

Better
Design
Award

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

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

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

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:

(1) Professional Concept Group (professional designers / enterprises)

(2) Student Concept Group (students / graduates within two years)

(3) 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 & PRIZE POOL

The total prize pool amounts to RMB 4.1 million.

AWARD CATEGORIES	AWARDS	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) Concept Design Award (100 Winners)	300
Design for Industry	Better Design Award: Design for Industry (RMB 150,000 each × 10)	10

IV. ELIGIBILITY

Open to enterprises, institutions, design agencies, universities, design teams, research organizations, and individual designers from all countries and regions worldwide.

V.PARTICIPATION REQUIREMENTS

1. Product Design

(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.

2. 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.

3. General Entry Rules

(1) 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.

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

(3) 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. ENTRY METHODS

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

VII. REGISTRATION

All applicants must register through the official Better Design Award website: **https://bit.ly/BDAAward**

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

VIII. COMPETITION 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 latest official announcements for final dates.

IX. EVALUATION MECHANISM

The Better Design Award has established an international pool of evaluation experts, a scientific assessment framework, and both internal and external supervision mechanisms. The competition adopts a Co-Chair system, consisting of one leading authority from China and one from the international design community. An independent notary institution is engaged throughout the evaluation process to ensure fairness, impartiality, and transparency. For each award category, experts from relevant fields are invited to form the Preliminary, Secondary, and Final Jury Panels. Based on the established evaluation criteria and through a rigorous and professional review process, the final award winners are selected from entries worldwide.

X. EVALUATION FRAMEWORK

Guided by Vision, Grounded in Industrialization, Oriented toward People, and Aligned with Mainstream Values, the evaluation framework aims to promote the high-quality development of the design industry.

1. Visionary Dimension: This dimension reflects insights into technological innovation and social development. It emphasizes designs that align with global industrial transformation trends, address emerging societal needs, and demonstrate long-term competitiveness and industry leadership throughout their lifecycle.

2. Industrialization Dimension: This dimension evaluates the industrial impact and commercialization potential of design innovation. It recognizes projects that demonstrate exemplary industrial value and concept designs with strong feasibility for industrial application and market transformation. Particular attention is given to the role of design in accelerating the conversion of technologies into new products and services.

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, and advocate for globalized design and design for good, and contribute to the building of a shared human community.

XI. 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.

2 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.

3 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.

4 4 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.

5 5 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.

6 6 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 National May 1 Labor Medal, National March 8th Red-Banner Pacesetter, Guangdong Provincial Technical Expert.

7 7 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.

8 8 COMMUNICATION VALUE

BDA offers the potential for extensive media exposure, including coverage by China Central Television (CCTV) and other domestic and international media outlets, bringing significant communication value.

9 9 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.

10

10 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.

XII. 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.

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.

Apply here:
bit.ly/BDAAward

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REGISTRATION
GUIDE

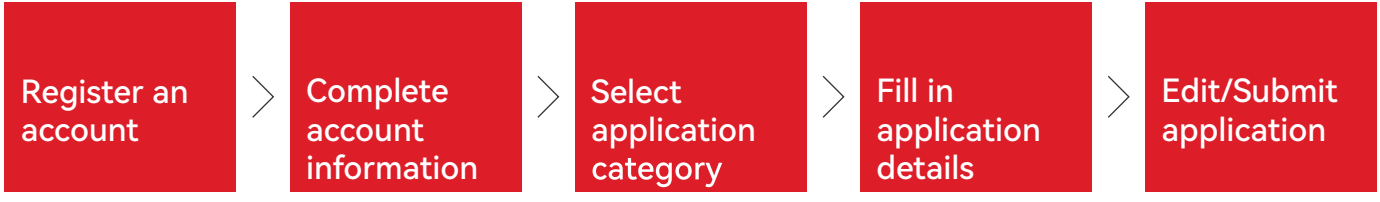
1. Registration Period

October 8, 2026 – December 12, 2026

2. Registration Portal

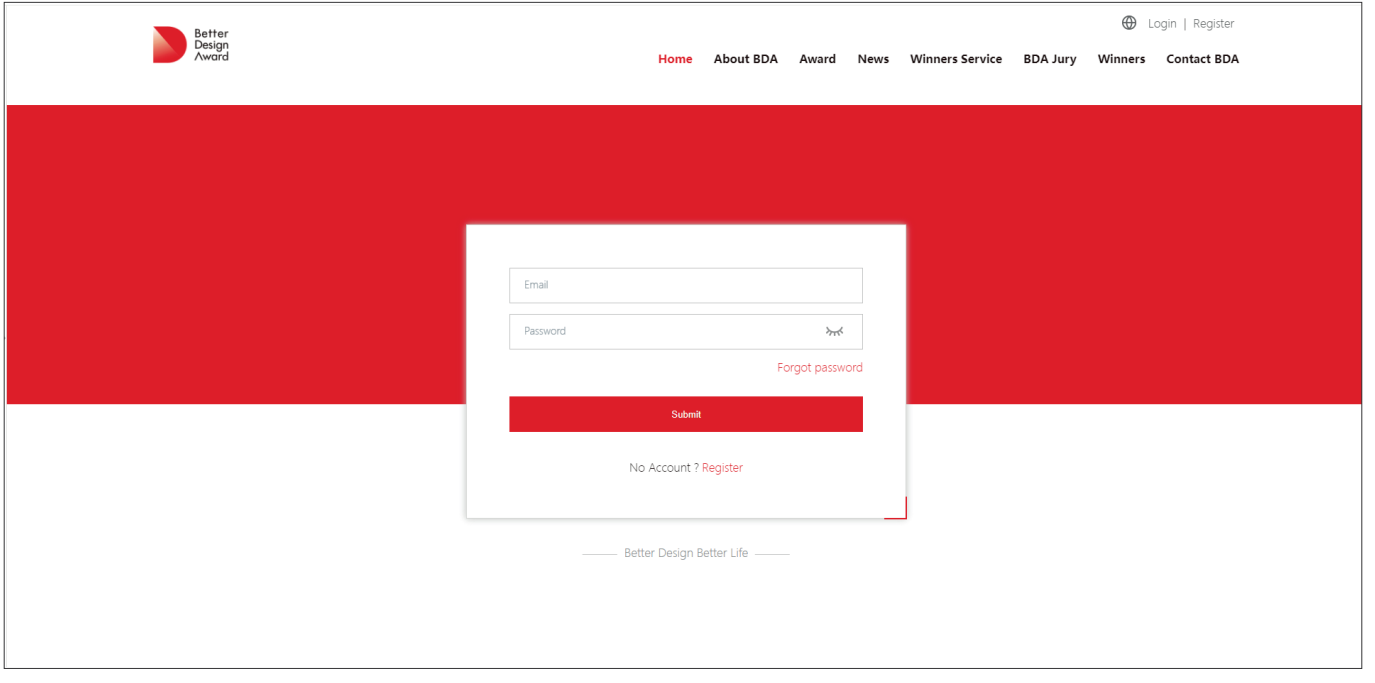
Please register via the website: **bit.ly/BDAAward**

3. Overview of Registration Steps



Step 1: Register an Account

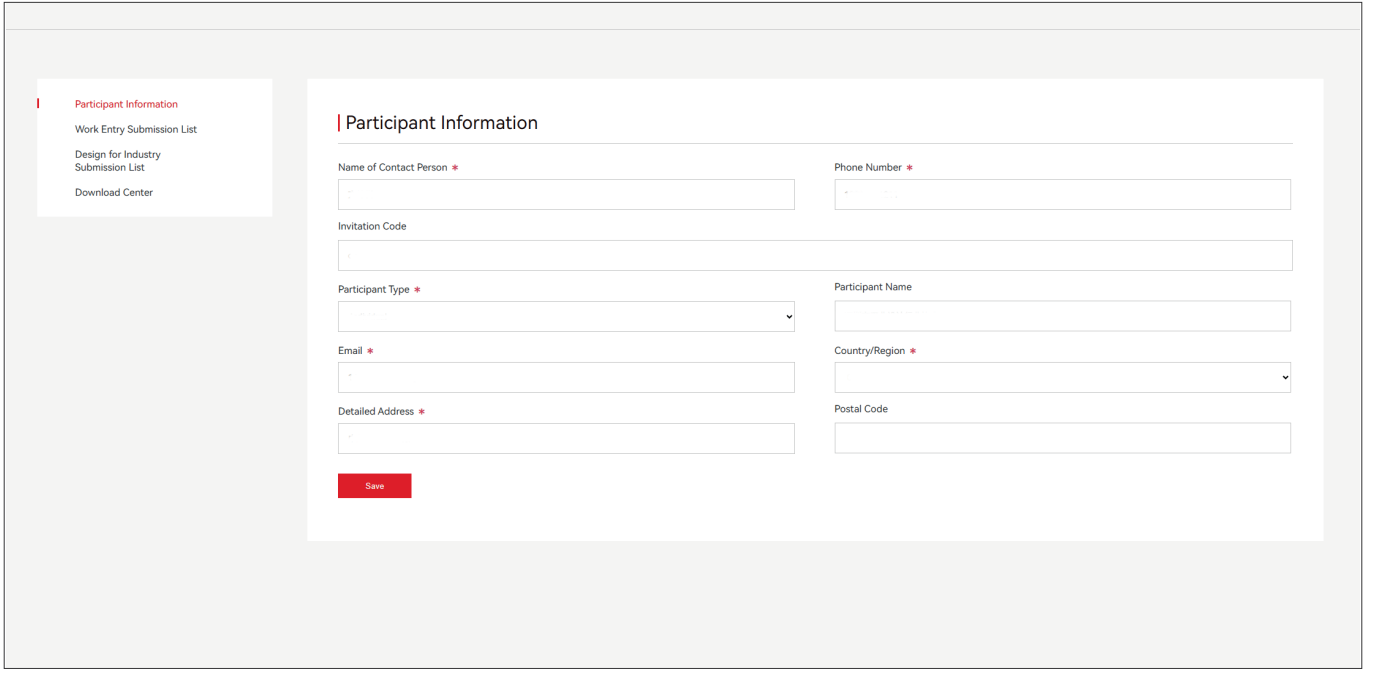
Go to the homepage of the BDA official website, find the registration entry, and enter the registration page. Register an account using your email and verification code.
If you already have an account, please log in with your existing credentials.



Step 2: Complete account information

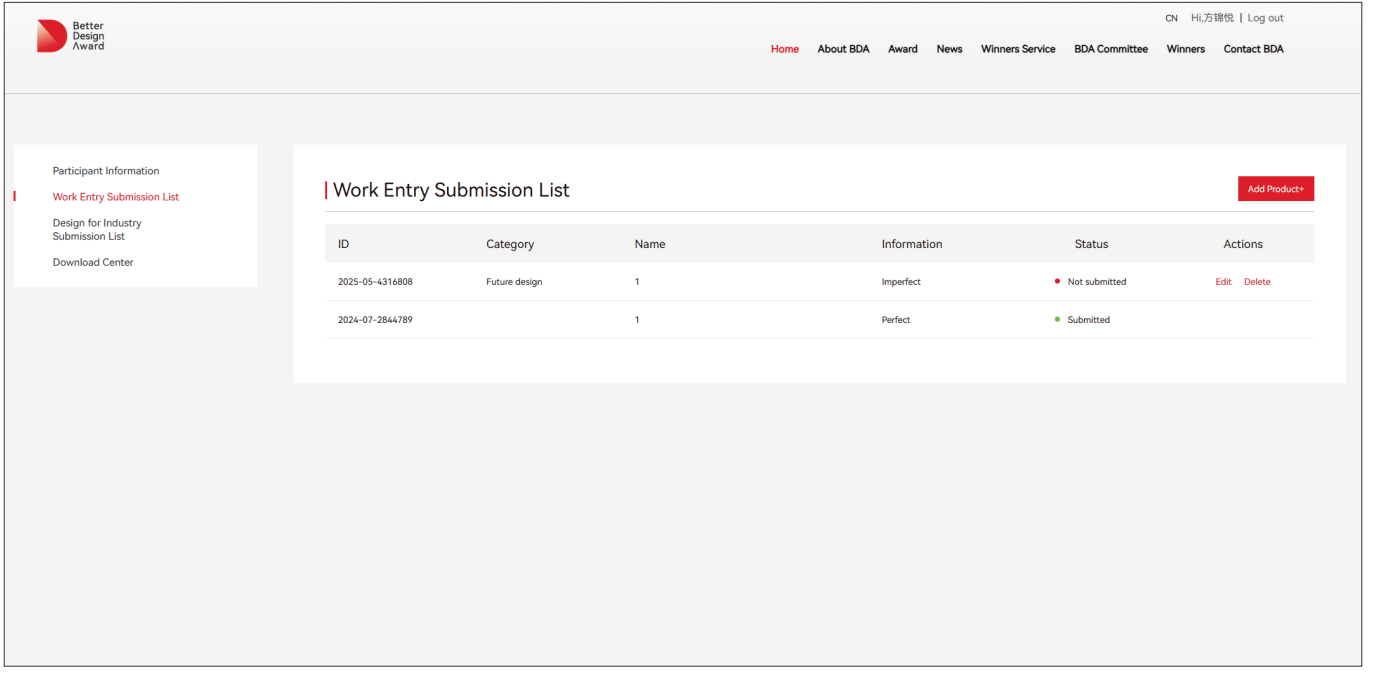
After successful registration, fill in the basic information of the applicant. If you have an invitation code, be sure to enter it.

If you have registered in previous years, it is recommended to enter the invitation code in the application form. The system will recognize the invitation code provided in the application page as the valid one.



Step 3: Select Application Category

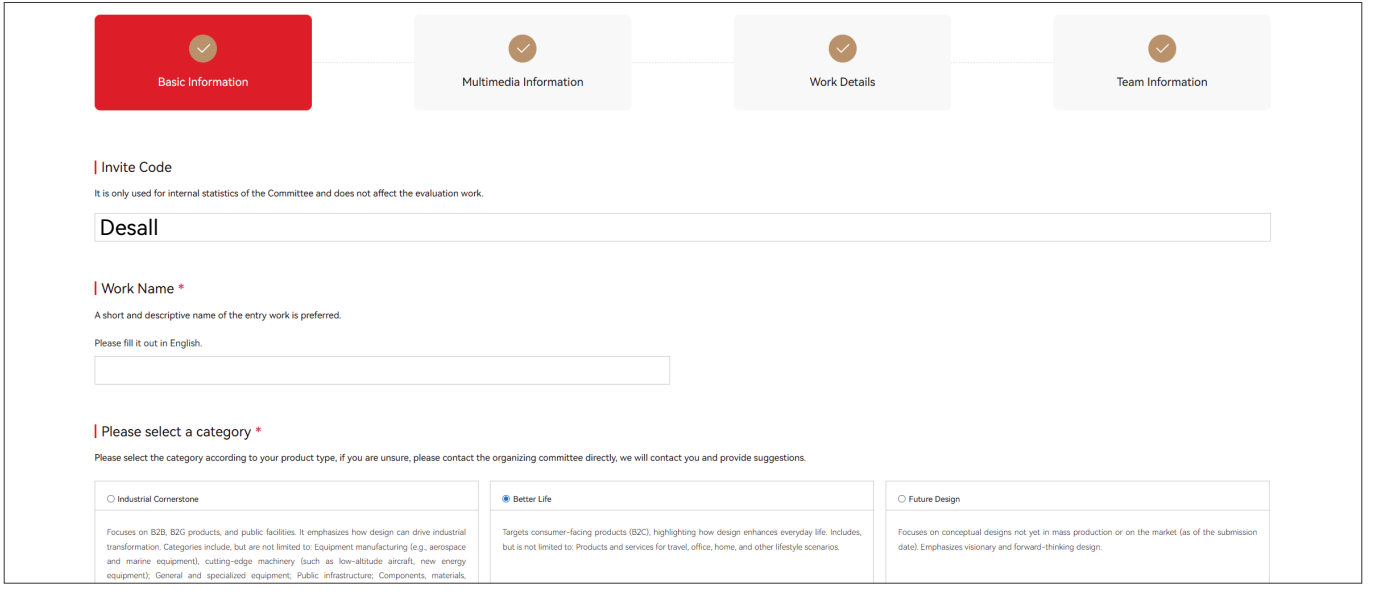
Once applicant information is completed, you will find two options on the left-hand menu:
Product Design Application List
Design for Industry Application List
Choose the appropriate category and start filling in the application materials.



Step 4: Fill in Application Details

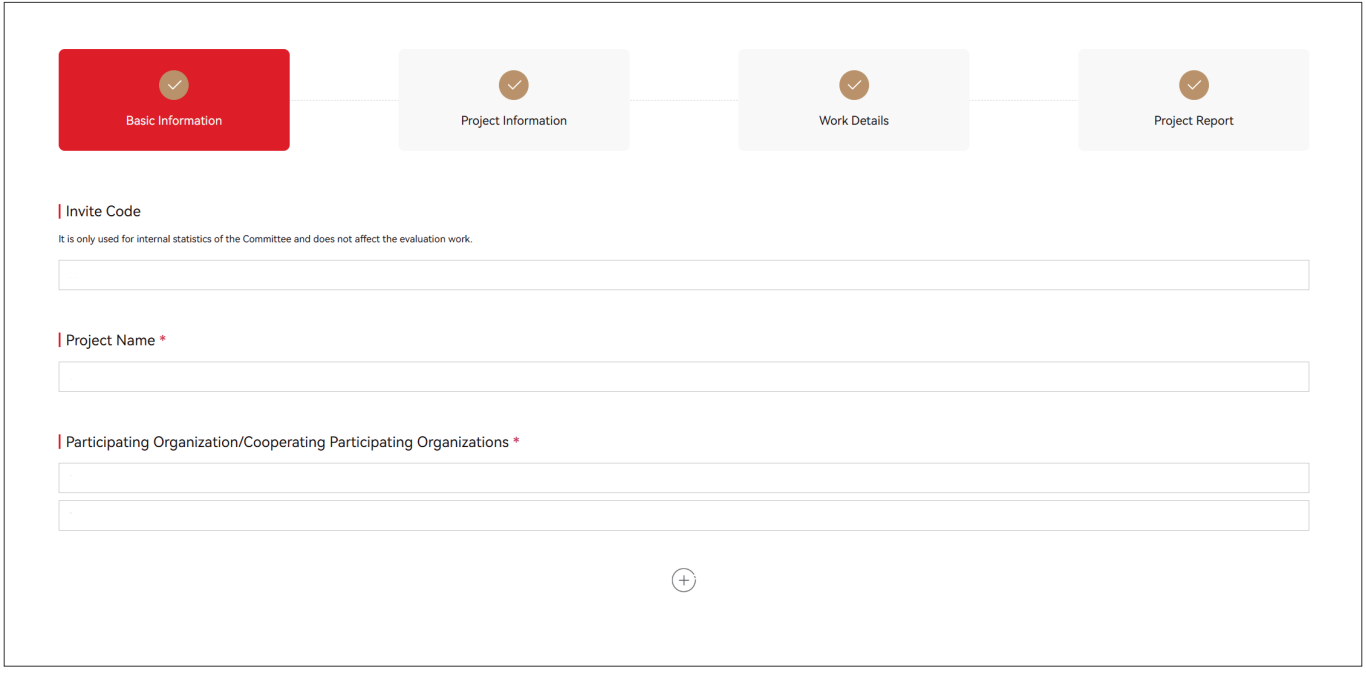
On the application page, complete all required fields marked with an asterisk (*) and save the form. Optional fields can be filled in according to your needs.

1.For Product Design applications, you'll need to submit: Basic information, Multimedia content, Product (or work) details, Team information



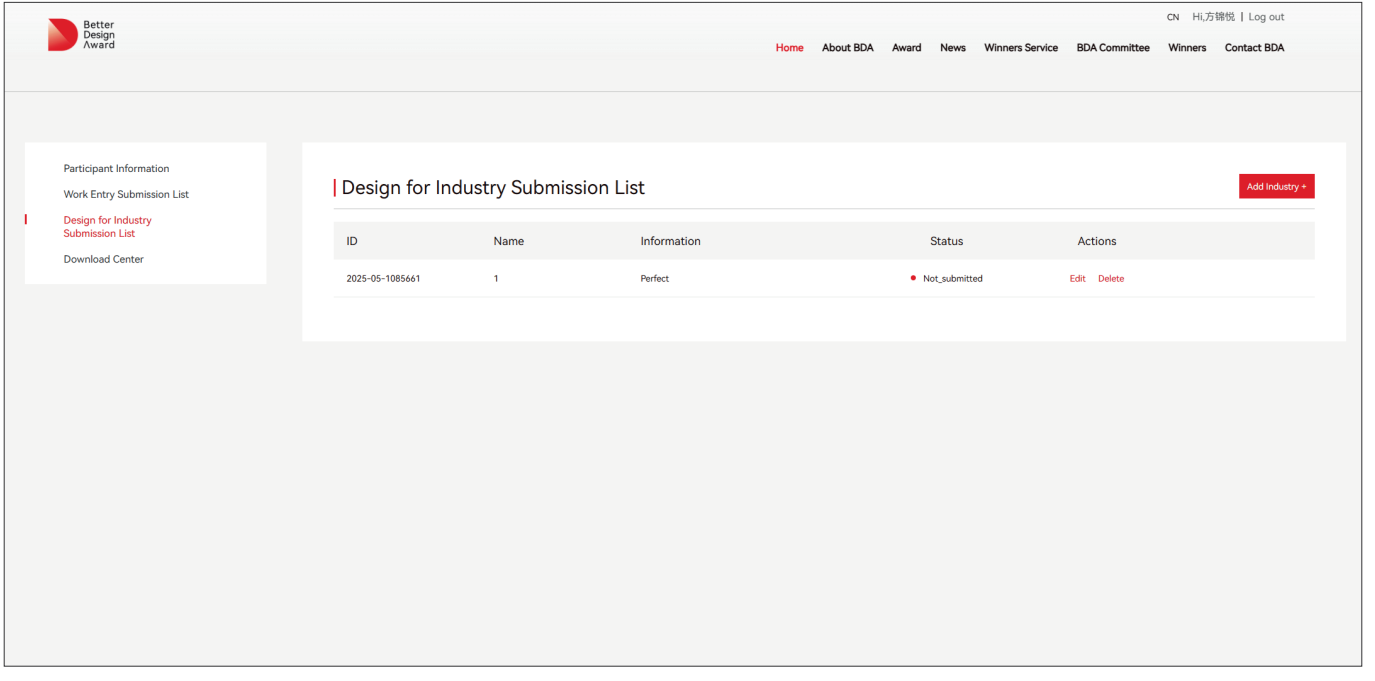
Step 4: Fill in Application Details

2. For Design for Industry applications, you'll need to submit: Basic information, Multimedia content, Project information, Project report



Step 5: Edit/Submit Application

Once submitted, the information cannot be modified. Please ensure all details are correct before submission.
If you save the form without submitting it, you can return to the list to edit it later.



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Registration Information Overview

1.Product Design Category Selection

***Basic Information**	1.*Product (Work) Name – in English 2.*Select Category (Three categories: Industrial Foundation, Better Life, Future Design)
Multimedia Information	1.*Product (Work) Display Images (At least 4 images): Must include the main image, detail images, and key design feature images. 1)Image Requirements: JPG/PNG format, RGB color mode, no larger than 3MB per image, 4:3 (1440×1080px) or 16:9 (1920×1080px) landscape orientation. 2)Image Naming: Product (Work) Name + Number (1, 2, 3, …), if providing a series of products, include all products in the series. 3)No text (such as titles or descriptions) should be placed in the images. 2.Product (Work) Display Video: MP4 format, less than 100MB, recommended resolution of 1280×720 (720p). Video length should not exceed 2 minutes, and must be free of subtitles or narration; background music is allowed. 3.*Design Description (English text: max. 1,000 characters.): What is the purpose of the product (work)? What problems does it solve? What benefits does it bring to the user? Why should the judges favor this entry? What sets it apart from similar products (works)? 4. Evaluation Criteria Description (English text: max. 1,000 characters.): Innovation Value 1) Demonstrates innovation by applying design thinking to integrate new technologies, processes, materials, etc. to solve problems. 2) Brings innovative experiences, functions, or other content through design. Sustainable Value 1)Promotes green production technologies and practices, guiding the entire industry towards a more eco-friendly and sustainable direction. 2)Has had a positive impact and set an example in terms of environmental protection and sustainability. Market Value 1)Uses design to reduce costs and improve efficiency, enhancing the competitiveness and productivity of the industry, and driving design industry development. 2)Provides new value to emerging industries, new business formats, and new commercial sectors through design. Social Impact 1)Makes significant contributions to humanitarian care, social and economic development, and the enhancement of ecological civilization. 2)Creates new lifestyles, aesthetic perceptions, new cultural values, and new value systems.
Product (Work) Details	1. *Industrial Foundation and Better Life Categories: Product development time, size, target audience, target market, and whether the product is on the market (if applicable, please provide the launch date). 2. *Future Design Category: Model/prototype size. 3. *Intellectual Property Materials (Intellectual Property Declaration). 4. Award history. 5. Confidentiality request.
Team Information	1. Affiliated Organization 2. Design Team 3. Participating Designers

2.Design for Industry Category Selection

***Basic Information**	1. Project Name – in English 2. Participating Organization / Cooperating Participating Organizations 3. Lead Designer (limit to 1 person): Name, Phone, Email
Multimedia Information	1.Display Images of the Design for Industry Project: Select 2–3 of the most successful products from the project, and upload no more than 5 images. 1)Image Requirements: JPG/PNG format, RGB color mode, no larger than 3MB per image, 4:3 (1440×1080px) or 16:9 (1920×1080px) landscape orientation. 2)Image Naming: Product Name + Number (1, 2, 3, …). If providing a series of products, please include all products in the series. 3)No text (such as titles or descriptions) should be placed in the images. 2.Design for Industry Project Display Video: MP4 format, less than 100MB, recommended resolution of 1280×720 (720p). Video length should not exceed 2 minutes, and must be free of subtitles or narration; background music is allowed.
Project Information	1.Project Description (English text: max. 1,000 characters.) Describe the basic details of the project, including its highlights in promoting industry innovation and upgrades, what key problems it has solved, and what economic and social values it has created. 2.Intellectual Property Materials (if any).
***Project Report**	1.Report Format Requirements: A4 size, with a combination of text and images, in PDF format, in English. 2.Report Content Requirements: Include project name, project description, project goals, research methods, integration of research resources and team building, how design integrates with industry, how design leads technological development and business model innovation, how it drives transformation and upgrading of enterprises, industries, or regional economies, its practical application and specific benefits, and evaluations and recognition from various aspects.