

BDA Announcement

ABOUT

BETTER DESIGN AWARD

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.

CATEGORIES

Better Design Award (BDA) sets two major categories: WORKS and BRANDS

WORK SELECTION

Work selection includes product group and concept group. Set three categories: The pillars of a great power, good life, and future design.

A. THE PILLARS OF A GREAT POWER

Emphasis on design to empower industrial change.

Including but not limited to: equipment manufacturing (high-end types of 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. Emphasis on design to empower industrial change.

B. 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 fields products and services.

C. 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.

BRAND SELECTION

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

AWARD SETTING

The total prize pool is RMB 4.25 million Yuan.

CATEGORY		AWARDS
Work Selection	Product Category	1 BDA Grand Award, Prize RMB 1,500,000 Yuan 5 BDA Gold Awards, Prize RMB 150,000 Yuan respectively 24 Good Product Design Awards, Prize RMB 30,000 Yuan respectively
	Concept Category	1 Concept Grand Award, Prize RMB 500,000 Yuan 3 Design Pioneer Awards, Prize RMB 100,000 Yuan respectively 6 Good Concept Design Awards, Prize RMB 30,000 Yuan respectively
Brand Selection	TOP10 Brands Driven by Design, Prize RMB 30,000 Yuan respectively	

PARTICIPANTS

For manufacturing companies, design agencies, designers and colleges, individuals or teams all over the world.

Registration Requirements

1. 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.
2. 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.
3. One entry cannot apply to the product group and concept group at the same time.
4. The work submitted by the participant 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 handled).
5. For works that are applying for relevant intellectual property certificates but have not been authorized, participants need to submit relevant proof at the time of registration.

Way of Participation

SELECTION OF WORK: by social selection and nomination.

BRAND SELECTION: Candidate brand nomination. The nominees identified by the Organizing Committee will recommend the qualified candidates.

BRAND SELECTION

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

REGISTRATION

All participants should register on the official website of the Better Design Award (BDA) (<http://bdaward.com/en/?coc=future>).

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.

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.

CATEGORY	STANDARDS
Selection of Works	innovation value, market value, sustainability, social impact
Selection of BRANDS	founding team, design management, product innovation, brand influence, business value

DATES FOR THE BETTER DESIGN AWARD 2024

CONTENTS	DATES
Entry Registration	May to August, 2024
Round 1 Selection	September, 2024
Works Delivery	Before Mid-October, 2024
Round 2 Selection	Mid-October, 2024
Final Selection	Late October, 2024
Global Exhibition Tour	October-December, 2024
Award Ceremony	December, 2024

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

Winners service

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.

a. Prize, Trophy and Certificate

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

b. 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.

c. 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 preferential policies in Guangzhou and Shenzhen for industrial space or talent introduction.

d. Online and Offline Distribution Channel Support

BDA will provide in-depth support from 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.

e. 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.

f. Social Honor

The works and brands that have won the BDA awards (excluding the nomination award) 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.

g. 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.

h. 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.

i. Industrial Experts Exchange

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

J. 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.

HOSTED BY

China Media Group Guangdong Headquarters
Shenzhen Industrial Design Profession Association

Organizing Committee of Better Design Award

Website: www.bdaward.com

Tel: 0755-83205121

Whatsapp: +86 13923847144

Email: service.en@bdaward.com

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