ENTRY GUIDE

CALL FOR ENTRY

2022.4.1 FRI – 5.25 WED 13:00JST

ENTRY GUIDE

SCHEDULE AND FEES

The 2nd screening is implemented to screen the “entries having passed the first screening”. It will be held at Aichi Sky Expo from August 2 to 4.

- **2nd Screening Fee**: 58,300JPY
  - Judging by the physical products
  - 7/5-8/18

1st Screening

- **1st Screening Fee**: 11,000JPY
  - Judging by documents based on the information registered on the websites by applicants.
  - 6/3-6/26

APPLY FROM THE OFFICIAL WEBSITE.

Apply from the official website. Online screening perspective seminars and individual consultations will be held during the application period.

www.g-mark.org

The G Mark usage fee shall be waived for public institution or association, and be reduced by 50% for an individual or a small and medium-sized enterprise.

AWARD PROMOTION EVENTS

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 winners participation on November 1. The yearbook will be published in March 2023.

- **Annual G Mark Usage Fee (Optional)**: 220,000JPY ~/One year
  - 10/7-11/6

ANNOUNCEMENT OF AWARD WINNERS

The results of GOOD DESIGN AWARD, GOOD DESIGN BEST100, GOOD FOCUS AWARD, GOOD DESIGN GOLD AWARD, Finalists for the GOOD DESIGN GRAND AWARD will be announced on the website.

From October 7 to November 6, which is the Award PR period, the G Mark can be used for free.

- **Award Winners Package Fee**: 88,000JPY
  - Required only for winners
  - Publication in yearbook and online gallery
  - a yearbook and a complimentary certificate
  - promotional opportunities

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.

See more: archive.g-mark.org/focused-issues/2021/index_en.html

- The organizer issues invoice for each stage, please make the payment by the due date.

- The prices are subject to alteration.

- All the prices include tax.
Tangible or Intangible, Any Designs are Eligible

As the word of design and its roles penetrate and the importance of design to the society grows, GOOD DESIGN AWARD has witnessed increasingly broader range of subject entries and applicants. From industrial products, architecture and interior design to solutions to social or regional issues, new communication systems, media, business development and so on, as long as it is created for people, society or environment, they would be eligible, no matter the design is tangible or intangible.

Award Benefits

The following are the benefits of being an award winner.

G Mark Usage

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

Yearbook & Website Publication

For each awarded work, its information will be published on the yearbook, and the certificate will be presented. Also, the information of the awarded work will be published on the website permanently with the evaluation comments from the judges.

Event and Media Exposure

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

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

- 68.8% Increase the popularity
- 68.4% Increase the motivation of the related people
- 63.6% Increase the credibility with the customers and business partners
- 56.7% Improve presence and evaluation within the company
- 35.2% Got new customers
- 25.5% Increase sales

November 2021
GOOD DESIGN AWARD 2022

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 radicated 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 83.6% and 81.0%.
It’s a well-known design award and beneficial for promotion in Japan.
* Based on the internet survey in February, 2020 with 2100s

Results of 2021
Awarded: 1,608  Entries: 5,835

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 DESIGN]
• GOOD FOCUS AWARD [DESIGN OF TECHNIQUE & 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.
## Schedule and Fees (Per one entry)

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