

# DME Award 2012 competition regulations

## 1. Organiser of the competition

The Design Management Europe Award (DME Award) is organised by the N-DME Network. In addition to the DME Award activities, the overall objective of the DME Network is to stimulate companies and organisations to enhance not only their own innovation and competitiveness, but also those of their respective regions and Europe in general through the implementation of good design management.

## 2. Subject of the competition

The DME Award will focus on the management skills and leadership qualities in implementing design to achieve excellence. Companies and organisations are challenged to apply for the DME Award by demonstrating how design is integrated in their processes and management to support their strategy and vision.

## 3. Award categories

The DME Award 2012 will award one (1) winner and up to four (4) honourable mentions in each of the following five categories:

- Award for design management in a large company: this category is open to private companies with 250 employees or more.
- Award for design management in a medium sized company: this category is open to private companies with 50 to 249 employees.
- Award for design management in a small company: this category is open to private companies with 10 to 49 employees.
- Award for design management in a micro company: this category is open to private companies with 9 employees or less.
- Award for design management in a public or non-profit organisation: this category is open to all public or non-profit organisations.

## 4. Applications

According to the EU definition, an enterprise is 'any entity engaged in an economic activity, irrespective of its legal form'. Thus, the self-employed, family firms, partnerships and associations regularly engaged in an economic activity may be considered as enterprises.

In addition, any non-profit organisation or public body may apply to the DME Award.

Applicants must be registered and headquartered in the 30 EU member or candidate states.

Enterprises having offices or subsidiaries in different countries can only apply through one country.

Each applicant may enter only one category per year.

### 4.1. Applications excluded from the competition

Excluded from the competition is any application that comes from:

- An organisation that has participated directly in the preparation of the competition assignment and in the competition announcement.
- An organisation in which a jury member is involved.

#### 4.2. National groups of applicants

Applicants may either be nominated by the National Contacts or apply spontaneously. All applicants must be acknowledged by their National Contact or by the N-DME Secretary (European Design Centre), in case there is no National Contact in their country. All applicants will be judged with the same criteria.

#### 5. National Contacts

National Contacts are the sole responsible party for the national selection of applicants. National selection may be done in any manner that is locally relevant, provided that the selection is fair and reflects the scope of the Award. The organisers of the competition are not responsible for the nomination process.

National Contacts must assist all applicants with the following:

- distributing submission materials i.e. guidelines, questionnaire and rules,
- ensuring that the specifics of the Award have been clearly understood by the applicant,
- supporting applicants if necessary, possibly with the translation of questionnaires, or in whichever manner that ensures that the applicants have equal chances to stand in the competition.

National Contacts may not:

- nominate a company without its prior confirmation;
- reject an applicant, unless the limit of 30 applications per country has been reached.

National Contacts may neither nominate nor enter as a candidate any applicant in which they have interest (e.g. employed in any form, founder, board member or share holder with decision power etc.).

#### 5.1. List of National Contacts

The list of all DME National Contacts can be found at:

[www.designmanagementeuropa.com](http://www.designmanagementeuropa.com), click on the DME Award 2012 area.

When there is more than one partner per country, any listed partner may be contacted by a potential applicant.

For countries with no National Contact, applicants will be assisted by European Design Centre, DME Secretariat.

Applicants that contact the competition organiser directly will be redirected to a National Agent if applicable.

#### 6. Submissions

The application process for the 2012 DME Award consists of the following four steps:

Phase 1 – Registration

Phase 2 – DME Award questionnaire

Phase 3 – Payment of administrative costs

Phase 4 – DME Award online poster submission

#### 6.1. Phase 1 – Registration and access to DME Questionnaire

All potential applicants must confirm their interest in the DME Award to their National Contact by email or telephone. They can access registration elements (questionnaire + poster submission mechanism) via the DME website.

#### 6.2. Phase 2 – DME Award questionnaire

Completion of the DME Award Questionnaire is a condition of entry. The questionnaire should be submitted online through the DME website. The document must be completed online. There will be an available offline version (PDF) for preparation. Submitted information will be processed by the DME Award administration for the purposes of the award and will be kept confidential. Has some company information will be used in the judging process; jury members are requested sign a non-disclosure agreement. All questions have to be completed in order to complete and submit the questionnaire. Applicants will be asked if their information can be used for research purposes and confirmation is made by ticking a prompt box, refusal to allow your information to be used for research purposes will not affect the award outcome.

Submission of the DME Award Questionnaire is confirmation of the applicant's registration to the award and acceptance of its rules and regulations.

#### 6.3. Phase 3 – Payment of Administration cost

All applicants are required to pay 100€ in administration and logistics' costs, which include printing of the posters. Instructions on payment can be found on the DME Award 2012 registration area of our website.

#### 6.4. Phase 4 – DME Award online poster submission

The fourth and final phase of the DME Award application is the submission of a digital poster. This is the opportunity for all applicants to communicate the unique practices of managing design in their organisation, the advantages of their strategy and the results for the jury to assess.

Each applicant has been reserved an area of 2,378 metres high x 0,841 metre wide to present their case for the DME Award. This is an opportunity for the applicant to use their skills in design communication to optimise the space effectively and best illustrate their strong points in addressing the award criteria.

Applicants may use a range of text, images, diagrams and charts for their posters. All text on the posters should be in English with a minimum font size of 16. Any series of posters should be numbered.

All posters must be submitted online only, during the registration process. Deadline for registration is September 7<sup>th</sup> 2012.

In case you want to submit additional products (small products or printed material) to your display, please contact Barbara Cruz: [barbara@edc.nl](mailto:barbara@edc.nl).

#### 6.5. Liability

The DME organizers accept no liability for any loss or damage to any item or any claims arising from the display or use of such items. We strongly recommend that applicants take out appropriate insurance for any items of value submitted, in particular for breakage, damage, fire and theft. All posters and items submitted to the DME Award will be retained for possible inclusion to the 2012 DME Award public

exhibition. Any applicants wishing to retrieve their submitted items after the exhibition should make their own arrangements with a courier and liaise with the DME Award organiser.

## 6.6. Language

The official language of the DME Award is English. All Nomination Forms, Questionnaires and Presentations must be submitted to the Award organiser in English. If some explanation cannot be provided in English, but only in the respective national language of the applicant, a short summary of the material in English is needed. Specific deadlines might be set to an earlier date by Agents if there is a need to translate information into English.

### 1. Entry fees

All applicants are required to pay 100€ in administration and logistics' costs, which include printing of the posters. Instructions on payment can be found on the DME Award 2012 registration area of our website.

### 2. Evaluation procedure

#### 2.1. Jury

There will be five sittings of the jury, one for each category. At each sitting some of the jury members will be swapped around to maintain a stimulating mix of jury members.

##### 2.1.1. Each jury sitting will consist of the following protocol:

- summary of category objective
- decision to split or cover all entrants by jury members
- judging
- review of balance scorecard results
- decide shortlist of honourable mentions
- discuss and agree category winner
- 2 – 2.5 hours each sitting

2.1.2. Each Jury will have one (1) moderator representing the consortium. The moderator has no voting rights. In addition to facilitating the judging the moderator has to write up a jury report.

2.1.3. There will be one (1) winner awarded for each category and up to four (4) honourable mentions awarded by the jury. The decision of the jury in final.

2.1.4. The Jurors will sign a non-disclosure agreement.

2.1.5. The jury sessions will take place on the 16<sup>th</sup> September 2012.

#### 2.2. Evaluation criteria

The criteria for the 2012 DME Award were set by a panel of international design management experts on the 21st February 2008. The criteria they set and which will be followed by the jury to judge the 2012 DME Award entrants, is as follows:

*Leadership in design innovation: Defining and implementing a vision for the whole organisation integrating design across a range of activities.*

*Driving change through design: Identifying significant changes within your organisation where design has played a major role.*

*Excellence in design co-ordination: Demonstrating capabilities, processes, skills and resources in support of the application of design.*

*Strategic performance: Demonstrating performance based on objectives, deliverables and overall effect on the organisation.*

### 3. Announcement of results

Applicants whom the jury has awarded an honourable mention will be contacted by September 20<sup>th</sup> 2012. Category winners will not be notified of their position until the public announcement at the 2012 DME Award ceremony on the 15<sup>th</sup> November 2012. Unsuccessful applicants will also be notified of their result by email before September 20<sup>th</sup> 2012.

#### Preparation for the award ceremony

Successful applicants will be contacted over the deliberation period for additional material to prepare the book of winners and audio visual material for the award ceremony. Nominated applicants will also be invited to take part in the DME Award Ceremony and are highly encouraged to make arrangements to attend the DME Award 2012 ceremony in Paredes, Portugal.

### 4. Use of material provided by the applicants

Information provided in the DME Award questionnaire is only accessible to the immediate DME Award coordinators and judges.

DME has a significant research agenda and the DME Award questionnaire is designed as both an administrative and research tool. Applicants will be asked if their information can be used for research purposes and confirmation is made by ticking a prompt box, refusal to allow this information to be used for research purposes will not affect the result of the award. Information consented for research purposes will not be published in a way that can identify the entrant. Such publications will refer to groups and clusters of profiles with no direct reference to the name or origin of individual cases.

If an entrant is considered significant for an individual case study, they will be contacted directly for consent and possible collaboration.

The DME research partnership is: European Design Centre, CBRD/INHOLLAND University, Rotterdam, PDR, University of Wales Institute Cardiff.

#### 4.1. DME Award poster display

The DME partnership may use, free of charge and in a range of media, any information applicants provide in the form of original products, illustrations and texts. It is the responsibility of the applicant to ensure they do not breach the copyright of others in their submission. Any confidential material supplied should be marked and brought to the attention of the DME Award organiser. The DME Award partnership trusts that the applicants can appreciate that we generally cannot name photographers or authors. In participating in the 2012 DME Award, applicants shall allow the DME partnership to publish the results of the judges' decisions in various media.

Successful applicants will be contacted over the summer period for additional material to prepare the book of winners and audio visual material for the award ceremony.

5. Important dates

Submission DME Questionnaire: 7<sup>th</sup> September 2012

Submission Online Poster: 7<sup>th</sup> September 2012

Payment poster printing (during registration process): 7<sup>th</sup> September 2012

DME Award Jury day: 16<sup>th</sup> September 2012

Notification of jury decision: by 20<sup>th</sup> September 2012

2012 DME Award ceremony: 15<sup>th</sup> November 2012

In case of dispute, the English version of the competition regulations will prevail.  
16 May 2012