

VISION

The aims of the Danish Design Award are to highlight the value and impact of good design, to celebrate the wide range of positive effects that design creates for people, business and society at large and to highlight Danish design's leading position in a national as well as an international context.

AWARD CATEGORIES

BETTER LEARNING

A design award for solutions that lead to new ways of learning and educating.

BETTER WORK

A design award for solutions that have had a positive effect on working life.

FEEL GOOD - FURNITURE

A design award for solutions that are highly aesthetic or elegant while providing a useful function.

FEEL GOOD - PRODUCT

A design award for solutions that are highly aesthetic or elegant while providing a useful function.

GAME CHANGER

An award for design-led solutions that positively disrupts the status quo, creating growth potential or new markets.

HEALTHY LIFE

A design award for solutions that enable a healthy body or mind.

LIVEABLE CITIES

An award for design-led solutions that humanize city living.

MESSAGE UNDERSTOOD

A design award for solutions that successfully delivers a message powerfully, simply and beautifully.

OUTSTANDING SERVICE

A design award for solutions that improve or redefine a service.

SAVE RESOURCES

A design award for solutions that enables resources to be used efficiently.

VISIONARY CONCEPTS

A design award for solutions that are 'out of reach but within sight'.

SPECIAL AWARDS CATEGORIES

These award categories are special in the sense that they have different criteria for nomination and the time frame for implementation. For some of these categories there is only a winner, and no finalists.

ICON AWARD

An award for an outstanding concept or solution that has become an icon internationally.

EMPLOYMENT GROWTH

An award for design-led solutions that have created jobs in Denmark.

YOUNG TALENT

A design award for an outstanding talent aged 30 years or younger.

UTOPIA

An award for anything that is an inspiration to design as a whole

"Derudover uddeles prisen People's Choice, hvor vinderen vælges af folket blandt finalisterne ved onlineafstemning."

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.
- 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 for the scheduled 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 are responsible of presenting at the jury meeting. This motivation is passed on to 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.
- To the choice of finalists and award winners may be put to the vote
- To strive to apply the same quality standards to all the categories.

A jury chairman is appointed among all the jury members. The jury chairman is responsible for ensuring that rules on incompetence, as described below, are enforced during the jury meeting. The jury chairman is appointed after the online shortlisting and prior to the jury meeting. The jury chairman must be based in the field of design, act as the spokesperson on behalf of the entire jury and show particular interest in respecting competition rules.

The jury process is managed by a jury secretariat lead by a manager of the jury. The manager of the jury as well as the jury secretary is also responsible for enforcing rules on conflict of interest, both in regard to the jury meeting and the online voting. In addition, the jury secretariat is responsible for the preparation and practical execution of the jury meeting. Neither the manager of the jury leader nor the jury secretariat has the right to vote.

THE JURY'S TASKS

The jury process falls into two stages:

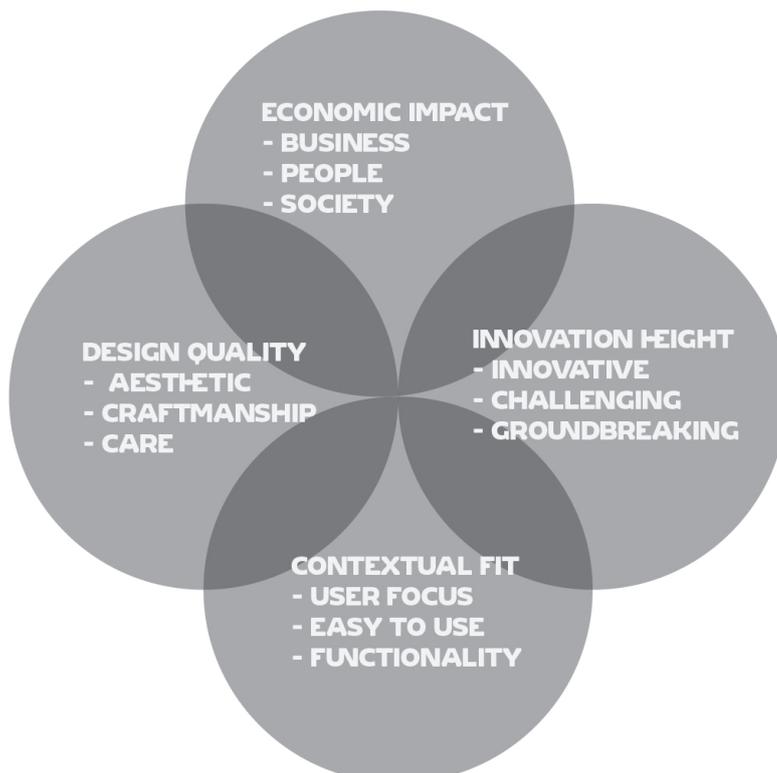
1. Shortlisting the submitted design solutions
Initial jury process January/February 2021, an individual, online vote where the design solutions in each category are rated based on the criteria pertaining to the category and the four award criteria.
2. Selecting finalists and the eventual recipients of the Danish Design Award and motivating the choice in a written jury statement (with assistance from a journalist assigned to the category).
3. Jury meetings end of February 2021, 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.

January / February 2021	February 2021	May 2021
INITIAL JURY PROCESS – ONLINE RATING PROCEDURE	JURY MEETINGS IN COPENHAGEN	AWARD SHOW

ASSESSMENT CRITERIA

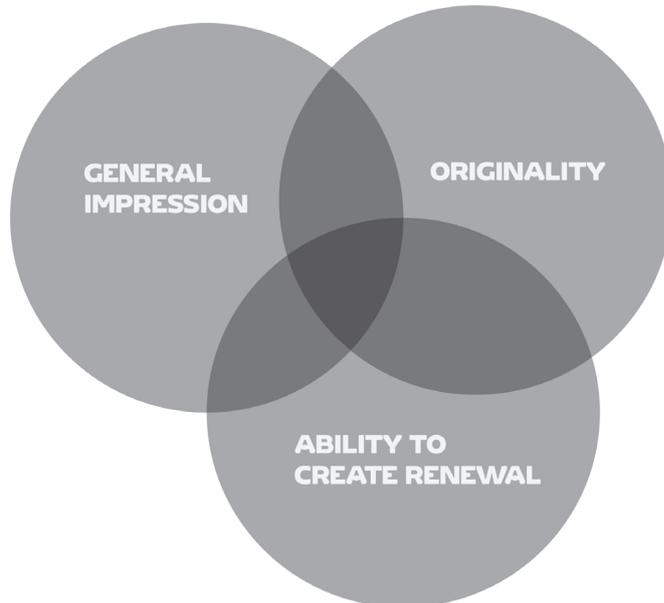
The jury assesses the submitted design products and solutions on four value and impact criteria:

1. Economic impact – Does it generate value for people, companies and society?
2. Contextual fit – Does it reflect an understanding of the users' needs and life situation?
3. Innovation height – Is it new, value creating and likely to serve as an inspiration for others?
4. Design quality – 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 manager of the jury and 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 – referred to as a close relation – 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 – referred to as a distant relation – 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.