



# Interclean Amsterdam Innovation Award 2022

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**The deadline for registration for participation in the Interclean Amsterdam Innovation Award is January 31, 2022.**

It's all about innovation at Interclean Amsterdam and to place the innovations of our exhibitors in the spotlight we organise the Interclean Innovation Award.

At our InnovationLAB all nominees will be displayed and every innovation which is submitted for the Interclean Amsterdam Innovation Award will be part of the special Innovation Route.

After we receive all the entries an expert jury will select a line-up of the most innovative technologies. These nominees will receive global media coverage through our social channels, website, mailings and press releases. On 10 May, during the official Opening Ceremony, the winners will be announced.

## Deadlines

Submit your entries **31 January 2022**

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Nominees announced **February 2022**

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Selection Day **March 2022**

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Innovation Awards Ceremony **10 May 2022**

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## Participation benefits

	All entries	Nominees	Winners
Entry listing Interclean Amsterdam website	x	x	x
Promotional logo for your own website	x	x	x

Inclusion in Innovation route on show floor	x	x	x
Interclean social media campagne	x	x	x
Press announcement nominees		x	x
Display at Interclean InnovationLAB		x	x
In the spotlight at the official Opening Ceremony		x	x
Press announcement winners			x
Interview for (social media and Interclean newsletter)			x

## What are the categories to compete in?

Interclean Amsterdam is introducing a new set of categories for the Amsterdam Innovation Award, replacing the existing 4 product-focused categories. The new categories will focus on the impact on the industry the innovative products and solutions entered have.

**Category 1 - Sustainability & Environment**

**Category 2 - Smart Technologies & Digitalisation**

**Category 3 - Workforce & Ergonomics**

**Category 4 - Hygiene & Health**

All proceeds will be donated to a charity.

## The jury

The entries will be evaluated by an independent jury of specialists. The jury is selected for their expertise and profession in the industry:

**Pierre Deschamps** Chief Editor Batiment Entretien – France

**Ronald Bruins** Chief Editor Service management - The Netherlands

**Rob Geissler** Publisher Sanitary Maintenance - USA

**Michelle Marshall** Chair - Chief Editor European Cleaning Journal - United Kingdom

**Reinhard Knittler** Publisher Reinigungs Markt - Germany

**Antonio Borreda** Director Revista Limpiezas - Spain

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**Chiara Merlini** Chief Editor Cleaning Community - Italy

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**Rob den Hertog** Industry and technology expert – The Netherlands

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The entries will be judged on the following 5 criteria:

- Innovation value;
- Impact;
- Practicality;
- Sustainability;
- Profitability

[Download the judgement criteria »](#)

[Download the category descriptions »](#)

[Download the conditions of participation »](#)

## How to register your innovation?

- Enter your product as a New Product by clicking on the button [BUTTON](#)
- The New Products & Services / Interclean Innovation Award page will open. Fill out the 1st form:

New Product

- Click on the button '**INNOVATION AWARD ENTRY**' on the bottom of the form
- Fill out the 2nd form: Interclean Innovation Award entry
- Complete the Interclean Innovation Award participation form by clicking on '**SAVE**'