GOOD DESIGN AWARD 2021

GOOD DESIGN AWARD 2021
Tutorial Book for Judges
Dear Judges,

Thank you very much for your participation in GOOD DESIGN AWARD Judging Committee. GOOD DESIGN AWARD aims to convey the philosophy and methodology in “good design.” At the same time, it intends to work as a catalyst to drive the society to the next stage through the discovery and share the new potential of them. We wish all judges are positively and actively involved in relative design promotion activities we organize, as well as screenings. Thank you very much in advance for your cooperation.

Please find following detail explanation about G Mark system, philosophy and tasks of judge, and feel free to let us know if you have any questions.

Yours sincerely,
GOOD DESIGN AWARD
Office

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Aspiration and action with consideration

We are now in the midst of the coronavirus pandemic. I think during the pandemic people are feeling that humanity is facing a major turning point. Many of us are expecting and hoping not only to endure the disaster, but also to open the way to a new future by making use of knowledge and technology, looking back on the history of humankind and our past behavior. Such aspirations that people are having become the key driver to pass on to the human race in the future.

A word of aspiration contains a dearest wish, like a prayer. People are not alone in aspiring. People, society and nature have aspired until today. Unfortunately, such aspirations have been difficult to realize because they can be overshadowed by loud demands and desires. Unexpectedly, we have been able to recognize clearly each aspiration because our activities have been restricted. Now may be the very time when we must carefully consider our modest and sincere wishes. Therefore, it is important to feel sympathy for others, which means being willing to have relationships with and to be considerate toward each other.

Blending various aspirations obtained by feeling sympathy and moving toward achievement is, so to speak, an "action with consideration," which will certainly emerge as the way and shape of design to come. The Good Design Award focuses on and captures that. In this award, we should discuss how much we can empathize with and support the proposal for the future that designs bring up. I hope the Good Design Award, where a wide variety of designs come together, will be an opportunity to exchange opinions on such themes.

I look forward to seeing many of you at the Good Design Award 2021.

Chair of the GOOD DESIGN AWARD 2021

Takashi Ashitomi

Action with consideration and aspiration

Human beings create things, and the question is, how should they play a role in a society?

What can humanity do now?
How should we substantially change the world and where should society head?

What will we learn and how will our mindset change from the battle against the novel coronavirus that continues to change our lives and the world? How should we pass on our experiences after overcoming many pains and sorrows?
What will we do about the suffering, sadness and ongoing recovery from disasters?
What should we do for people who are facing difficulties around us or in some faraway place in the world?

Many questions, "?" s, with no answers are emerging one after another. I think such questions are also wriggling inside the minds of many people engaged in design creation and social implementation.

Design turns small forces into a tidal wave and produces new things to change society for the better. Good Design Award adopted the theme of "resonance" in 2019 and "sympathy" in 2020. Through these themes, the award has focused on designs created while taking action and actively engaging with others and various things. We received many impressive designs, such as for tangible and intangible objects, processes, and those related to awareness. We have witnessed a moment when they gradually became a tidal wave.

One of this year’s themes, “action with consideration,” is aimed at having humans create even greater waves by encouraging greater sympathy between people. The other, “aspiration,” means design based on outcome, that is, the direction that humankind should aim at in order to produce greater waves.

Design is inherently hopeful. Humans who create tangible and intangible objects try to solve various problems in some way. However, when putting things into practice, it is evident that there are still different thoughts and philosophies informing them. Regarding efforts to improve the global environment, the definition of happiness, and dealing with new methods represented by technology are being promoted differently by each frame of industry, field, business and individual, among others.

Good Design Award evaluates a broad range of designs in an interdisciplinary way. Through the screening, its role is to encourage actions with consideration in order to grasp the direction humans and society should move in. The award aims to contribute such that it can show the hopeful direction that we seek in a sincere manner.

I look forward to encountering many Good Designs this year.

Vice Chair of the GOOD DESIGN AWARD 2021

Seiichi Saito
The System and Schedule of the GOOD DESIGN AWARD

GOOD DESIGN AWARD is a comprehensive design commendation system organized by Japan Institute of Design Promotion (JDP) for the purpose of leading our lives, industry, and society at large to be better through selecting “Good Designs” from various events and commending them. The system leads to the creation of future society in cooperation with Applicants. The GOOD DESIGN AWARD is a system not just to “select good designs” but to lead the creation of future society in cooperation with applicants through cycle of the three points below:

**GOOD DESIGN AWARD**

![Diagram](Diagram.png)

- Discover possibilities for the society of the future
  - Discovering quality standards in contemporary society and possibilities for the society of the future, through screening entries to the GOOD DESIGN AWARD.
- Share discoveries widely in society with G Mark
  - Convey and share the goodness of the design in society with award recipients and with the G Mark.
- Innovation
  - The system to accelerate creativity is the GOOD DESIGN AWARD

### Award Types

**GOOD DESIGN AWARD 2021**

**BEST 100**

- **GOOD DESIGN GOLD AWARD**
  - Finalist ➤ GOOD DESIGN GRAND AWARD
- Special Awards
  - GOOD FOCUS AWARD (NEW BUSINESS DESIGN)
  - GOOD FOCUS AWARD (DESIGN OF TECHNIQUE & TRADITION)
  - GOOD FOCUS AWARD (DESIGN OF COMMUNITY DEVELOPMENT)
  - GOOD FOCUS AWARD (DISASTER PREVENTION & RECOVERY DESIGN)

### Requests for Judges

**Discover** = Screening

- Screening for the GOOD DESIGN AWARD (see p. 5-12)
- Proposing candidates for Judges’ Recommendations (see p. 13)
- Screening for the GOOD DESIGN BEST100 and Special Awards (see p. 9-11)
  - Leaders and Focused Issues Directors only

**Share** = Publication and Sharing

- Screening entries and writing advisory comments (see p. 12)
- Presenting in the screening report meeting (see p. 12)
- Attending the ceremony and selection for the Grand Award (see p. 12)
- Writing recommendations for focused issues (see p. 13)
  - Focused Issues Directors only
Open Call for Entries

4/1

4/23 Focused Issue Director’s Meeting 17:00～19:00
@Tokyo Midtown 5F

~5/8 Call for Jury’s Recommendation

5/26 Deadline for submission of applications

6/9 Judge General Meeting 13:30～16:30
@Tokyo Midtown 4F

6/10 ~ 20 First Screening on WEB

6/24 First Screening Panel, Selection of Jury’s Recommendation 10:00～16:00
@Tokyo Midtown 4F

7/2 Notice of First Screening results

8/17～18 Second Screening Panel (By Units)
8/19 GOOD DESIGN BEST100 Candidates Inspection & Selection Panel

8/27 Screening Confirmation Panel

8/23～9/12 Evaluation Comments Writing

9/30 GOOD DESIGN BEST100 Presentation Special Award Screening Panel 10:00～19:00
@Tokyo Midtown 4F

10/20 Announcement of award recipients

10/20 ~ 11/7 Award Promotion Event @ONLINE

11/2 Award Ceremony Grand Award Selection @ONLINE

March 2022 Yearbook publication

ALL DAY 10:00～18:00 @Aichi Sky Expo, Aichi

10:30～12:00 @Tokyo Midtown 5F (if necessary)

@ONLINE
Judging Policy and Viewpoints

[Basic Screening Concepts]
1. The GOOD DESIGN AWARD considers design to be the act of identifying objectives while thinking chiefly about human beings at all times and planning and realizing ways to achieve these objectives.
2. The most important consideration is whether the thought and methodologies embodied in a design are likely to serve as a good start point for the society of the future.
3. Screening will include consideration of future developments and inherent possibilities for the purpose of promoting the progress of society.

[Screening Viewpoints]
Please conduct screening from a comprehensive perspective, examining subject entries from the four viewpoints of human, industrial, social, and time perspectives based on the above basic concepts.

Human perspective
- Whether due considerations, including usability, understandability, and friendliness, etc., are given to users.
- Whether various considerations, including safety, security, environment, physically weak persons, etc., are given to maintain the credibility.
- Whether the design gains sympathy of users.
- Whether the design has attractiveness and induces users’ creativity.

Industrial perspective
- Whether issues are skillfully solved by using new technology and materials or through creativity.
- Whether the item is reasonably designed or planned with appropriate technology, method, and quality.
- Whether the item contributes to the creation of new industry or business.

Social perspective
- Whether the item contributes to the creation of new culture, such as a new method, lifestyle, communication, etc.
- Whether the item contributes to the realization of the sustainable society.
- Whether the item suggests new value, such as a new method, concept, style, etc., to society.

Time perspective
- Whether the item puts past contexts and accumulated achievements to propose new value.
- Whether the item proposes a highly sustainable solution from medium- and long-term perspectives.
- Whether the item represents continual improvements in accordance with the times.

[Screening Weights]
GOOD DESIGN AWARD entries can be grouped into the two main categories of improved designs based on sufficient track record and completely new designs. Screening of improved designs stresses the appropriateness of the designs, while screening of new designs stresses possibilities for the future. However, new designs too are not eligible for being judged to be good designs if they lack quality as designs.
4 Screening Details

4-1. Basic Rules

1. Screening Units
In screening the GOOD DESIGN AWARD, Screening Units of four to five members each are formed to judge the subject entries assigned to them. Each Screening Unit has a Leader, appointed by the Chair and Vice-Chair.

2. Judges are Prohibited from Taking Part in Screening of Items with which they are Involved
The Chair, Vice-Chair, and judges may not screen entries with which they themselves were involved in design or consulting. They are prohibited from any and all involvement in screening of such entries, including provision of information.

3. Confidentiality
All judges must submit nondisclosure pledges to the organizers prior to the start of screening and must not leak to third parties any confidential information learned through screening, including confidential information concerning entries as well as information on the screening process.

4-2. First Screening

■ Focused Issue Director’s Meeting (Focused Issue Directors Only)
Chair, Vice Chair, and Focused Issue Directors are assembled to discuss for the themes of the each issues.

■ Judge General Meeting
This meeting is held to confirm general policies, specific screening methods, screening policies, and other matters for the year’s screening.

Request

1. Establishment of Screening Policies
Check the list of entries to be screened by your Unit and establish screening policies through discussions, with the Leader playing a central role.

2. Discussion about the measure of “Hearing Screening”
Previous “Interactive Hearing” which was at the choice of the applicants was updated as “Hearing Screening”. Only the applicants who are selected by jury can make a presentation or explanation to judges. Whether implement the “Hearing Screening” or not is a discretion of the jury. Please discuss whether you adopt this screening and if do, how long and how many. The designated entries are requested to submit at the First Screening Panel.

3. Selection of Jury’s Recommendations
Check the list of candidates for Jury’s recommendations and discuss further potential candidates.

■ Web Screening
Web screening is a process of individual evaluation for the First Screening Panel. Please log in the Jury Site with ID and PW, and evaluate individually by the deadline.
1. **Make your decision to pass or fail (requisite)**
   After checking the information on subject entries in the units which you are designated, enter either a circle (pass) or an “X” (fail) for each entry reflecting its evaluation based on the screening policies and viewpoints.

2. **Leave comments (optional)**
   Enter under “Comments” any information about the entry you would like to share with other judges.

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**First Screening Panel**
Deciding pass / fail of Subject Entries is judged through this panel for the purpose of “selecting objects whose actual objects should be judged in the second screening.”

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1. **Decide Subject Entries which pass the First Screening**
   Please judge in the first screening with a viewpoint of “whether or not to let the object pass” in principle. With regards to the entries from China, Hong Kong, Taiwan and Korea, the judges from those countries/areas also vote for them with some comments. Please be aware of their judges and comments especially in the case with some considerations for the local cultural background are required.

2. **Examination of objects to be moved to another unit**
   Check the List of Subjects Eligible for Entry and at this stage, decide policy to move Subject Entries to another unit about Subject Entries which can be judged as “a Subject Entry which should be moved to another Judging Unit,” after consulting the Judging Unit to accept the Subject Entry. However, because the applied category is “announcement from Applicants about points to be focused on,” please esteem this will as much as possible. About the movement between units, please conduct it according to the standards below:
   - A Subject Entry whose contents or main point is apparently different from a domain of the unit concerned.
   - A Subject Entry which is not expected to be highly valued but could be highly valued by another unit.

3. **Decide the objects for which additional data or screening is required in the Second Screening Panel**
   Some Subject Entries are judged to require special actions, such as Hearing Screening, On-site Screening, and checking additional data submitted in the form of videos etc. Please examine which object requires a special action.

4. **Selection of Jury’s Recommendations**
   Check the list of candidates for Jury’s recommendations and select 3 or less by discussion.

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**Criteria**
Check the Application Sheets, and discuss and decide whether to pass the Subject Entry, based on the standards below.

**[Standards to decide to fail a Subject Entry in First Screening]**

1. **The Subject Entry is deviant from GOOD DESIGN AWARD Ideal.**
   Please fail a Subject Entry when it is deviant from the five ideals of the GOOD DESIGN AWARD.

2. **The Subject Entry could be in contravention of application rules.**
   Please fail a Subject Entry when it is obviously supposed not to be able to meet the application condition that “users can purchase or use the object by the end of March 2021.”

3. **Subject Entries which can be seen to have obviously low value or quality.**
   Please fail a Subject Entry if it has obviously low value or quality.

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**Confirmation by the Organizer of the results of screening**
The Organizer will inspect the results of the First Screening Panel. If any matters require deliberation, finalize the results of screening through further discussions in each Screening Unit.
4 - 3. Second Screening

- **Second Screening Panel**
  This is a panel to judge whether to pass the Subject Entries while checking the actual objects which have passed the first screening.

1. **Decide Subject Entries which pass the Second Screening**
   Subject Entries which have passed the Second Screening will be the winners of the GOOD DESIGN AWARD. Please judge whether to pass a Subject Entry based on the actual object of the Subject Entry, an application sheet, and hearing screening (described later).

2. **Select BEST100 candidates**
   The GOOD DESIGN AWARD announces 100 award winning objects as “designs which suggest the future” to be the “GOOD DESIGN BEST100” at the same time as announcement of award recipients. Please select objects which can be seen as “candidates for special awards” while giving them priorities.

3. **Choosing Subjects of Advisory Comments**
   Advisory comments are communicated to applicants regardless of whether they pass or fail the screening process, as a means of helping raise awareness among applicants. Choose the subjects of advisory comments based on discussions in which the Leader plays a central role.

4. **Assigning Responsibilities for Writing Advisory Comments and Evaluation Comments**
   The judges’ evaluation comments describing what was good about each design are released to the public for all winning items in the GOOD DESIGN AWARD. Assign responsibilities for writing these together with the above advisory comments based on discussions in which the Leader plays a central role.

5. **Inspection of Candidates for the BEST100 (Leaders, Focused Issue Directors Only)**
   On the third day of the screening panel, the Chair, Vice-Chair, Screening Unit Leaders, and Focused Issue Directors will confirm candidates for the BEST100. Each leader is requested to explain the reasons for selection of the BEST100 candidates chosen by his or her own Unit.

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In the Second Screening Panel, actual subject entries with widely varying properties will be set up. For this reason, the appropriate screening method will vary by Screening Unit. The Leader should play a central role in discussing screening methods and adopting methods that are appropriate. Also, judges should consult with each other in deciding which entries pass or fail. In addition, in principle one assistant will be assigned to each judge during the screening process. The screening method expected to be used in most cases is described below. Set up your own screening methods based on this method as a general rule.

1. **Checking Subject Entries and Individual Voting**
   Each judge checks the actual entries or substitutes and their application sheets one by one, voting for those he or she considers to represent excellent designs.

2. **Prior Arrangements for Screening Interviews**
   In the case the Hearing Screening will be held on the second day, discuss the matters such as points to check or questions during the Hearing Screening through discussions.

3. **Hearing Screening**
   Meet each applicant at the specified time to ask questions and further deepen your understanding of the subject entry.

4. **Deciding on Passed and Failed Entries through Mutual Discussion**
   Decide on passed and failed entries through discussions in which the Leader plays a central role, reflecting the results of individual voting and the hearings.

5. **Selection of Candidates for the BEST100**
   Reflecting the results of the Second Screening Panel, choose candidates for the GOOD DESIGN BEST100 through discussions in which the Leader plays a central role.
A variety of screening activities is conducted during the Second Screening Panel, suited to the characteristics of each subject entry. Feel free to employ methods other than those shown below as needed.

1. Hearing screenings
   To understand further about submitted entries, judges can request “Hearing screening” to make a detail presentation to the applicants. The implementation day will be in the morning of the second day of the screening days in principle. But jury has a discretion to change the day and location at their request. The duration can be set as 5min to 15 min and it is up to the number of the entries. Web hearing is also available upon the request by the applicant.

2. Screening of Undisclosed Subject Entries
   Products still under development at the time of the Second Screening Panel may be entered to the GOOD DESIGN AWARD. In such a case, screening will take place in a separate, private room to prevent leakage of information. Applicants of undisclosed subject entries will display their entries in the separate room at the time specified by the office. Judges should go to the room at those times to screen the entries. In principle, the same rules as used in screening interviews apply to screening of undisclosed subject entries.

3. On-site Screening
   Sometimes a Screening Unit may decide that it would be better to visit the actual entry in person if it would be difficult to display the actual item. In such a case, the Screening Unit may ask the applicant to participate in an on-site screening and visit the actual item to screen it in person. On-site screening will take place after making the necessary arrangements with the applicant during the period of the Second Screening Panel.

1. Selecting BEST100 Candidates
   Select BEST100 candidates by ranking and then filling out the necessary information on the BEST100 Candidates sheet and submitting it. Top 2 of the ranking by each unit shall be selected as BEST100 in principle.

   (Fill out the sheet)
   List up to 8 candidates in order of their suitability to the BEST100, along with their screening nos. and titles.

2. Inspection of BEST100 Candidates and Selection Panel
   On the third day of the Second Screening Panel, the Chair, Vice-Chair, Leaders of all Screening Units, and Focused Issue Directors will inspect the BEST100 candidates displayed in the venue. After the inspection, BEST100 Selection panel will be implemented.
Confirmation by the Organizer of the results of screening

The Organizer will confirm the validity of the results of the First Screening Panel. If any matters require deliberation, finalize the results of screening through further discussions in each Screening Unit.

Final Screening Meeting (Necessary Screening Unit Leaders Only)

This meeting will choose the GOOD DESIGN BEST100 based on the BEST100 candidates submitted by each Screening Unit during the Second Screening Panel.

Confirmation of Passing/Failed Entries in Second Screening

Check the results of choosing passing and failed entries in your Screening Unit to make sure there are no mistakes. Also take a look at the results from other Screening Units to make sure you do not object to any of them. If you do have an objection, meet with the Leader of the relevant Screening Unit to determine whether the entry should pass or fail. If a decision cannot be reached through such discussion, the Chair and Vice-Chair will make the final judgment. Final judgment on matters requiring deliberation as identified by the office will be handled in a similar manner.

1. Selection of the GOOD DESIGN BEST100

The GOOD DESIGN BEST100 will be decided on through discussions among all participants, voting, and other means.

2. Checking of Rankings in Each Screening Unit

Prior to the start of the BEST100 Selection Meeting, the organizer will post on the walls of the meeting venue the BEST100 candidates chosen by each Screening Unit, in priority order. The Leaders of Screening Units and Focused Issues Directors will check the BEST100 candidates posted on the walls and then check the rankings while also confirming overall balance.

3. Confirmation of the top 2 of each unit

After all the inspections are made, the jury confirm the top 2 of each unit shall be in BEST100. If there is any objection, the judge raise the hand and make a discussion. After the discussion, the vote by a show of hands will be executed and the decision is made. In the case of tie, the chair of jury will make the decision.

4. First voting and Confirmation of the Line-ups

The first voting shall be conducted for all candidates, not including those subject to preliminary decisions as described under 2 above. Each judge will vote for up to 20 or so candidates. The Chair shall determine the precise maximum number of candidates for the voting. Upon the result of the vote, the organizer temporarily place the card of the candidates in decreasing order of the number of the votes. The jury inspect the line-ups whether they are appropriate for the BEST100 of the year and have further discussion if needed.

5. Second Voting and Conclusion on All of the BEST100

After the discussion above mentioned, second voting shall be conducted for the bottom 20 candidates and left outs of the first voting. Each judge will vote for up to 10 or so candidates. The precise maximum number of candidates for which each judge may vote in this case will be determined by the Chair in the same manner as described under 3 above.
A total of 100 candidates receiving the most votes will be chosen on a preliminary basis. If at this time multiple candidates have received the same number of votes at the cutoff line, voting shall be repeated for the candidates at the cutoff line to select all of the BEST100. Alternates shall be chosen at this time too, in preparation for cases of withdrawal of entries. If a candidate chosen on a preliminary basis for the BEST100 is later disqualified, the highest-ranking alternate shall take its place.

The measure of the BEST100 Selection
Good Design Best100 presentations - screening panel
(Leaders and Focused Issues Directors Only)

Listen to the presentations of the GOOD DESIGN BEST100 recipients and get better understanding of each design. This event is closed door screening panel.

1. Listening to the GOOD DESIGN BEST100 presentations
   Listen to approx. 25 sessions of GOOD DESIGN BEST100 presentations and have Q&A.

2. Sharing the contents of the presentations to other jury
   Share the contents of the presentations you listened to with other jury members who couldn’t hear them.

Special Awards Selection Panel (Leaders and Focused Issues Directors Only)

This meeting will select excellent designs deserving of special mention from among those selected to the GOOD DESIGN BEST100.

1. Selection of the Good Design Gold Award Winners
   The winners of the Good Design Gold Award shall be chosen from among the GOOD DESIGN BEST100 through voting and discussion.

2. Selection of the Good Design Grand Award Finalist
   Finalist for the Good Design Grand Award shall be chosen from among the Good Design Gold Award winners through voting and discussion.

3. Selection of the Good Focus Awards Winners
   The winners of the Good Focus Awards shall be chosen from among the GOOD DESIGN BEST100 other than those winning Gold Awards through voting and discussion.

4. Focused Issue Discussions
   These discussions shall concern keywords indicating contemporary trends and future possibilities for each focused issue.

Winners of the Good Design Gold Award and Good Focus Awards and candidates for the Grand Award shall be selected through the procedures below.

1. Good Design Gold Award: First Voting
   Each judge will vote for up to 20 or so entries chosen from among the GOOD DESIGN BEST100. The Chair shall determine the precise maximum number of entries for which each judge may vote at the time of the voting.

   **Selection Criteria**
   Entries recognized as the best of the best of contemporary design, combining advanced spirit and suitability to the needs of society in light of matters including concepts, technologies, and quality.

2. Preliminary Choices for the Good Design Gold Award and Selection of Entries Eligible for Second Voting
   Preliminary choices for the Gold Award shall be selected by inserting a cutoff line at an appropriate difference in numbers of votes received, aiming to separate the group of 10 or so entries that received the most votes. In addition, entries eligible for the second voting shall be selected by inserting a cutoff line at an appropriate difference in numbers of votes received aiming to separate the group of 30 or so entries that received the most votes. However, an entry may be included in those eligible for the second voting even if it received a low number of votes if the judges decide to do so through discussion.
3. **Good Design Gold Award: Second Voting and Preliminary Decision**
   Each judge will vote for up to 10 or so entries chosen from among those eligible for the second voting. The Chair shall determine the precise maximum number of entries for which each judge may vote at the time of the voting. The preliminary decision on the Gold Award shall be based on a cutoff line above which the top 20 entries receiving the most votes are eligible to win. In the case of a tie, judges shall discuss the relevant entries and then vote on which to include.

4. **Voting on Candidates for the Good Design Grand Award (Finalist)**
   Each judge will vote for up to five or so entries chosen from among the winners of the Good Design Gold Award, based on the selection criteria described below. The Chair shall determine the precise maximum number of entries for which each judge may vote at the time of the voting.

   (Selection Criteria)
   Each candidate for the Good Design Grand Award must be one that the Judging Committee recognizes to be one that it would like to introduce most of all to society at large as one that speaks to the needs of this year (the contemporary period).

5. **Preliminary Decision on Candidates for the Finalist**
   Candidates for the Finalist shall be selected by inserting a cutoff line at an appropriate difference in numbers of votes received, aiming to separate the group of five or so entries that received the most votes, subject to the approval of the Chair and the Vice-Chair. Alternates shall be chosen at this time too, in preparation for cases of withdrawal of entries or disqualification as a result of review of design rights. If an entry chosen on a preliminary basis for the Grand Award is later disqualified, the highest-ranking alternate shall take its place.

6. **Selection of Candidates for Good Focus Awards and Voting**
   The office will choose as candidates eligible for voting entries satisfying the conditions of each Special Award from among the GOOD DESIGN BEST100, other than candidates for the Good Design Gold Award. Each judge will vote for up to five or so of these chosen entries, based on the criteria described below. The Chair shall determine the precise maximum number of entries for which each judge may vote at the time of the voting.

   (Selection Criteria for Each Special Award)
   - **Good Focus Award [New Business Design]**
     Entries recognized as advanced, excellent designs contributing to the creation of new business domains or business models
   - **Good Focus Award [Design of Technique & Tradition]**
     Entries recognized as particularly excellent designs by small and medium-sized enterprises involved in the manufacturing or information-services businesses
   - **Good Focus Award [Design of Community Development]**
     Entries recognized to make particular contributions to economic development in Japan through enlivening community economies
   - **Good Focus Award [Disaster Prevention & Recovery Design]**
     Entries recognized as excellent designs contributing to disaster prevention and recovery

7. **Preliminary Decisions on the Good Focus Awards**
   Candidates for the Special Awards shall be selected by inserting a cutoff line at an appropriate difference in numbers of votes received, aiming to separate the group of three entries that received the most votes, subject to the approval of the Chair and the Vice-Chair.

8. **Presentations by Focused Issue Directors**
   Each FOCUSED Issue Director will make a presentation approximately three minutes long on the subjects of discoveries made through the screening process along with topics important today and future possibilities.
4 - 4. Sharing (Announcement and Commendation)

- Writing Evaluation and Advisory Comments
  These comments on evaluation are intended to help raise awareness of applicants and consumers in general. Write comments on the subjects you were assigned in your Screening Unit during the Second Screening Panel.
  
  1. Writing Evaluation Comments
     Login to the screening site and enter evaluation comments of roughly 200 characters (50-80 words in English) per subject. Since most of the comments entered here will be used for publicity purposes by winning companies, for example by quoting them in press releases, choose your expressions and other content with care.
  
  2. Writing Advisory Comments
     Login to the screening site and enter advisory comments of roughly 200 characters per subject. The comments you enter here will be communicated to the applicants only.

- Screening Report Meetings (Held by Each Screening Unit)
  These meetings will be held during the award promotion event. They serve as an opportunity for raising awareness of applicants and consumers in general by sharing the judge’s insights of the screening process and new discoveries.
  
  1. Presenting to Screening Report Meetings
     Office staff will emcee these meetings, asking questions mainly on subjects such as overall tendencies among entries in your Unit, perspectives stressed in the screening process, and discoveries made through the screening process. Please share your overall evaluation of the process. Also, discussion of specific examples and the kind of discussions that took place during the screening process can help the audience to understand better.

- Attending the Awards Ceremony and Selection for the Grand Award
  Celebrate to the GOOD DESIGN AWARD winners in this ceremony. At the same time, the final presentations are made by finalists for the Good Design Grand Award and voting is conducted to decide on the winner of the Grand Award.
  
  1. Attending the Awards Ceremony
     Many award winners join to the awards. The cooperation of judges is requested in attending this ceremony and actively offering words of congratulations, advice, and comments to winners.
  
  2. Voting on the Grand Award Winner
     The finalists for the Good Design Grand Award will make 4 minutes presentations per entry. Vote for the winner of the Grand Award after listening to these presentations. Information on voting methods, number of votes per judge, will be provided accordingly.

4 - 5. Special Mentions

- Special Mentions
  
  1. Things which cannot be judged in a Judging Unit
     Various decision issues which arose in the process of screening are basically judged through discussion centering on the Unit Leader of the unit concerned. When the decision issue is difficult to judge here, the Chair and Vice Chair make a final judgment. In this case please follow their judgment.
5 Jury’s Recommendation

The Jury’s Recommendation system is newly established from 2019, to search and commend exquisite design by the knowledge of jury.

[ Rules of Jury’s Recommendation ]

1. Objects which can be recommended
   The design which is appropriate for BEST100. Self-recommendation is strictly prohibited.

2. Deciding recommended items
   At the Judges General Meeting, each screening unit inspects the recommended items and select 3 or less as the “Jury’s Recommendation” per unit. For the case of declination, up to 3 replacements might be selected. Chair and vice chair of the jury inspect all the items from the units and confirm them.

3. The screening of the entries by Jury’s Recommendation
   The organizer will contact the company of the candidates and encourage them to apply for the award. The entry can skip the 1st screening and get in the 2nd screening directly. 2nd screening will be implemented with the same conditions as usual entries.

4. Fees
   The second screening fee and award package fee will be waived for the entries by Jury’s Recommendation. (Except any optional costs for the exhibition.)

6 Focused Issue

Focused issues are guidelines for identifying new possibilities and indicators (recommendations) across the range of topics that society will need to address in the future. The focused issues will be discussed during the screening process and then each Focused Issues Director will summarize new discoveries as recommendations to be communicated to society. The Focused Issues of 2021 will be devised at the Kick off meeting.

Request for the Focused Issues Directors

- Attending Focused Issue Director’s meeting
- Pre-interview on each issue
- Attending the BEST100 candidates checking session at the last day of the second screening panel in Tokyo
- Attending BEST100 Selection Meeting and share the thoughts on each issue
- Attending GOOD DESIGN BEST100 presentation and Special Award Screening Panel
- Attending stage talks after the public announcement of the results
- Carrying out the hearing with award winners as needed
- Interview for recommendations on trends and future possibilities for each issue

Focused Issue themes, Requests are subject to change.