

DESIGN FOR A BETTER WORLD AWARD - 2025 Edition

I - PURPOSE OF THE REGULATION

The purpose of this Regulation is to establish the general rules regarding the conditions for participation, submission, 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 prize aligned with the United Nations Sustainable Development Goals (SDGs), recognizing projects, solutions, and initiatives across all professional fields that aim to improve the world by fostering a more sustainable and equitable future. The DFBW Award creates connections and amplifies the voices of individuals, institutions, and businesses seeking recognition and visibility, leveraging the various facets of design as powerful tools for positive change.

III - GENERAL CONDITIONS FOR PARTICIPATION AND SUBMISSION

Any individual or legal entity that meets the objectives of this award and fits into one of the proposed categories may apply for the **DESIGN FOR A BETTER WORLD AWARD 2025**.

The submitted projects 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 implementation, in the specific fields of the Submission Form, if applicable.

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

Submissions will be conducted online only, **from May 5 to September 10, 2025**, until 12:00 AM (Brasília time), on the Award's website, by completing the Submission Form in its entirety, the template of which is available on the website: www.dfbwaward.com

Registration and submission imply 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 entry. It is possible to submit lines and series as a single entry. Doubts should be clarified with the Centro Brasil Design team dfbwaward@cbd.org.br

IV - DATES AND FEES

1. Schedule and Fees

Submission Dates	Entry Fee	Entry Fee (students with voucher)
May 5 to June 15	Early Bird – BRL 290.00	Early Bird – BRL 145.00
June 16 to July 27	Regular – BRL 390.00	Regular – BRL 195.00
July 28 to September 10	Deadline – BRL 490.00	Deadline – BRL 245.00

Other Stages	Action
October	Jury
October 29 to 31	*Announcement of results
November 27	Award Ceremony
November	Jury feedback
December	Announcement of the Award Winners

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

Participants can purchase submission credits and submit project information until the final submission date, September 10, 2025.

2. Payment Methods

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

Submissions 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 entry fee(s)

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

V - CATEGORIES

PRODUCT DESIGN

- FURNITURE AND DECOR: Furniture and accessories for residential or commercial use.

- **URBAN FURNITURE:** Elements and structures that shape urban spaces, such as benches, waste bins, streetlights, bus shelters, fountains, kiosks, bus stops, and other public amenities designed for community well-being.
- **HEALTH AND WELL-BEING:** Medical equipment, rehabilitation products, hospital supplies, massage devices, fitness equipment, and personal care accessories.
- **MACHINERY AND EQUIPMENT:** Tractors, buses, trucks, industrial equipment, and drones.
- **HOUSING AND LIGHTING EQUIPMENT:** Products designed to enhance residential spaces, including decorative accessories, home appliances, fixtures, sanitary ware, coatings, household utensils, and lighting solutions.
- **LEISURE AND ENTERTAINMENT:** Products and accessories for leisure and entertainment activities, such as games, sports equipment, camping gear, toys, books, gardening tools, playgrounds, and more.
- **MOBILITY:** Design of vehicles and transportation solutions, including bicycles, scooters, boats, motorcycles, and mobility-related accessories.
- **ANIMAL WELFARE:** Products and accessories designed to enhance animal welfare.
- **ELECTRONICS AND TECHNOLOGY:** Electronic products in general, audio and video equipment and accessories, mobile phones, computers, and more.
- **FOOTWEAR, CLOTHING, JEWELRY, AND ACCESSORIES:** Product design related to fashion, including clothing, accessories, footwear, jewelry, and bio-jewelry.
- **UX:** Projects focused on user experience, platforms, and services.
- **UI:** Interfaces for products and platforms that offer interactive solutions for users.
- **CONCEPT:** Product projects that explore new possibilities in design, technology, materials, and user experiences with a future-oriented and innovative approach. These projects can fit into any subcategory without the requirement of being commercially available.

SERVICE DESIGN

- **SERVICE DESIGN:** Projects that present service-oriented solutions, enhancing consumer experiences across various sectors, including financial services, transportation and logistics, healthcare, tourism, education, retail, and more.
- **PROGRAMS AND INITIATIVES:** Projects and initiatives aimed at improving the quality of life for a specific group, supporting communities, and promoting social responsibility.
- **METHODOLOGIES AND METHODS:** Development of tools and methodologies that leverage design thinking to solve complex problems.
- **CONCEPT:** Projects for service that explore new possibilities in design, technology, materials, and user experiences with a future-oriented and innovative approach. These projects can fit into any subcategory without the requirement of being commercially available.

PACKAGING

- Graphic, structural, and promotional design for packaging across various industries, including food, beverages, cosmetics, perfumery, wellness and healthcare, pharmaceuticals, consumer goods, industrial packaging, and more.
- **CONCEPT:** Packaging projects that explore new possibilities in design, technology, materials, and user experiences with a future-oriented and innovative approach. These projects can fit into any subcategory without the requirement of being commercially available.

GRAPHIC DESIGN

- **BRANDING:** Strategic management for building and positioning a brand—whether for a company, product, service, or the public sector—encompassing brand personality, verbal expression, purpose, values, differentiation, slogan, tone of voice, naming, and more.
- **COMMUNICATION / CAMPAIGNS:** Print and digital campaigns or materials, such as posters, advertisements, banners, direct marketing materials, mailers, promotional catalogs, brochures, leaflets, advertisements, point-of-sale (POS) materials, and more.
- **VISUAL IDENTITY:** A set of visual elements, including logos, typography, colors and materials, stationery, POS, websites, digital materials, and all materials essential for brand implementation and public engagement.
- **SIGNAGE:** Signage and wayfinding systems for public and private buildings, urban spaces, exhibition projects, and temporary or permanent installations.
- **PUBLICATIONS:** Digital or print materials, including books (technical, educational, instructional), catalogs, comic books, magazines, newspapers, periodicals, annual reports, and more.
- **CONCEPT:** Graphic Design projects that explore new possibilities in design, technology, materials, and user experiences with a future-oriented and innovative approach. These projects can fit into any subcategory without the requirement of being commercially available.

DIGITAL

- **VIDEOS AND ANIMATIONS:** Corporate, commercial, and promotional campaigns, including images, videos, animations, and digital presentations.
- **APPS, SOFTWARE, AND GAMES:** Solutions across various fields, including software and applications for city guides, e-government (e-gov), health tech, fintech, mobility, shopping, social media, and digital games.
- **WEBSITES AND PLATFORMS:** Websites, e-commerce, information and service platforms, observatories, and more.
- **UX:** Projects focused on user experience, platforms, and services.

- UI: Interface design for digital projects, platforms, websites, and applications, providing solutions that enhance user interaction.
- CONCEPT: Digital Design projects that explore new possibilities with a future-oriented and innovative approach. These projects can fit into any subcategory without the requirement of being commercially available.

ARCHITECTURE AND CITIES

- BUILDINGS: Design projects for private spaces such as buildings, houses, offices, condominiums, industries, hotels, and more.
- PUBLIC SPACES: Solutions for various public buildings, leisure areas, cultural spaces, schools, universities, gyms, hospitals, urban infrastructure, and more.
- URBAN EQUIPMENT: Public utility equipment that integrates urban spaces and serves the population, including traffic lights, bus stops, totems, charging stations, plazas, playgrounds, advertising structures, bike racks, and more.
- EXHIBITIONS / INSTALLATIONS: Temporary or permanent exhibitions and installations in public, private, and commercial spaces, such as stores, shopping malls, and museums.
- ENVIRONMENTAL DESIGN / SIGNAGE: Environmental design and signage projects for public and private spaces, including buildings, hospitals, museums, shopping malls, offices, hotels, trade fairs, and more.
- URBAN INTERVENTIONS: Initiatives aimed at improving shared spaces, including community-driven actions, public space enhancements, and collective projects led by private or public sectors.
- INTERIOR DESIGN: Interior design projects for public and private spaces, including homes, apartments, offices, stores, hotels, banks, cultural spaces, and more.
- CONCEPT: Architectural and Urban Planning projects that explore new possibilities with a future-oriented and innovative approach. These projects can fit into any subcategory without the requirement of being commercially available.

VII - BENEFITS

The DFBW Award 2025 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 2026 without the entry 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 a network of national and international partners of Centro Brasil Design.

VIII - SUBMISSION

There are three steps to enter the DFBW Award 2025:

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

Submission Form Data:

*CATEGORY (choose from the 6 options):

- Product Design;
- Service Design;
- Packaging;
- Graphic Design;
- Digital;
- Architecture and Cities.

*SUBCATEGORY

Select the most suitable subcategory for the project, as listed in item V. The subcategories are available in the submission form.

*Project Name:

*Person responsible for the entry:

- Contact email:
- Contact phone No.:

Company or Institution:

Designers, Creative Staff, or Architects:

*Project Description (650 characters):

Tip: Describe the project in technical terms, highlighting aspects that the jury cannot perceive through images or videos. If there are relevant numbers and data, you can include them here.

Project website link (if any).

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

Tip: Present technical information about the project, including construction and creative details, the unique aspects, and what makes the proposal stand out. Explain which needs of the target audience it addresses, the context in which it is situated, and the opportunity identified through the project.

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

Tip: Present the unique aspects of the project, what makes it stand out, what problem it solves, whether there are innovations in materials, processes, or technologies, and the impact it has on society, its economic feasibility, and more.

*Advocate your project from the SOCIOECONOMIC Criteria perspective (800 characters):

Tip: Present the positive impact generated by the proposal, highlighting its contribution to society, mention its potential reach, accessibility, and inclusivity, and whether it promotes economic development.

*Advocate your project from the ENVIRONMENTAL Criteria perspective (800 characters):

Tip: Describe the level of impact reduction generated by the project, detailing its contribution to the environment or indicating if it does not generate any impact. Mention aspects related to the circular economy and sustainability from an environmental perspective. If you have numbers, present them.

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

*IMAGE UPLOAD: (5MB): *Upload up to 6 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 2025 will be evaluated according to four verticals: DESIGN, INNOVATION, SOCIOECONOMIC IMPACT, ENVIRONMENTAL IMPACT, that is:

Design: Focuses on understanding aspects such as aesthetics, form, function, context of use, applicability, relevance, user experience, and the ability to meet the target audience's needs.

Innovation: Assesses the level of originality and differentiation presented by the project, its degree of elaboration and complexity, economic feasibility, market presence, and whether it provides a relevant and efficient solution for society.

Socioeconomic Impact: Aims to evaluate the positive impact generated by the project, its contribution to society and its context, its role in promoting equity and inclusion, accessibility, and its potential for generating economic and social development. It also examines whether the project has a meaningful purpose within its context.

Environmental Impact: Looks at the level of impact reduction the solution provides for the environment, considering principles of the circular economy, whether in terms of materials, processes, life cycle, or issues like usage, renewable energy, logistics, and disposal.

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 submitted.

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 submitted works include:

- a) Failure to pay the entry fee;
- b) Material delivery not compliant with the format and structure established in item VIII of this Regulation;

- c) Material delivered or posted after the established deadline;
- d) Any communication carried out before or during the judging process or dissemination of results between the judges and the competing companies;
- e) Suspicions of unethical conduct practiced by the competing company or in the preparation of the project;
- f) Does not fit 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 award winners will be selected by the jury, based on the pre-established criteria in this regulation and the information submitted in the Submission 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 2025** 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 27, in Curitiba, where they will receive the **CURUPIRA 2025** 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 Submission 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 Submission Form, and the title of the award-winning project, in media exclusively related to the promotion of the **DFBW Award 2025**.

Centro Brasil Design reserves the right to display the projects, both in Brazil and abroad, in courses, seminars, universities, communication schools, conferences, 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 Submission 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 Submission Form may be subject to modifications, always aiming at the successful 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 after the submission 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 5, 2025.