

# Hermes Award for Humanistic Innovations

2009 – 2014



*The “Hermes Awards for Humanistic Innovation” recognize companies or organizations which have excelled in integrating the best state of knowledge into products and services offering more satisfaction to individuals and society.*

*They are inspired by the Renaissance Humanists, for whom Man is the measure of all things. It is a time when mankind is the essence of all innovations. Human progress and human development are the objectives.*

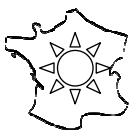
*The “Hermes Awards” for Humanistic Innovation are a distinction of excellence. They result from an in-depth multi-criteria analysis. They recognize innovations presenting notable advancement in one of the following creative synthesis domains:*

- Improvement of the human condition*
- Improvement of human relations*
- Improvement of the life in the city*
- Improvement of relation between people and nature*

*In Greek mythology, Hermes is the god of industrious and realization intelligence. Hermes supports and honors all human ventures and is their mediator to other gods.*



CLUB DE PARIS  
DES DIRECTEURS  
DE L'INNOVATION



Rencontre Nationale  
des Directeurs  
de l'Innovation



EUROPEAN INSTITUTE  
FOR CREATIVE STRATEGIES  
& INNOVATION



# 2009



*The Hermes Award for Innovation was created 2009. It is a reproduction of a statuette made by the Louvre Museum based on the be cephalous Hermes from Fréjus. This statuette dates back from the August Emperor Era and represents him with a serene and smiling face expressing his maturity. The other side represents the young Dionysos, god of the wine as well as the god of the mystic delirium and inspiration. This double faced statuette, representing the creation and realization ability, honors the capacity of innovation of those receiving the award.*



*Best creative synthesis*  
**Nintendo**  
(Wii)

*Improvement of the human condition*  
**Carmat**  
(Artificial heart)



*Best creative synthesis*  
**Ooxylane group**  
(Brands passion)

*Improvement of human relations*  
**Bic**  
(Low-cost phone, Bic Phone)



*Improvement of the life in the city*  
**Venturi**  
(Electric cars)

*Human sustainable development*  
**Police Academy of Parana**  
(Project « Design contra o crime »)







# 2010



*Best creative synthesis*  
**SEB Group**  
*(Whole range of products)*

*Improvement of the human condition*  
**Touch Bionics**  
*(Artificial hands and fingers)*



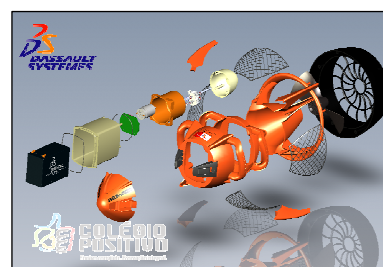
*Best creative synthesis*  
**Mozilla Foundation**  
*(Internet navigator in open source FireFox)*

*Improvement of human relations at work*  
**Archos**  
*(9 PC tablet)*



*Improvement of human relations*  
**Aldébaran robotics**  
*(Anthropomorphic robot Nao)*

*Improvement of human relations at work*  
**Dassault Systèmes**  
*(CAD Catia PLM)*



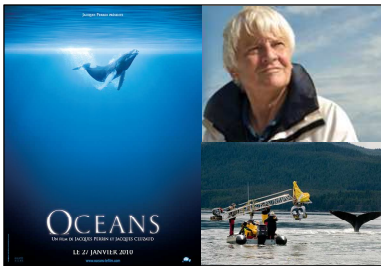
*Improvement of the life in the city*  
**City of Helsinki**  
*(road-map to the ideal city)*

*Human development*  
**Government of India**  
*(Pan-African e-network)*





# 2011



*Best creative synthesis*  
**Jacques Perrin**  
(Océans)



*Improvement of human relations*  
**Colégio SESI PR**  
(Innovation teams)



*Improvement of human relations*  
**O3b Networks**  
(Global network)



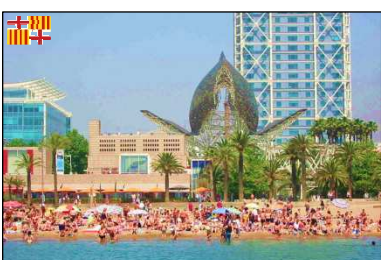
*Improvement of the relation  
between people and nature*  
**BSH** (Bosh & Siemens Home Appliances)  
(Range of green technology inside)



*Improvement of the human condition*  
**Actélon**  
(Drugs issued from bioengineering)



*Improvement of the human condition*  
**Medicon Valley Alliance**  
(Medicon Valley)



*Improvement of the live in the city*  
**City of Barcelona**  
(Creativity in the city)

2012

*Improvement of the human relations*  
**Kiss Kiss Bank Bank**  
(crowd financing)







# 2012



*Best creative synthesis*  
**Boeing**  
 (Dreamliner)

*Improvement of relation  
 between people at work*  
**Fives**  
 (Plants design)



*Innovation for everybody, innovation together*  
**Anil K. Gupta**  
 (Honey Bee Network)

*Improvement of relation  
 between people and nature*  
**Tecverde**  
 (low cost modular and ecological houses)



*Improvement of the human condition*  
**Aravind**  
 (eye surgery)

*Improvement of human relations*  
**Positivo Group**  
 (Positivo Education)



*Improvement of the life in the city*  
**City of Copenhagen**  
 (Innovations for inhabitant)

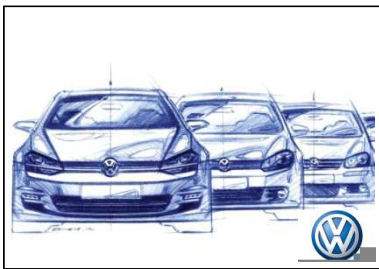
*Best humanistic innovation policy*  
**National Innovation Council**  
 (Indian Decade of Innovation)







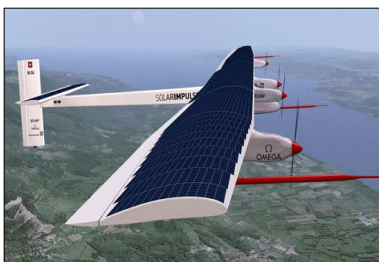
# 2013



*Best creative synthesis*  
**Volkswagen**  
(Golf 7)



*Improvement of human relations*  
**Samsung**  
(S Translator)



*Human venture*  
**Bertrand Piccard**  
(Solar Impulse)



*Improvement of relation  
between people and nature*  
**Atelier du bocage**  
(Recycling of electronic products)



*Improvement of the human condition*  
**Novo Nordisk**  
(Diabetes therapy)



*Improvement of relation  
between people at work*  
**AGCO**  
(agricultural products)



*Improvement of the life in the city*  
**City of Vienna**  
(Innovation policy improvement)



*Best humanistic policy of innovation*  
**Norden**  
(Nordic Innovation Center)





# 2014



*Best creative synthesis*  
**Haier**  
(Range of domestic appliances)



*Improvement of human relations*  
**Share my lesson**  
(Sharing web site of educational resources)



*Improvement of the human condition*  
**ReWalk**  
(Exoskeleton)



*Improvement of relation  
between people and nature*  
**Interface**  
(Challenges to Mission Zero)



*Improvement of the human condition*  
**Siel Bleu**  
(Adapted physical activity)



*Improvement of relation between people at work*  
**SENAI**  
(To 4 millions professional trained a year)



*Improvement of the life in the city*  
**City of Curitiba**  
(Urban multiservice innovations)



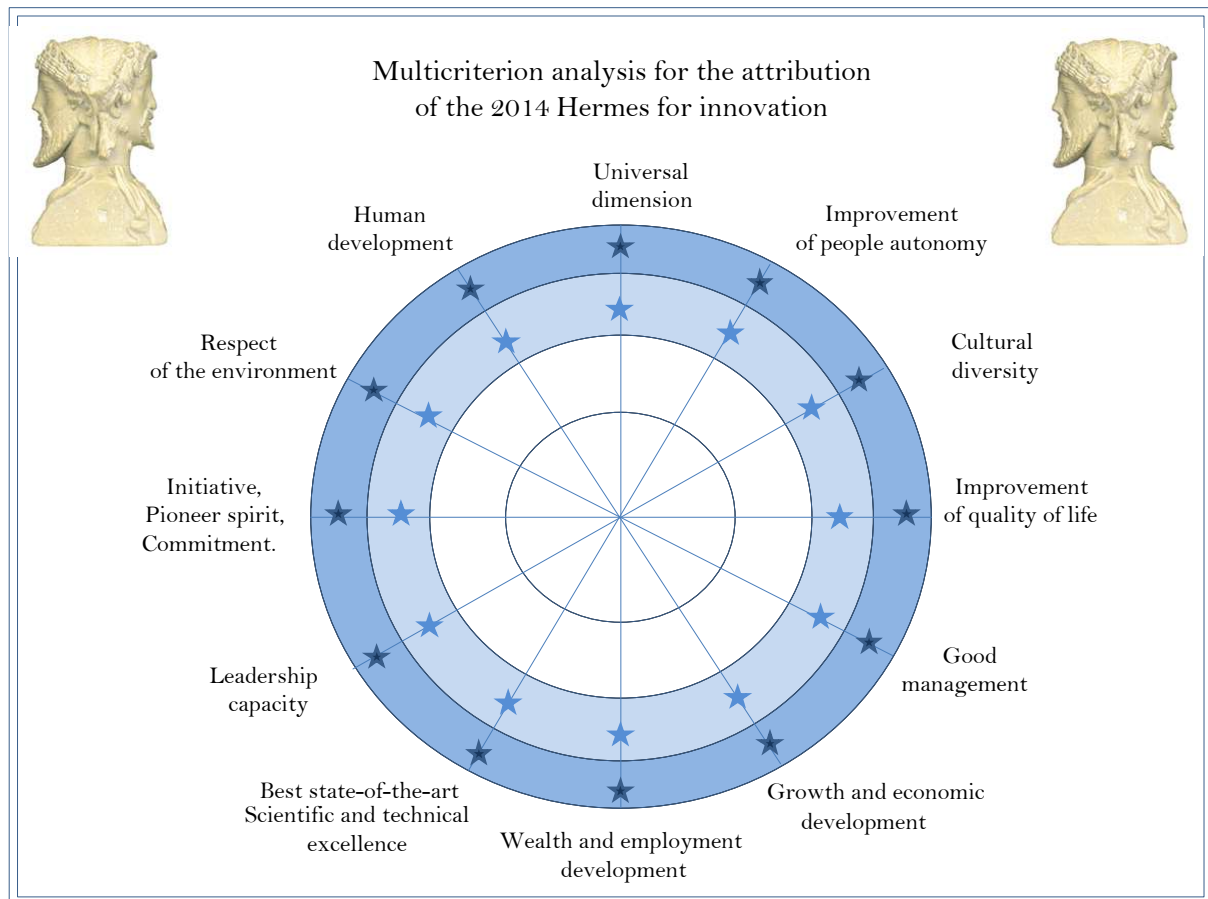
*Public policy of innovation*  
**Fraunhofer Institutes**  
(Support for industrial innovation)

## A rigorous assessment process

Companies and organizations selected for the Hermes awards are identified by the international network of the European Institute for Creative Strategies and Innovation for their apparent excellence on innovation.

After that, their selection for the award comes as a consequence of a rigorous double multi criterion analysis, one generic, for all Hermes Awards, and an other one dedicated for each category of Hermes Award.

No candidacy or application are required to be selected for an Hermes Award.



## Why Hermes ?

In Greek mythology, Hermes is the god of industrious and realization intelligence. Zeus was impressed by the ingenious, clever, persuasive and quick nature of Hermes since his early years. Apparently, on the day of his birth, before even noon, he had already invented a musical instrument (a lyre), some sport equipment (a racket) and how to make fire.

Hermes is a precocious and multiform innovator. He is, among many others in Greek mythology, associated to the invention of weight and measures, the olive tree cultivation, the astronomy, the gymnastic or the road signs.

Hermes supports and honors all human ventures and is their mediator to gods. He is also an explorer who loves to undertake new paths. He is a multifaceted god, organizer of the new and disorganizer of the old. He is also the patron of exchanges and contracts, the commerce in general and the protector of the travelers. Finally, he guarantees the free circulation of goods and people, on earth and at sea.