



Better Design Award 2024

Award Description

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in partnership with **derall**

Award Description

1. 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. Participation

Manufacturing companies, design agencies, designers and colleges, individuals or teams from any country and region in the world are eligible to participate.

The participant must be the designer or the owner of the work (the owner of the relevant intellectual property rights), There should be no intellectual property disputes with others (no intellectual property disputes have occurred or all disputes have been properly handled).

Participation is free of charge. Submissions are open until 24:00, August 31, 2024 (Beijing time).

3. Awards

The Better Design Award offers a **total prize pool of 4.25 million Yuan** (approximately 546,000 EUR) and features **50 cash awards** to be distributed among the winners.

1° Award "BDA Grand Award": 1.5 million Yuan (approximately 192,000 EUR)

<p>1 winner</p>  <p>1 500 000 CNY/winner</p> <p>192 000 EUR/winner</p>	<p>1 winner</p>  <p>500 000 CNY/winner</p> <p>64 300 EUR/winner</p>	<p>5 winners</p>  <p>150 000 CNY/winner</p> <p>19 200 EUR/winner</p>	<p>3 winners</p>  <p>100 000 CNY/winner</p> <p>12 800 EUR/winner</p>	<p>24 winners</p>  <p>30 000 CNY/winner</p> <p>3 800 EUR/winner</p>
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**BDA Grand
Award**

**Concept
Grand Award**

**BDA Gold
Award**

**Design
Pioneer Award**

**Good Product
Design Award**

<p>6 winners</p>  <p>30 000 CNY/winner</p> <p>3 800 EUR/winner</p>	<p>10 winners</p>  <p>30 000 CNY/winner</p> <p>3 800 EUR/winner</p>
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**Good Concept
Design Award** **TOP10 Brands
Driven by Design**

4. Winners Benefit

1. Prize, Trophy and Certificate

Certificates will be provided to BDA nominees (participants who have passed the second 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. Preferential policies will be provided such as office space rent and tax for qualified design institutions. BAD will actively facilitate the Guangdong-Hong Kong-Macao GreaterBay Area talent introduction policies such as preferential personal income tax and free compulsory education for children of high-level design talents, etc.. For the enterprises (individuals) that have won BDA Grand Award, those who meet the conditions can enjoy the preferential policies Guangzhou and Shenzhen for industrial space or talent introduction.

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. welfare projects, communicate with young design talents, improve social influence, etc..

6. Social Honor

The products (works) and enterprises that have won the BDA awards will be announced publicly, and the qualified main designers will be recommended to participate in the evaluation of Guangdong Technical Expert, May 1st Labor Medal, March 8th Red-Banner Pacesetter 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.

5. Work Selection: Entry Groups



**PRODUCT
GROUP**

Product group entries must have been launched to the market within two years, the main designer or design team has the corresponding intellectual property rights and in line with the national industrial policy and relevant technology, standards and other related provisions.



**CONCEPT
GROUP**

The concept group entries must be original works of various inventions, novel designs and aesthetic designs that have not been sold or produced in the market, and have great innovations in function, structure, form, technology, materials and low-carbon. The launch to market time is not earlier than the final evaluation of this award.

6. Work Selection: Categories

Each entry, whether in the Product or Concept group, must belong to **one of the following three categories:**

1 The Pillars of a Great Power

Emphasis on design to empower industrial change.

Including but not limited to: equipment manufacturing (high-end equipments, 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 elds of products and services.

2 Good Life

Emphasis on design to create a better life

Including but not limited to: the new generation of electronic information products, modern light industrial textiles (clothing, daily chemicals, 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 elds products and services.

3 Future Design

Emphasize that design leads the future development

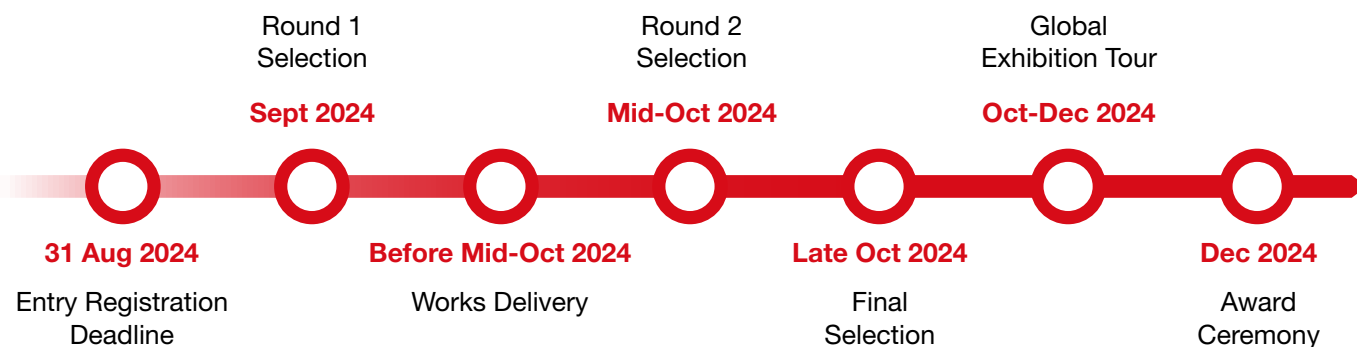
Including but not limited to: smart city (smart community, medical care, transportation, cultural tourism, etc.), urban public design, green ecology, future industry, social innovation and other elds of products and services.

7. Enterprise Selection

The enterprise group selects enterprises that have made outstanding achievements in business model, design innovation, design management, etc., or brands with growth and development potential driven by design.

8. Timeline

BDA will progress through a series of deadlines and events, as outlined in the timeline below:



9. 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 to form 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.

Selection of Works: innovation value, market value, sustainability, social impact.

Selection of Enterprises: founding team, design management, product innovation, brand influence, business value.

10. Apply Here: <https://bit.ly/BDAaward>

Application Process

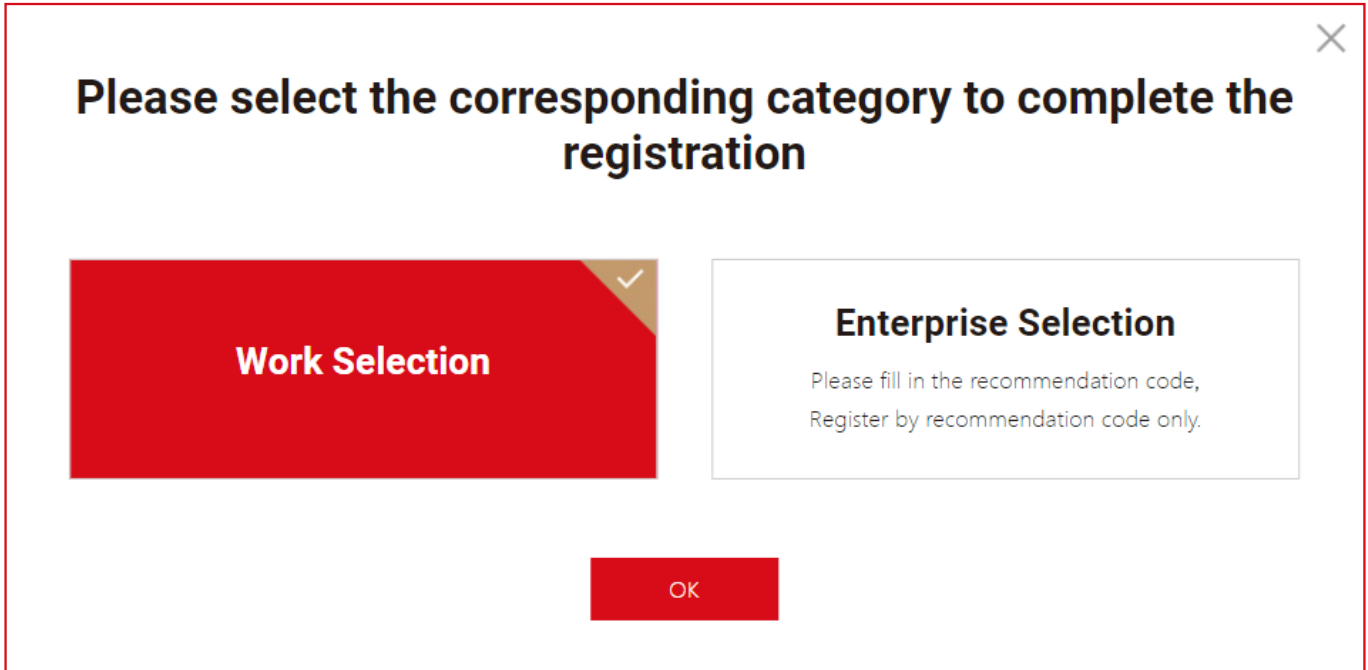


1. Register an account

Please visit <https://bit.ly/BDAaward>, click on “Register” button and enter the registration page. Enter your email address, then click the “Obtain verification code” button. Check your email and enter the verification code. Also, enter a password and accept the terms and conditions, then click the “Submit” button. Participants with existing accounts can instead use the “Login” button.

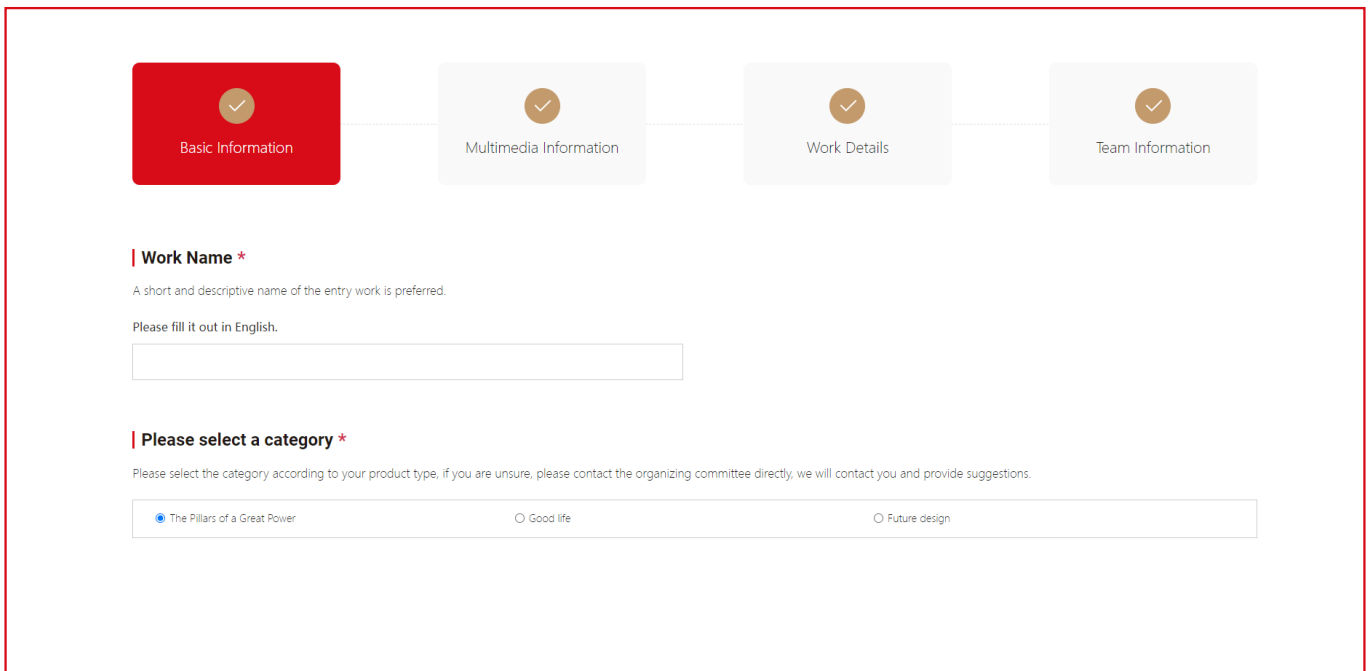
2. Complete the account information

After the successful registration of the account, you need to fill in the applicant’s personal information. Please ensure that the “Invitation code” field is filled in with “desall”.



3. Select a category

According to the registration conditions, select the corresponding category (to present a product or enterprise).



4a. Fill in the registration information (product)

After entering the application page, fill in all the mandatory information completely and save the info. The materials required for work registration include basic work information, multimedia information, work details, and team information.

The image shows a registration form with three main sections: Company Information, Brand Information, and Team Information. Each section is represented by a box with a checkmark icon. The Company Information section is highlighted in red. Below the sections, there are input fields for Company Name, Founding Time, and Country. The Company Name field has a note: "Please fill it out in English." The Founding Time field has a calendar icon, and the Country field has a dropdown arrow.

4b. Fill in the registration information (company)

The data required for enterprise registration include enterprise information, brand information and team information.

The image shows a form titled "Description of evaluation criteria". It contains four rows of text input fields, each with a specific criterion and a character count of 0/650. The criteria are: Design Innovation, Market Value, Sustainable Impact, and Social Influence. Each criterion has two sub-points. At the bottom of the form, there are three buttons: "Previous step", "Save", and "Top". A large red arrow points to the "Save" button.

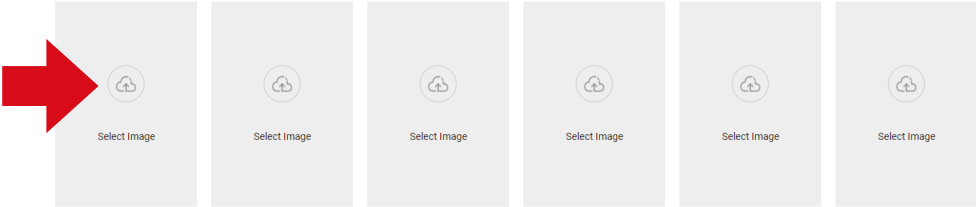
5. Click save

Click the "Save" button at the end of each section.

Basic Information **Multimedia Information** Work Details Team Information

Work Image *

- An upload of 4 images is mandatory. You can upload a maximum of 6 images in total. It is recommended that image 1 be the main picture, image 2 be the product detail picture, image 3 be the design focus picture, and image 4 be the actual use picture.
- File format: JPG/PNG; File size: max. 3MB; Color mode: RGB; Image scale: 4:3 or 16:9; If the entry is a series of products, the picture should cover all the products in the series. Please do not include any text in the picture, such as the title or description.
- Images will be used for: Non-public Evaluation; the BDA website; the winner's publicity campaign.



Work Display Video

- You can choose to upload video files, or upload videos to YouTube, Google Drive, Baidu Cloud Disk or other video platform links that can be accessed in China. If password is required, please enter the login data.
- The URL must be online and accessible from May 2024 until December 2024.
- no subtitles or voiceovers. Background music can be added
- Apps must be available for free download in app store.

6. Click on the logo

To upload images, click on the indicated logo.

Asia Europe North America South America Africa Australia/Oceania

Whether the product is launched on the market? *

Yes No (The pre-listing time shall not be later than the initial evaluation time of this year (September))

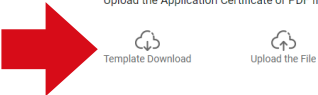
Time to Market:

Intellectual Property *

Applied (Upload Patent Application) In the process of application (application proof or upload the Intellectual Property Declaration) Not Applied Yes (Upload Intellectual Property Statement)

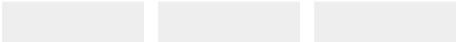
Intellectual Property Certificate Material/Intellectual Property Declaration *

Upload the Application Certificate or PDF file of Intellectual Property Declaration Form of BDA Entry, with the size less than 5M.



Honor and Award

Upload the electronic documents of each award certificate as proof materials (1-3 award certificate(s), JPG format, no more than 3M per picture).



7. Intellectual Property

If your product has not yet received an Intellectual Property Declaration, download the template and fill it out as suggested in the following pages.

Owner *

Work Owner: Desall | Country/Region: Italy

Designer *

Work Designer: Desall | Country/Region: Italy

Other Designers *

Please fill in the names of the 5 designers at most according to their contribution to the project. If awarded, the names will appear on the certificate in this order.

Designer1

Name: Test | Phone Number: 04221626915 | Email: mail@mail.com | Position: Test

Buttons: Previous step, Save, Submit

8. Click save

Once all sections are completed, in the last section click the “Save” button if you want to save for later editing, or “Submit” to submit the application without further modifications.

Work Entry Submission List Add Product+

ID	Group	Name	Information	Status	Actions
2024-05-4881125	Product Group	test	Perfect	Submitted	
2024-05-2151680	Concept Group	111	Perfect	Submitted	
2024-05-2911564	Concept Group	test	Perfect	Submitted	
2024-05-1464945	Product Group	1	Perfect	Submitted	
2024-05-6433163	Product Group	1	Imperfect	Not submitted	Edit Delete

9. Edit/submit registration

Verify that your submission has been received from the “Work Entry Submission List” section. Saved submissions can be re-edited in the entry list (“edit” button). Please make sure that all the information is correct. Once the information is submitted, it cannot be modified.

How to compile the Intellectual Property Agreement (Intellectual Property Statement of the 1st Better Design Award Entry)

The Intellectual Property Statement of the 1st Better Design Award (BDA) Entry

The entrant [John Doe] declares that the entry for the 1st Better Design Award (BDA) (entry ID: 2024-06-9702973, entry name: Project's Name) is completed independently (jointly) by John Doe, hereby [John Doe] (jointly) own(s) complete intellectual property rights for this entry.

[John Doe] (unanimously) agrees that the entrant will submit the above-mentioned entry to participate in the evaluation of the Better Design Award (BDA), agrees that the event organizer, the undertaker or a third party entrusted will broadcast, screen, exhibit and print the entry via media based on non-commercial purposes such as publicity, promotion and exhibition, etc., accepts and recognizes that the entrant has the right to participate in the Better Design Award (BDA) evaluation and may receive awards and prizes, and will not raise any objections.

The entrant promises to fill in the entry form accurately and truthfully and take legal responsibility for the contents filled in. If any intellectual property disputes occur in the entry, the entrant will bear full legal responsibilities, hereby declare.

Entrant (signature/stamp): John Doe
Date: 2024-06-18

Other entry right-holder (signature/stamp): John Doe
Date: 2024-06-18

Individual person

The Intellectual Property Statement of the 1st Better Design Award (BDA) Entry

The entrant [John Doe] declares that the entry for the 1st Better Design Award (BDA) (entry ID: 2024-06-9702973, entry name: Project's Name) is completed independently (jointly) by John Doe, Jane Doe, hereby [John Doe, Jane Doe] (jointly) own(s) complete intellectual property rights for this entry.

[John Doe, Jane Doe] (unanimously) agrees that the entrant will submit the above-mentioned entry to participate in the evaluation of the Better Design Award (BDA), agrees that the event organizer, the undertaker or a third party entrusted will broadcast, screen, exhibit and print the entry via media based on non-commercial purposes such as publicity, promotion and exhibition, etc., accepts and recognizes that the entrant has the right to participate in the Better Design Award (BDA) evaluation and may receive awards and prizes, and will not raise any objections.

The entrant promises to fill in the entry form accurately and truthfully and take legal responsibility for the contents filled in. If any intellectual property disputes occur in the entry, the entrant will bear full legal responsibilities, hereby declare.

Entrant (signature/stamp): John Doe
Date: 2024-06-18

Other entry right-holder (signature/stamp): Jane Doe
Date: 2024-06-18

Multiple individuals

The Intellectual Property Statement of the 1st Better Design Award (BDA) Entry

The entrant [Company1] declares that the entry for the 1st Better Design Award (BDA) (entry ID: 2024-06-9702973, entry name: Project's Name) is completed independently (jointly) by Company1, hereby [Company1] (jointly) own(s) complete intellectual property rights for this entry.

[Company1] (unanimously) agrees that the entrant will submit the above-mentioned entry to participate in the evaluation of the Better Design Award (BDA), agrees that the event organizer, the undertaker or a third party entrusted will broadcast, screen, exhibit and print the entry via media based on non-commercial purposes such as publicity, promotion and exhibition, etc., accepts and recognizes that the entrant has the right to participate in the Better Design Award (BDA) evaluation and may receive awards and prizes, and will not raise any objections.

The entrant promises to fill in the entry form accurately and truthfully and take legal responsibility for the contents filled in. If any intellectual property disputes occur in the entry, the entrant will bear full legal responsibilities, hereby declare.

Entrant (signature/stamp): Company1
Date: 2024-06-18

Other entry right-holder (signature/stamp): Company1
Date: 2024-06-18

Single company

The Intellectual Property Statement of the 1st Better Design Award (BDA) Entry

The entrant [Company1] declares that the entry for the 1st Better Design Award (BDA) (entry ID: 2024-06-9702973, entry name: Project's Name) is completed independently (jointly) by Company1, Company2, hereby [Company1, Company2] (jointly) own(s) complete intellectual property rights for this entry.

[Company1, Company2] (unanimously) agrees that the entrant will submit the above-mentioned entry to participate in the evaluation of the Better Design Award (BDA), agrees that the event organizer, the undertaker or a third party entrusted will broadcast, screen, exhibit and print the entry via media based on non-commercial purposes such as publicity, promotion and exhibition, etc., accepts and recognizes that the entrant has the right to participate in the Better Design Award (BDA) evaluation and may receive awards and prizes, and will not raise any objections.

The entrant promises to fill in the entry form accurately and truthfully and take legal responsibility for the contents filled in. If any intellectual property disputes occur in the entry, the entrant will bear full legal responsibilities, hereby declare.

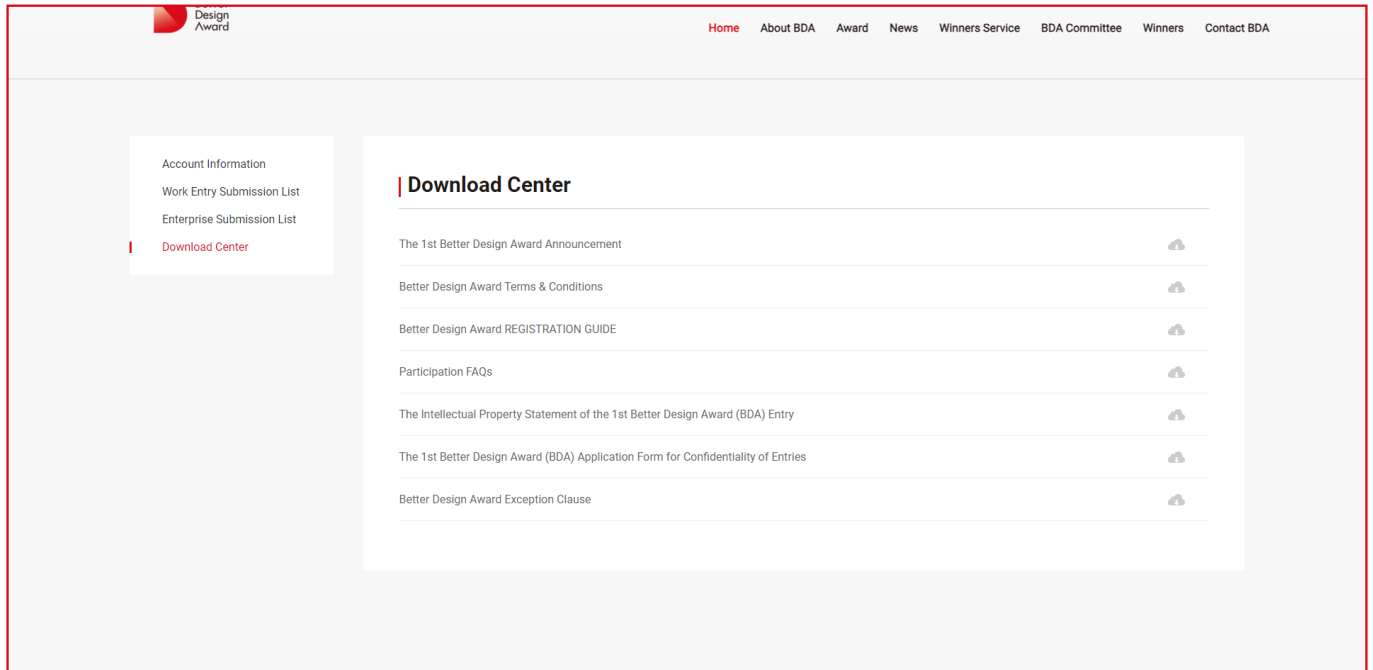
Entrant (signature/stamp): Company1
Date: 2024-06-18

Other entry right-holder (signature/stamp): Company2
Date: 2024-06-18

Multiple companies

Staying Informed: Official Updates and Important Participation Details

We encourage you to regularly check <https://bit.ly/BDAaward> for any changes to the timeline. In addition to this introductory guide, carefully read the supplementary documents, where you'll find all the relevant details regarding participation and evaluation stages.



Apply Here:

<https://bit.ly/BDAaward>