

GREENITALY 2026 AWARD

(Regulations)

Art. 1) Purpose of the award

The GREENITALY 2026 AWARD intends to enhance the presentation of innovations in the plant, technological, and service sectors aimed at environmental, economic, and social sustainability. The award is aimed at GREENITALY exhibitors.

Art. 2) Participation procedures

Exhibitors interested in participating in the GREENITALY 2026 AWARD must make a specific request to the Organizing Secretariat by sending the attached form via email to: **eventi@fiereparma.it**, attaching a brief and clear description of the novelty presented, adequate photographic documentation, and other material deemed important for evaluation purposes. The application must be received by **October 3, 2026**.

Art. 3) Composition of the Jury

The jury is composed of sector experts indicated by specialized journalistic publications in the sector.

Art. 4) Evaluation procedures

The Technical Secretariat of the jury will examine the submitted documentation relating to the proposed novelty and the completeness of the documentation. The applications thus prepared will be forwarded to the members of the jury by **October 5**. The day before the start of the event, the jury will meet and examine the products at the Exhibitors' stands.

Art. 5) Evaluation criteria

The award aims to enhance sustainable innovations for the creation of green areas and is divided into the following categories:

- Species or varieties of ornamental plants resistant to parasites that enhance the sustainability of parks and gardens;
- Species or varieties of ornamental trees and shrubs characterized by hardiness and low water requirements;

- Species or seed mixtures or turf for creating ornamental, recreational, and sustainable and resilient sports facility lawns;
- Technologies, products, or systems that reduce energy and water requirements for the cultivation of ornamental plants and the management of parks and gardens;
- Innovative and sustainable machinery for nurseries and green area management;
- Furnishing elements for green areas.

At the unquestionable judgment of the Jury, an award and a mention will be given for each category.

Art. 6) Award Ceremony

Once the necessary evaluations of the candidacies have been completed, the Jury will assign the awards.

The results will be announced by **12:00 PM on the 1st day of the event, Wednesday 7.10.2026**, while the "GreenItaly 2026 Award Ceremony" will take place at **5:00 PM** at the Central Stage of the PALAVERDI - Pavilion 8 of Fiera di Parma.