

EU Product Safety Award for Companies

Rules of the contest

1. Objective of the Award

The [EU Product Safety Award](#) (hereafter “the Award”) is organised by the European Commission (hereafter “the Commission”) to honour companies that put consumer safety at the heart of their business. It offers prestigious recognition for those who innovate and go beyond the requirements set out in relevant EU legislation and standards.

By showcasing these best practices, the Commission wants to inspire other companies to go the extra mile for consumers, thus raising the level of protection across the EU. At the same time, the Award is meant to alert consumers to the importance of product safety.

2. Eligible business initiatives

The Award focuses on business initiatives aimed at:

- Increasing the safety of **products** (other than food¹, medicines² and medical devices³). The products should offer outstanding safety to their users by addressing specific risks, limitations and/or foreseeable product use/misuse by this age category.
- Increasing the safety of **shopping channels**.
- Highlighting and preventing product safety risks (**awareness raising** initiatives).
- Facilitating **market surveillance** activities and product testing.
- Other types of initiatives that contribute to the overall aim of protecting consumers from dangerous products.

The eligible initiatives should demonstrably improve product safety, going **beyond the requirements** set out in relevant EU legislation and the supporting European standards. ‘Going beyond’ can mean exceeding the requirements set out in the EU legislation and European standards supporting that legislation or voluntary initiatives in areas not covered by the legislation (e.g. awareness-raising campaigns).

¹ For more information, see the [Commission’s website on food safety](https://food.ec.europa.eu/food-safety_en): https://food.ec.europa.eu/food-safety_en.

² Medicinal products are regulated by different EU pieces of legislation. For more information, see the [Commission’s website on medicinal products](https://health.ec.europa.eu/medicinal-products/legal-framework-governing-medicinal-products-human-use-eu_en): https://health.ec.europa.eu/medicinal-products/legal-framework-governing-medicinal-products-human-use-eu_en

³ Medical devices are products and accessories which fall under any of the following legal acts: [Directive 90/385/EEC on active implantable medical devices](#), [Directive 93/42/EEC on medical devices](#) (both replaced by [Regulation \(EU\) 2017/745 on medical devices](#), fully applicable from 26 May 2021), [Directive 98/79/EC on in vitro diagnostic medical devices](#) (replaced by [Regulation \(EU\) 2017/746 on in vitro diagnostic medical devices](#), fully applicable from 26 May 2022). Guidance is provided inter alia in documents: “[Definitions of ‘medical devices’, ‘accessory’ and ‘manufacturer’ - MEDDEV 2.1/1](#)”, “[Classification of Medical Devices - MEDDEV 2.4/1 rev.9](#)”, “[Manual on borderline and classification in the Community regulatory framework for medical devices](#)” and “[Borderline Manual September 2020](#)”. For more information, see the [Commission’s website on medical devices](https://ec.europa.eu/health/md_sector/overview_en): https://ec.europa.eu/health/md_sector/overview_en.

Applicable EU requirements and standards

The General Product Safety Regulation (GPSR), Regulation (EU) 2023/988 lays down a general obligation that only safe products can be placed or made available on the EU market. In addition, specific safety requirements may be set out in other pieces of EU legislation (e.g. [REACH Regulation](#), [Low Voltage Directive](#), [Cosmetic Products Regulation](#), [Toy Safety Directive](#) etc.) depending on the type of product. The aspects for assessing the safety of products are provided in Article 6 of the GPSR. For many products, voluntary [European standards](#) are relevant for assessing their safety. Other aspects for assessing the safety of products to be taken into account are listed in Article 8 of the GPSR.

3. Who can apply?

The Award will be granted to **two different types of beneficiaries**:

- **Micro, small or medium-sized enterprises (SMEs)**, as defined in [Commission Recommendation 2003/361/EC](#), i.e. enterprises which (i) employ fewer than 250 persons (expressed in “annual working units”) and (ii) have an annual turnover not exceeding EUR 50 million and/or an annual balance sheet total not exceeding EUR 43 million.
- **Larger companies**: all enterprises which do not qualify as micro, small or medium sized enterprise.

It is envisaged that there will be up to **6 winners in total**, with gold, silver and bronze awards granted to three SMEs and three larger companies.

The **eligible companies** must:

- Be registered in one of the 30 countries in the European Economic Area (the 27 EU Member states plus Iceland, Liechtenstein and Norway) or have a subsidiary registered within the EEA.
- Submit an initiative that took place in at least one country of the European Economic Area and started at latest 3 months before the opening of the application procedure for this Award’ (i.e. by 1 March 2025).
- Operate in line with internationally recognised Corporate Social Responsibility (CSR) standards relating to human rights, labour, environment and fair operating practices.

Companies which received one of the awards in the 2019, 2021 or 2023 editions can apply provided that the initiative submitted for competition is entirely new.

The Commission shall exclude entities that are in one of the situations referred to in Articles 136 and Article 141 of the [Financial Regulation applicable to the general budget of the Union](#).

4. Procedure and key dates

4.1. Applications

Companies can apply via an online [EUSurvey form](#) between 2 June 2025 and 31 August 2025. Submissions are accepted in one of the official languages of the European Economic Area. However, please note that submissions in languages other than English will be evaluated on the basis of machine translations.

The application consists of an eligibility section (including a declaration on CSR criteria) and an award section. The application forms are set out in [Annex 1](#).

Participants may be asked for further documents at a later stage (e.g. for CSR screening or to verify the information contained in the application).

4.2. Selection of winners

There are several phases in the selection process:

- **Phase 1: Eligibility checks and award criteria ranking:** The Commission (Product Safety and Rapid Alert System Unit of Directorate-General for Justice and Consumers) will assess the eligibility criteria for all applications received and carry out an evaluation of the award criteria with the assistance of external experts. Applications judged eligible and obtaining the highest ranking considering the award criteria will be shortlisted and submitted to the next phase.
- **Phase 2: Consultation with market surveillance authorities and CSR criteria screening.** The Commission (Product Safety and Rapid Alert System Unit of Directorate-General for Justice and Consumers) will consult the national market surveillance authorities on the short-listed applications. The shortlisted applications will also be screened against internationally recognised CSR criteria.
- **Phase 3: A high-level Jury** - bringing together representatives from EU institutions and other product safety experts - will choose the finalists and winners.
- **Phase 4: CSR verifications for finalists.** An in-depth screening of CSR practices of the finalists will be carried out by the Commission with the assistance of an external expert. Companies may be contacted to verify information.

All applicants will be informed by email of the outcome of the high-level Jury meeting in October 2025 with the list of finalists. The winners (gold, silver, bronze) will be announced at the Award Ceremony.

4.3. Award ceremony

The Award ceremony is planned to take place on 10 December 2025 (to be confirmed) in Brussels. The winners will share their best practices with industry stakeholders and product safety experts, and receive their awards from the EU Commissioner for Justice Democracy, Justice, the Rule of Law and Consumer Protection.

4.4. Key dates

2 June 2025	Applications open
31 August 2025	Deadline for applications
September -October 2025	Eligibility checks, award criteria ranking, consultation with national market surveillance authorities, CSR criteria screening
October 2025	Winners/finalists designated by high-level Jury Applicants informed of the list of finalists (up to 3 large companies, up to 3 SMEs) CSR verifications

10 December 2025 (tbc)	Winners announced at the Award ceremony in Brussels
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5. Rights and obligations of applicants

The applicants will present their best practices at an Award ceremony, taking place on 10 December 2025 (to be confirmed) in Brussels, should they be granted one of the awards. The Commission will pay for the accommodation and travel (between one of the 30 countries eligible for the Award and Brussels) for one representative of each awarded company.

The winners may use the logo and branding of the Award to promote their position as product safety champions without prior approval of the Commission. **No financial contribution will be given to the winners** and the Award itself is purely symbolic.

The Commission will promote the rewarded practices through its website, social media, dedicated brochure and any other appropriate channels. It may use any information submitted in the applications (in particular the names and countries of the companies, the description of the best practices and what makes them innovative), unless the applicant explicitly requests that certain elements remain confidential (e.g. to protect their commercial interests).

The applicants authorise the Commission to publish any photos or videos taken by the Commission either in preparation or during the Award ceremony. All such audio-visual material will be the sole property of the Commission.

6. Other conditions

6.1. Data protection

All personal information gathered during the Award process will be held by the Commission, which will use the data solely for the purpose of the Award and related communication activities.

Any personal data will be processed by the Commission under [Regulation 2018/1725](#).

6.2. Conflict of interests

Applicants must take all measures to prevent any situation where the impartial and objective running of the Award is compromised for reasons involving economic interest, political or national affinity, family or emotional ties or any other shared interest (“conflict of interests”).

They must inform the Commission without delay of any situation constituting or likely to lead to a conflict of interests and immediately take all the necessary steps to rectify this situation. The Commission may verify that the measures taken are appropriate and may require additional measures to be taken by a specified deadline.

6.3. Cancellation of the Award

The Commission may cancel the Award process or decide not to grant some or all of the awards without any obligation to compensate the applicants if:

- no applications are received,
- the Jury considers that there are not sufficient high-quality applications to make a meaningful comparison,
- the winner(s) do not abide by the rules of this Award.

6.4. Responsibility

Under no circumstances can the organisers be held liable for any accident, cost, direct or indirect damage which might occur as a result of participation in this Award.

Similarly, the organisers cannot be held responsible for any theft, loss, injury, delay or damage during the trip to Brussels.

In addition, the organisers can under no circumstances be held liable for cancellation, postponement or modification of the Award due to unforeseen circumstances.

6.5. Applicable law and competent court

Any dispute arising from the application, the interpretation or the validity of the present rules and this campaign shall be governed by Belgian law and any dispute arising shall be exclusively submitted to the competent court of Brussels.

6.6. Language versions

If there are discrepancies between the translated version and English version of any Award documents, the English version will prevail.

In case of a controversial interpretation and/or application of the different language versions, the English version will prevail.

7. Contact

For more information about the Product Safety Award, please visit the [Award website](#) or contact **EU-PRODUCT-SAFETY-AWARD@ec.europa.eu**.

Participation in the Award assumes full acceptance of these rules. Failure to comply with the rules may result in disqualification.

Annex

APPLICATION FORMS

1. Eligibility questions

1. I confirm that my company is a business entity with an industrial or commercial character, not a body governed by public law.

2. In which European Economic Area (EEA) country is your business registered?

Belgium
Bulgaria
Czechia
Denmark
Germany
Estonia
Ireland
Greece
Spain
France
Croatia
Italy
Cyprus
Latvia
Lithuania
Luxembourg
Hungary
Malta
The Netherlands
Austria
Poland
Portugal
Romania
Slovenia
Slovakia
Finland
Sweden
Iceland
Liechtenstein
Norway

3. In which European Economic Area (EEA) country(ies) did the initiative that you are submitting for this Award take place?

Belgium
Bulgaria

Czechia
Denmark
Germany
Estonia
Ireland
Greece
Spain
France
Croatia
Italy
Cyprus
Latvia
Lithuania
Luxembourg
Hungary
Malta
The Netherlands
Austria
Poland
Portugal
Romania
Slovenia
Slovakia
Finland
Sweden
Iceland
Liechtenstein
Norway

4. I confirm that my company has not been declared bankrupt nor is under bankruptcy proceedings.

5. I confirm that my company has met all its social security obligations in the country in which it is based.

6. I confirm that my company has met all its legal tax obligations in the country in which it is based.

7. I confirm that I have read the self-declaration on Corporate Social Responsibility and that I sign it with honesty and integrity.

8. Please indicate the name and phone number of a person who can reply to questions on your company's Corporate Social Responsibility policies.

9. Specify the period during which the initiative you are submitting for the Award has taken place.

The initiative should have started at least 3 months before the opening of the application procedure for this Award (i.e. by 1 March 2025).

10. I confirm that, should my company be selected as a finalist, a representative of my company can present our entry at the Award ceremony in Brussels.

The Award ceremony (half-a-day) is currently scheduled on 10 December (tbc) in Brussels. Travel and accommodation costs (one night) for one representative can be covered by the European Commission.

Please note that the Commission reserves the right to contact the preselected candidates for any supporting documents.

2. Award questions

1. Title (Max 150 characters)

2. Summary (Max. 700 characters)

3. Innovation (Max. 5 000 characters)

- Explain how the product or initiative that you are submitting for this Award is different from its predecessors or others already on the market.
- Explain how it meets an unmet need and goes beyond the EU legal requirements.

4. Impact (Max. 5 000 characters)

- Provide clear evidence of how the product or initiative that you are submitting for this Award contributes to enhancing product safety.

5. Inspiration potential (Max. 2 500 characters)

- Describe how the product or initiative that you are submitting for this Award can inspire other companies, including in other geographic regions or in other business sectors

6. Company product safety processes (Max.5 000 characters)

In replying to this question, please only focus on the aspects that are relevant to your company and have not been covered above.

Explain why your company is a leader in product safety. In particular, explain internal processes to:

- monitor and maintain the safety of its products throughout the lifecycle of the product,
- detect and recall dangerous products from consumers,
- communicate on product safety with consumers and use customer feedback,
- cooperate with public authorities and other stakeholders (e.g. product suppliers) on product safety,
- respond to sustainability challenges.

7. List one or more sources where the information about your entry can be verified (e.g. website, other source).

8. Attachments (maximum 5)

- If you are submitting a product, please attach its safety instructions, if available.
- You are also encouraged to attach any further information and/or audio-visual material
- If the size of individual attachment is bigger than 10 MB, please provide instead a link to it in the next section.

8. Links to attachments bigger than 10 MB