



Design for a Better World 20 23



**TERMS AND
CONDITIONS**

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I - PURPOSES OF TERMS AND CONDITIONS

This Terms and Conditions aims to establish the general rules regarding the conditions for participation, registration, payment methods, delivery of material, evaluation criteria, and categories, among others, which will govern this award.

Participation in this award is intended for individuals, private, public, and mixed economy companies, civil society organizations, and startups that bear in mind the construction of a better world.

II - AWARD

Praising economically viable, socially fair, and environmentally correct solutions, and valuing the design chain with a view to the circular economy is the proposal of the Design for a Better World Award – DFBW Award, an initiative of Centro Brasil Design (Brazil Design Center – CBD).

The award aims to identify, gather, and reward transformative ideas, take them to the world, and give voice and visibility to those involved in creating solutions with a positive impact. Promoting and multiplying good solutions so that they reach more places and impact as many people as possible.

The DFBW Award considers that design for a better world is represented by products, projects, services, and experiences that consider the construction of a better world, aiming to improve our quality of life and the environment in which we live, using economically viable, socially fair, and environmentally correct solutions. Valuing the design chain and the circular economy. Promoting alternatives capable of generating a positive impact on the world we live in, especially praising solutions involving cities, the locus where complex and humanized operations are taking place and reverberating.

An attribute capable of valuing innovative and sustainable solutions, improving products, services, businesses, environments, and cities, and looking forward to a better future. Seeking solutions that use cleaner processes with lower impact, production, and logistics efficiency, reduction in the use of raw materials, waste reduction, water reduction and reuse, recyclability, reuse, easy maintenance, new business models, energy efficiency, circular economy, traceability, transparency, replicability, inclusiveness, democratization, accessibility, equity, equality, among others.



III - GENERAL CONDITIONS FOR PARTICIPATION AND REGISTRATION

Any individual or legal entity that meets the objectives of this award and fits into one of the proposed areas of operation may apply for the Design for a Better World Award 2023.

Registration from private, public, and mixed economy companies, civil society organizations, and startups must be made in the name of the company's legal representative. In the case of individuals, registration must be made in the name of the individual. The information must be duly identified in the Registration Form, in the period from May 1 to September 8, 2023, up to 12:00 AM – Brasilia time.

The submitted solutions will be the sole responsibility of the legal representative(s) of the company(ies) or individual, who must mention the participation of other people, partners, and suppliers directly involved in its execution, both in the content of the project and in the specific fields of the Registration Form, if applicable.

The registered projects must point out design, innovation, and the positive impact, being developed and used for a solution that brings improvements to the world.

Registrations will only be made via the internet, on the Award's website, by filling out the Registration Form in its entirety. Its model is available at:

www.dfbwaward.com

Registration implies a prior and full agreement with the rules of this Terms and Conditions on the part of the participants, and the authorization of the publication and dissemination of the winners by Centro Brasil Design.

A company and an individual may submit as many solutions as they wish, including projects from their parent company or branches located abroad. However, each solution will be considered a different registration. One can register lines and series as a single registration. Doubts should be clarified with the Centro Brasil Design team.

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IV - CRONOGRAMA

REGISTRATION

Early bird	May 1 to June 9
Regular	June 10 to August 4
Deadline	August 5 to September 8

JURY

1st stage of the jury	October 2 to 11
2nd stage of the jury	October 12 to 18
3rd stage of the jury	October 19 to 22
4th stage of the jury	October 26 and 27
Jury feedback	November 16

AWARD CEREMONY

November 30

ANNOUNCEMENT OF THE AWARD WINNERS

December

All participants will be notified by the e-mail indicated in the Registration Form and, in due course, more information may be requested for disclosure.



V - AREAS OF OPERATION

1. DESIGN OF PRODUCTS, SERVICES AND PACKAGING

The award contemplates the most diverse areas of design, always with the purpose of praising initiatives and solutions with a positive impact that bring, through design, alternatives for building a better world, covering: products; service design; interior design; packaging; fashion; social design; inclusive design; expography; outlets; design management; DIY (Do It Yourself); vernacular design; craftsmanship; food design; among others.

2. GRAPHIC, DIGITAL DESIGN, UX/UI, AND COMMUNICATION

The award considers solutions aimed at a better world in the scope of graphic and digital design projects, in the areas of UX and UI, as well as Communication. Visual identity is considered here: posters; illustrations; editorial projects; branding; signaling; applications; User Experience - UX; User Interface - UI; games; animations; websites; metaverse; among others. And, within the scope of Communication: advertising campaigns; videos and animations for campaigns; hot sites; digital marketing; among others.

3. ARCHITECTURE AND CITIES

The award includes the most diverse areas of architecture, urban planning, and engineering that aim to create more inclusive, greener environments and spaces, with greater attention to the impact generated on the environment, including architectural projects for buildings; public buildings; workspaces; green buildings; residences; commercial and entertainment spaces; stands; green areas; landscaping projects, among others. And, within the scope of cities: planned neighborhoods; proper use of soil, water, and energy; correct disposal of waste; nature-based solutions; valuing green; sustainable urban planning; urban mobility; economic development; resilient cities; creative cities; smart cities; society 5.0, among others.



4. CONCEPT

This area of the award is transversal and covers professional concepts and student projects that present solutions aimed at a better world in all the areas mentioned above. The concept area includes solutions that have not been to the market and have a test, prototype or design nature. A well-developed concept creates a better future and opens the human mind to what is yet to come, with more empathy, collaboration, and vision of the whole.

VI - REGISTRATION FEE PER PROJECT

1. **The registration fee** per project follows the following criteria:

PERÍODO	VALIDADE	VALOR
Period 1 Earlybird	May 1 to June 9	BRL 270,00
Period 2 Regular	June 10 to August 4	BRL 350,00
Period 3 Deadline	August 5 to September 8	BRL 420,00

2. Payment Methods

Payments can be made via credit card, pix, or bank slip at the time of registration, through the system.

Registrations will only be released for judgment after confirmation, by the financial department of Centro Brasil Design, of said payment being made and received.

3. Non-refund of the registration fee(s)

The amounts related to registrations made and paid will not be refunded to participants.



VII - BENEFITS

The DFBW Award has numerous benefits for the award winners:

 <p>Jury feedback for all those registered</p>	 <p>Use of the Design for a Better World Award Seal</p>
 <p>Visibility with the dissemination of projects</p>	 <p>Bilingual e-book with all the winners</p>
 <p>Award Ceremony</p>	 <p>Indication to participate in lectures, events, and talk shows</p>
 <p>Discount on consultations carried out by Centro Brasil Design</p>	 <p>Participation in a network of design projects for a better world</p>
 <p>Connection with a network of national and international partners of Centro Brasil Design</p>	 <p>Participation in the IF Design Award 2024, without payment of the registration fee, in the early bird and regular periods of the award.</p>



VIII - REGISTRATION

There are three steps to applying for the DFBW Award 2023:

1. Pre-registration (name and personal data).
2. Payment of the registration fee.
3. Completion of the Registration Form for the project(s).

Information required for registration:

- Registration data of the person in charge (name, CPF, CNPJ, full address, e-mail, etc.).
- Up to 4 images: the images illustrate the registered solution, up to 4 images of a maximum of 5MB will be accepted, two of which are mandatory, in .jpg or .png format.
- A PDF file: the PDF file is optional but can serve as additional information for the judges' evaluation. It may contain images, drawings, infographics, and descriptive texts that will help to understand the registered solution. Files with a maximum of 4 pages will be accepted, with up to 5MB in landscape format.
- Project website link, if any.
- Video Link: the video is optional and must present a defense of the presented solution.
- The video must be no longer than 2 minutes.
- Name of the Solution.
- Authors of the Solution.
- A brief description of the solution, with a maximum of 650 characters.
- Defense for the DESIGN Criteria (maximum of 800 characters): defend it in a text form, by answering: What problem does your solution solve? Mention aspects of form, function, aesthetics, composition, and construction of the solution. Who is the target audience? What is the context of the registered solution?
- Defense for the INNOVATION Criteria (maximum of 800 characters): defend it in a text form, by answering: What is the differential of the presented solution? Why do you consider the solution innovative? How does the solution make the world a better place?



- Defense for the IMPACT Criteria (maximum of 800 characters): defend it in a text form, by answering: What factors are considered in terms of project impact?
- Highlight important aspects of the project, when applicable, regarding material, purpose, productive process, matters of logistics, inclusiveness, durability, life cycle analysis, planned obsolescence, interchangeability, reduction of environmental impact, and reduction of waste, among other perceived aspects.
- Present numbers and/or measurable data about the impact of your solution (350cc).
- Indicate whether the solution is on the market or not.
- Indicate the social networks of the authors and/or the company.

IX - SELECTION CRITERIA

The solutions entered in the DFBW Award 2023 will be evaluated according to three verticals: DESIGN, INNOVATION, and IMPACT. For each area of operation, there are specific criteria.

Projects will be scored individually, with greater weight being given to the IMPACT item. DESIGN and INNOVATION have a weight of 1, and IMPACT has a weight of 3.

IMPACT weight 3	DESIGN weight 1	INNOVATION weight 1
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AREA OF OPERATION: DESIGN OF PRODUCTS, SERVICES, AND PACKAGING

DESIGN

In the Design criteria, the following points will be evaluated: aesthetics, form and function, context of use and experience.

- a. **Aesthetics**
 - Aspects or characteristics
 - Ability to draw attention
 - Language and ability to add value



b. Form & Function Relevance, meeting needs, ergonomics, accessibility, inclusiveness, universal design, ease of use, functionality, user interaction, customization, usage options, exchangeability, etc. In the case of a line or series of products, the aesthetic coherence of the line will be evaluated.

c. Context of Use and Experience Analyze the cultural, economic, and environmental context to which it applies and the experience that the project provides for the user. Degree of problem-solving.

IMPACT

Three verticals will be considered in the evaluation of projects, from the Impact point of view:

a. Materials & Processes

- Use of lower-impact raw materials
- Use of locally processed materials
- Efforts to use mono-material or ease of disassembly for recycling
- Safe materials
- Weight reduction
- Use of production processes that save resources such as energy, water, and time
- Selection of product origin (recycling, reform, reuse, etc.)
- Footprint: CO2 reduction, climate-neutral production
- Suppliers aligned with the company's policy and objectives

b. Use, Consumption, and Logistics

- Maintenance and repair
- Recyclability, reuse, disposal
- Closed life cycle / circularity
- Obsolescence, time to market, durability
- Practice or encouragement of conscious consumption
- Reverse logistics
- Shipping and delivery methods
- Importance of regionality
- Packaging



- c. **Social Impact**
- Working conditions with adequate humanization and safety
 - Fair prices
 - Attention to safety regulations in production processes
 - Interaction with the local community
 - Contribution to the environment where it is produced
 - Legacy
 - Inclusiveness

INNOVATION

Aspects considered from the Innovation point of view:

- a. **Originality of the proposed solution**
- b. **Degree of elaboration and complexity**
- c. **Differentiation**
- d. **Economic feasibility**
- e. **Environmental feasibility**
- f. **Degree of problem-solving**
- g. **Competitiveness**

AREA OF OPERATION:

GRAPHIC, DIGITAL DESIGN, UX/UI, AND COMMUNICATION

DESIGN

In the Design criteria, the following points will be evaluated: aesthetics, form and function, context of use and experience.

- a. **Aesthetics**
 - Aspects or characteristics
 - Ability to draw attention
 - Language and ability to add value
- b. **Form & Function**

Relevance, meeting needs, ergonomics, accessibility, inclusiveness, universal design, interface, ease of use, functionality, user interaction, customization, etc.



- c. **Context of Use and Experience** Analyze the cultural, economic, and environmental context to which it applies and the experience that the project provides for the user. Degree of problem-solving.

IMPACT

The following points will be evaluated in the Impact criteria:

- a. **Reach** Consider the potential reach of the solution, accessibility, inclusiveness, access, and democratization.
-
- b. **Materials & Processes** Alternative solutions through digital and/or lower impact processes; cleaner processes; non-toxicity; CO2 reduction. Use of less impactful, recycled, and/or recyclable materials.
-
- c. **Social Impact** Work conditions with adequate humanization and safety; interaction and contribution to the local community; legacy; job and income generation; inclusiveness; equity and fair prices.

INNOVATION

Aspects considered from the Innovation point of view:

- a. **Originality of the proposed solution**
- b. **Degree of elaboration and complexity**
- c. **Differentiation**
- d. **Economic feasibility**
- e. **Environmental feasibility**
- f. **Degree of problem-solving**
- g. **Competitiveness**



AREA OF OPERATION: ARCHITECTURE AND CITIES

DESIGN

In the Design criteria, the following points will be evaluated: aesthetics, form and function, context of use and experience, and target audience.

- | | |
|---|---|
| a. Aesthetics | <ul style="list-style-type: none">• Aspects or characteristics• Ability to draw attention• Language and ability to add value |
| b. Form & Function | Relevance, meeting needs, ergonomics, accessibility, inclusiveness, universal design, interface, ease of use, functionality, user interaction, customization, etc. |
| c. Context of Use and Experience | Analyze the cultural, economic, and environmental context to which it applies and the experience that the project provides for the user. Degree of problem-solving. |
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IMPACT

The following points will be evaluated in the Impact criteria:

- | | |
|-------------------------------------|--|
| a. Reach | Considerar o alcance potencial da solução, acessibilidade, inclusão, acesso, democratização e soluções inteligentes. |
| b. Materials & Processes | <ul style="list-style-type: none">• Use of lower-impact raw materials• Use of locally processed materials• Safe materials• Use of cleaner processes that save resources such as energy, water, and time• Footprint: CO2 reduction, climate-neutral production• Recyclability, reuse, disposal, and retrofit |
| c. Social Impact | Work conditions with adequate humanization and safety; interaction and contribution to the local community; legacy; job and income generation; inclusiveness; equity and fair prices. |
-



INNOVATION

Aspects considered from the Innovation point of view:

- a. **Originality of the proposed solution**
- b. **Degree of elaboration and complexity**
- c. **Differentiation**
- d. **Economic feasibility**
- e. **Environmental feasibility**
- f. **Degree of problem-solving**
- g. **Competitiveness**

In the case of the CONCEPT Area of Operation, the project will be submitted to the criteria corresponding to the areas determined by the person responsible for the registration when completing the Registration Form. If it is a CONCEPT project – from the Architecture and Cities area, it must meet these criteria; if it is a CONCEPT project – from the Design of Products, Services, and Packaging area, it must meet the respective criteria; and if it is a CONCEPT project - from the Graphic, Digital Design, UX/UI, and Communication area, it must meet the equivalent criteria.

X - JURY

The Judging Committee will be made up of professionals recognized in their areas of operation, being sovereign in terms of matters related to the award, and no appeal or objections can be made against their decisions. The project evaluation process will be online and will follow the criteria established in this Terms and Conditions and the Guidance Manual for the Jury. Jurors cannot judge categories in which they have works registered.

The Judging Committee shall be composed of Centro Brasil Design and jurors.

If necessary, the Judging Committee, through Centro Brasil Design, may request additional information on the projects under analysis, as well as any evidence of the data presented.

The projects made available to the members of the Judging Committee cannot be copied, printed, or disclosed, by any means, to preserve their confidentiality.



The names of all jurors will be announced in advance on the official website of the Award www.dfbwaward.com before the start date of the judging, to guarantee more transparency to the award.

There will be no appeal against the jurors' decisions, for their decisions are sovereign.

XI - PROJECT DISQUALIFICATION

Some situations may lead to the disqualification of registered works:

- a. Failure to pay the registration fee.
- b. Material delivery in disagreement with the format and structure established in item VIII of this Terms and Conditions.
- c. Material delivered or posted after the established deadline.
- d. Any communication carried out before or during the judging process and/or dissemination of results between the judges and the competing companies.
- e. Suspicions of unethical conduct practiced by the competing company or, even, in the preparation of the project.
- f. Not fitting with the objectives of the AWARD.
- g. Violation of legal provisions.

In the event of disqualification of the project, the registrant will not be entitled to any appeal, under the terms of this Terms and Conditions.

XII - AWARD WINNERS

The award winners will be selected by the jury, based on the criteria pre-established in this Terms and Conditions and on the information submitted in the Registration Form. Projects will be evaluated by professionals who are specialists in their areas of operation.

The award winners will be entitled to use the DFBW Award 2023 seal in all their communication material, as of the date of the award event, for an indefinite period.



The award winners will be officially announced at the award ceremony to be held on November 30, when they will receive the Curupira 2023 trophy.

The award winners will be announced shortly after the award ceremony, via the www.dfbwaward.com platform, and social networks, in addition to the vehicles supporting the award.

XIII - MISCELLANEOUS

Participants in the award expressly declare that they are aware of the terms of this document, with which they agree and manifest their express and unconditional agreement.

Participants assume responsibility for the veracity and accuracy of the information contained in the Registration Form, in the project content, and in the additional documents provided, at all times.

Centro Brasil Design reserves the right to cancel this Award, for reasons of force majeure or duly justified unforeseeable circumstances, to change or annul it, in whole or in part, as well as to extend the deadlines set forth in these Terms and Conditions, giving due publicity for the acts performed.

Participants authorize the publication of the name and brand of the company and its client, of the images provided in the Registration Form, and of the title of the awarded project, in media exclusively related to the promotion of the DFBW Award 2023.

Centro Brasil Design reserves the right to exhibit the projects, both in Brazil and abroad, in courses, seminars, universities, communication schools, congresses, or any other event, and to display, reproduce, distribute, use, or broadcast the referred images and testimonials, as well as the whole or part of the project, in any means of communication, including, but not limited to, the internet, websites, printed leaflets, magazines, institutional videos, newspapers, television, among others, for any purpose, without any compensation being due to the winning company, in any capacity and at any time, but always in common agreement between Centro Brasil Design and the awarded company or individual.

As of now, participants who attend the award ceremony authorize the recording of their image, through audiovisual and photographic records, during said ceremony, and such records may be used in any printed, internet, electronic, and television media, for the purpose of promotion of the award.



CBD ensures that the information requested in the Registration Form will be used exclusively to formalize the participation of the registrant(s) in the Award, and Centro Brasil Design undertakes to protect and safeguard such information, with the exception of being subject to disclose it to government agencies due to judicial proceedings, court order, or legal process, in accordance with current legislation (General Data Protection Law).

The award winners may use, for publicity purposes, the seal of the award in all their materials. The seal may not, under any circumstances, have its content, color, or format altered. For the use of any other seal, brand, name, or material owned by Centro Brasil Design, authorization will be required.

No submitted project material will be returned to the participant, whether it is a winner or not.

This Terms and Conditions, its areas of operation, and the Registration Form may undergo modifications, always aiming at the smooth running of the various stages and suitability of the Award. In case of occurrence, Centro Brasil Design will arrange for the immediate publication of the changes on the official website of the award: www.dfbwaward.com.

Centro Brasil Design will judge doubts or situations not provided for in this Terms and Conditions, and its decisions will be sovereign, with no possibility of filing appeals.

Omissions will be resolved at a meeting of the Board of Centro Brasil Design, after hearing the Members of the Board of Directors.

Centro Brasil Design is not responsible for copyright issues of the registered projects, being exempt from any burden related to the violation of third-party copyrights, such as photographers, and illustrators, among others. It is the authors' sole responsibility to ask their clients for authorization to register their projects.

Applications posted after the registration deadline will be disregarded; however, this deadline may be extended, according to the rules established in this Terms and Conditions.

Clarifications and other information regarding these Terms and Conditions may be requested by e-mail: dfbwaward@cbd.org.br.

Curitiba, May 1, 2023.



Design for a Better World 20 23



CENTRO
BRASIL
DESIGN

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