## Schedule and Fees (Per one entry)

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### 1st Screening (Judging by documents)

Judging by documents based on the information registered on the websites by applicants.  
1st Screening Fee: 11,000 JPY

### 2nd Screening (Judging by the physical products)

The 2nd screening is implemented to screen the "entries having passed the first screening". It will be held at Aomori Sky Expo from August 17 to 19. Physical items cannot 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: 58,800 JPY

### Announcement of Award Winners

The results of GOOD DESIGN AWARD, GOOD DESIGN BEST 100, GOOD FOCUS AWARD, GOOD DESIGN GOLD AWARD, Finalists for the GOOD DESIGN GRAND AWARD will be announced on the website. From October 20 to November 7, which is the Award PR period, the G Mark can be used for free.  
Award Winners Package Fee: 88,000 JPY

### Awarded promotion

Award promotion events will be held including an award exhibition focusing on the GOOD DESIGN BEST 100 at the Tokyo Midtown Design Hub, as well as an online Award Ceremony and Grand Award Election with award participation on November 2. The yearbook will be published in March 2022.  
Additional Mark Usage Fee (Optional): 220,000 JPY; One year

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**About FOCUSED ISSUES**

Screening of the GOOD DESIGN AWARD looks in depth at the meaning and value of entry designs, while considering as key points of evaluation the relationship between the design and various social issues. At the same time as screening of subject entries, the judges try to identify issues and possibilities related to the society of the future. Topical issues are important areas that designs should address for this purpose.

More information is available at: [archive.g-mark.org/focused-issues/2020/index_en.html](archive.g-mark.org/focused-issues/2020/index_en.html)
GOOD DESIGN AWARD 2021

Connecting by design - Person to Person, Vision and Society

The seeds of design are often born from listening. Whether it is common issue throughout the world or our small wish, designers want to live up to the expectations. Design has the power to give shape to these visions and ideas, or to make them into a mechanism to be radiated in the society. Design is capable to connect person to person, visions and society. Mutual empathy and compassion to live in a creative future is our common aspiration. GOOD DESIGN AWARD looks forward to seeing things, mechanisms or ideas that blossom into new values and move people’s hearts.

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.

83.6% of Domestic Recognition Rate
The recognition rate of GOOD DESIGN AWARD and G Mark, the symbol of winning the award is respectively 83.8% and 81.7%. It’s a well-known design award and beneficial for promotion in Japan.

81.0% 83.6%
G Mark GOOD DESIGN AWARD

Results of 2020
Awarded: 1,395 Entries: 4,769

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

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.

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 DESIGN)
- GOOD FOCUS AWARD (DESIGN OF TECHNIQUE & TRADITION)
- GOOD FOCUS AWARD (DESIGN OF COMMUNITY DEVELOPMENT)
- GOOD FOCUS AWARD (DRUGABUSE PREVENTION & RECOVERY DESIGN)

Award Benefits
The following are the benefits of being an award winner

G Mark Usage
Award winners may use the G Mark, as proof of winning the GOOD DESIGN AWARD. As it is only attached to those that are acknowledged as good design, the G Mark is widely popular with consumers with its social value being highly recognized.

Yearbook and Online Gallery publication
For each awarded design, its information will be published on the yearbook, 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 line 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% Out new customers
29.2% Increase the inquiries from various media or business inquiries
21.4% Increase sales

Event and Media Exposure
In addition to promotional means such as introducing awarded designs through online events, exhibitions and SNS, also promote the exposure opportunities such as TV and magazine reports, sales planning, and overseas exhibitions.