

GIDA

Goldreed

Industrial Design Award

2024



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in partnership with **derall**

Award Description

1. Introduction

The Goldreed Industrial Design Award (GIDA), established in 2019 with the support of the People's Government of Hebei Province and Xiongan New Area Administrative Committee, is an international design award driven by globalization, specialization, and market orientation. Hosted by the Xiongan Future Industrial Design Institute and managed by the Goldreed Industrial Design Award Organizing Committee, GIDA seeks to blend eastern and western design philosophies to foster a future-oriented, sustainable approach to industrial design. It emphasizes the integration of technology, social innovation, and Chinese principles of peace and harmony, aiming to attract global design talents to envision and inspire future lifestyles and urban development.

2. Participation

Individual designers, enterprises, institutions, design agencies, colleges, design teams and scientific research institutions from any country and region in the world are eligible to participate.

Applicants must either be the author of the submitted entry or possess the rights to the entries they present.

If multiple parties contribute to an entry's development (i.e., designers, companies, etc.), ensure that only one party registers and submits the entry. Each entry can only be submitted once, under a single category and group.

[UPDATED] Participation is free of charge. Submissions are open until 24:00, **July 8, 2024** (Beijing time).

3. Awards

This year's GIDA will feature various awards including the Best of the Best, Gold Awards, Future Star Awards, Good Design Awards, and Nomination Awards. If no entry meets the award criteria, the organizers reserve the right not to award the Best of the Best. All Gold Awards are allocated to entries in the "Product" group (please check section 5).

The Goldreed Industrial Design Award offers a **total prize pool of 4.3 million Yuan** (approximately 550,000 EUR) and features more than **60 cash awards** to be distributed among the winners.

1° Award "BEST OF THE BEST": 1 million Yuan (about 133,000 EUR)

| | | | | |
|---|---|---|---|---|
| 1 winner  1 000 000 CNY/winner 127 000 EUR/winner | 5 winners  350 000 CNY/winner 44 600 EUR/winner | 3 winners  150 000 CNY/winner 19 000 EUR/winner | 55 winners  20 000 CNY/winner 2500 EUR/winner | 100 nominations  |
|---|---|---|---|---|

**Best of the
Best**

**Gold
Award**

**Future Star
Award**

**Good Design
Award**

**Award
Nominations**

4. Winners Benefit

1. Trophy & Certificate

Winners will receive a trophy and an electronic award certificate. Entries in this year's Good Designs Exhibition 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. Industrialization Support and Promotion

Relevant institutions will facilitate partnerships between investment, financing, industrial incubation, and crowdfunding organizations and the entrants. This effort aims to advance the industrialization of the selected projects and advocate for their application across different platforms in the Xiongan New Area.

4. Industrial Expert Exchange

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

5. Exhibition

Winners will have the opportunity to display their entries at the Xiongan Green Building Exhibition Center's investment center. Simultaneously, entries will also be showcased in the online/offline global touring activities of the Goldreed Industrial Design Award.

6. Media Promotion

GIDA has established a media promotion network covering different industries and channels with more than 200 mainstream media around the world. Winners will be given priority to participate in interviews with major media to further enhance the social influence of excellent design.

7. Yearbook

GIDA will produce and promote a yearbook of outstanding entries that will include all winning entries.

8. Government Funding Support

Winners of the Goldreed Industrial Design Award receive benefits including financial incentives, talent recruitment support, and expedited processes for enterprise listing and financing.

9. Priority Application for "Xiongcai Card"

Winners of the Goldreed Award who meet the eligibility criteria for talents A, B, and C as outlined in the "Management Measures for Xiongcai Card of Hebei Xiongan New Area (for trial implementation)" can apply for the "Xiongcai Card". Cardholders will receive service protection.

10. Entry qualification

Winners will be given priority admission to the "Xiongan Green Building Exhibition Center" and other industrial facilities in the area. Additional services and amenities, including fully furnished apartments, accommodation for talents, and rental discounts will also be offered.

5. Entry Groups



Products that have been **on the market for no more than two years** (launched on or after April 1st, 2022) OR products that will be on the market before this year's award ceremony. Submitted products should adhere to national industrial policies, relevant technologies, and standards.



Original design works with significant innovations in functionality, structure, form, technology, materials, and low carbon impact, **never published, sold, or produced in the market.**

6. Categories

Each entry, whether in the Product or Concept group, must belong to **one of the following eight categories**:



Manufacturing equipment

Advanced industrial equipment designs for emerging industries, encompassing industrial equipment, construction equipment, agricultural and forestry equipment, mechanical tools, protective equipment, industrial robots, aerospace information equipment, commercial service robots, construction service robots, service robots, etc.



Transportation means

Smart transportation designs, encompassing 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.



Home life

Designs enhancing everyday living, encompassing home furniture, appliances, kitchen and bathroom essentials, home decor, products for seniors, products for children, maternal and infant care, toys, and musical instruments, among others.



Culture & creativity

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



Sports and healthcare

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



Public facilities

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



Digital technology

Designs centered on digital and information networks, encompassing various delivery forms such as system or user experience (UX) in cloud computing, AI, blockchain, VR, smart cities, smart agriculture, IPV6, BDS, etc.



Communication design

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

7. Timeline

GIDA will progress through a series of deadlines and events, as outlined in the timeline below:



8. Jury and Evaluation Criteria

The Jury of the **Goldreed Industrial Design Award** includes world top-experts and representatives from the design and business community.

The main evaluation criteria of the Jury will be based on three dimensions. First is **manufacturing**, focusing on “leading industry”, which covers functionality and innovation. Second is **life**, focusing on “lifestyle”, which covers human care and aesthetics. The third dimension is **ecology**, focusing on “harmony, peace and symbiosis”, which covers sustainability and other factors.

Functionality: The design 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.

Innovation: The design 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.

Human Care: The design 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.

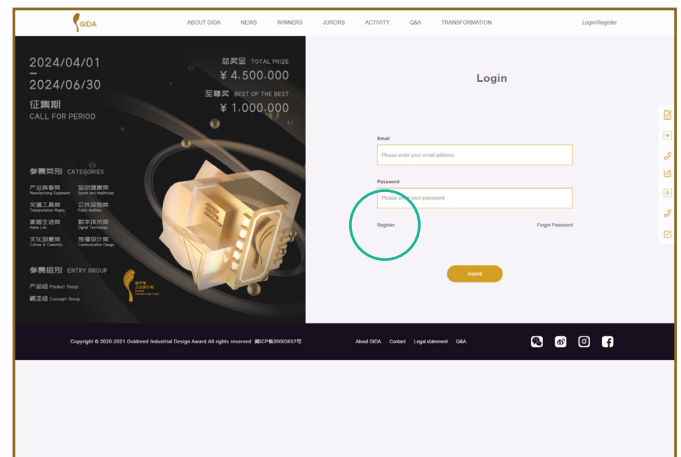
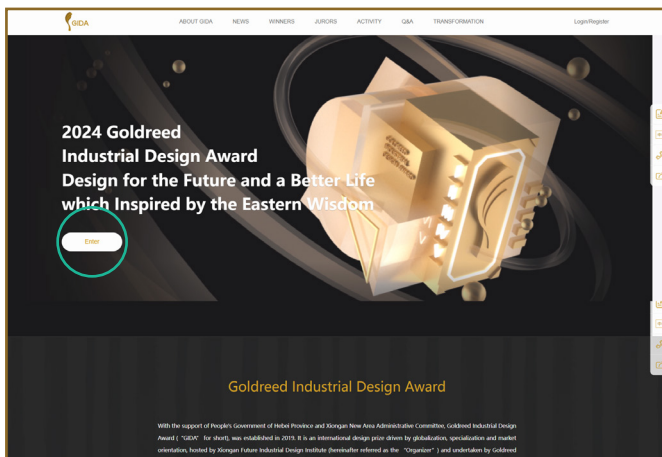
Aesthetics: The design is aesthetic in form, function and technology, integrating the comprehensive beauty of materials, craftsmanship, technology and culture. It also enjoys emotional value and attractiveness.

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

9. Apply Here: <https://bit.ly/GIDAaward>

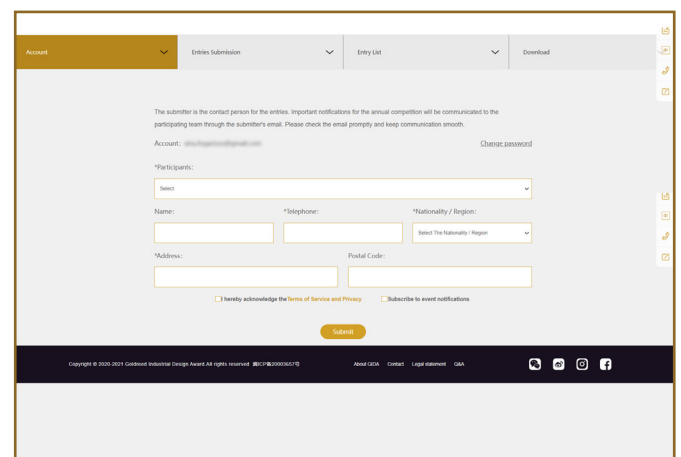
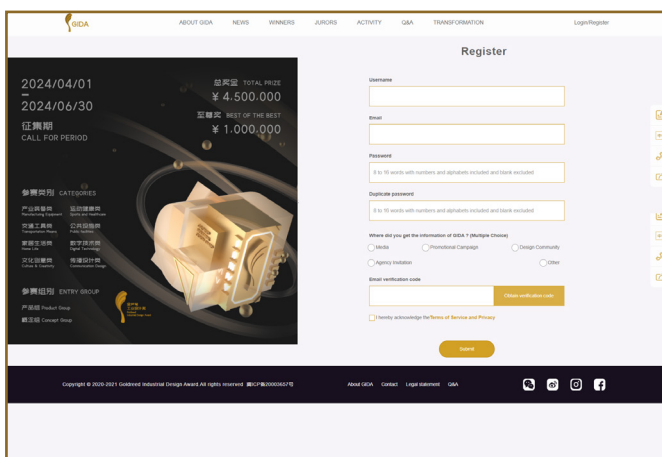
Application Process

You must complete the submission forms in both English and Chinese. For the Chinese part, online translation tools could be used. To save your progress and resume later, use the Save button. **The IP Statement can be downloaded here** (refer to slide 10) and must be uploaded in JPG format. For guidance on completing the IP Statement, please see the following section.



1 Visit <https://bit.ly/GIDAaward> and click “Enter”.

2 Click “Register” or use your credentials to login.



3 Complete all fields, select “Agency Invitation,” and click “Obtain verification code”. Check your email for the verification message and copy paste the code into the correct field. Accept the terms and conditions by clicking “ok” in the pop-up, and click “Submit.”

4 Click “Account,” choose your participant category from the drop-down menu, complete the form, and click “Submit.”

5 Go to “Entries Submission” and select the Entry Group, “Product” or “Concept,” and the Category.

6 Ensure “Desall” appears in the Invitation Code field or enter “Desall” if blank.

7 Provide the required information, and click “Next.”

8 Fill in the requested information and upload 2+ images for “Photos for Publication” and “Photos for Description.” Add a video if available. Click “Next.”

9 a

For submissions in the Product Group: specify commercialization status as “Listed” or “Unlisted”. Indicate the expected or actual date of commercialization, and fill in the remaining information if available.

9 b

For submissions in the Concept Group: state your entry’s status as “Model”, “Prototype”, or “Graphic design”.

10

State the Intellectual Property status (IP) and upload a patent or the Intellectual Property Agreement that is available for download on the form page or at the link at the beginning of this section. Both documents should be uploaded in JPG. Click “Next.”

11

In “Team info” provide owner’s, author’s and entrant’s details. Add team members if applicable (up to 10). Click “Next.”

12

In “Business info”, add contact information and specific business opportunity needs for your entry.

13

Click “Submit” to finish the submission.

| ID | Group | Category | Name | Information | Status | Actions |
|-----------------|---------------|----------------------|--------------------------|-------------|---------------|-------------|
| 2024-04-08/7962 | Product Group | Transportation Means | Product Name (Chinese) * | Imperfect | Not submitted | Edit Delete |
| | | | Product Name (English) * | | | |
| 2024-04-08/7962 | Product Group | Transportation | Product Name (Chinese) * | Product | Submitted | Edit |

14

Verify that your submission has been received from the “Entry List” section.

How to compile the Intellectual Property Agreement (Intellectual Property Statement of Goldreed Industrial Design Award Entry)

The Intellectual Property Statement of Goldreed Industrial Design Award Entry

The entrant **【John Doe】** declares that the entry for the "Fourth Goldreed Industrial Design Award" (entry ID: **2023-03-2963099**, entry name: **Project's Name**) is completed independently (jointly) by **John Doe**, hereby **【John Doe】** (jointly) own(s) complete intellectual property rights for this entry.

【John Doe】 (unanimously) agrees that the entrant will submit the above-mentioned entry to participate in the evaluation of the Goldreed Industrial Design Award, agrees that the event organizer, the undertaker or a third party entrusted will broadcast, screen, exhibit and print the entry via media based on non-commercial purposes such as publicity and promotion, accepts and recognizes that the entrant has the right to participate in the Goldreed Industrial Design Award evaluation and may receive awards and prizes, and will not raise any objections.

The entrant promises to fill in the entry form accurately and truthfully and take legal responsibility for the contents filled in. If any intellectual property disputes occur in the entry, the entrant will bear full legal responsibilities, hereby declare.

Entrant (signature/stamp) : **John Doe**
Date: **01.04.2023**

Other entry right-holder (signature/stamp) : **John Doe**
Date: **01.04.2023**

The Intellectual Property Statement of Goldreed Industrial Design Award Entry

The entrant **【John Doe】** declares that the entry for the "Fourth Goldreed Industrial Design Award" (entry ID: **2023-03-2963099**, entry name: **Project's Name**) is completed independently (jointly) by **John Doe, Jane Doe**, hereby **【John Doe, Jane Doe】** (jointly) own(s) complete intellectual property rights for this entry.

【John Doe, Jane Doe】 (unanimously) agrees that the entrant will submit the above-mentioned entry to participate in the evaluation of the Goldreed Industrial Design Award, agrees that the event organizer, the undertaker or a third party entrusted will broadcast, screen, exhibit and print the entry via media based on non-commercial purposes such as publicity and promotion, accepts and recognizes that the entrant has the right to participate in the Goldreed Industrial Design Award evaluation and may receive awards and prizes, and will not raise any objections.

The entrant promises to fill in the entry form accurately and truthfully and take legal responsibility for the contents filled in. If any intellectual property disputes occur in the entry, the entrant will bear full legal responsibilities, hereby declare.

Entrant (signature/stamp) : **John Doe**
Date: **01.04.2023**

Other entry right-holder (signature/stamp) : **Jane Doe**
Date: **01.04.2023**

Individual person

Multiple individuals

The Intellectual Property Statement of Goldreed Industrial Design Award Entry

The entrant **【Company Name】** declares that the entry for the "Fourth Goldreed Industrial Design Award" (entry ID: **2023-03-2963099**, entry name: **Project's Name**) is completed independently (jointly) by **Company Name**, hereby **【Company Name】** (jointly) own(s) complete intellectual property rights for this entry.

【Company Name】 (unanimously) agrees that the entrant will submit the above-mentioned entry to participate in the evaluation of the Goldreed Industrial Design Award, agrees that the event organizer, the undertaker or a third party entrusted will broadcast, screen, exhibit and print the entry via media based on non-commercial purposes such as publicity and promotion, accepts and recognizes that the entrant has the right to participate in the Goldreed Industrial Design Award evaluation and may receive awards and prizes, and will not raise any objections.

The entrant promises to fill in the entry form accurately and truthfully and take legal responsibility for the contents filled in. If any intellectual property disputes occur in the entry, the entrant will bear full legal responsibilities, hereby declare.

Entrant (signature/stamp) : **Company Name**
Date: **01.04.2023**

Other entry right-holder (signature/stamp) : **Company Name**
Date: **01.04.2023**

The Intellectual Property Statement of Goldreed Industrial Design Award Entry

The entrant **【Company 1】** declares that the entry for the "Fourth Goldreed Industrial Design Award" (entry ID: **2023-03-2963099**, entry name: **Project's Name**) is completed independently (jointly) by **Company 1, Company 2**, hereby **【Company 1, Company 2】** (jointly) own(s) complete intellectual property rights for this entry.

【Company 1, Company 2】 (unanimously) agrees that the entrant will submit the above-mentioned entry to participate in the evaluation of the Goldreed Industrial Design Award, agrees that the event organizer, the undertaker or a third party entrusted will broadcast, screen, exhibit and print the entry via media based on non-commercial purposes such as publicity and promotion, accepts and recognizes that the entrant has the right to participate in the Goldreed Industrial Design Award evaluation and may receive awards and prizes, and will not raise any objections.

The entrant promises to fill in the entry form accurately and truthfully and take legal responsibility for the contents filled in. If any intellectual property disputes occur in the entry, the entrant will bear full legal responsibilities, hereby declare.

Entrant (signature/stamp) : **Company 1**
Date: **01.04.2023**

Other entry right-holder (signature/stamp) : **Company 2**
Date: **01.04.2023**

Single company

Multiple companies

Staying Informed: Official Updates and Important Participation Details

We encourage you to regularly check the [official website](#) for any changes to the timeline. In addition to this introductory guide, carefully read the [supplementary documents](#), where you'll find all the relevant details regarding participation and evaluation stages.

Apply Here: <https://bit.ly/GIDAaward>