2026 Better Design Award Announcement

I. Award Introduction

The Better Design Award (BDA) is an international comprehensive design competition established under the guidance of China Media Group (CMG), the People's Government of Guangdong Province, the People's Government of Guangzhou Municipality, and the People's Government of Shenzhen Municipality. Centered on the practice of Chinese modernization, BDA is committed to empowering industrial development and accelerating the commercialization of innovation. Rooted in the Guangdong-Hong Kong-Macao Greater Bay Area and connected to global design resources, the competition focuses on modern industrial systems and the cultivation of new quality productive forces. It seeks outstanding practices where design drives technological breakthroughs, product innovation, real-world implementation, and industrial upgrading, while showcasing the vision of a better life enabled by design and building a world-class platform for Chinese design discourse.

II. Award Categories

The Better Design Award consists of two major categories: Product Design and Design for Industry.

(A) Product Design

The Product Design Category is divided into three groups: Industrial Foundation, Better Life and Future Design.

(1) Industrial Foundation Group

Focusing on B2B, B2G products and urban public infrastructure, this group highlights the transformative power of design in industrial development. Eligible entries include advanced intelligent equipment, green energy solutions, smart city applications, transportation systems, public facilities, robotics, automation, and related sectors.

(2) Better Life Group

Focusing on consumer-oriented products, this group celebrates design that enhances everyday living. Eligible entries include smart home products, consumer electronics, kitchen and bathroom products, household appliances, lifestyle products, sports and leisure products, and related fields.

(3) Future Design Group

Open to conceptual design projects that have not entered mass production or the market by the submission date, this group emphasizes the role of design in shaping the future.

The category consists of three sub-divisions:

a. Professional Concept Group (Professional Designers / Enterprises)

b. Student Concept Group (Students / Graduates within Two Years)

c. Emerging Team Design Group (Start-ups, Studios, and Independent Teams Established within Two Years)

(B) Design for Industry

Aiming to promote industrial innovation and upgrading, this category focuses on strategic design solutions related to industrial resource allocation, development pathways, market positioning, policy

frameworks, industrial security, and industrial culture. It seeks innovative system-level solutions, new producer-service models, and foundational design research projects that embody the principles of design-led development, collaborative innovation, shared production capacity, and resilient, self-controlled industrial and supply chains.

III. Awards and Prize Setup

The total prize pool is 4.1 million RMB.

Selection Category	Awards Setup	Quantity
Product Design	Better Design Grand Award Product Grand Award (RMB 200,000 each × 10) Concept Grand Award (RMB 100,000 each × 6)	16
	Better Design Award Product Design Award (200 Winners, no prize) Concept Design Award (100 Winners, no prize)	300
Design for Industry	Better Design Award: Design For Industry (RMB 150,000 each × 10)	10

IV. Participants

Open to enterprises, institutions, design organizations, universities, design teams, research institutions, and individuals from any country or region around the world.

V. Participation Requirements

1. Product Design: Entries must be products launched after September 2024, or products not yet launched but capable of mass production before

the current award ceremony. Functional prototypes must be available for the secondary evaluation stage. The lead designer or design team must own the relevant intellectual property rights, and the project must comply with applicable industrial policies, technical regulations, and standards.

2. Concept Design: Entries must be original conceptual designs that have not been manufactured or commercially sold. Physical concept entries should provide prototypes and presentation videos during the secondary and final evaluations, demonstrating substantial innovation in functionality, structure, form, technology, materials, and low-carbon sustainability.

3. Design For Industry: Entries must be complete projects that clearly demonstrate how design serves as the core driver of systematic industrial transformation and upgrading. Projects should demonstrate strong innovation, exemplary value, and industrial impact.Applicants are required to provide evidence of design outcomes, communication effectiveness, and industrial impact, including economic indicators and industrial chain development results where applicable.

4. Entries must be submitted independently by the applicant organization in accordance with the competition requirements. Applicants shall ensure that all submitted materials are authentic, complete, compliant, and valid.

5. Each entry may be submitted to only one award category. Except for the Industrial Design category, entries that have participated in previous editions of the competition are not eligible for resubmission.

6. All entries must be original and innovative projects with legitimate rights of participation. Entries must be free from intellectual property disputes and shall not infringe upon any third party' s intellectual property rights, ownership rights, rights of use, or rights of disposition.

VI. Participation Method

Entries may be generated through a combination of open submissions and nominated candidates.

VII. Registration Channels

All applicants must register through the official Better Design Award website: www.bdaward.com

No registration fee is required. However, all logistics, insurance, customs clearance, and related costs incurred during participation shall be borne by the entrant.

VIII. Evaluation Standards

The Better Design Award establishes an international expert panel, a scientific evaluation mechanism, and internal and external supervision systems. The president's responsibility system will be implemented (one Chinese and one foreign industry expert). At the same time, different expert teams from various fields will be invited to form preliminary, secondary, and final review panels for each category. Using fair and professional procedures, the final winners will be selected worldwide.

(A) Evaluation System

Guided by foresight, based on industrialization, and oriented toward the people, the evaluation follows the mainstream values of quality

development in the design industry.

1. Foresight Dimension: This includes insights into technological innovation and social development, emphasizing that the design should align with global industrial transformation directions, serve human society's emerging needs, and maintain competitiveness and industry leadership throughout its lifecycle.

2. Industrialization Dimension: The design innovation must have industry demonstration potential, and conceptual works must have high feasibility for industrial transformation. The role of design in accelerating the conversion of technology into new products and services should be highlighted.

3. People-Centric Dimension: Emphasizing human-centered design that reflects the needs of the public's production and life, and meets requirements for green, sustainable development. The design should integrate Chinese design concepts and language with international expression, leading healthy and positive aesthetic values.

4. Mainstream Values Dimension: The design should protect consumer rights, reflect positive company images, advocate for globalized design and design for good, and contribute to the building of a shared human community.

(B) Specific Evaluation Items

Category	**Standards**
Product Design	Innovation value, sustainability value, market value, social impact

Design for Industry	Innovation value, demonstration value, industry value

IX. BDA Timeline

Activity	Dates
Global Launch	October 2026
Submission Period	October - Early December 2026
Preliminary Evaluation	Mid-December 2026
Physical Submission Period	Mid-December 2026 - Early January 2027
Secondary Evaluation	Mid-January 2027
Final Evaluation	Late February 2027
Award Ceremony	Late March 2027

Note: The Organizing Committee reserves the right to adjust the above schedule. Please refer to the official latest announcements.

X. Value of Participation

The Better Design Award (BDA) has established an incentive mechanism combining "Award Recognition + Post-Award Services." It offers comprehensive support to award-winning projects and individuals in areas such as incubation, industry policy support, funding connections, marketing channels, social recognition, and brand promotion, ensuring effective transformation of innovations and amplifying the value of achievements.

(1) Prize, Trophy & Certificate

1. A Certificate of Recognition will be presented to all shortlisted entrants of the BDA.

2. Winners of the BDA Design Award will receive a trophy and a Certificate of Recognition.

3. Winners of the BDA Grand Award will receive a cash prize, a trophy, and a Certificate of Recognition.

(1) Use of the BDA Logo

Award winners are entitled to use the Better Design Award logo free of charge. The BDA logo may be used on packaging, manuals, quality certificates, websites, etc., of the selected designs or products.

(2) Policy Support

Outstanding design institutions and designers are eligible for government support in accordance with applicable policies. Qualified design institutions may enjoy preferential policies, including venue rental subsidies and tax incentives. Eligible high-level design professionals may also benefit from talent policies in the Guangdong - Hong Kong - Macao Greater Bay Area, such as preferential individual income tax treatment and free compulsory education for their children. Award-winning enterprises and individuals that meet the relevant eligibility requirements may also receive priority access to industrial space support or talent incentive policies offered by the governments of Guangdong Province, Guangzhou Municipality, and Shenzhen Municipality.

(3) Online & Offline Commercial Channels

Resources from industry associations and e-commerce platforms will be provided to assist in design team building, product manufacturing, and sales channel construction, supporting publicity and promotional efforts.

(4) Financing Support

Support will be given for the incubation of award-winning enterprises, talents, and works, through connections to investment and financing institutions, innovation and entrepreneurship training platforms, and maker incubation spaces.

(5) Social Recognition

Enterprises and individuals receiving the BDA Grand Award will be publicly recognized. Eligible lead designers may also be recommended for prestigious provincial honors and awards, including Guangdong Provincial Technical Expert, the May 1st Labor Medal, and the March 8th Red Banner Holder, subject to the relevant selection criteria.

(6) Exhibitions

Winners will be invited to participate in the annual awards ceremony, domestic and international design competitions, exhibitions, and professional expos. Winning works will also be included in global online and offline exhibitions and permanent museum collections.

(7) Media Promotion

Extensive exposure will be provided through CCTV and other domestic and international mainstream media outlets, including mini-documentaries and interview series.

(8) Networking with Industry Leaders

A cross-sector exchange platform will be built to facilitate interaction and collaboration between award winners and global leaders from the design, academic, media, industrial, and financial sectors.

(9) Yearbook Publication

Each edition of the Better Design Award will publish a yearbook of outstanding works for promotion. Winning works will be included, and each awardee will receive a complimentary copy as a keepsake.

XI.Organizational Structure

Guided by: China Media Group, the People's Government of Guangdong Province, the People's Government of Guangzhou Municipality, the People's Government of Shenzhen Municipality

Hosted by: Organizing Committee of the Better Design Award

Organized by: Guangdong Better Design Innovation Center (Preparatory)

Supporting Organizations: Department of Education of Guangdong Province, Department of Science and Technology of Guangdong Province, Human Resources and Social Security Department of Guangdong Province, Guangdong Administration for Market Regulation, Guangdong Federation of Trade Unions, Guangdong Provincial Committee of the Communist Youth League, Guangdong Provincial Women's Federation, Guangzhou Baiyun District People's Government and other relevant organizations.

Strategic Cooperation Partner: Guangzhou Baiyun Jianke Holdings Group Co., Ltd.

Partner Organizations: Central Academy of Fine Arts, Sun Yat-sen University, South China University of Technology, Zhejiang University, Xi’an Jiaotong University, Hunan University, Tongji University,

Shenzhen University, Guangdong University of Technology, Guangzhou Academy of Fine Arts, Shenzhen Technology University, World Design Organization, World Green Design Organization, Hong Kong Design Centre, Hong Kong Federation of Design and Creative Industries, Hong Kong Designers Association, Macau Design Centre, Macau Product Design Association, and other relevant organizations

XII. Contact Information

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