



**2026
GREEN LEADER AWARDS
FULL ENTRY CRITERIA**

Supported by KAVALAN Printing
Celebrating sustainability, innovation, and creativity in wide-format print.

ENTRY CRITERIA FOR ALL CATEGORIES

All Kavalan Green Leader Award entries are to be judged on the following criteria:

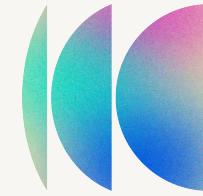
- Entry must be submitted before the entry **deadline (23:59 (UTC+01:00) on Sunday 12th April 2026)**.
- Entered projects must be completed within the correct assessment period **(1 March 2024 to 28 February 2026)**.
- Entry must be in the format specified in the Entry Form for the relevant award category and accompanied by the applicable supporting visuals and explanations for that category.
- The '**problem vs solution**' of the overall project should be clearly explained.
- Entry should detail the success of the overall project as measured against client or campaign objectives.
- Entry should include a clear explanation of the reasons for choosing Kavalan materials for the project and of how Kavalan materials improved the project's sustainability.
- Entry should demonstrate the resulting reduction in environmental impacts such as reduced waste, energy savings, recyclability, carbon reduction, etc.
- Where appropriate, the entry should detail measurable outcomes such as cost efficiency, longevity, and reduced environmental footprint.
- Where statistics and figures are included, their strength should be evaluated based on the quality, reliability and validity of the supporting evidence.
- The quality, level of detail and suitability of the explanation, visuals and supporting materials should be considered. Any specific aspects, such as a particular kind of finishing or installation, should be clearly visible in at least one of the supporting images.
- Entry should clearly demonstrate the project's value.

ENTRY CRITERIA REGARDING USE OF KAVALAN MATERIALS

With the exception of the '**Kavalan Champion**' award, which recognises a business, and the **Green Spark Award**, which recognises an individual / team, projects entered must have been printed on one of the following Kavalan materials:

- Kavalan Sunlight
(Sunlight 260, Sunlight 280GB, Sunlight 300, Sunlight 310 TAICHI, Sunlight Light Banner, Sunlight Weldable, Sunlight ZeRO and / or Sunlight Weldable Basic)
- Kavalan Moonlight
(Moonlight 200 and/or Moonlight River)
- Kavalan Butterfly
(Butterfly 360 Soft and/or Butterfly Weldable)
- Kavalan Spiderweb
(Spiderweb 300, Spiderweb Super and/or Spiderweb 300 Liner)
- Kavalan Gecko
(Gecko Stroma, Gecko 300, Gecko 320GB, Gecko DECO and/or Gecko FR-AD)

AWARD CATEGORIES



INNOVATION AWARD

The Innovation category celebrates a particularly creative and impactful project that pushes the boundaries of what is possible with Kavalan materials, technology, finishing, or installation.

- Entrants must demonstrate how their project pushed the boundaries of what is possible with wide-format printing technology, finishing and/or installation.
- Entries will be judged based on:
 - the print quality achieved*
 - the creativity and originality demonstrated*
 - the extent of technological innovation*
 - (where applicable) the use of new techniques or approaches in printing, finishing or installation*
- The judges will evaluate entries based on the overall print quality achieved, the level of technical difficulty involved and the extent to which the project has achieved something new that advances the wide format printing sector or opened up new product possibilities.
- Demonstration of how this innovation achieved clear business benefits or made it possible to meet a very specific client brief will also be taken into consideration.

AWARD CATEGORIES



GREEN SPIRIT AWARD

The Green Spirit category aims to recognise projects that go beyond material choice to embed sustainability throughout production, processes, energy use, or wider environmental decision-making.

- Entrants must demonstrate how their project supercharges its eco-friendly credentials beyond those offered by using Kavalan materials alone, such as through the use of eco-friendly processes or consumables, taking further steps to reduce waste or harmful chemicals, reducing energy consumption or using alternative energy sources etc.
- Entries will be judged based on:
 - a. *the overall environmental savings delivered by the project (as calculated using the Kavalan Eco-Calculator)*
 - b. *the creativity and originality demonstrated*
 - c. *if the material choice related to 'green messaging' or an 'eco-friendly brand', the impact of the application within the wider marketing context of the campaign in which it was used*
 - d. *the wider environmental context of the project and how these have been considered and mitigated for within the project*
 - e. *(where applicable) the use of new eco-friendly techniques, consumables or approaches that promote environmental sustainability by further reducing the environmental impact of a project*
- Please note that carbon offset purchases will not be taken into consideration.

AWARD CATEGORIES

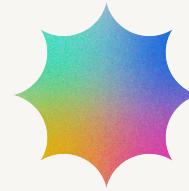


POWERHOUSE AWARD

Powerhouse acknowledges projects that showcase the strength, durability, and weldability of Kavalan materials, demonstrating excellent performance in demanding environments and long-term installations.

- Entrants must demonstrate how their project showcases a Kavalan material's strength, durability, weldability or some combination of all three.
- Entries will be judged based on:
 - a. *the intended duration of the project's installation time and how the project performed*
 - b. *the reasons and suitability of the material chosen for its intended installation location*
 - c. *details of any particularly noteworthy weather events or other environmental conditions*
 - d. *the extent of technological innovation to enable this achievement*
 - e. *(where applicable) the use of eco-friendly techniques or approaches in finishing or installation*
- Please note, if one of the points used for basis of the entry is the length of installation time, timestamped images from the beginning and end of the installation period should be included if possible. If this is not possible, then measures relating to the colourfastness, lightfastness and/or strength (as applicable) of the installation should ideally be included.

AWARD CATEGORIES



WRAP STAR AWARD

The Wrap Star award is presented to a standout wrap project that captures attention and delivers impact through scale, execution, or measurable client outcomes.

- Entrants must demonstrate the extent to which the application achieved its desired impact, ideally through testimonials or measurements from the end customer.
- Entries will be judged based on:
 - a. the scale of the project in terms of square footage covered and/or the number of size of individual applications involved in the application*
 - b. the intended duration of the project's installation time and how the project performed*
- Please note, if more than one application was involved in the overall installation, please include at least five supporting photographs, one of which should encapsulate as many component applications as possible to convey the overall impact of the application. Videos are also acceptable for this category, but these will still need to be supported by photographs.

AWARD CATEGORIES

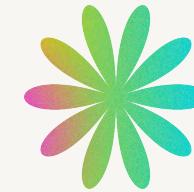


KAVALAN CHAMPION AWARD

The only category recognising a business rather than a wide-format print project, the Kavalan Champion is a print business or distributor that promotes sustainability in print and actively advocates for PVC-free materials.

- Entrants must have either used Kavalan materials during the assessment period, or distributed Kavalan materials during the assessment period.
- Entries will be judged based on:
 - a. *the extent to which eco-friendly materials have been integrated into the entrant's business model*
 - b. *the volume of environmental savings that have been achieved / enabled since the entrant began using / distributing Kavalan materials*
 - c. *the entrant's work to champion environmentally friendly materials and other sustainable business practices*
 - d. *any investments the entrant has made in printing or finishing technologies that enhance sustainability*
 - e. *the entrant's waste management strategies*
- Please note that carbon offset purchases will not be taken into consideration.

AWARD CATEGORIES



GREEN SPARK AWARD

Green Spark is a future-focused category that invites students, apprentices, and early-career creatives to design a conceptual print-based project that highlights how creativity and sustainability can coexist. This category is about bold ideas, clear thinking, and inspiring the next generation to design responsibly from the very start of their careers.

- Entrants must develop an original concept for a print-based project that would use Kavalan materials.
- As part of their entry, entrants must provide:
 - a. *a project summary (200-350 words) explaining the project and outlining how it demonstrates how creativity and sustainability can coexist*
 - b. *concept boards and/or visuals (up to four pages) that support and illustrate their entry*
 - c. *a clear specification of which Kavalan materials would be used in the project and the rationale (300 words) for this choice*
 - d. *a sustainability impact summary (up to 150 words) explaining the environmental savings that their material choice would enable, as well as any wider sustainability impacts that would result from the project*
 - e. *brief biographical information outlining details such as their course, educational institution and year of study or their role, company and experience level*
- If they wish, entrants may also include a short video walkthrough (up to 60 seconds) as part of their entry.
- Entries will be judged based on:
 - a. *the strength and originality of the core idea*
 - b. *the creative use of Kavalan materials in a hypothetical or real project*
 - c. *effective use of visual assets such as sketches, renderings, mock-ups, prototypes, photographs, models etc. to convey the concept*
 - d. *the accuracy, transparency and comprehension of sustainability issues conveyed thoughtfully in the sustainability rationale, along with what the real-world reduction or impact of using PVC-free materials would achieve for this project*
 - e. *the feasibility and clarity of the planned execution*
 - f. *the potential of the hypothetical project to inspire real change in the entrant's industry sector*



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