

MADE SUSTAINABILITY PRIZE 2025

MADE *to* **SUS-Prize**

FIERAMILANO AND POLITECNICO DI MILANO

award exhibitors of MADE Expo 2025 for their commitment to Sustainable Architecture.

MADE Expo 2025 launches a new and ambitious initiative, born from the alliance between Fieramilano and Politecnico di Milano in the field of Sustainable Architecture.

Inspired by the principles of the New European Bauhaus, of which Politecnico is an official partner, the MADE SUSTAINABILITY PRIZE 2025 aims to reward exhibiting companies that, through products and services presented at the exhibition, have distinguished themselves in their ability to pave the way for the Architecture of the future and its environmental, social, and economic demands.

The **New European Bauhaus** (NEB), promoted by the European Commission, is a strategic, political, and cultural initiative that aims to renew the relationship between Society, Culture, and Territory. Characterized by its three dimensions of Sustainability, Beauty, and Inclusivity, it aspires to play a key role in the green transition of European society, connecting the Green Deal to cities, buildings, living spaces, and experiences. With these objectives, NEB promotes an epochal transformation of the built environment and encourages its active contribution to achieving climate goals and improving the quality of life for all citizens.

The three pillars - Sustainability, Beauty, and Inclusivity - are not abstract concepts with easy appeal but real categories of approach, accompanied by specific indicators aimed at quantifying and qualifying the degree of achievement of the objectives.

Sustainability is based on reducing fossil fuel consumption, exploiting clean energy sources, reducing climate-altering emissions and environmental impacts, promoting sustainable mobility, pursuing ESG goals, and developing the circular economy.

Beauty is expressed through architectural and construction quality, cognitive experience related to buildings and places, digitalization, resilience to climate change, well-being and health of inhabitants/users, accessibility, durability, functionality, urban coherence and cohesion, preservation of the sense of belonging, and protection of historical and natural heritage.

Inclusivity encompasses economic sustainability, accessibility of places, quality of spaces and services, removal of social barriers, elimination of discrimination, involvement, and participation.

The **MADE SUSTAINABILITY PRIZE 2025** fits into this context, and each of the three pillars corresponds to a specific category of recognition. In addition to the three awards, there will be a **Special Jury Prize**.

The jury, coordinated by Politecnico di Milano, will be composed of authoritative experts in the field of Sustainable Architecture, who have distinguished themselves in internationally relevant projects, studies, and research.

How to Apply

Participation in **MADE SUSTAINABILITY PRIZE** is free and open to all exhibitors of MADE Expo 2025.

Each company can submit an application for one product/service to MADE-SUSPrize-dabc@polimi.it.

The application must be submitted exclusively through the registration form, completing the necessary information, descriptions, and images. No other forms of application will be accepted. To allow for a more in-depth evaluation by the jury, companies may be contacted by the organizing secretariat to gather additional information.

Prize Categories

Accreditation to the different categories will be at the discretion of the jury, based on relevance to the considered themes. However, any proposals accompanying the registration applications will be carefully examined.

- 1. Sustainability:** Products/services that stand out for their ability to concretely pursue climate change mitigation, energy efficiency, and circularity goals.
- 2. Beauty:** Products/services capable of enhancing the aesthetic, constructive, functional quality, and usability of buildings and cities.
- 3. Inclusivity:** Products/services capable of contributing to the development of an inclusive, engaging, and participatory built environment.

Special Jury Prize

Designed as the culmination of the entire initiative, this recognition aims to highlight exhibitors who, year after year, demonstrate a particular ability to embody the philosophy of the prize in the specific historical moment.

Evaluation Criteria

The nominated products/services will be evaluated based on the information contained in the application form, the attached technical information, and any ad hoc in-depth analyses, if necessary, at the discretion of the jury. Inclusion in the shortlist of finalists, three for each category, will be determined by a process of comparative analysis and qualification among the various competitors. Specifically, elements of innovation, excellence, competitiveness, and field applicability will be examined, with particular reference to the respective categories. The selection of the three NEB category winners will be made following a final collegial meeting, in which each juror will express their preferences through an equal vote. The winners will be determined based on the cumulative scores obtained. The Special Jury Prize will be awarded based on the nominations made by the jurors themselves, also subject to comparative evaluation and final voting.

Communication and outreach

The shortlists of finalists for each of the three NEB categories will be announced in the pre-event press release scheduled for November 2025. During MADE Expo, the finalist exhibitors will be presented to fair visitors in dedicated events where company representatives can present their reality and the nominated product. During the exhibition, tours will be available for visitors among the finalists' stands, accompanied by technical guides who will illustrate products and criteria.

Award Ceremony

The winners of the three categories, along with the winner of the special prize, will be announced on November 21 at 4:30 PM during a ceremony-event.

Deadline for Application Submission

The deadline for application submission is Friday, September 12, 2025.

Contacts

For information regarding the prize please contact MADE-SUSPrize-dabc@polimi.it