

JURY GUIDELINES

The Danish Design Award is the major Danish design award and event that celebrates companies and designers for the difference their design solutions make in industry, in everyday life and in society at large.

CATEGORIES AND SPECIAL AWARDS

Business:

- Employment Growth
A design award for solutions that create jobs in Denmark.
- Message Received
A design award for solutions that deliver a message powerfully, simply and beautifully.
- Save Money
A design award for solutions that reduce cost.
- Share Resources
A design award for solutions that enable resources to be shared efficiently between many.
- Building Markets
A design award for solutions that increase revenue.

Individual:

- Better Work
A design award for solutions that positively affect our working life.
- Daily Life
A design award for solutions that improve everyday life.
- Feel Good
A design award for solutions that make an emotional or sensual connection with people in a surprising way that simply makes you 'feel good'.

Society:

- Better Learning
A design award for solutions that lead to new ways of learning and educating.
- Clean Solutions
A design award for solutions that respect or clean the natural environment.
- Healthy Life
A design award for solutions that enable a healthy body or mind for many.
- Outstanding Services
A design award for solutions that improve or redefine a service.
- Fostering Partnerships.
A design award for solutions that create value for citizens through new public/private partnerships.
- Improved Welfare
A design award for solutions that strengthens the welfare capacity of society

Special awards:

- Game Changer
A design award for solutions that have radically transformed a sector or business area.
- Icon Award
A design award for an outstanding concept or solution that has become an icon internationally.
- Visionary Concepts
A design award for solutions that are out of reach but within sight.
- Young Talent
A design award for an outstanding talent aged 30 years or younger.
- People's Choice
A design award for solutions that are selected by the general public.

WHO CAN TAKE PART IN THE DANISH DESIGN AWARD?

All private and public companies and organisations can submit entries for the Danish Design Award: manufacturers, retailers, institutions, designers or others behind the development of a product or solution. This includes Danish companies that have worked with a designer from outside Denmark as well as designers in Denmark who have worked with a company abroad.

JURY SELECTION

The jury members are impartial and are appointed by the Danish Design Centre and Design Denmark in collaboration.

The jury consists of both Danish and international members with relevant business experience and design qualifications at a high level.

The jury members serve for one year at a time. To ensure continuity, however, some members will stay on for more than one year. Jury members may serve for a maximum of three years and will then only be eligible to rejoin the jury after a two-year pause.

The jury is encouraged to suggest new members when jury members leave the jury.

In its scope of experience and competencies, the jury should relate a unique story about the ambitions for our shared Danish Design Award.

The jury members serve as ambassadors of the Danish Design Award and for the category they represent – especially on the Jury Day, where they are promoted as experts, but also in the time between the annual Award events.

With their experiences and (design) competencies, the jury members should match and possess special qualifications related to the category they represent – and serve as ambassadors for.

Jury members are selected as individuals, not because they represent a relevant organisation at a given time.

The majority of the jury members should have a professional design background. Efforts are made to ensure a 50/50 balance between male and female jury members. The majority of the jury members should have a national basis, but the jury should also include international profiles.

The jury operates as one jury in the sense that all the members of the jury take part in discussions and decisions.

REQUIREMENTS OF THE JURY

When jury members accept to serve on the jury, they need to make sure that they are able to be present and participate in the jury meeting.

As ambassadors of the Danish Design Award, the jury members are encouraged to engage actively in efforts to recruit entries for the Danish Design Award.

The individual jury members are responsible for conveying the jury's motivation for the choice of finalists in the category they serve as an ambassadors for. This motivation is passed on to a journalist (selected by the Danish Design Centre and Design Denmark) and completed in cooperation with the jury member, ideally on the same day and no later than two days after the jury meeting.

By agreeing to serve on the jury, the jury members agree to the following requirements:

- To inform the jury chairmen of any potential conflict of interest as soon as it arises.
- To treat all the information presented to the jury as confidential.
- To be independent.

The jury chairmen are responsible for preparing and facilitating the jury meetings.

The jury chairmen are appointed by the Danish Design Centre and Design Denmark.

The jury chairmen do not have a vote in the selection process.

THE JURY'S TASKS

The jury process falls into two stages:

1. Shortlisting the submitted design solutions

Initial jury process 6 February – 2 March 2017, an individual, online vote where the design solutions in each category are rated based on the criteria pertaining to the category and the four award criteria (see below).

2. Selecting finalists and winners of the Danish Design Award and motivating the choice in a jury statement (with assistance from a journalist assigned to the category).

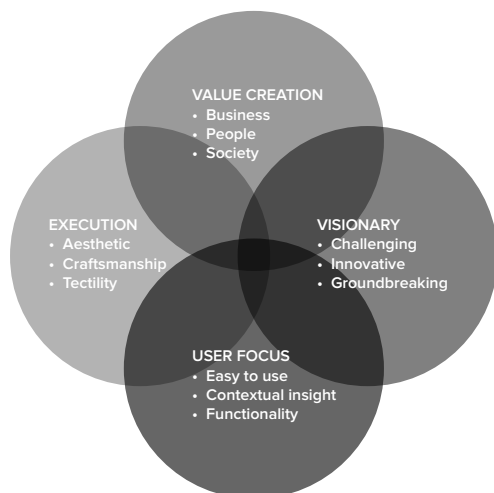
Jury meetings 17–18 March, where the jury discusses and rates the shortlisted entries within each category based on the criteria pertaining to the category and the four award criteria, followed by a written vote.

6. February- 2. March 2017	17-18 March 2017	8 May 2017	31 May 2017
INITIAL JURY PROCESS – ONLINE RATING PROCEDURE	JURY MEETING IN COPENHAGEN	AWARD SHOW COPENHAGEN	AWARD SHOW KOLDING

ASSESSMENT CRITERIA

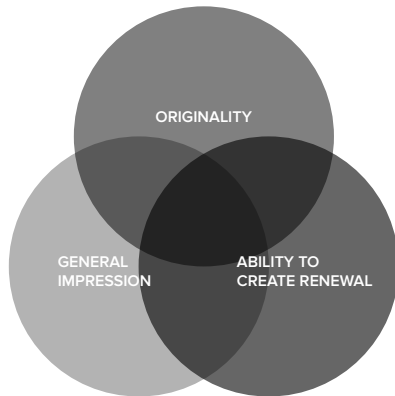
The jury assesses the submitted design products and solutions on four values and impact criterias:

1. Does it generate value for people, companies and society?
2. Does it reflect an understanding of the users' needs and life situation?
3. Is it visionary and likely to serve as an inspiration for others?
4. Does the execution show craftsmanship and aesthetic qualities?



The jury assesses the submitted Young Talent on following criteria:

1. General impression
2. Ability to create renewal
3. Originality



CONFLICT OF INTEREST

At the jury meeting, the jury chairmen are responsible for checking whether any of the entries submitted for the competition give rise to a conflict of interest for any jury members. If an entry poses a conflict of interest for a jury member, the member is excluded from all deliberations in the given category.

A jury member is seen to have a significant conflict of interest in the following cases:

- If a given entry comes from a company that he or she owns.
- If the jury member has been involved in developing a given entry.
- If a given entry comes from a company that the jury member's own company acts as a supplier or advisor/consultant to.

A jury member is seen to have a moderate conflict of interest if a given entry:

- Is the object of litigation in a case that the jury member is involved in.
- Was created or produced by a company that the jury member cooperates with and/or shares workspace/facilities with.
- Was made by a relative/family member of the jury member.
- Competes with a product that is produced by a company that the jury member owns or is an employee of.
- Was developed in cooperation with a consultant/advisor who competes with the jury member's own company.
- Was developed or is made by persons/companies that the jury member has a personal relationship to.