



Cross-category Awards 2024

Game Changer:

The purpose of the Design Game Changer Award is to recognize innovative design activities where design processes have been developed and applied in a new and effective way in new areas or for new purposes. The field of design is actively developing, discovering, and establishing itself in ever new fields and playgrounds. The process and methods are in constant flux.

The competition looks for design projects (activities, research) and solutions created in the last 2 years that show the implementation of design from an innovative point of view, the ability and the potential of the design to start doing things differently and / or penetrate new playgrounds where design has yet to reach.

We assess the innovativeness of the work submitted, its ability to rethink the problems and situations facing society and business in a new and effective way and to create and manage new processes for implementing the desired changes. We also assess ways in which the submitted work has had a positive impact on the existing market, practices, and the consequent opening of new markets for the design itself and our partners.

The award is open to designers/design teams with an innovative design project or solution, but we also welcome nominations from colleagues of designers who deserve recognition for their outstanding innovative practice.

Submission:

Works to the Design Game Changer Award must be submitted via the [Defolio](#) environment.

1. Introduction of the design project (activity) (maximum 2 A4 pages) - in Estonian and English. This must include:

- a. Summary of the design project;
- b. An explanation of how the submitted design is innovative, what impact it has and who it has affected, and how the impact of the solution or activity has been measured.

2. Visual examples of the different parts of the process and the final result. Submit up to 10 high-quality photos or illustrations. Nominated works will be used for communication

purposes.

3. A summary of the design project and its impact for the catalogue and exhibition (in both Estonian AND English, a total of 500/500 characters).

Submission fee:

N.B. Entries in the Game Changer category are FREE

If you have any questions about applying for the award, please send an e-mail to kristi@disainikeskus.ee

Life Changing Design / Grand Prix:

Design can change people's lives by offering solutions that create value both to individuals and society at large. It can happen at times through relatively small and clever changes - other times through groundbreaking ideas.

Life Changing Design Award is bestowed to the design with the greatest impact submitted to the Estonian Design Awards competition - to a product, service, or other design, regardless of its field.

The jury selects a design solution from all the design award categories that have already proven to solve modern complex environmental, social, and economic problems. This (potential) impact must be assessable.

We expect such a design solution to change people's thinking, behaviour, and culture towards a more sustainable way of life, which would also benefit the customers, users, and the community at large.

It is not possible to submit separate works in this category, the nominees will be selected by a cross-category jury from all the submitted works.

Up to 2 prizes will be awarded, but only if there is a reason to:

Small - SEEDLING - promising, visionary design deed;

Great - IMPACT - a design deed with a proven effect.

Impactful Design Award:

The purpose of the award is to highlight the role of design and to recognise excellent and effective implementation of design in companies, as well as in other organisations or communities where the implementation of design has resulted in a significant change for the company. The change may be a financial one, an increase in customer loyalty, a change in mindset, improved accessibility, a change in attitudes, etc. The impact does not have to be global, but it has to be significant for the given product or service.

We are looking for designs that have been implemented over the past five years, the impact of which has manifested itself and persisted over time. The impact and its extent must be describeable and possible to prove or demonstrate.

The award competition is open for applications from companies /organisations/communities with designs they have commissioned/implemented. The entries can be submitted to the competition either by the company itself or by the designer who developed the design and the client for whom they did it.

To enter the competition, you must submit the following:

- 1) A description of the design:
 - a. An introduction to the design, including who the designer was
 - b. What was the specific cost of the design
 - c. What impact did the design have, and on whom:
 - i. A changed mindset
 - ii. Financial impact,
 - iii. An impact on the environment
 - iv. Improved accessibility
 - v. Other

The description must be in Estonian and English (up to 2 A4) and describe the design itself, its impact, and whether and how this impact has been measured, what measurable results have been achieved.

- 2) Evidence of impactfulness.
- 3) Visual examples, high-quality illustrative photographs, drawings, etc. In the case of receiving a nomination, they will also be used in communication.
- 4) A brief summary for communication purposes (in both Estonian AND English, a total of 500/500 characters).

The materials are to be submitted electronically through the [Defolio](#) online environment. Submission of entries to the competition is free.

If you have any questions about applying for the award, please contact the representative of the Estonian Design Centre at kristi@disainikeskus.ee

General conditions for all categories:

1. Submissions to the design awards can be sent by all private and public sector organizations registered in the Republic of Estonia and designers with permanent residence and / or residence and work permits in Estonia, including design clients who have worked with a non-Estonian designer or Estonian designers who have worked with a non-Estonian organization.

2. Design award nominations may include designs (products and services, graphic design works, etc.) that have been fully developed and are in use/production, except for special categories where the right to submit projects/concepts/prototypes is specified.

Products and services submitted for design awards must not have been on the market or in use for more than 2 years at the time of submission to the competition, except in categories where it is otherwise indicated (e.g. service design).

3. If a design has previously been selected in at least one of the nominees in a category of the Design Awards, it cannot be re-submitted in the same category.

4. Entries in each category will be judged and selected by an international jury. In the event that a jury member can be expected to have a conflict of interest in relation to the work submitted to the competition, said member must withdraw from the jury.

5. By submitting works to the competition, the submitter grants the Estonian Design Centre a free and indefinite simple license, i.e. the right to reproduce the submitted works (photos, etc.) for public display, including exhibitions and websites such as disainikeskus.ee, eestidisainiauhinnad.ee, etc., competition publications, and media thereof. By participating in the competition, the candidate(s)/author(s) confirms that the works submitted to the competition are the author's(s') own creation and that they have all the rights to submit the works to the competition.

General evaluation criteria for submitted works:

1. Economic, social, and personal impact - does it create value for people, companies, and society?
2. Innovation - an innovative idea, implementation, form, or process, whether it is an inspiration to others.
3. Environmental friendliness and resource efficiency.
4. Contextual fit - whether it is relevant, reflects an understanding of user needs and situations, changes our behaviour in the desired direction.
5. Quality of execution - mastery of technology, technical skills, and aesthetics. The application takes place in the [Defolio](#) environment.

By applying the applicant gives the Estonian Design Center right to use (license), publish the presented designs and materials (incl. photos) via media or other means without territorial limits or time, also make all materials available in different websites of Estonian Design Centre. By applying the author/applicant states that the presented creation/designs are one's own creation and he/she has all the rights to present these designs/works to the Award.