

**AWARD
APPLICATION
GUIDE**

**GENA
BERLIN
2026**

GENAI BERLIN AWARD 2026

PARTICIPATION

WHY APPLY? Anyone can claim GenAI results – the GenAI Berlin Award is where you prove yours, win independent recognition, and get seen by industry leaders and AI experts shaping GenAI in Germany's key industries. Get on the stage Get the credential Get the story	WHO CAN APPLY? We welcome submissions from companies, teams and public organisations with a piloted or fully productised GenAI project with demonstrable results in one of the six tracks. Health & Life Sciences Financial Services & Insurance Consumer, Tech & Services Automotive & Mobility Industrial & Energy Public Sector, Education & Social Good	HOW TO APPLY? Submit your application through the form at genaiberlin.com/award/apply  before 13 October 2026 Applying is free. Questions: award@genaiberlin.com .
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DATES & DEADLINES

All applicants – successful and unsuccessful – are notified at the end of each stage.

 SUBMISSION PERIOD	Application deadline 13 October 2026	You submit one form per project. It captures everything in one go – the jury materials and your public project profile – so if you advance, there is nothing to re-send later.
 EVALUATION PERIOD	Jury review	Your application goes to the jury panel of your track. Each panel scores independently against the shared evaluation criteria; the top projects per track advance.
 FINAL ROUND	Track finalists announced 14 October 2026 Finals & award ceremony 16 October 2026	Finalists pitch live on the GenAI Berlin main stage. Track winners and the two Spotlights are revealed at the award ceremony on 16 October.

WHAT YOU CAN WIN

Every stage of the funnel comes with concrete recognition:

① SEMI-FINALIST Your project published on genaiberlin.com/award  automatically in the running for Agent's Spotlight and People's Spotlight – no extra steps. Website feature	② FINALIST Live pitch on the GenAI Berlin main stage in front of hundreds of industry leaders All in Semi-finalist + Finalist Certificate PR and social amplification	③ WINNER The GenAI Berlin Award trophy, presented on the main stage All in Finalist + Winner website feature Post-event highlight video Award Trophy Free passes for the winning team
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SEMI-FINALIST & FINALIST PASSES:
Every semi-finalist and finalist team receives two complimentary conference tickets; additional team tickets at a discounted rate.



THE SIX AWARDS

Six tracks focused on key sectors of the German economy.

You apply into exactly one track.

If your project spans several industries, pick the one where the impact is strongest – the jury may reassign borderline cases.

AUTOMOTIVE & MOBILITY

GenAI across cars, mobility and the movement of goods – engineering, production, quality, supply chain, aftersales and logistics.

Who it's for: OEMs, suppliers, the Mittelstand, mobility and logistics operators, and the industrial-tech teams building for them.

Evaluation focus: measurable impact in engineering or operations, robustness in real-world environments, scale across plants, fleets or product lines.

Evaluated by: Automotive & Mobility jury panel.



HEALTH & LIFE SCIENCES

GenAI in life sciences and care – from research and medical documentation to clinical workflows and patient-facing services.

Who it's for: pharma, biotech, hospitals, medtech and digital-health teams.

Evaluation focus: validated impact, safety and regulatory rigour, real clinical or operational adoption.

Evaluated by: Health & Life Sciences jury panel.



INDUSTRIAL & ENERGY

GenAI on the factory floor and across the industrial and energy value chain – machinery, engineering, chemicals, construction, utilities and the energy transition.

Who it's for: industrial manufacturers, engineering and chemicals firms, energy and utility companies, and the Mittelstand.

Evaluation focus: measurable impact in industrial or energy operations, robustness in demanding environments, scale across sites and assets.

Evaluated by: Industrial & Energy jury panel.



FINANCIAL SERVICES & INSURANCE

GenAI in banking, payments, fintech and insurance – advisory, operations, compliance, risk, claims, underwriting and customer service.

Who it's for: banks, fintechs, asset managers, payment providers, insurers, reinsurers, insurtechs and their technology partners.

Evaluation focus: measurable business outcomes in a regulated environment, model governance, production readiness.

Evaluated by: Financial Services & Insurance jury panel.



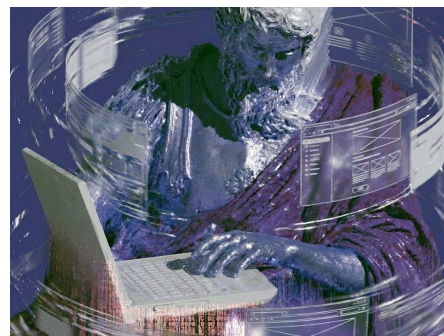
CONSUMER, TECH & SERVICES

GenAI across the digital and consumer economy – retail, consumer goods, software, telecom, media, travel, and professional services including legal, consulting and staffing. The home for customer-facing and horizontal use cases (support, content, automation) and any private-sector project outside the other tracks.

Who it's for: retailers and consumer brands, software and telecom companies, media, travel and hospitality, professional-services and legal-tech firms – and any private-sector team whose industry isn't listed above.

Evaluation focus: measurable business or customer-experience gains, production readiness, adoption at scale.

Evaluated by: Consumer, Tech & Services jury panel.



PUBLIC SECTOR, EDUCATION & SOCIAL GOOD

GenAI in government, education and social impact – public administration, universities and schools, research, and non-profit work.

Who it's for: government and public-sector bodies, universities, schools and research institutions, NGOs and social-impact organisations.

Evaluation focus: demonstrable public value, responsible and transparent deployment, real adoption by the organisation or its users.

Evaluated by: Public Sector, Education & Social Good jury panel.



THE TWO SPOTLIGHTS

SIX AWARDS. TWO SPOTLIGHTS.

The industry Awards are what you enter; the Spotlights are what find you – every semi-finalist is automatically in the running for both. No extra steps.

AGENT'S SPOTLIGHT

An independent agent jury reviews every semi-finalist project – and shows its reasoning. A named panel of multiple agent jurors with distinct personas and rubrics scores independently, then debates; the written verdicts and scorecards are published. The agent jury's pick is sealed before the event and revealed only on stage.

Who it's for: every semi-finalist, automatically.

Evaluated by: a transparent, published agent-jury methodology.

PEOPLE'S SPOTLIGHT

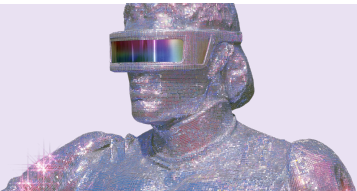
The community votes for their favourite semi-finalist. The ballot opens with the semi-finalist announcement (14 October) and closes on ceremony day – one verified vote per registered attendee. Campaign your network: every vote is real, and the turnout is published.

Who it's for: every semi-finalist, automatically.

Evaluated by: a public vote by the GenAI Berlin community.

THE REVEAL – HUMANS VS. MACHINES

Both Spotlights pick from the same semi-finalist pool, independently. On stage, after the six track winners: first the people's pick, then the agent jury's sealed verdict. Does the second spotlight land on the same team – or a different one?

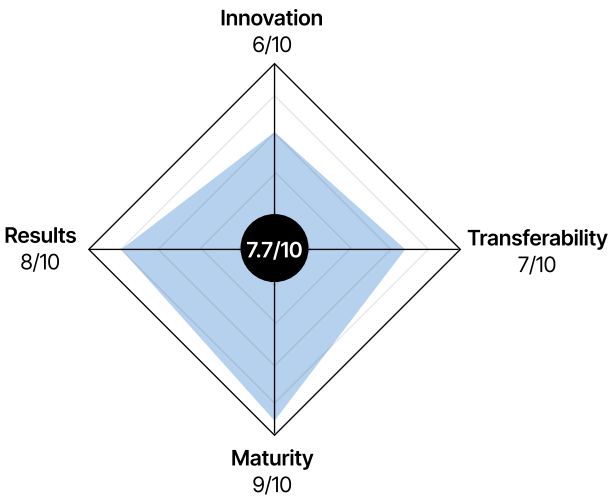


EVALUATION CRITERIA

Every stage of the funnel comes with concrete recognition:

Results	40%
Measurable business, user or societal value delivered – metrics, adoption numbers, before/after. Not projected value.	
Maturity	25%
Deployed and used in the real world. Robustness, safety, compliance and governance handled – not an unattended pilot.	
Innovation	20%
Novelty of the approach relative to the state of practice in the industry – not novelty for its own sake.	
Transferability	15%
Could others in the industry learn from or adopt this? Is the pattern repeatable beyond one team?	

EXAMPLE PROJECT EVALUATION



$$\frac{8 \cdot 40\%}{\text{Results}} + \frac{6 \cdot 20\%}{\text{Innovation}} + \frac{7 \cdot 15\%}{\text{Transferability}} + \frac{9 \cdot 25\%}{\text{Maturity}} = \frac{7.7}{\text{Final Score}}$$

HOW IS THE JURY COMPOSED?

One independent mini-panel per track, **3–5 jurors each**, working asynchronously:

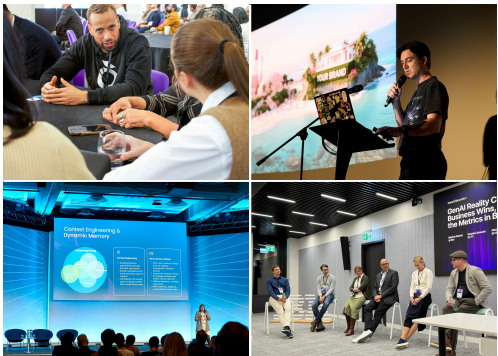
- **1 senior industry executive** from the track's sector;
- **1 hands-on practitioner** who has shipped GenAI in that industry;
- **1 partner representative** from GenAI Berlin collaborating organisations;
- optionally, **1 academic or investor voice**.

WHO MAKES THE FINAL DECISION?

Each panel is led by a chair who owns the tie-break and signs the jury statement for the winner announcement. One shared scoring rubric applies across all tracks.

[Nominate a jury member >](#)

[Explore jury members >](#)



HOW TO APPLY

Apply via the application form at genaiberlin.com/award/apply  Applying is free.	More information about the award: genaiberlin.com/award  Questions: award@genaiberlin.com	Submit your application before 13 OCTOBER 2026
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APPLICATION FORM QUESTIONS

To help you prepare your submission, here is the full breakdown of the application form. You apply once – the same form captures the jury materials and your public project profile, so semi-finalists have nothing to re-send later.

CONTACT & ORGANISATION

The person coordinating the application.
Not published.

- First name
- Last name
- Email, phone
- Job title
- LinkedIn profile
- Organisation LinkedIn
- Organisation name
- Website

AWARD TRACK

Select one of the six tracks

Pick where your impact is strongest; the jury may reassign borderline cases.

EVIDENCE FOR THE JURY

Confidential.
Seen by your track's jury panel only.

- What is actually in production
- Measurable impact
Metrics, adoption, before/after
- One-pager
Single A4, max 10 MB
- Pitch video (optional)
Max 3 min, downloadable link
- Optional supporting materials, references, press

MOTIVATION

Tell us why you're applying and what success looks like for you.

- Motivation statement
- Permission to use the quote in marketing

PROJECT PROFILE

Published if you reach the semi-finals.
Written for the public – this becomes your project page on the award website.

- Project name
- Tagline
One sentence, 20–30 words
- Public description
2–3 paragraphs: problem, solution, impact
- Organisation caption
- Team members
Name | Job Title | LinkedIn
- Logo
- One image or short demo video
- Team photo

AVAILABILITY

Finals are live in Berlin.

Availability to pitch at GenAI Berlin 2026
16 October

DATA PRIVACY

Consent checkbox

Your data is used solely for the award evaluation; only the project-profile fields are published, and only if you reach the semi-finals. Your IP and confidential information remain your own.

Start application >

GET IN TOUCH

award@genaiberlin.com
www.genaiberlin.com/award

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