

# The 1st Better Design Award Announcement

## 1. Award Introduction

Better Design Award, abbreviated as BDA, is an international comprehensive design award. The award recognizes works and companies that demonstrate design excellence and innovation around the world. Adhering to the concept of designing for a better life, BDA will discover global good design, create a new engine of industry, lead a new way of life, contribute Chinese design wisdom to the world's advanced manufacturing industry, and promote Chinese culture.

## 2. Award Categories

Better Design Award (BDA) sets two major categories: work (product) selection and enterprise selection.

- a. Work (product) selection: includes product group and concept group, with three entry categories including the pillars of a great power, good life and future design.

- (1) The Pillars of a Great Power.

Emphasis on design to empower industrial change, including but not limited to: equipment manufacturing (high-end equipment, intelligent robots, etc.), heavy equipment, aerospace and navigation equipment and instruments, super large computers, cutting-edge machines (new energy vehicles, low-altitude aircraft, etc.) and other fields of products and services.

- (2) Good Life.

Emphasis on design to create a better life, including but not limited to: new generation of electronic information products, modern light industrial textiles (clothing, daily chemical, hardware, arts and crafts, etc.), home products (household appliances, furniture manufacturing, kitchen and bath, etc.), CMF (cutting-edge new materials, new processes, etc.), digital creativity and information services (digital audio-visual, interactive design, industrial software, etc.), national trend cultural innovation, fashion design and other related products and services.

- (3) Future Design.

Emphasize that design leads the future development, including but not limited to: smart city (smart community, medical care, transportation, cultural tourism, etc.), urban public design, green ecology, future industry, social innovation and other fields of products and services.

- b. Enterprise selection: includes enterprises that have made outstanding achievements in business model, design innovation, design management, etc., or brands with growth and development potential driven by design.

### 3. Award Setting

The total prize pool is CNY 4.25 million, the winner of the BDA Grand Award will be rewarded CNY 1.5 million.

Category		Awards	Prize (CNY)
Work (Product) Selection	Product Group	1 BDA Grand Award	1,500,000
		5 BDA Gold Awards	150,000
		24 Good Product Design Awards	30,000
	Concept Group	1 Concept Grand Award	500,000
		3 Design Pioneer Awards	100,000
		6 Good Concept Design Awards	30,000
Enterprise Selection		TOP10 Brands Driven by Design	30,000

### 4. Entrants

Entry is open to enterprises and institutions, design agencies, colleges, design teams, scientific research institutions and individuals from any country and region in the world.

### 5. Entry Requirements

(1) Product group: entries must be products that have been on the market within two years. The main designer or design team owns the corresponding intellectual property rights. Meanwhile, entries must conform to relevant national industrial policies, technologies, and standards.

(2) Concept group: entries must be original designs that are not sold or produced on the market, and also be highly innovative in function, structure, form, technology, materials and low carbon. Entries cannot be on the market before this year's final evaluation.

(3) The same work cannot apply for product group and concept group at the same time.

(4) The work submitted by the entrant must be the designer or owner of the work (the owner of the relevant intellectual property rights), and there are no intellectual property disputes with others (no intellectual property disputes have occurred or have been properly resolved).

(5) For works that are applying for the relevant intellectual property certificate but have not been authorized, entrants need to submit the relevant proof at the time of registration.

### 6. Entry Methods

**Work (Product) Selection:** adopts public entry and expert nomination.

**Enterprise Selection:** adopts expert nomination. The nominees identified by the Organizing Committee will recommend the qualified candidates.

### 7. Submit Entry

All entrants must log on to the official website of BDA ([www.bdaward.com](http://www.bdaward.com)).

Note: there is no entry fee for the Better Design Award (BDA), but the costs of logistics, insurance and customs clearance incurred by the entry will be borne by the participants themselves.

### 8. Evaluation Criteria

Better Design Award (BDA) implements the "2+2" Chinese and foreign dual presidents system, that is, each of the two major award categories shall have two Chinese and foreign presidents, who are respectively responsible for the preliminary evaluation, second evaluation and final evaluation. At the same time, each award category will have domestic and foreign experts in different fields for the preliminary evaluation, second evaluation and final evaluation, according to the evaluation criteria, through a fair and professional evaluation process, the final winners will be selected from all over the world.

Specific evaluation standards:

Category	Standards
Work Selection (Product)	innovation value, market value, sustainability, social impact
Enterprise Selection	founding team, design management, product innovation, brand impact, business value

### 9. Schedule

Main Events	Dates
Entry Collection	May - August, 2024
Preliminary Evaluation	September, 2024
Works Delivery	Early October, 2024
Second Evaluation	Middle October, 2024
Final Evaluation	Late October, 2024
Award Ceremony	November, 2024
Global Exhibition Tour	November to December, 2024

The Organizing Committee reserves the right to change the above time, please refer to the latest official notice.

### 10. Value of BDA

Better Design Award (BDA) has established an incentive mechanism of "award prize + post-award service" to provide award-winning projects and personnel with systematic services such as incubation, industrial policies support, financing matchmaking, marketing channels, social honor, brand promotion and so on to efficiently promote the implementation and transformation of innovative

achievements, demonstrate award-winning achievements, and obtain various value.

**(1) Prize, Trophy and Certificate**

Certificates will be provided to BDA nominees (participants who have passed the second evaluation).

Prize, trophies and certificates will be provided to BDA winners (participants who have passed the final evaluation).

**(2) Use of BDA logo**

Winners can use the BDA logo for free. The BDA logo can be used on the packaging, manuals, quality certificates and web pages of the selected works and products.

**(3) Policy Support**

Support the introduction of excellent design institutions and designers. We will endeavour to negotiate for preferential policies such as venue rent and tax for qualified design institutions, and actively implement talent introduction policies such as preferential personal income tax and free compulsory education for children in the Greater Bay Area for qualified high-level design talents. For enterprises (individuals) that have won the BDA Grand Award, eligible enterprises can enjoy preferential policies for industrial space or talent introduction in Guangdong Province, Guangzhou City and Shenzhen City.

**(4) Online and Offline Distribution Channel Support**

BDA will provide in-depth support of relevant industry associations, e-commerce platforms and other resources in design team building, product processing chain and sales chain construction and other aspects, so as to help with brand and sales promotion.

**(5) Financial Support**

BDA will provide support for award-winning enterprises, talents and works incubation, and connect with investment and financing institutions, training institutions for innovative and entrepreneurial talents and maker incubation spaces.

**(6) Social Honor**

The products (works) and enterprises that have won the BDA awards (excluding the nomination award) will be notified, and the qualified main designers will be recommended to participate in the evaluation of Guangdong Technical Expert, May 1 Labor Medal, March 8 Red Flag and other honors.

**(7) Exhibition & Display**

The works of the winners will be displayed in global exhibition tours, both online and offline, as well as to be permanently displayed in museums.

**(8) Media Promotion**

BDA will provide continuous exposure from hundreds of mainstream media outlets, including CCTV media and other domestic and foreign mass media, including a series of micro documentaries and interview programs.

#### **(9) Industrial Experts Exchange**

BDA will build crossover platforms for participants to communicate with global design, academic, media, industrial, financial and other industry experts.

#### **(10) Yearbook**

Outstanding works of BDA each year will be compiled into a yearbook for promotion, and the winners will be included in the yearbook and receive a complimentary copy.

### **11. Organizational Structure**

**Guided by:** China Media Group, Guangdong Provincial People's Government, Guangzhou Municipal People's Government, Shenzhen Municipal People's Government

**Hosted by:** China Media Group Guangdong Headquarters, Shenzhen Industrial Design Profession Association

**Supported by:** Department of Industry and Information Technology of Guangdong Province, 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, World Design Organization, Hong Kong Design Center, Federation of Hong Kong Design and Creative Industry, Hong Kong Designers Association, Macau Design Center, Macau Designers Association, Macau Product Design Association, and other relevant organizations.

**Cooperation Units:** Central Academy of Fine Arts, Tongji University, Guangdong University of Technology, Guangzhou Academy of Fine Arts, Shenzhen University, Guangdong Industrial Design Association, Guangzhou Industrial Design Association and other institutions.

#### **Contact us**

Organizing Committee of Better Design Award (BDA)

Website: [www.bdaward.com](http://www.bdaward.com)

Tel: 0755-83205121

Email: [service@bdaward.com](mailto:service@bdaward.com)

Address: Room 545-546, Building B6, Sino-Finnish Design Park, No. 3, Shihua Road, Futian Bonded Zone, Shenzhen