



GreenTech Innovation & Concept Awards 2026

We recognize those who transform protected horticulture. This is your opportunity to showcase your innovations.

CALL FOR NOMINATIONS

Highlight your innovations in horticulture to industry leaders, experts, and decision-makers. This recognition celebrates those driving change—professionals who turn ideas and knowledge into technologies or initiatives that solve real challenges, combine innovation with scalability and a commitment to sustainable development, and create high-value businesses.

BENEFITS

- Opportunity to have your nomination known and promoted in the national and international horticultural industry.
- Nominated proposals will be presented on the event's official website.
- Nominees will be published in the press conference announcement.
- Nominees will be mentioned during the official opening of the event, and the winner will receive an award.

EVALUATION CRITERIA

This award celebrates **innovative technological and sustainable solutions** that drive progress in protected horticulture. It recognizes breakthroughs that improve **efficiency, productivity, and crop quality** while minimizing environmental impact.

Eligible projects may include advancements in **automation, digitalization, AI, sensors, robotics, data platforms, energy efficiency, water management, circular economy, and sustainable materials**.

Entries will be assessed on:

- **Innovation and originality**
- **Measurable impact** on productivity and environmental performance
- **Cost-effectiveness**
- **Practical application** with verifiable results
- **Scalability and replication potential** across Latin America

Projects will be evaluated by a multidisciplinary jury based on the following criteria:

50%

Originality

25%

Practicality

(social, technical, economic, feasibility)

25%

Sustainability

(environmental, safety, energy and efficiency)

THE PROPOSAL MUST INCLUDE

- A. Title
- B. Description of features/mechanisms and benefits (500 words)
- C. Summary of the description (250 words) for publication
- D. Statement of the contribution/benefit to society, for example: estimated investment and maintenance costs of the project, product, or service.
- E. PowerPoint presentation: justifying why your product should be chosen. The presentation should not exceed 10 slides.
- F. Video: justifying why your product should be selected, showing the project's application and operation. The video must not exceed 90 seconds and 8 MB in size. A YouTube link may be submitted.
- G. Three high-resolution images of the project (minimum 300 dpi).
- H. All required application materials must be submitted in a single email, ensuring that the documentation is complete and properly attached.
- I. Proposals must be sent to **adrian.rodriguez@informa.com**

JURY

The jury will be made up of professionals and experts from the sector, who will evaluate all entries and select the nominees and winner.

- The final evaluation will take place in February 2026.
- If no proposal meets the minimum quality criteria, the award may be declared void.
- The jury's decisions are final and cannot be appealed.
- Any situation not covered in this call for entries will be resolved by the organizers.
- Entries that do not comply with the registration procedure described above will not be considered.
- Nominated proposals will be notified directly by the organizers in February. **Nominees must NOT disclose their nominations to other participants** until the official announcement is made by **GREENTECH AMERICAS**.

KEY DATES

Call for applications opens:
December 18, 2025
Closing date for applications:
February 6, 2026
Announcement of nominees:
February 18, 2026
Awards ceremony:
March 24, 2026

IMPORTANT
THE CALL FOR APPLICATIONS WILL BE OPEN FROM
DECEMBER 18 TO FEBRUARY 6, 2026.

Receipt of proposals and additional information:
adrian.rodriguez@informa.com