!

You can submit your application at any time from 04.05.2021 up until 31.07.2021. Please complete the PDF document on the computer and send it to **award@zukunft-personal.com**. Please note that only fully completed forms will be accepted.

The application form allows you to use the respective assessment criteria to demonstrate and highlight in the best possible way, the uniqueness and innovative strength of your product or service compared to other market players.

You are welcome to include attachments in your e-mail application for the HR Innovation Award 2021 to help visualise the product or service. This year you have the opportunity to include a 1-minute video pitching your innovation with your application. Documents in PDF, JPEG and video formats up to a maximum of 5 MB are permitted.

We look forward to receiving your application and would be happy to answer any questions you may have at any time.

With kind regards

Cindy Rubbens

Chairwoman Jury / Senior Vice President People
relayr

Prof. Dr. Simon Werther

Chairman Jury / Professor Innovation Management
Hochschule der Medien

Christiane Nögler

Group Director Zukunft Personal
spring Messe Management GmbH

APPLICATION CONDITIONS

The competition is open to any company that has launched an innovative product or service in one of the following categories since last year's Zukunft Personal Europe Virtual (12. -16.10.2020):

- HR Tech
- Recruiting & Attraction
- Learning & Training
- Transformation & Consulting

For companies exhibiting at the ZP Europe 2021, the submission of the application and consequent involvement in the selection process for the HR Innovation Award is free of charge.

All other companies must pay a compulsory handling fee of €290.00 (is subject to VAT at the applicable rate). Employees of spring Messe Management GmbH and the jury members' companies are excluded from taking part in the competition.

To make a valid application, companies are required to send the e-mail with the application form for the HR Innovation Award 2021 to award@zukunft-personal.com.

1 Complete the application form with information on your product or service

- Please note the specified number of characters incl. spaces.
- To make it easier to visualise your submission, attachments are permitted and highly recommended such as product drawings, demonstrations or videos. You are also welcome to provide us with a demo account.
- **NEW:** Please also send us an approx. 1-minute video with a pitch of your innovation.

2 Please send your application documents to award@zukunft-personal.com

- The total additional attachments must not exceed a maximum of 5 MB.
- Please note that only fully completed forms will be accepted for assessment.
- When your documents have been examined, you will receive a confirmation of your submission by e-mail.

THE ASSESSMENT CRITERIA

- Level of innovation (novelty, chance of success)
- Level of USP (compared to previous solutions)
- Quality
- Market potential
- Value and relevance to the HR sector
- Price-performance ratio
- Economic viability
- Time required to implement product
- Scientific basis
- Form and presentation of submission
- Completeness of application
- If applicable, presentation of product/service using further documents or demo account (highly recommended)

3 THE AWARD

- Winners will be selected by a high-calibre jury composed of representatives from academia, industry, the media and associations.
- The jury deliberates in an official meeting and decide on the finalists and winners in each category.
- All participants will be informed in good time whether their submissions have been successful.
- The winners of the coveted HR Innovation Award will be announced during the ZP Europe 2021.

YOUR BENEFITS

High-value media package

The media partners of the HR Innovation Award as well as Zukunft Personal will promote the winners in each category with a high-value media package. This will include a series of interviews in the Haufe Group's publication "personalmagazin", an advertising quota in the high-circulation media of Zukunft Personal as well as a digital media presence in the form of banner placements and newsletter advertisements and other media services of the media partners.

Prominent advertising at ZP Europe 2021

By receiving the award in the context of ZP Europe 2021, the winners will receive a high-profile stage in front of a broad audience as well as other attractive promotional benefits and participation in formats.

Image

The winners of the HR Innovation Award are trendsetters on the market in their category and pioneers of innovation and advancement in human resource management.

The application sections over the next few pages are divided up as follows:

- Part A: Company and contact name (your contact data)
- Part B: General information (selection of category and type of company)
- Part C: Product description (1,500 characters incl. spaces)
- Part D: Description on the basis of the assessment criteria
 - D1: Level of innovation, level of USP, quality (2,000 characters incl. spaces)
 - D2: Market potential (max. 2.000 characters incl. spaces)
 - D3: Value and relevance to the HR sector (2,000 characters incl. spaces)
 - D4: Price-performance ratio, economic viability (2,000 characters incl. spaces)
 - D5: Time required to implement product (2,000 characters incl. spaces)
 - D6: Scientific basis (2,000 characters incl. spaces)
- Part E: Legal notice, binding participation



Part A: Company and contact name

Information about your company*

Company name:

Address:

Post code/town:

Country:

Did you have booked a stand at Zukunft Personal Europe 2021?

Yes (Stand Number: Hall:)

No

Information about the contact person*

Name:

Job Position:

Telephone/mobile:

E-Mail:

*This contact information will be used for further communication regarding the application process. Please ensure that important messages concerning your application are not lost as spam and that information is checked regularly.

How did you find out about the award?



Part B: General information

We are taking part in the following category of the HR Innovation Award 2021:
(Participation is possible in **one** category)

HR Tech

Recruiting & Attraction

Learning & Training

Transformation & Consulting

Name of product / service with which you want to apply:

Is your company a startup*?

Yes

No

*A company is accepted as a startup if it...

- is an independent company with its own VAT identification number
- is less than 5 years old
- is growth-oriented in terms of technology, company finances and human resources
- has a scalable business model
- offers a technical innovation
- has been founded within the past five years or is planning to establish a company
- is evolutionary, innovative and/or disruptive – explanation: A disruptive technology is an innovation that potentially entirely replaces an existing technology, an existing product or an existing service
- fits in with our human resource management exhibitions as regards content and subject matter
- is presenting its HR solution or a significant further development of a product for the first time through the HR Innovation Award at the Zukunft Personal Europe



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Part C: Product description

Please provide a brief overview of the product or service.
(max. 1,500 characters incl. spaces)

A large, empty grey rectangular area intended for the user to provide a brief overview of their product or service, as requested in the text above.



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Part D: Description on the basis of the assessment criteria

D1: Level of innovation, level of USP, quality

Describe the (technological) innovation, the further development of your product. What makes your product or service innovative? What benchmarks is your innovation based on? What USPs does your product or service offer compared to previous solutions? What marks the quality of your product or service? What outstanding characteristics does your product or service have as regards content and/or technology?

(2,000 characters including spaces)

A large, empty grey rectangular area intended for the user to provide their response to the assessment criteria question.



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Part D: Description on the basis of the assessment criteria

D2: Market potential

Describe the potential main market segment, as well as the current sales and demand for your product/service (expected market size, sales volumes, forecast market share, competitors)?

(2,000 characters incl. spaces)

A large, empty grey rectangular area intended for the user to provide their answer to the question about market potential.



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Part D: Description on the basis of the assessment criteria

D3: Value and relevance to the HR sector

What economic value and what significance does your product or service have for companies and organisations in general and for human resource management in particular? What executive positions in the company benefit specifically and to what extent from your innovation? *(2,000 characters including spaces)*

A large, empty grey rectangular area intended for the user to provide their answer to the question above. The area is completely blank, with no text or markings.



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Part D: Description on the basis of the assessment criteria

D4: Price-performance ratio, economic viability

What does your product or service cost (various price versions for different service packages)? Are there comparable figures for competitors? What makes your innovation economically viable?

(2,000 characters including spaces)

A large, empty grey rectangular area intended for the user to provide their answer to the question regarding price-performance ratio and economic viability.



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Part D: Description on the basis of the assessment criteria

D5: Time required to implement product

How much time is needed for the implementation of your product at the customer's company?

What internal resources and skills are required?

(2,000 characters including spaces)

A large, empty grey rectangular area intended for the user to provide their answer to the question regarding implementation time and resources.



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Part D: Description on the basis of the assessment criteria

D6: Scientific basis

Please provide details of the scientific basis of your product or service. Are there any scientific theories or empirical studies that underlie your innovation?

(2,000 characters including spaces)

A large, empty grey rectangular area intended for the user to provide details of the scientific basis of their product or service.

Part E: Legal Notice, Binding Participation

By completing and sending this form, I acknowledge the declaration of consent and the general terms and conditions

Declaration of consent

- I have read and accept all the conditions attached to the competition.
- The form was completed to the best of my knowledge and belief and all the information is correct.
- The product or service was developed in its entirety by the company named in Part A and this company has approved both the work and the application for the "HR Innovation Award".

General terms and conditions

- All employees of spring Messe Management GmbH and the jury members' companies are excluded from taking part in the competition.
- The decision of the jury concerning the winners of the HR Innovation Award is final. There is no right of appeal.
- spring Messe Management GmbH promises that the documents submitted shall only be made available to those persons and jury members who are directly involved in the organisation of the competition. This group of persons is sworn to secrecy. Notwithstanding the above, you are strongly encouraged to take suitable measures to protect intellectual property rights (e.g. patent registration) before sending the products and other documents. spring Messe Management GmbH accepts no responsibility whatsoever for damages arising from a violation of the rights to the products submitted for the competition.
- spring Messe Management GmbH has no influence whatsoever on the results given by the jury. The winners of the categories are determined exclusively by the members of the jury to the best of their knowledge and judgement on the basis of the assessment criteria. spring Messe Management GmbH is not a member of the jury.
- For companies exhibiting at the Zukunft Personal Europe, entry to the competition is free of charge. All other companies must pay a handling fee of €290.00 (is subject to VAT at the applicable rate).