CALL FOR ENTRY
2020.4.2 THU–6.2 TUE
GOOD DESIGN AWARD
ENTRY GUIDE

Schedule & Fees (Per one entry)

1. Call for Entry 4/2–6/2
   Apply from the GOOD DESIGN AWARD official website, www.g-mark.org

2. 1st Screening (Judging by documents) 6/3–7/1
   Judging by documents based on the information registered on the websites by applicants.
   [1st screening fee] 11,000 JPY

3. 2nd Screening (Judging by the original product) 7/10–9/3
   The 2nd screening is implemented to screen the entries having passed the first screening. It will be held at Aichi Sky Expo from August 18 to 20. August 21 is private viewing only for applicants. For entries of which the physical items can not be carried to the screening venue, an alternative such as a panel of the subject entry is necessary to conduct the screening.
   [2nd screening fee] 58,300 JPY
   (Required only for the entries that passed 1st screening)

4. Announcement of Award Winners 10/1
   The results of GOOD DESIGN AWARD, GOOD DESIGN BEST 100 will be announced on the GOOD DESIGN AWARD website. Between October 1 and November 3, which is the Award PR period, the G Mark can be used for free.
   [Award Winners Package fee] 158,500 JPY
   (Required only for award winners)
   [This price includes the charge for Exhibition, Yearbook and Online Gallery publication for each award winning object. Also, one each copy of certificate and yearbook, and the attendance of the award ceremony will be presented to the award winner.]

5. Award Exhibition - Award Ceremony 10/30–11/3
   The GOOD DESIGN EXHIBITION 2020 will be held to showcase all of this year’s award winning designs at Tokyo Midtown Roppongi. Award Ceremony will be held on the first day of the exhibition. The yearbook will be published in March, 2020.
   [Annual G Mark usage fee (Optional)] 220,000 JPY
   - One year

For inquiry
GOOD DESIGN AWARD Office, Japan Institute of Design Promotion
E-mail: info-a@help.g-mark.org
GOOD DESIGN AWARD 2020

To Create a Better Future, What is Expected by Design?

There exists an impulse, wish or idea which should be realized right now. The power of design facilitates greatly when such zeal requires understanding or sympathy from others as many as possible. It means to form, share, grow and expand the wish or idea with reverence and belief by the power of design to make its presence here now would be pride and pleasure for the people. What kind of design can deeply move people’s hearts? What is good design that would create a wonderful future? The GOOD DESIGN AWARD expects to discover any stuff, measures or ideas that would move our society and future forward steadily, extensively or even modestly.

About GOOD DESIGN AWARD

Founded in 1957
Its precursor, the Good Design Selection System (or G Mark System) was founded by the Ministry of International Trade and Industry.

From 45 countries and regions
Held annually by public application, GOOD DESIGN AWARD is an international design award gathering entries from 45 countries and regions.

38.69% of Domestic Recognition Rate
The recognition rate of “GOOD DESIGN AWARD” and “G Mark,” the symbol of winning the award is respectively 38.69% and 81.09%. It’s a well-known design award and beneficial for promotion in Japan.

Results of 2019
Awarded: 1,420 Entries: 4,772

Approx. 90 Judges
The screening is implemented with about 90 leading designers, architects or other professionals from Japan or overseas as jury members.

Types of Special Awards
Among all the GOOD DESIGN AWARD winning objects, the exceptional designs considered to create and inspire the future, are chosen as “GOOD DESIGN BEST 100”, from which the Special Awards below are chosen.
- Good Design Grand Award
- Good Design Gold Award
- Good Focus Award
- New Business Award
- Good Focus Award [Design of Techno & Tradition]
- Good Focus Award [Design of Community Development]
- Good Focus Award [Disaster Prevention & Recovery Design]

Screening Method
- 1st Screening: Judging by documents based on the information registered by applicants.
- 2nd Screening: Judging by physical products that jury members can touch and experience.

Award Benefits
In addition to promoting the design by well-known G Mark, winning the Award has more benefits as follows.
- EXHIBITION opportunity with over 200,000 visitors
All of the awarded designs will be exhibited on “GOOD DESIGN EXHIBITION 2020” at Tokyo Midtown Roppongi. And there are over 200,000 visitors every year, leading to the high recognition rate of 38.69% in Japan.
- Yearbook and Online Gallery publication
For each awarded design, its information will be published on the yearbook GOOD DESIGN AWARD 2020, and the certificate will be presented. Also, the information of the awarded design will be published on the website permanently with the evaluation comments from the judges.

Result of the Survey for Award Winners

Since the foundation in 1957, GOOD DESIGN AWARD has a history of over 60 years. The results of the survey questionnaires have showed various opinions from the Award Winners, including their appreciation of the high recognition rate of G Mark in Japan.

The number of application times
First time 44.3% Twice or more 55.7%

Effects of Winning the Award
- 66.1% Increase the credibility with the customers and business partners
- 65.1% Increase the motivation of the related people
- 57.3% Increase the popularity
- 32.3% Got new customers
- 29.2% Increase the inquiries from various media or business inquiries
- 21.4% Increase sales

n=192