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Keeping sustainability sustainable: The ISPO Award will now include an anti-greenwashing check conducted by the expert Louisa Smith

Contact:

Christoph Beaufils
Tel. +49 89 9 49-20142
christoph.beaufils@messe-muenchen.de

The ISPO Award is to receive a new sustainable check: All applications for an ISPO Award will now be subject to an anti-greenwashing evaluation conducted by the highly respected textile and industry expert Louisa Smith. She will check such things as information about sustainability, finishing, manufacturing processes, circularity and recyclability.

The anti-greenwashing evaluation was successfully tested during the first jury meeting this year. "The complexity and requirements related to sustainability are continuously rising," says Christoph Beaufils, who at ISPO is co-responsible for the ISPO Award with Christina Rabl. "This is why the ISPO Award Team saw a need for improving the jury's decision-making process by providing its members with an expert's perspective of the nominations." The test went so well that a decision was quickly made to include the anti-greenwashing check by Louisa Smith as a permanent part of the evaluation process for the ISPO Award.

Louisa Smith: a globally respected industry expert

Louisa Smith is a globally respected textile and fashion expert. Her ingenuity and expertise have turned her into a highly demanded opinion leader in the sports and outdoor area of the textile industry. She is the leading jury member for the [ISPO Textrends Awards](#) and presents them at [OutDoor by ISPO](#) and [ISPO Munich](#).

Powerful signal for participating brands

All products that clear an initial screening after being nominated for an ISPO Award will be subject to the neutral and expert anti-greenwashing check conducted by Louisa Smith. Since the evaluation takes place before the actual jury meeting, companies submitting applications for the award have an opportunity to provide missing or unclear information. "We give the brands a signal well before the actual jury meeting in case they have outstanding questions," says Christina Rabl. "They then have the opportunity to provide useful

details regarding their products' sustainability properties that can help the jury make a fact-based decision."

Opportunity to improve nominations

The stated goal is to enable brands competing for the ISPO Award to submit improved and comprehensible applications – particularly in terms of sustainability.

"The trend barometer ISPO Award rewards the real sustainability efforts of the sports and outdoor industry. This seal of quality also serves as a guide for the industry and consumers alike," says Christoph Beaufils. "Customers want to be certain that the products they buy are really sustainable and that they are not being led astray by some sort of greenwashing."

ISPO Award 2023: Submit your application by April 14 in order to be part of Outdoor by ISPO

The next jury meeting for the ISPO Award will be in May, in good time before Outdoor by ISPO 2023. Applicants must submit their products and solutions by April 14, 2023 at the latest, if they want to be a part of the jury meeting. Trade fair visitors and journalists can then experience the winning products of the ISPO Award live at Outdoor by ISPO at the MOC in Munich from June 4 to 6, 2023.

More information about the ISPO Award and the current and previous winners of the ISPO Award can be found at [ISPO.com](https://ispo.com).

You will find the ISPO.com report about the first winners for 2023 [here](#).

About ISPO

ISPO is the world's leading sports network for business professionals and consumer experts. The platform was launched in 1970 and brings together an integrated range of industry-related analog and digital services under the ISPO family brand name. This includes the world's largest multisegment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai; the online magazine ISPO.com, and the business solutions ISPO Brandnew, ISPO Collaborators Club, ISPO Award, ISPO Academy and ISPO Textrends. With this far-reaching mix of innovation promotion, industry networking, know-how and editorial content, ISPO works 365 days a year to support companies and sports enthusiasts, and to foster passion for sport worldwide.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München, the Conference Center Nord and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade fairs in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa, and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.