

# INNOVATION AWARD 2026



The “Kind + Jugend Innovation Award” recognises outstanding innovations in the industry. All nominees receive the Innovation Award seal to help launch their products on the market.



**The award is granted to new products and further developments that**

- are ready for launching on the market.
- have not been on the market for more than 12 months (starting from September 2025) and have not previously been exhibited at Kind + Jugend.
- differ from existing products on the market in terms of form, appearance, material characteristics, handling and/or technology.

**The assessment is carried out based on the following criteria:**

- Innovative character
- Safety
- Sustainability
- Additional usage for the target group
- Design
- Workmanship

## General conditions of participation:

Participating as an exhibitor or a co-exhibitor at Kind + Jugend 2026 is a prerequisite.



## Costs:

Registration for the first product costs Euro 300. Each additional product costs EUR 250.

The fee for first-time exhibitors at Kind + Jugend is EUR 150 (per product).

In the event of a nomination, an additional processing fee of EUR 150 (per nominated product) is required.

## THE PROCESS

### Pre-selection in July 2026:

The jury selects the finalists from all the entries. **Please note:** Product samples are not required for the preliminary selection! Participants selected for the final round will be notified in writing and asked to submit their products.

### Jury session on 20 August 2026:

The jury determines the nominees as well as one winning product per category. The jury of midwives from Midwives-tested.de selects three winners from all the shortlisted products for the additional prize “Midwives’ Choice”.

### Announcement of the nominees at the end of August 2026:

All nominees receive a nominee seal via e-mail.

### Award ceremony on 15 September 2026:

Award ceremony in the Europasaal at the fair grounds of Koelnmesse.

**APPLICATION DEADLINE:  
27 JUNE 2026**

[More information can be found on our website.](#)

