

# The Fourth Goldreed Industrial Design Award Announcement

## 1. Award Positioning

With the support of People's Government of Hebei Province and Xiongan New Area Administrative Committee, Goldreed Industrial Design Award ("GIDA" for short), was established in 2019. It is an international design prize driven by globalization, specialization and market orientation, hosted by Xiongan Future Industrial Design Institute (hereinafter referred as the "Organizer") and undertaken by Goldreed Industrial Design Award Organizing Committee (hereinafter referred as the "Organizing Committee").

Focusing on the principle of "facing the future, contributing oriental wisdom and spreading design values and spirits to create a better life for mankind", GIDA aims to build an international, specialized industrial design award that reflects both eastern and western style. Taking information society and sustainable development as the foothold, GIDA gathers global design talent resources, discover the future design, inspire the future life and enable the future city. Committed to the Chinese philosophy of "harmony and peace", GIDA perceives technological progress and social revolution from an eastern perspective, promotes a new direction of industrial development, creates a new way of social life in which symbiosis will be reached among man, nature and cities.

## 2. Award Classification

This year, GIDA will have the Best of the Best, Gold Awards, Future Star Awards, Good Design Awards and Nomination Awards. **Among them, all Gold Awards go to the product group. If there is no entry up to the award standard, the organizing committee has the right to leave the Best of the Best vacant.**

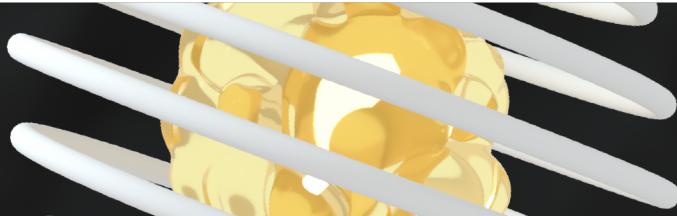
### (1) Best of the Best (Product)

The Best of the Best is the highest award of GIDA. It is a top-level award that comprehensively embodies the core values of "leading the new direction of industrial development, creating a new way of social life, and helping the harmonious development between man and nature". There is one Best of the Best with a prize of 1 million yuan.

### (2) Gold Awards

Gold award is a symbol of high-quality design. It is an outstanding award that highlights a single aspect of GIDA purpose and core values. Taking into current social concerns into consideration, which are human care, green, appearance, intelligence and communication, there are 5 Gold Awards, each with a prize of 500,000 yuan.

Gold Award for the Best Green Design - outstanding design in low-carbon, environment protection and sustainable development.



Gold Award for the Best Appearance Design - outstanding design in leading the fashion trend and development.

Gold Award for the Best Smart Design - outstanding design in smart technologies and human-machine interactions.

Gold Award for the Best Human-centered Design - outstanding design in human care and cultural inheritance.

Gold Award for the Best Communication Design - outstanding design in conveying values and emotional interactions.

### (3) Future Star Awards

Future Star Award goes to concept works with outstanding design in leading the direction of future design development and conveying future design concepts. It is the highest award in the concept design group. There are 2 Future Star Awards, each with a prize of 150,000 yuan.

### (4) Good Design Awards

Good Design Award is for outstanding works. The award goes to entries that propose an excellent solution in detail and conform to the core values of GIDA. 35 Good Design Awards, divided into Good Product Design Awards and Good Concept Design Awards, each with a prize of 20,000 yuan.

### (5) Nomination Awards

About 100 works from all entries in the product group and concept group are selected and awarded the "nomination award" (the actual number is subject to the evaluation result).

## 3. Entrants

Entry is open to enterprises and institutions, design agencies, colleges, design teams, scientific research institutions and individuals from any country and region in the world.

## 4. Registration Time and Fee

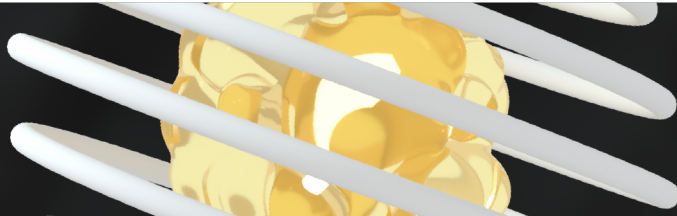
The registration for GIDA this year starts from April 1, 2023 and ends at 24:00, June 30, 2023 (Beijing time). Registration at other times will not be accepted. Any changes will be notified separately.

The 4th GIDA does not charge any registration fees, but other expenses caused by logistics, insurance, customs clearance and travel for the competition shall be covered by entrants themselves.

## 5. Entry Categories

### a. Manufacturing Equipment

Advanced industrial equipment designs for emerging industries, including industrial equipment, construction equipment, agricultural and forestry equipment,



mechanical tools, office facilities, transportation equipment, protective equipment, industrial robots, etc.

#### b. Transportation Means

Smart transportation designs, including unmanned vehicles, smart buses, high-speed trains, automobiles, aircrafts, mobility tools and facilities, service-oriented vehicles in urban areas, water and underwater vehicles, traffic robots, etc.

#### c. Home Life

Designs related to the home life, including home furniture, home appliances, kitchen and bathroom, home decoration, products for the elderly, children's products, maternal and child products, toys and musical instruments, etc.

#### d. Culture and Creativity

Cultural, creative product designs, including local cultural gifts, stationery, fashion clothing and accessories, utensil packaging and tableware, etc.

#### e. Sports and Healthcare

Sport product designs that can improve people's mental and physical health, including health and fitness facilities, medical devices, sports and leisure products, outdoor products, physical fitness test devices, health monitoring devices, etc.

#### f. Public Facilities

Product designs of service facilities within urban landscape system, including urban furniture, public lighting, guiding signs, shared facilities, information services, sanitation facilities, safety facilities, facilities for leisure and entertainment, etc.

#### g. Digital Technology

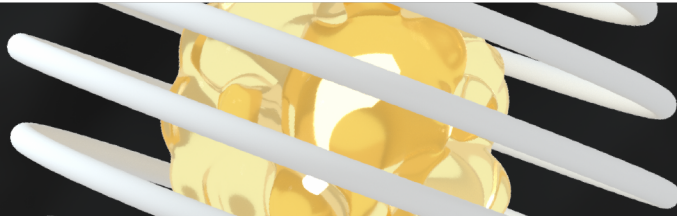
Designs based on digital and information networks and other forms of delivery, include system or UX in cloud computing, big data, AI, blockchain, VR, smart cities, etc.

#### h. Communication Design

Innovative and interactive corporate product image communication designs, including corporate identity, brand design, display design, packaging design, animation and animation, print advertising media and other areas of products and services, etc.

### 6. Entry Methods

This year's GIDA adopts public entry and expert nomination. Public entries are required to participate in the preliminary evaluation, while expert nominees are allowed to enter the second evaluation after review by the organizing committee. To ensure fairness and impartiality, experts who recommend entries can't participate in the evaluation process.



## (1) Submit Entry

- a. All entrants must log on to the official website of GIDA ([www.goldreedaward.com/en](http://www.goldreedaward.com/en)) to register.
- b. Under each registration category, product or concept designs can be submitted while the same entry can only be submitted for one group in one category.
- c. Entrants must be the designer or owner of the entry, and have no intellectual property disputes with others.
- d. Under the normalization of the epidemic, in order to facilitate the international jury to evaluate the entries in a comprehensive and exhaustive manner and in a scientific and rigorous manner, the entrants should fill in the information of the entries (better in English and Chinese) carefully and standardized. The information entrants fill in will affect the outcome of evaluation.

## (2) Entry Requirements

- a. Product group: Entries must be products that have been on the market within two years (i.e. after April 1, 2021), or products that can be on the market before this year's award ceremony. Meanwhile, entries must conform with relevant national industrial policies, technologies, and standards.

Concept group: Entries must be original designs that are not sold or produced on the market, and also be highly innovative in function, structure, form, technology, materials and low carbon.

There is no limit in entry form. Products, software and comprehensive services are allowed to register. Meanwhile, the Organizing Committee has the right to adjust the entry groups and categories.

- b. Shortlisted entries for the second evaluation should be mailed as required:

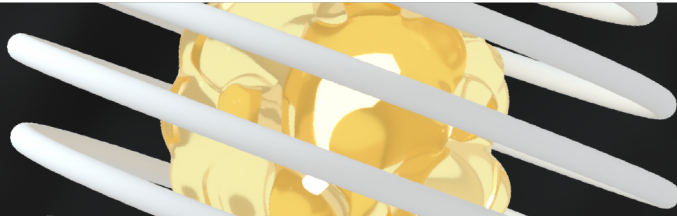
Product group: provide the product in kind or a prototype or model in the same size that offers full experience of the core functions;

Concept group: provide a prototype or model that offers full experience of the core functions.

## 7. Evaluation Methods

### (1) Evaluation Procedures

The product group and the concept group are evaluated independently, and there are three rounds of evaluation for each. In the preliminary evaluation, all entries are evaluated online. The second evaluation using on-site physical evaluation, if due to force majeure factors are taken online video evaluation method. The final evaluation includes online evaluation and offline physical evaluation (including physical work, model or prototype, etc.), entrants are required to conduct a 3-minute video defense. If a participant does not submit a defense video on time or if the jury unanimously believes that a single entry does not qualify for the award, it may be selected from among the pending nominees for a replacement evaluation, and the unsuccessful entry will be given a nomination award.



## (2) Evaluation Standards

Focusing on the principle of "facing the future, contributing oriental wisdom and spreading design values and spirits to create a better life for mankind", the evaluation standard system is based on the goal that entries will help promote "leading a new direction of industrial development, creating a new way of social life and helping harmonious development between man and nature."

The evaluation system consists of three dimensions. First is **manufacture**, focusing on "leading industry", which covers functionality and innovation. Second is **life**, focusing on "lifestyle", which covers human care and aesthetics. The third is **ecology**, focusing on "harmony, peace and symbiosis", which covers sustainability and other factors.

### a. Functionality

It is implementable and maneuverable, meets the needs of users in terms of function and structure, and has good economic marketability, which helps to improve the level of industrial development and user satisfaction.

### b. Innovation

It is novel and unique in design, innovative in material, science and technology application, which can boost the diversified innovations in terms of society, technology, culture, and economy, etc.

### c. Human care

It is safe, healthy and easy to use, and can meet various needs of different users from the perspective of ergonomics, representing equality for all as well as human care.

### d. Aesthetics

The design is aesthetic in form, function and technology, integrating the comprehensive beauty of materials, craftsmanship, technology and culture. It also enjoys emotional values and attractiveness.

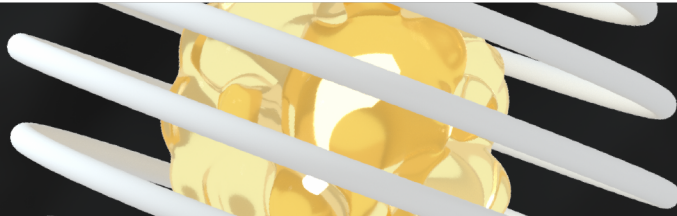
### e. Sustainability

The design considers economic, environmental, ethical and social factors to reduce material and energy consumption, cut pollution, guide, meet and sustain consumers' demands.

## (3) Jury Members

We invite authoritative experts from all of the world to serve as evaluation experts. In order to highlight the cross-border integration of design and enhance the comprehensiveness of the evaluation, in addition to domestic and foreign design experts, experts in other related fields such as industry, technology, venture capital, and media are also invited to evaluate as jury. Winners of the previous Best of the





Best award will have the opportunity to be invited as jury experts too.

## 8. Entry Values

### (1) Trophy and Certificate

Winners will receive a trophy and an electronic award certificate. Entries in this year's Good Designs Exhibition of will receive an "Exhibition Certificate", and award-winning entries presented to the Organizing Committee will receive a "Collection Certificate".

### (2) Logo Grant

Award-winning entries will be granted a lifetime right to use the "GIDA" logo for free.

### (3) Entry Productization and Commercialization

Outstanding entrants will be invited to participate in a series of industrial transformation activities of the year.

### (4) Industrial Expert Exchange

Winners will be invited to participate in this year's award ceremony, the Hebei International Industrial Design Week and other series of activities to conduct face-to-face exchanges and cooperation with representatives from the global design community, academia, media community, industrial community and other industries. Also, winners will have the opportunity to serve as the guest speaker of "GIDA Future Design Salon".

### (5) Exhibition

All winning entries will be presented in online and offline exhibitions and other global exhibitions.

### (6) Media Promotion

GIDA has established a media promotion network covering different industries and channels with more than 100 mainstream media around the world. The winners will be recommended to participate in interviews with major media to further enhance the social influence of excellent designs.

### (7) Winner Interview

Winners will be given priority to participate in interviews with major media to further enhance the social influence of excellent design.

### (8) Yearbook

GIDA will produce and promote a yearbook of outstanding entries, and the winning entries will be included in the GIDA yearbook.

### (9) Government funding support

According to the supporting policies for industrial design development in Xiongnu New Area, enterprises are guided to participate in design innovation competitions, and financial incentives are provided to the winners of the Goldreed Industrial Design Award.

### (10) Priority Application for “Xiongcai Card”

The winners of the Golden Reed Award can apply for the "Xiongcai Card" if they meet the corresponding conditions of A, B and C talents in the "Management Measures for Xiongcai Card of Hebei Xiongan New Area (for trial implementation)" and the card holders are given service protection.

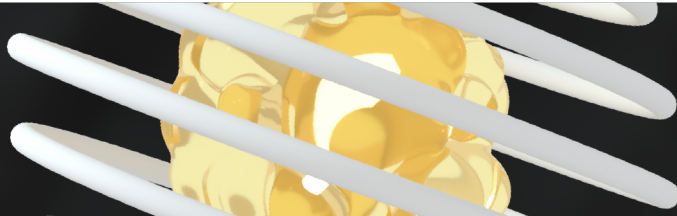
### (11) Entry qualification

The winners of the Golden Reed Award will receive priority admission to the Xiongan New Area's "Rongdong Design Colony" and "Xiongan Green Building Exhibition Center".

## 9. Schedule

Main Events	Date
Entry Collection	April 1, 2023 -June 30, 2023
Preliminary Evaluation	July 2, 2023 -July 9, 2023
Announcement of the Preliminary Evaluation Results	July 12, 2023
Mail of Products in Kind for the Shortlisted Entries	July 12, 2023-August 20, 2023
Second Evaluation	August 25, 2023-August 27, 2023
Good Design Exhibition	August 27, 2023-September 10, 2023
Announcement of the Second Evaluation Results	August 29, 2023
Final Evaluation	September 6, 2023-September 7, 2023
Award Ceremony	September 8, 2023
Exhibition Tour	October, 2023

Please see the latest notice in case of time changes.



## **Goldreed Industrial Design Award Terms & Conditions**

### **1. Protection of Intellectual Property Rights**

a. Entrants must be the designer or owner of the entry (the owner of the relevant intellectual property rights, and there is no entry-related intellectual property disputes with others (no intellectual property disputes have occurred so far or have been properly handled). For entries that are applying for (documented) relevant intellectual property certificates but have not yet obtained official ones, entrants need to submit relevant proof in registration. For entries that have not obtained relevant intellectual property certificates after winning the prize, Xiongan Future Industrial Design Institute (hereinafter referred to as the "Organizer") and the Goldreed Industrial Design Award Organizing Committee (hereinafter referred to as the "Organizing Committee") have the right to require a written guarantee from entrants. For entries that have or may have intellectual property disputes, the Organizing Committee has the right to invalidate the registration.

b. Please download the Intellectual Property Statement of Goldreed Industrial Design Award Entries from the GIDA official website during registration, then scan the Statement which is properly signed and sealed, and upload it to the registration system.

c. If any economic or reputational losses are caused by defective entries, the Organizer and the Organizing Committee have the right to claim compensation from entrants. The compensation includes, but is not limited to, direct or indirect economic loss, reputation loss, litigation/arbitration fees, attorney fees, preservation fees, appraisal fees, etc.

d. In principle, the intellectual property rights of entries should be fully owned by entrants. If an entrant only enjoys part of the intellectual property rights of the entry, they should submit the consent form of all other intellectual property rights holders of the entry that allows it to compete for this award (i.e. Goldreed Industrial Design Award Entries Intellectual Property Statement).

### **2. Publicity and Confidentiality**

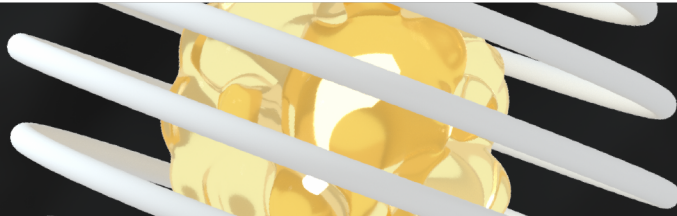
GIDA Organizer or the Organizing Committee has the right to use submitted entry information for award promotional campaigns on its own or entrust a third party, including but not limited to shooting, exhibitions, news reports, sorting and publishing, etc. All entries shall be deemed to be non-confidential, except entrants submitting a written application within five working days after registration. The Organizing Committee will not bear any losses caused by displaying entries in public.

### **3. Registration Information**

Please fill in registration information accurately and truthfully, which cannot be modified once submitted.

The Organizing Committee has the right to refuse any request of modification if





entrants find the registration information is incorrect after submission. In case of false information, the Organizing Committee has the right to invalidate the entry's registration and the honor, and take back the prize. To make sure a smooth and orderly evaluation, the Organizing Committee and the Evaluation Committee have the right to adjust the entry category according to rules of the competition and realities of the entry.

#### 4. Registration Qualification

Only right holders of entry intellectual property rights are qualified to register, but duplicate registration is not allowed. To avoid duplicate registration, please confirm with relevant parties before registration. If any repeated registration is found, the following dispute over who owns the honor and prize will be resolved by entrants themselves, and the Organizing Committee will bear no legal responsibility. If the two parties who register repeatedly cannot coordinate within the time limit set by the Organizing Committee, the Organizing Committee has the right to invalidate the registration and honor of the entry, and take back the prize. The same entry can only be registered for one category in one group.

#### 5. Notification and Feedback

All important notices such as evaluation results will be released through the official website and the registration system. Entrants are requested to pay close attention to the above information channels. If the entrant misses important information or fails to provide timely feedback as required and thus affects the evaluation, award collection and other procedures, all liabilities shall be borne by the entrant.

#### 6. Entry Delivery

a. According to GIDA regulations, shortlisted entrants for the Second Evaluation are required to mail the physical product or prototype (model). Entrants must strictly comply with Entry Delivery Instructions for delivering and any overdue delivery will be deemed as waiving evaluation qualification.

b. All costs regarding entry transportation, insurance, and customs, shall be borne by entrants. If entries are damaged or lost during transportation, the Organizing Committee will not be held responsible.

c. During the "Delivery Information" inputting period, entrants should fill in delivery information in the registration system for the Organizing Committee to receive and return entries. The Organizing Committee shall only be responsible for the safety, security of the entry according to the delivery information. For the start and end time of "Inputting Delivery Information", please see details in the 4th GIDA Delivery Instructions for Shortlisted Entries (announced the same day with the first evaluation results).

d. All GIDA evaluations and exhibitions will take place at professional venues and entries will be transported, attended and evaluated in accordance with relevant industry standards. If insurance required, entrants shall purchase it themselves.

e. The Evaluation Committee will use and operate all entries at the site of the second and the final evaluation. Entrants must install and debug their entries to a usable state. If entrants need to entrust the Organizing Committee to install and debug, detailed installation videos or instructions must be provided. If the installation video or description is not clear enough, the Organizing Committee will not be responsible for the possible adverse consequences caused by those ambiguities and errors.

## 7. Return

a. In principle, the Organizing Committee does not assume the responsibility for the return. If you need the Organizing Committee to return the entry on your behalf, please fill in the return information during the “Delivery Information” inputting period. Overdue requests will not be accepted.

b. The Organizing Committee only returns entries two times: (1) Only non-awarded entries will be returned after GIDA Good Designs Exhibition. (2) Awarded and the rest non-awarded entries will be returned after the Exhibition Tour. Specific delivery period will be announced on GIDA official website and registration system. To ensure the progress of evaluations and exhibitions, entry returning requests will be rejected during non-return period.

c. All costs regarding the return of transportation, customs and others shall be borne by entrants themselves. The Organizing Committee will use pay-on- delivery to send the entries back to China. Entrants shall also provide international express delivery payment accounts if their entries are returned overseas. The delivery time is subject to the logistics of the express, and the Organizing Committee is not responsible for the delivery time or the delivery consequence.

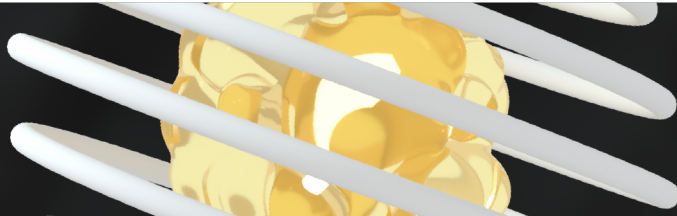
d. If the entrant fails to submit a return request during the “Delivery Information” inputting period, the Organizing Committee will charge a "Deferred Management Fee". The specific fee standard refers to the entry delivery instructions of the year. The Organizing Committee will arrange the return after receiving the payment, and the return time will be designated by the Organizing Committee, no urgent dispatch accepted.

e. Entrants will be deemed as waiving the ownership of the entry without completing the return information in the registration system in due course, nor contacting the Organization Committee to provide full return information by August 20, 2023. Then the Organization Committee enjoys all rights to deal with the physical entry.

f. The Organizing Committee will decide whether to choose the insured service when returning entries based on the return information filled in by entrants. When the entrant receives the entry, any damage or loss of the entry and the compensation liability caused by that shall be negotiated between the entrant and the logistic company, and the Organizing Committee shall bear no responsibility.

## 8. Donation and Collection

a. The Organizing Committee only collects the qualified awarded entries and grant them GIDA Collection Certificate.



b. The prized entries must be donated to the Organizing Committee. If entries are used for further research and development, too large to be transported, or exceeds the prize money in value, the winner must submit a written application and referential materials. In this case, the donation could be made by a scale model or prototype after being confirmed by the Organizing Committee.

## 9. Final Evaluation and Award Ceremony

All prized-winner entrants should assign people to participate in the Final Evaluation or they would be deemed as waiving the award and prize. Winners will be invited to Award Ceremony and all travel expenses shall be borne by entrants themselves.

## 10. Certificate, Trophy and Prize

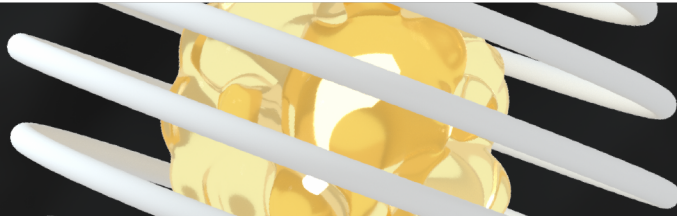
a. GIDA provides electronic certificates for awarded entries. All certificates will be automatically generated in the registration system after Final Evaluation, which shall be downloaded by entrants.

b. One trophy for each winner will be awarded at the GIDA Award Ceremony. Entrants who are unable to attend the ceremony will be deemed as waiving the trophy.

c. The Organizing Committee will award prizes to the winning entries based on the evaluation results. The prizes will be transferred to individual accounts or corporate accounts designated by the winners, in accordance with the relevant fiscal and taxation regulations and procedures of the People's Republic of China.

Additionally, if the prize recipient and the submitting party are different, a written authorization signed and sealed by both parties must be provided.

11. Entrants should guarantee that they have read and agreed above entry terms and conditions in detail before submitting their entries. If the entrant cannot accept any of the above terms, please do not participate in this award competition. Once the entrant submits the entry, it means that he or she irrevocably agrees to all the above terms and conditions. The Organizing Committee reserves the right of final interpretation of the terms and conditions.



## **Goldreed Industrial Design Award Exception Clause**

(1) If entrants are incorrectly publicized in events such as publicity, printing, and exhibition due to incorrect information submitted by themselves, the GIDA Organizing Committee (here in after referred to as the “Organizing Committee”) shall bear no responsibility.

(2) The organizer of the Organizing Committee does not assume all responsibilities for rights disputes between entrants, winners or other third parties due to participation in GIDA.

(3) The Organizing Committee shall not be responsible for non-human deliberate damage or personal damage to natural persons caused by potential hazards such as fragility, scratches, paint stripping, and complex structure of the entry itself.

(4) The packaging of all entries are not within the safe custody of the Organizing Committee. The Organizing Committee is not responsible for the damage or loss of the packaging.

(5) The Organizing Committee does not assume any responsibility for safekeeping if the entrant fails to input the "delivery information" timely or accurately. The Organizing Committee will not be responsible for any loss or damage in the process of delivering and returning entries.

(6) If the certificate is not generated due to the entrant’s failure to input the “award information” in the system in time, or if the certificate information is incorrect due to the entrant’s submission of wrong information, the Organizing Committee is not responsible for re-generation, and neither takes any responsibility.

(7) The Organizing Committee shall carry out evaluation, exhibition, movement and storage in accordance with Term 4 of Article (6) in the above terms and conditions. The Organizing Committee shall not be responsible for any lost or damaged entries.

(8) According to Term 5 of Article (6) in the above terms and conditions, the Organizing Committee will not be responsible for any damage caused by helping entrants to install, disassemble and debug their entries.

(9) The Organizing Committee shall not be liable for compensation if the entry is lost or damaged due to force majeure such as natural disasters, wars or national policies.

(10) Entrants must guarantee that they have read and agreed this exemption clause in detail before submitting their entries. If the entrant cannot accept any of the above terms, please do not participate in this award competition. Once the entrant submits the entry, it means that he or she irrevocably agrees to all the above terms and conditions.