

For the first time, this new edition of the Beauty Innovation Days will foster the **Innovation Awards**, to **reward the effort** of companies that **promote innovation** in the cosmetic industry.

Six different categories will be awarded:

- Best Collaborative Innovation Project
- Best Innovation Strategy
- Most Innovative Start-Up
- Most Innovative Technology
- Best Sustainable Innovation
- Most Innovative Company

Details of each category and evaluation criteria are given below.

BEST COLLABORATIVE INNOVATION PROJECT

For companies that have joined forces to develop an innovative project, process, technology, or product in the cosmetic and personal care sector. Highlights the outstanding collaboration among different companies or with research institutions, that have led to the development of a disruptive innovation.

Evaluation criteria:

- Objective of the collaboration
- Type of collaboration (i.e. technology transfer, cocreation and codevelopment of the innovation...)
- Role of each company in the innovation process and development
- Starting date of the project. Recent projects will be ranked higher.
- Number and type companies (private company, research institution...) involved in the project. Collaboration with companies outside the Beauty sector can be a plus.
- Role of each company in the innovation process and development.
- Result of the collaboration (is the innovation already in the market? If not, date of finalization of the project and development stage will be considered)

BEST INNOVATION STRATEGY

For the company whose strategy has led to the remarkable positioning of the innovative technology/product in the cosmetic & personal care market, differentiating it over the rest.

Evaluation criteria:

- Detection of market/consumer needs
- Disruptive capacity of the innovation
- Research, technology used and scientific background
- Dissemination of the innovation and/or marketing campaign
- Positioning in the market (if the product is still not available in the market, TRL will be evaluated)
- Timings. Recent strategies will be ranked higher.

MOST INNOVATIVE START-UP

For the start-up that has stood out for its activity, innovative capacity, or development in the cosmetic and personal care sector.

Evaluation criteria:

- Business plan
- Company positioning
- Innovation impact and disruptive potential

MOST INNOVATIVE TECHNOLOGY

For the best innovation (raw material, active ingredient, packaging, technology, product, or device) in the cosmetic and personal care sector.

Evaluation criteria:

- Novelty of the innovation. The newest will be ranked higher.
- Scientific relevance
- Development stage

BEST SUSTAINABLE INNOVATION

For the innovation (raw material, active ingredient, packaging, technology, product, or device) or project in the cosmetic and personal care sector outstandingly planned in terms of sustainability.

Evaluation criteria:

- Environmental impact
- Contribution to sustainability and benefits for the environment
- Manufacturing process and logistics
- Scientific-based support in sustainability
- Novelty of innovation and development stage

MOST INNOVATIVE COMPANY

For the company that has stand out for its innovations or innovation capacity in the cosmetic and personal care sector.

Evaluation criteria:

- Scientific trajectory of the company
- R&D focus of the company
- 2021 and 2022 innovations or research carried out in the company
- Implementation of new technologies