

DESIGN FOR A BETTER WORLD AWARD - 2024 Edition

I - PURPOSE OF THE REGULATION

The purpose of this Regulation is to establish the general rules regarding the conditions for participation, registration, payment methods, delivery of material, evaluation criteria, categories, among others, which will govern this award.

Participation in this award is intended for individuals, private, public, and mixed capital companies, civil society organizations, and startups that take into account the construction of a better world.

II - AWARD

The DESIGN FOR A BETTER WORLD AWARD – DFBW Award is a Positive Impact award for all professional areas that encompass projects, solutions, and initiatives with the purpose of improving the world, generating connections, and amplifying the voices of individuals, institutions, and companies seeking recognition and visibility, using various aspects of design as tools for a better world.

III - GENERAL CONDITIONS FOR PARTICIPATION AND REGISTRATION

Any individual or legal entity that meets the objectives of this award and fits into one of the proposed areas of operation may apply for the **DESIGN FOR A BETTER WORLD AWARD 2024**.

The submitted solutions will be the sole responsibility of the legal representative(s) of the company(ies) or individual, who must mention the participation of other people, partners, and suppliers directly involved in its execution, both in the content of the project and in the specific fields of the Registration Form, if applicable.

The registered projects must point out **design, innovation, and the positive impact** being developed and used in a project that brings improvements to the world.

Registrations will be conducted online only, **from May 6 to September 8, 2024**, until 12:00 AM (Brasília time), on the Award's website, by completing the Registration Form in its entirety, the template of which is available on the website: www.dfbwaward.com

Registration implies the prior and full agreement of the participants with the rules of this Regulation, and the authorization for publication and dissemination of the winners by Centro Brasil Design.

Companies and individuals may submit as many projects as they wish, but each project will be considered a new registration. It is possible to submit lines and series as a single registration. Doubts should be clarified with the Centro Brasil Design team.

IV - DATES AND FEES

1. Schedule and Fees

Registration Dates	Action
May 6 to June 16	Early Bird – BRL 270.00
June 17 to July 26	Regular – BRL 350.00
July 27 to September 8	Deadline – BRL 420.00

Other Stages	Action
October	Jury
October 29 to 31	*Announcement of results
November 28	Award Ceremony
November	Jury feedback
December	Announcement of the Award Winners

**The jury's results will be communicated via the email provided in the Registration Form.*

2. Payment Methods

Payments can be made via credit card, pix, or bank slip at the time of registration, through the system.

Registrations will only be released for judgment after confirmation, by the financial department of Centro Brasil Design, of said payment being made and received.

3. Non-refund of registration fee(s)

The amounts related to registrations made and paid will not be refunded to participants.

V - CATEGORIES

- 1. PRODUCT, SERVICE, AND PACKAGING DESIGN:** products; service design; packaging; fashion; social design; inclusive design; exhibition design; points of sale; design management; DIY (Do It Yourself); vernacular design; craftsmanship; food design; among others.
- 2. GRAPHIC DESIGN, DIGITAL DESIGN, UX, UI, AND COMMUNICATION:** visual identity; posters; illustrations; editorial projects; branding; signage; typography; apps; User Experience – UX; User Interface – UI; games; animations; websites; metaverse; advertising campaigns; campaign videos and animations; hot sites; digital marketing; among others.
- 3. ARCHITECTURE AND CITIES:** architectural projects for buildings; public buildings; workspaces; green buildings; residences; commercial and entertainment spaces; stands; green areas; landscaping projects; interior design; planned neighborhoods; appropriate use of land, water, and energy; correct waste disposal; nature-based solutions; valuing green; sustainable urban planning; urban mobility; economic development; resilient cities; creative cities; smart cities; among others.
- 4. CONCEPT:** projects by professionals or students that are not yet on the market and have a test or prototype nature, in the categories of Product, Service, and Packaging Design; Graphic Design, Digital Design, UX, UI, and Communication; Architecture and Cities.

VII - BENEFITS

The DFBW Award 2024 offers numerous benefits for the award winners:

- Jury feedback for all participants;
- Use of the Design for a Better World Award Seal;
- Visibility through project promotion;
- Bilingual e-book featuring all winners;
- Award Ceremony;
- Participation in the iF Design Award 2025 without the registration fee;
- Nomination to participate in lectures, events, and talk shows;
- Discount on consulting services provided by Centro Brasil Design;
- Participation in a network of design projects for a better world;
- Connection with Centro Brasil Design's network of national and international partners.

VIII - REGISTRATION

There are three steps for registration in the DFBW Award 2024:

1. Pre-registration in the system (name and personal data);
2. Purchase of credits;
3. Completion of the Registration Form for the project(s).

Registration Form Data:

*CATEGORY (choose from the 4 options):

- Product, Service, and Packaging Design;
- Graphic Design, Digital Design, UX/UI, and Communication;
- Architecture and Cities;
- Concept.

*Project Name:

*Project Participants:

*Project Description (650 characters):

Project website link (if any).

*Defend your project from the DESIGN Criteria perspective (800 characters):

*Defend your project from the INNOVATION Criteria perspective (800 characters):

*Defend your project from the IMPACT Criteria perspective (800 characters):

*Is the solution on the market? () Yes () No () In the implementation phase.

*IMAGE UPLOAD: (5MB): *Upload up to 4 representative images of the project.*

VIDEO: *Insert the link to a video of up to 2 minutes about the project.*

All items marked with (*) are mandatory.

IX - SELECTION CRITERIA

The projects submitted to the DFBW Award 2024 will be evaluated according to three verticals: DESIGN, INNOVATION, and IMPACT. For each category, there are specific criteria.

Projects will be scored individually, with the greatest weight given to the IMPACT item. DESIGN and INNOVATION weight 1, and IMPACT weights 3.

The criteria according to category are as follows:

CATEGORY: PRODUCT, SERVICE, AND PACKAGING DESIGN

DESIGN

- a) **Aesthetics:** aspects or characteristics, ability to attract attention, language, and ability to add value.
- b) **Form and Function:** relevance, meeting needs, ergonomics, accessibility, inclusiveness, universal design, ease of use, functionality, user interaction, customization, usage options, exchangeability, etc. In the case of a product line or series, the aesthetic coherence of the line will be evaluated.
- c) **Context of Use and Experience:** analyze the cultural, economic, and environmental context to which it applies and the experience the project provides for the user.

IMPACT

- a) **Materials and Processes:** use of materials with lower impact, use of locally processed materials, efforts to use mono-materials or facilitate disassembly for recycling, safe materials, weight reduction, use of production processes that save resources such as energy, water, and time, selection of product origin (recycling, refurbishment, reuse, etc.), CO2 reduction, climate-neutral production, and suppliers aligned with company policy and objectives.
- b) **Use, Consumption, and Logistics:** maintenance and repair, recyclability, reuse, disposal, closed-loop lifecycle/circularity, obsolescence, time on the market, durability, practice or encouragement of conscious consumption, reverse logistics, shipping and delivery methods, importance of regionalism, and packaging.
- c) **Social Impact:** working conditions with adequate humanization and safety, fair prices, attention to safety regulations in production processes, interaction with the local community, contribution to the surrounding area where it is produced, legacy, and inclusion.

INNOVATION

- a) **Differentiation and Originality:** level of differentiation presented by the project; degree of elaboration and complexity; level of innovation.
- b) **Viability:** viability from an economic and environmental standpoint; environmental respect; product in the market and competitiveness.
- c) **Problem-Solving Degree:** addresses relevant problems; provides important solutions; meets presented needs.

CATEGORY: GRAPHIC DESIGN, DIGITAL DESIGN, UX/UI, AND COMMUNICATION

DESIGN

- a) **Aesthetics:** aspects or characteristics, ability to attract attention, language, and ability to add value.
- b) **Form and Function:** relevance, meeting needs, ergonomics, accessibility, inclusiveness, universal design, interface, ease of use, functionality, user interaction, customization, etc.
- c) **Context of Use and Experience:** analyze the cultural, economic, and environmental context to which it applies and the experience the project provides for the user. Degree of problem solving.

IMPACT

- a) **Scope:** consider the potential scope of the project, accessibility, inclusiveness, access, and democratization.
- b) **Materials and Processes:** alternative solutions through digital and/or lower impact processes; cleaner processes; non-toxicity; CO2 reduction. Use of less impactful, recycled, and/or recyclable materials.
- c) **Social Impact:** working conditions with adequate humanization and safety; interaction and contribution to the local community; legacy; job and income generation; inclusiveness; equity, and fair prices.

INNOVATION

- a) **Differentiation and Originality:** level of differentiation presented by the project; degree of elaboration and complexity; level of innovation.
- b) **Viability:** viability from an economic and environmental standpoint; environmental respect; product in the market and competitiveness.
- c) **Problem-Solving Degree:** addresses relevant problems; provides important solutions; meets presented needs.

CATEGORY: ARCHITECTURE AND CITIES

DESIGN

- a) **Aesthetics:** aspects or characteristics, ability to attract attention, language, and ability to add value.
- b) **Form and Function:** relevance, meeting needs, ergonomics, accessibility, inclusiveness, universal design, interface, ease of use, functionality, user interaction, customization, etc.
- c) **Context of Use and Experience:** analyze the cultural, economic, and environmental context to which it applies and the experience the project provides for the user. Degree of problem solving.

IMPACT

- a) **Scope:** consider the potential scope of the project, accessibility, inclusiveness, access, democratization, and smart solutions.
- b) **Materials and Processes:** use of materials with lower impact; use of locally processed materials; safe materials; use of cleaner processes that save resources such as energy, water, and time; CO2 reduction; climate-neutral production; recyclability, reuse, disposal, and retrofit.
- c) **Social Impact:** working conditions with adequate humanization and safety; interaction and contribution to the local community; legacy; job and income generation; inclusiveness; equity, and fair prices.

INNOVATION

- a) **Differentiation and Originality:** level of differentiation presented by the project; degree of elaboration and complexity; level of innovation.
- b) **Viability:** viability from an economic and environmental standpoint; environmental respect; product in the market and competitiveness.
- c) **Problem-Solving Degree:** addresses relevant problems; provides important solutions; meets presented needs.

In the case of the CONCEPT category, the project will be evaluated based on the criteria corresponding to the category in which it was submitted. If it is a CONCEPT project – in the field of Architecture and Cities, it must meet these criteria; if it is a CONCEPT project – in the field of Product, Service, and Packaging Design, it must meet the respective criteria; and if it is a CONCEPT – project in the field of Graphic Design, Digital Design, UX, UI, or Communication, it must meet the equivalent criteria.

X - JURY

The Judging Committee will consist of professionals recognized in their fields of expertise, and it shall have full authority regarding matters related to the award, with no appeal or objection against its decisions. The project evaluation process will be conducted online and will follow the criteria established in this Regulation and the Guidance Manual for the Jury. Judges may not adjudicate categories in which they have works registered.

If necessary, the Judging Committee, through Centro Brasil Design, may request additional information about the projects under analysis, as well as any evidence of the data presented.

The projects made available to the members of the Judging Committee may not be copied, printed, or disclosed by any means, in order to preserve their confidentiality.

The names of all judges will be disclosed in advance on the official website of the Award www.dfbwaward.com before the start date of the judging process, to ensure greater transparency in the award.

No appeal shall be made against the decisions of the judges, as their decisions are final.

XI - DISQUALIFICATION OF PROJECTS

Situations that may lead to disqualification of registered works include:

- a) Non-payment of the registration fee;
- b) Submission of materials that do not comply with the format and structure established in item VIII of this Regulation;
- c) Submission or posting of materials after the established deadline;
- d) Any communication made before or during the judging process and/or announcement of results between the judges and competing companies;
- e) Suspicions of unethical conduct practiced by the competing company or in the preparation of the project;
- f) Failure to meet the objectives of the **AWARD**;
- g) Violation of legal provisions.

In the event of project disqualification, no appeal shall be made by the participant, in accordance with the terms of this Regulation.

XII - AWARD WINNERS

Those who receive the highest scores per Category will be considered AWARD WINNERS.

The jury will select the award winners based on the pre-established criteria in this regulation and the information submitted in the Registration Form. The projects will be evaluated by professionals who are experts in their respective fields.

The award winners will have the right to use the **DFBW Award 2024** seal in all their communication materials, starting from the date of the award ceremony, for an indefinite period.

The award winners will be officially announced at the award ceremony to be held on November 28, where they will receive the CURUPIRA 2024 trophy.

The announcement of the award winners will be made shortly after the award ceremony, through the www.dfbwaward.com, platform, social media, as well as through the supporting media of the award.

XIII – GENERAL PROVISIONS

Participants in the award expressly declare that they are aware of the terms of this Regulation, with which they agree and express their explicit and unconditional consent.

Participants assume responsibility for the truthfulness and accuracy of the information contained in the Registration Form, the project content, and any additional documents provided, at any time.

Centro Brasil Design reserves the right to cancel this Award for reasons of force majeure or duly justified unforeseeable circumstances, to amend or annul it, in whole or in part, as well as to extend the deadlines set forth in this Regulation, giving due publicity to the acts performed.

Participants authorize the publication of the name and brand of the company and its client, the images provided in the Registration Form, and the title of the award-winning project, in media exclusively related to the promotion of the **DFBW Award 2024**.

Centro Brasil Design reserves the right to display the projects, both in Brazil and abroad, in courses, seminars, universities, communication schools, congresses, or any other event, and to exhibit, reproduce, distribute, use, or broadcast the referred images and testimonials, as well as the whole or part of the project, through any means of communication, including but not limited to the internet, websites, printed brochures, magazines, institutional videos, newspapers, television, among others, for any purpose, without any compensation being

owed to the winning company, in any capacity and at any time, but always in agreement between Centro Brasil Design and the awarded company or individual.

Participants who attend the award ceremony hereby authorize the capturing of their image through audiovisual and photographic recordings during the said ceremony, and such recordings may be used in any printed, internet, electronic, and television media, for the purpose of promoting the award.

CBD ensures that the information requested in the Registration Form will be used exclusively to formalize the participation of the participant(s) in the Award, and Centro Brasil Design undertakes to protect and safeguard such information, with the exception of being subject to disclose it to government agencies due to judicial proceedings, court order, or legal process, in accordance with current legislation (General Data Protection Law).

The award winners may use, for publicity purposes, the award seal in all their materials. The seal may not, under any circumstances, have its content, color, or format altered. Authorization will be required for the use of any other seal, trademark, name, or material owned by Centro Brasil Design.

This Regulation, its Categories, and Registration Form may be subject to modifications, always aiming at the smooth progress of the various stages and the integrity of the Award. In case of occurrence, Centro Brasil Design will promptly publish the changes on the official website of the award: www.dfbwaward.com.

Any doubts or situations not provided for in this Regulation will be judged by Centro Brasil Design, and its decisions will be final, with no possibility of appeal.

Omitted cases will be resolved in a meeting of the Centro Brasil Design Executive Board, after consulting with the Members of the Board of Directors.

Centro Brasil Design is not responsible for copyright issues related to the projects submitted, and it is exempt from any liabilities regarding copyright infringement of third parties, such as photographers, illustrators, among others. It is the sole responsibility of the authors to obtain authorization from their clients for the submission of the projects.

Applications posted outside the registration deadline will be disregarded, with the possibility of an extension of this deadline, according to the rules established in this Regulation.

Clarifications and other information regarding this Regulation may be requested via email: dfbwaward@cbd.org.br.

Curitiba, May 6, 2024.