T.C.
TİCARET BAKANLIĞI
Ürün Güvenliği ve Denetimi Genel Müdürlüğü

Sayı : E-22092612-951.01.04-00087034199
Konu : Ürün Güvenliği Ödülleri

DAĞITIM YERLERİNE

Malumları olduğu üzere, Avrupa Komisyonu tarafından her sene, tüketici güvenliğini yaptığı işin merkezine koymaya çaba sarf eden üreticilere Ürün Güvenliği Ödülleri verilmekte olup ödüle layık bulunan üreticilere prestijli bir bilinirlik sağlandığına, diğer üreticilerin de bu sayede iyi uygulamalar geliştirmesi yönünde dolaylı yoldan teşvik edildiğine vurgu yapılmaktadır.

Bu çerçevede, Avrupa Komisyonu tarafından yarışma ile ilgili bilgilendirme dokümanı https://ec.europa.eu/safety-gate/#/screen/pages/safetyAward internet adresinde yayımlanmış olup, dokümanda, bu senenin ana temasının "Gençlerin Güvenliği" olarak belirlendiği ifade edilmektedir. Bu tema ile:

- Gençler tarafından kullanılan ürünlerin (gıda, tıbbi cihaz ve ilaçlar hariç) güvenliğinin arttırılmasının,
- Genellikle gençler tarafından kullanılan alışveriş kanallarının güvenliğinin arttırılmasının,
- Ürün güvenliği ile ilgili gençlerin karşılaştığı risklerin vurgulanması ve önlenmesinin amaçlandığı belirtilmektedir.

Başvuru dokümanında devamla, başvuru yapacak firmalar tarafından, yukarıda bahsi geçen konularda Avrupa Birliği mevzuatının gerekliliklerinin ötesine geçilmesine vurgu yapılmakta, gerekliliklerin ötesine geçmenin, mevzuatın belirttiği şartların ileriye taşınması olabileceği gibi aynı zamanda, mevzuatın kapsamadığı alanlarda gerçekleştirilecek gönüllü girişimler de olabileceği ifade edilmektedir.

Ödüllere, Komisyon tanımına göre Küçük ve Orta Büyüklükteki İşletmeler (KOBİ) ile KOBİ kapsamı dışındaki büyük işletmeler katılabilmekte olup, KOBİ'lere ve büyük işletmelere ayrı klasmanlarda altın, gümüş ve bronz ödüller verileceği belirtilmektedir.

Başvuru yapacak adayların:

- Avrupa Ekonomik Alanında (AEA) (AB üyelerine ek olarak İzlanda, Lihtenştayn ve Norveç) yer alan ülkelerden birinde kayıtlı olması veya kayıtlı bağlı kuruluşu olması,
- Girişimini AEA'da yer alan ülkelerden birinde sunmuş ve başvuru işlemlerinden en az üç ay öncesinde işletmeye başlamış olması,
- Girişimin uluslararası kabul görmüş Kurumsal Sosyal Sorumluluk (KSS) kapsamında insan hakları, çevre ve işçi sağlığı standarlarına uygun bir biçimde işletilmesi gerektiği belirtilmektedir.

Bu belge güvenli elektronik imza ile imzalanmıştır.
Belge Doğrulama Kodu: EE5E4F1D-0224-4362-97BD-1E9FCEEEBCFE https://www.turkiye.gov.tr/ticaret-bakanligi-ebys

Adres: Ticaret Bakanlığı
Telefon No: 0(312) 204 89 48 Faks No: 0
e-Posta: e.atli3@ticaret.gov.tr
İnternet Adresi: www.ticaret.gov.tr
KEP Adresi:

Ayrıntılı bilgi için:
Eren ATLI
Ticaret Uzman Yardımcısı
Telefon No: 0(312) 204 89 48

Bu belge, 5070 sayılı Elektronik İmza Kanununa göre Güvenli Elektronik İmza ile imzalanmıştır.

Komisyon tarafından ayrıca, başvuruların 8 Haziran - 8 Eylül tarihleri arasında internet üzerinden kabul edileceği ve AB resmi dillerinden biriyle başvuru yapılabileceği belirtilmekte, bu diller haricinde yapılan başvuruların ise bilgisayar temelli çevirme programları vasıtasıyla çevrilerek değerlendirileceği ifade edilmektedir.

Başvuruların, KSS beyanını (Ek-2) içeren nitelik kısmı ve ödül kısmından meydana gelen, ekte yer alan (Ek-1) başvuru formu doldurularak gerçekleştirilmesi gerekmektedir. İlaveten, katılımcılardan ek belgeler de istenebileceği belirtilmektedir.

Öte yandan, kazananın belirlenmesi sürecinin üç aşamadan meydana geleceği ve:

1. Komisyon'un ulusal piyasa gözetimi otoritelerinin danışmanlığında başvurular arasında bir ön eleme gerçekleştireceği,
2. Ürün güvenliği uzmanları ve AB kurumlarının temsilcilerinden müteşekkil bir jüri tarafından finale kalan katılımcıların belirleneceği,
3. Son olarak ise kazananların nihai listesi hazırlanmadan önce KSS standartlarına göre değerlendirme aşamasından geçirileceği ifade edilmektedir.

Katılımcılara yarışmanın sonuçları ile ilgili bilgilendirmenin Kasım ayının sonunda e-posta aracılığıyla yapılacağı ifade edilmektedir.

Bilgileri ve Komisyon tarafından yayımlanan başvuru ile ilgili detaylı bilgileri içeren dökümanın incelenerek firmalara konu hakkında bilgilendirme yapılması hususunda gereğini rica ederim.

Hakkı KARABÖRKLÜ
Bakan a.
Genel Müdür

Ek:
1- Ürün Güvenliği Ödülleri
2- Kurumsal Sosyal Sorumluluk

Dağıtım:
Türkiye İhracatcılar Meclisine
Türkiye Odalar ve Borsalar Birliğine

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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

As a continuation of the European Year of Youth, **the theme of the 2023 Product Safety Award is 'Safety of teenagers'** (i.e. persons between 13 and 19 years old).

The theme focuses on business initiatives aimed at:

- Increasing the safety of **products** (other than food[1], medicines[2] and medical devices[3]) commonly used by teenagers. This may include for example (but not limited to) electrical appliances; communication and media equipment; micromobility products; cosmetics and hygiene products, jewellery etc. 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** commonly used by teenagers (e.g. mobile or social media shopping)

- Highlighting and preventing product safety risks faced by teenagers (**awareness raising** initiatives)

The eligible initiatives should demonstrably improve teenagers' safety, going **beyond the requirements** set out in relevant EU legislation and the supporting standards. 'Going beyond' can mean exceeding the requirements set out in the legislation and standards or voluntary

[1] For more information, see the Commission's website on food safety: https://ec.europa.eu/food/overview_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
[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.

initiatives in areas not covered by the legislation (e.g. awareness-raising campaigns). Initiatives targeting wider audiences are also eligible as long as they have a substantial impact on teenagers' safety.

Applicable EU requirements and standards

The General Product Safety Directive (GPSD) lays down a general obligation that only safe products can be placed on the EU market. In addition, specific safety requirements may be set out in other pieces of legislation (e.g. REACH Regulation, Low Voltage Directive, Cosmetic Products Regulation, etc.) depending on the product. For many products, voluntary European standards are relevant for assessing their safety. Other safety benchmarks to be taken into account are listed in Article 3.3. of the GPSD.

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 8 March 2023).
- 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 or 2021 editions are able to apply, under the condition 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 platform designed for this purpose between 8 June and 8 September 2023. Submissions are accepted in one of the official languages of the European

Economic Area (except for Maltese and Gaelic). 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 three rounds in the selection process:

- Phase 1: The Commission (Product Safety and Rapid Alert System Unit of Directorate-General for Justice and Consumers) will carry out a **pre-selection** of the applications received, in consultation with national market surveillance authorities. Applications judged eligible and of sufficient quality will be submitted to the next phase.
- Phase 2: A **high-level Jury** - bringing together representatives from EU institutions and product safety experts - will choose the finalists.
- Phase 3: The finalists will be screened against internationally recognised **CSR criteria** before the final list of winners is drawn up.

All applicants will be informed by email of the contest results by the end of November 2023.

4.3. Award ceremony

The Award ceremony is planned to take place on 4 December 2023 in Brussels (tbc). The winners will share their best practices with industry stakeholders and product safety expert , and receive their awards from the EU Commissioner for Justice.

4.4. Key dates

8 June 2023	Applications open
21 June 2023	Online information session for interested companies (register here)
8 September 2023	Deadline for applications
September 2023	Pre-selection by the Commission, in consultation with national market surveillance authorities
October 2023	Selection by high-level Jury and CSR screening
4 December 2023 (tbc)	Award ceremony in Brussels

5. Rights and obligations of applicants

The applicants will present their best practices at an Award ceremony, taking place on 4 December 2023 in Brussels (tbc), 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. Each winner will also have the possibility to propose one journalist whose participation in the Award ceremony will be organised and paid for by the Commission.

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 will be 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. 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 8 March 2023).

9. I confirm that, should my company selected as a winner, a representative of my company can present our entry at the Award ceremony taking place on 4 December 2023 in Brussels.

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

2. Award questions

1. **Title and summary of entry (Max. 700 characters)**

2. **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.
   - Explain how the special needs, limitations and behaviour of teenagers have been taken into account.

3. **Impact (Max. 5 000 characters)**
   - Provide clear evidence of how the product or initiative that you are submitting for this Award contributes to enhancing the safety of teenagers.

4. **Inspiration potential (Max. 2 500 characters)**
   - Describe the potential of the product or initiative that you are submitting for this Award to serve as an inspiration for other companies, including in other geographic regions or in another sector.

5. **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 champion 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.

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

7. **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

Corporate Social Responsibility Declaration

By applying for the European Product Safety Award, we declare that we adhere to internationally recognised guidelines and principles of corporate social responsibility (CSR) and responsible business conduct (RBC)[1] – such as those set out in the OECD Due Diligence Guidance for Responsible Business Conduct and the UN Guiding Principles on Business and Human Rights – in the areas of human rights, labour, environment and fair operating practices.

We declare that we apply appropriate, decent labour practices and non-discrimination policies in our offices and factories, as well as in our supply chain, retailers and distributors.

We use our best endeavours to minimise any negative environmental impact in conducting our business. This includes product and packaging design, production, distribution and, where applicable, product waste management. We are committed to ensuring that our products are manufactured by factories adhering to the same standards.

We confirm that we do not resort to misleading advertising.

We understand that if our company or initiative is selected as a finalist for this award, its performance will be screened against the CSR/RBC principles outlined in this declaration.

[1] Corporate Social Responsibility and Responsible Business Conduct are used synonymously here.