

DESIGN
MANAGEMENT
EUROPE

SILESI
POLAND

DME AWARD_

DECEMBER 2013

GUIDELINES FOR ENTRANTS

APPLICATION DEADLINE 30 SEPTEMBER 2013

ELIGIBILITY

The DME Award is open to any private, public or non-profit organisation within and outside of Europe.

Each applicant may have only one entry in one category per year.

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

Design Agencies are excluded from entering the competition but they are encouraged to help their clients enter.

WHAT IS THE DME AWARD?

The annual Design Management Europe (DME) Award is the only pan-European award dedicated to the management of design.

Running since 2007, the DME Award is the primary activity of a network of 24 DME partners from 17 countries with the aim of promoting the strategic use of design in order to increase the competitiveness of European industry and the effectiveness of our public services. It is open to both the private and public sectors and is divided into six categories of size and type of organisation.

By completing a questionnaire and producing a poster the entrants present their approach to design management to an international jury of Design Management experts who short-list the candidates. The winners of each category are announced at the annual DME ceremony, in 2013 being hosted in Silesia, Poland.

INTERNATIONAL RECOGNITION

Since 2007 over 500 organisations of all sizes and sectors have sought to win a DME Award in order to gain international recognition and to benchmark themselves against such past winners as Bosch & Siemens, Virgin Atlantic, Beiersdorf and Heineken.

Winning a DME Award enables organisations to demonstrate both their leadership as innovators and excellence in management to customers as well as their own staff. Each year the winner and an honourable mention from each category receive official recognition at the DME Award ceremony and become part of the annual DME Book of Winners.

BENCHMARKING YOUR PERFORMANCE

Every organisation that enters the DME Award receives constructive feedback on how they manage design and can benchmark themselves against the category winners by using the DME Staircase model.

THE DME AWARD CEREMONY AND CONFERENCE

The DME Award ceremony is hosted in a different European country each year. The ceremony forms the closing act of each annual DME Award event with a gala evening to honour the DME Award winners and participants. This prestigious event, attracting up to 250 business leaders, design management experts and politicians alike, will this year take place in Silesia, Poland in December 2013.

In 2013 the DME Award ceremony will be the climax of a 2-day international design management conference with over 200 participants from the region expected in addition to the international visitors. Further details will be announced shortly on the [DME Award Webpage](#).

AWARD CATEGORIES

The DME Award is open to both private and public sector organisations based within Europe. In addition, for the first time this year, the DME Award has introduced a new category dedicated to any organisation or company registered outside of Europe.

AWARD FOR BEST MANAGEMENT OF DESIGN IN A LARGE COMPANY

This category is open to private companies with 250 employees or more.

AWARD FOR BEST MANAGEMENT OF DESIGN IN A MEDIUM SIZED COMPANY

This category is open to private companies with 50 to 249 employees.

AWARD FOR THE BEST MANAGEMENT OF DESIGN IN A SMALL SIZED COMPANY

This category is open to private companies with 10 to 49 employees.

AWARD FOR THE BEST MANAGEMENT OF DESIGN IN A MICRO COMPANY

This category is open to private companies with 9 employees or less.

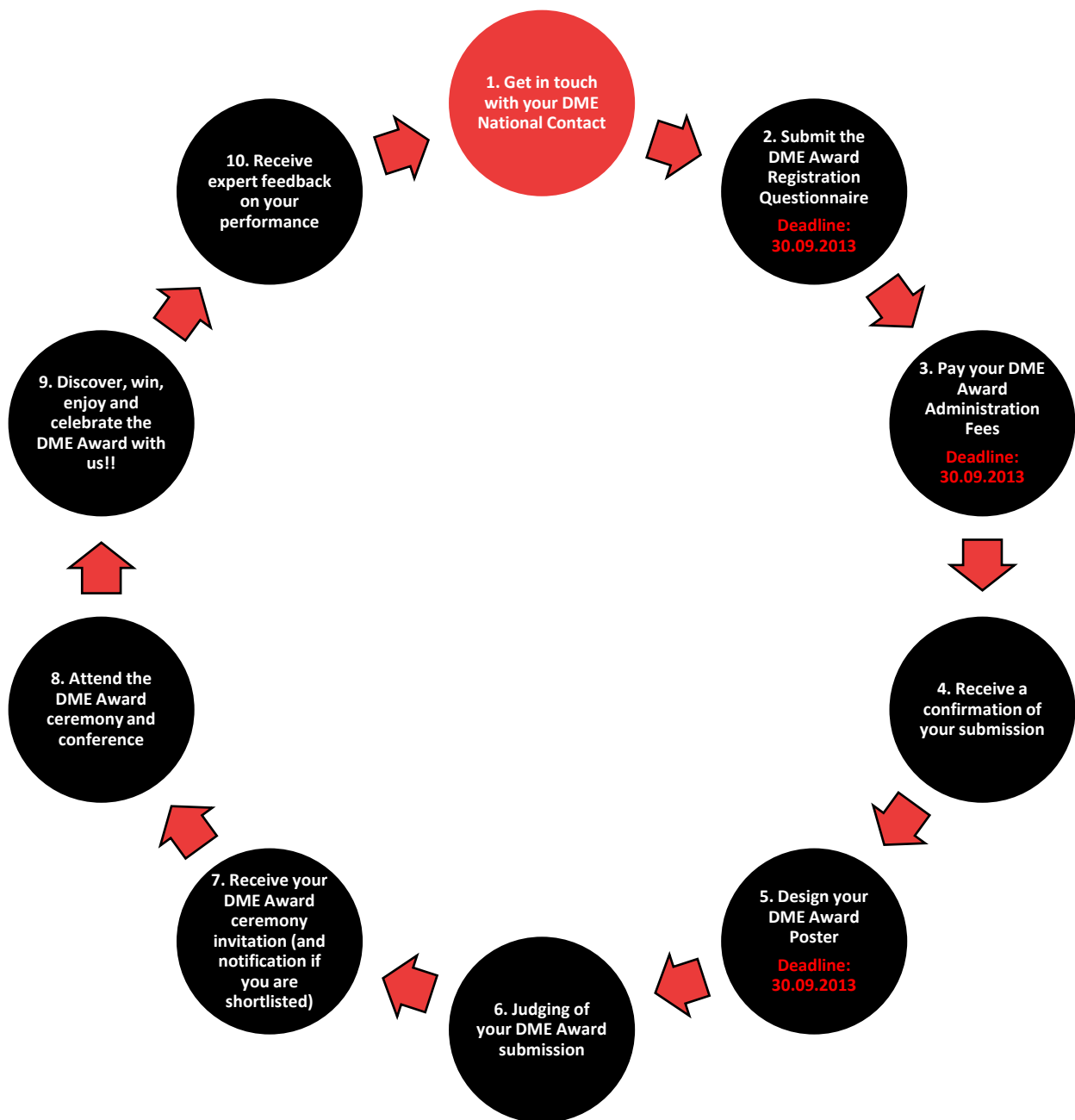
AWARD FOR THE BEST MANAGEMENT OF DESIGN IN A PUBLIC OR NON-PROFIT ORGANISATION

This category is open to bodies such as charities, government programmes, city councils or schools and colleges.

AWARD FOR THE BEST MANAGEMENT OF DESIGN FOR AN ORGANISATION OUTSIDE OF EUROPE

This category is open to any private companies and public or non-profit organisations operating outside of Europe.

HOW TO ENTER THE DME AWARD



Please click each circle for further details about each step.

GET IN TOUCH WITH YOUR DME NATIONAL CONTACT

WHO ARE DME NATIONAL CONTACTS?

The DME Award is organised by a network of 24 Design Centres across 17 European countries. These DME Network Partners comprise the DME National Contacts.

WHY SHOULD I GET IN TOUCH WITH MY DME NATIONAL CONTACT?

The DME National Contact from your country should be your first point of contact with the DME Award. All DME National Contacts are recognised experts in Design Management and they will provide you with all the necessary guidance and advice throughout the application procedure.

WHO IS MY DME NATIONAL CONTACT?

Please find the full details for your [DME Award National Contact](#) at the end of the document.

If your country is not covered by our network, the DME Secretary will be happy to provide you with all the necessary information and assistance.

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SUBMIT THE DME AWARD REGISTRATION QUESTIONNAIRE

WHAT IS THE DME AWARD REGISTRATION QUESTIONNAIRE?

The DME Award Registration Questionnaire is available in English and will take approximately 40 minutes to complete. It contains 30 questions (mostly multiple choice) that can be broken down into four categories:

- Company data, e.g. company size, employee count etc.
- Financial data, e.g. turnover, investments, etc.
- Design approach, e.g. selection for design, use of design etc.
- Self-assessment, e.g. effects of Design Management/ design on performance, customer satisfaction etc.

WHY DO I NEED TO FILL IT OUT?

The DME Award Registration Questionnaire serves different purposes:

- Registration: Submission of a completed DME Award Registration Questionnaire is a requirement to register for the DME Award and is confirmation of your organisation's acceptance of its rules and regulations.
- Assessment of your Design Management capabilities: Based on the Design Management Staircase Model, the questionnaire will be used to assess your organisation under five Design Management factors: Resources, Planning, Process, Awareness of benefits and Expertise
- Judging: The calculated factor scores of the Design Management Staircase Model will be provided to the DME Award jury to assist them during the judging process.
- Please, be aware that the jury might contact you to verify the submitted information and for further information.
- Feedback: The calculated factor scores of the Design Management Staircase Model form the basis of your free feedback and benchmark upon the Design Management Capabilities of your organisation.
- Academic Research: The DME Award Registration Questionnaire is used to conduct further academic research in the field Design Management.

DATA PROTECTION

All information collected via the DME registration questionnaire is kept confidential and is processed only by the DME secretariat and technical officer. Any data presented to the jury will be non-transferable and will not be published. Further analysis of the data will be undertaken by the DME for academic research purposes. Individual data and facts will not be published.

HOW DO I ACCESS THE DME AWARD REGISTRATION QUESTIONNAIRE?

A PDF version of the registration questionnaire and the online registration questionnaire are available shortly on the [DME Award Webpage](#).

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HOW DO I SUBMIT THE DME AWARD REGISTRATION QUESTIONNAIRE?

The DME Award Registration Questionnaire must be completed online. The PDF file of the questionnaire is only for preparation purposes.

SUBMISSION DEADLINE

The DME Award Registration Questionnaire has to be submitted by the 30th of September 2013, 17.00 CET.

For further information, advice and guidance please get in touch with your [DME Award National Contact](#) or the [DME Secretary](#).

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PAY YOUR DME AWARD ADMINISTRATION FEES

WHAT ARE THE DME AWARD ADMINISTRATION FEES FOR?

The DME network is a non-profit organisation. However, you will be asked to pay a minimal administration fee that partly cover the net costs of the DME Award administration.

HOW MUCH ARE THE DME AWARD ADMINISTRATION FEES?

The DME Award Administration Fee is 100€.

HOW CAN I PAY THE DME AWARD ADMINISTRATION FEES?

The DME Award payment module to pay your DME Award Administration Fees will be available shortly on the [DME Award Webpage](#).

PAYMENT DEADLINE

The payment of the DME Award Administration Fee has to be received by the 30th of September 2013, 17.00 CET.

Please calculate 3-5 business days to complete the transaction. Please note, without the payment of the DME Award Administration Fee your submission will be excluded from the competition.

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RECEIVE CONFIRMATION OF YOUR SUBMISSION

You will receive confirmation of your successful submission and payment from the DME secretary once the DME Award Questionnaire and full payment is received.

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DESIGN YOUR DME AWARD POSTER

WHAT IS THE DME AWARD POSTER?

The DME Award Poster is the opportunity for each entrant to illustrate and communicate their unique approach to managing design in their organisation, the advantages of their strategy and its impact.

For examples of previous winning entries please see the posters of the 2009-2012 DME Award Winners on the DME Award webpage.

[DME Award Winners 2008](#)

[DME Award Winners 2009](#)

[DME Award Winners 2010](#)

[DME Award Winners 2011](#)

[DME Award Winners 2012](#)

WHY DO I NEED TO DESIGN A DME AWARD POSTER?

For the DME Award:

- **Basis of Evaluation/Judging:** The posters are used by the jury to understand your unique approach to managing design in your organisation. (For more information about the judging please, see section "[Judging of your DME Award submission](#)".)
- **Poster Exhibition:** All submitted posters will be displayed in a poster exhibition as part of the DME Award ceremony. This is the exclusive opportunity for you to present your company to a pan-European audience. We encourage everybody to submit further materials, products etc. to enhance the presentation of your company. If you wish to retrieve your submitted items after the exhibition you should make your own arrangements with a courier and liaise with the DME Award organiser. For further details, please contact the DME Secretary.

For your own benefit:

- **Internal and external communication:** The DME Award Poster is essentially a rare opportunity to design an exceptional communication tool for each participant. Posters can be used for internal communication to raise the awareness of your company's strategies, processes and impact or to showcase the unique structures and resulting benefits to clients at conferences or exhibitions.
- **Documentation:** Companies, in particular micro and small businesses, are often lacking formal documentation of their processes and structures. Designing a DME Award Poster has often been their first step to document these processes and structures that can be used in future reports, funding applications and promotions.

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WHAT SHOULD I DISPLAY ON THE POSTER?

Posters are not judged simply on their visual presentation but on your organisation's key principles in addressing the DME Award Poster criteria.

Every DME Award Poster must contain 7 clearly labelled and separated sections. These sections and possible content are:

Overview	<p>Company information/history/industry sector/target audience etc.</p> <p>How long you have been using design.</p> <p>What the drivers are for your organisation using design.</p> <p>How design fits into your overall organisational structure and strategy.</p>
The Benefits of design	<p>Where/how design adds value to your business.</p> <p>The scope of how you use design.</p>
Planning	<p>Whether design is integrated into your business plan.</p> <p>Your strategy for design.</p> <p>Your short and long term objectives for design.</p> <p>Who leads the management of design in your organisation?</p>
Process	<p>Your process for the use of design.</p> <p>How other departments are integrated into your use of design.</p> <p>What design tools or methods you might use.</p>
Resources	<p>The percentage of your income that is invested in design.</p> <p>How you might develop your own in-house design expertise.</p> <p>What specialist equipment you might have invested in.</p> <p>Your working environment</p>
Expertise	<p>What in-house design expertise you employ.</p> <p>What external consultants or partners you work with.</p>
Commercial outcome/success	<p>What the financial benefits have been of investing in design (sales value, turnover, profit, reaching new markets, reduced time to market etc).</p> <p>What the non-financial benefits have been if investing in design (greater understanding of end user needs, organisational culture etc).</p>

HOW SHOULD I DISPLAY THE CONTENT ON THE POSTER?

The DME Award Poster criteria should be used as a guide for the design of your poster. An Adobe Illustrator file of the header and footer can be downloaded shortly from the [DME Award Webpage](#).

Poster Specifications	<p>Posters must be in portrait orientation.</p> <p>The size of the poster must be 841mm wide x 2378mm in height.</p> <p>All text on the poster must be in English.</p> <p>Posters must be clearly labelled with the name of your organisation, category and address.</p> <p>Posters must be submitted as a PDF file. For further instructions regarding the submission, please see below.</p>
How to produce an effective DME Award Poster?	<p>You are completely free to design the content of your DME Award Poster within the 7 poster sections. You should use a combination of text, images, diagrams and charts for your poster.</p> <p>In the following we have compiled a range of tips and hints on how to effectively design your poster.</p> <p>Think about your audience – can a stranger understand your key messages in just a few minutes?</p> <p>Avoid too much text - A good example would be approximately: 20% text, 40% graphics and 40% images and empty space</p> <p>Use signposts - Make the reading order obvious. Numbers, arrows, colours can all help the reader to navigate through your story.</p> <p>Emphasise what is important and avoid excessive details.</p> <p>Your Summary / Overview is important for the reader to understand the context of your organisation.</p>
Font size	<p>Title headings should be no less than 100pt (25mm).</p> <p>Subheadings should be at least 40pt (10mm).</p> <p>Actual text should be no smaller than 20pt (5mm).</p>
Using text in posters	<p>Double space all text.</p> <p>Use left-justification as justified and centred text is visually distracting.</p> <p>Use simple and easy to read fonts:</p> <p>Verdana, Gills Sans, Tahoma, Arial, Calibri or Trebuchet</p> <p>Add emphasis by using bold, underlining, or colour.</p> <p>Italics are difficult to read.</p> <p>Be consistent in the choice of your font.</p>
Use of colour in your poster	<p>Use a coloured background to unify your poster e.g. muted colours or shades of grey.</p>

Critical poster checklist

Impact

Would it attract you?

Main message

Is your main message really clear?

Supporting details

Is there too much detail and do they support the main message?

Story

Does it have a beginning, middle and end?

Can the reader navigate easily around the poster?

Text

Is it big enough?

Consistent font?

Balanced (40:40:20)?

Spelling

Any spelling or grammar mistakes?

Final test

Can a colleague read and understand it all in 5 minutes from 2 metres?

DME AWARD POSTER TEMPLATE

An Adobe Illustrator file of the header and footer can be downloaded shortly from the [DME Award Webpage](#).

HOW TO SUBMIT THE DME AWARD POSTER?

The DME Award Poster has to be submitted online as a PDF file. The poster submission module will be available shortly on the [DME Award Webpage](#).

SUBMISSION DEADLINE

The DME Award Poster has to be submitted by the 30th of September 2013, 17.00 CET.

For further information, advice and guidance please get in touch with your [DME Award National Contact](#) or the [DME Secretary](#).

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JUDGING OF YOUR DME AWARD SUBMISSION

WHAT ARE THE DME AWARD JUDGING CRITERIA?

The DME Award Judging criteria are in line with the Design Management Staircase Factors and the sections of the DME Award Poster.

The DME judging Criteria are:

- Resources
- Awareness of Benefits
- Planning
- Process
- Expertise

HOW IS MY SUBMISSION JUDGED?

The DME Award Jury will assess your DME Award Poster submission based on the 5 Design Management Staircase Factors.

The calculated factor scores of the Design Management Staircase Model from the DME Award questionnaire will also be provided to the DME Award jury. These scores are used to assist the DME Award Jury in deciding which entries should be short-listed.

WHO ARE THE DME AWARD JUDGES?

Five jury members will be selected by the DME Board from nominations provided by the wider DME Network. All DME jury members will be experienced in design management. The jury members will be announced shortly in the [DME Award News section](#).

HOW MANY WINNERS ARE IN EACH DME AWARD CATEGORY?

The jury will select one winner from each DME Award Category. Furthermore, one special mention will be chosen from each category for organisations who have demonstrated exceptional Design Management practices. The jury's decision of the special mentions award winners and category winners is final.

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RECEIVE YOUR DME AWARD CEREMONY INVITATION AND NOTIFICATION IF YOU ARE SHORTLISTED

All short-listed companies selected by the jury will be notified one week after the jury day and will be invited to attend the DME Award Ceremony and DME Award Conference.

All other DME Award participants will receive their invitation to the DME Award Ceremony and DME Award Conference simultaneously.

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RECEIVE FEEDBACK ON YOUR PERFORMANCE

After the DME Award Ceremony you will receive DME Award Feedback on your organisation's Design Management capabilities and a comparison of your organisation against the other DME Award entrants. This free feedback and benchmark is based on the research tool, the Design Management Staircase Model, and will include a wide range of hints and tips for future improvements.

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MISCELLANEOUS

INSURANCE

The DME Award strongly recommends that applicants take out appropriate insurance for any items of value submitted, in particular for breakage, damage, fire and theft. The DME Award does not take any liability for items lost, stolen or damaged.

COPYRIGHT AND PUBLICATION

By participating you allow the DME Award to publish the results of the judges' decision through various forms of media. We may use, free of charge, any information you provide in the form of original products, illustrations and texts. We generally cannot name photographers or authors.

RULES AND REGULATIONS

Submission of the DME Award questionnaire is confirmation of your company or organisation's registration to the DME Award and acceptance of its rules and regulations. A full copy of the rules and regulations can be obtained from the DME Award webpage.

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