

**EESC**  
**DESIGN**  
**ELEVEN**



**EUROPEAN  
DESIGN AWARD  
FOR A  
SUSTAINABLE  
PRESENT**

**2011**

**AGELESS DESIGN  
DESIGN FOR ALL GENERATIONS**

**CALL FOR  
ENTRIES**

[www.design-competition.eesc.europa.eu](http://www.design-competition.eesc.europa.eu)



*European Economic and Social Committee*



2011 European Design Award  
For A Sustainable Present

**A LIMITED EDITION - OBJECT +  
PACKAGING - PRODUCED BY  
THE EUROPEAN ECONOMIC  
AND SOCIAL COMMITTEE (EESC)**

**THE EUROPEAN ECONOMIC AND  
SOCIAL COMMITTEE (EESC) IS  
LAUNCHING THE SECOND EDITION  
OF A COMPETITION TO DESIGN  
AN INNOVATIVE, SUSTAINABLE  
AND CREATIVE DESIGN PRODUCT,  
INCLUDING PACKAGING, WITH A  
STRONG CIVIL SOCIETY MESSAGE.**

**THE WINNING OBJECT WILL BE  
DISTRIBUTED DURING 2012/13,  
EUROPEAN YEAR OF ACTIVE  
AGEING AND INTERGENERATIONAL  
SOLIDARITY.**

# PURPOSE

Following the successful outcome of the award first edition (EESC Design ZeroNine) won by the Irish designer James Ennis with his biodiversity tool “Bee House”, EESC is now launching the second edition of the European Design Award For A Sustainable Present.

The design award, initiated by the European Economic and Social Committee, intends to support smart and sustainable European products, by the same time putting focus on the work of organised civil society. The peculiarity of this competition is that it includes the production of the winning object and its distribution throughout an international network of institutional stakeholders.

By this initiative, the **EESC** is taking on a double challenge: fostering sustainable, innovative, smart and creative design, and investing in sustainable public procurement by promoting a new, social-driven, environmentally-friendly form of communication tools: a promotional gift, with functional and ethical qualities.

Aiming at creating a strong statement communication tool as well as a functional, good design product, EESC Design Eleven keeps on supporting sustainable design practices.

The second edition will be focusing on a quite important issues: **Intergenerational solidarity in times of an ageing population.**

Design students and designers are asked to be confronted with a quite increasing global change, by creating innovative and pertinent solutions, through a process of **participative design** (final users taking part in the design process) and/or **co-design** (cross-generation team-building – young and elder designers collaborations).

# CALL FOR ENTRIES

The **EESC**, in cooperation with the **European Commission Directorate-General for Enterprise and Industry, CUMULUS** (International Association of Universities and Colleges of Art, Design and Media) and **EIDD Design for All Europe**, is launching **EESC Design Eleven** in all 27 EU Member States and abroad.

The purpose is to create an **innovative design product with packaging and carrying the EESC logo**, which will be officially adopted by the **EESC** as a promotional item for its members to use during official visits and on other selected occasions.

The winning design will be produced and distributed in a limited edition in 2012/13 as part of the EESC’s communication strategy.

# THE PRODUCT SHOULD

- make a strong ‘design thinking’ statement in terms of **(ageing) user-centred design and ageless design codes (design for all principles)** - e.g. in the following sectors: mobility, domestic appliances, health & prevention, ICT, entertainment... ;
- have a high interactive (including recreational) communication potential.

# TECHNICAL REQUIREMENTS

The final jury will admit **prototypes only**. EESC therefore advises participants to only submit projects at a semi-final or final phase of prototyping.

- design should be developed with respect to eco-friendly principles (durability, lifecycle assessment and recyclability, energy saving, non toxic materials,...);
- the design product should include packaging;
- the design product should be user-friendly and allow for frequent every-day use;
- the design product should be easily transportable, portable or wearable: ergonomic, light and small sized (the total size - including packaging - should not exceed 30 x 30 x 30 cm);
- the object is to be manufactured in the EU, in accordance with sustainable production criteria (materials, processes, packaging);

- the production costs of object and packaging plus delivery to the EESC must respect the allocated budget: 200 - 300 units – 20.000 € VAT excl. (see “Entry details”);
- a provisional cost estimate must be included in the entry proposal. This estimate needs to include the shipment costs from production place to EESC.

## ELIGIBILITY

The competition is open to design students and professional designers, either as individuals or teams, born or resident in one of the 27 European Union Member States.

Jury members are excluded from the competition.

Entrants must declare that they are the owners of their designs and that no rights of third parties will be infringed by their publication. All entries must be the original work of the designer and NOT IN PRODUCTION.

Entrants grant the EESC, time and geographically unrestricted, to exercise all rights of copyright in all provided works (photos, texts and illustrations) free of any fee. The granted right of use applies to all types of usage in connection with **EESC Design Eleven**, including the publication in printed media (exhibition, catalogue, posters, etc.), on the internet, on data media (CD, CD-ROM, DVD, etc.) as well as any advertisement related thereto.

In the event of any action brought by a third party against the EESC in relation to the designs entered into by the entrants, the EESC shall bear no responsibility, and costs incurred shall be borne by the entrant. The entrant shall assist the EESC in the event of such action.

## ENTRY FEES

None

## REGISTRATION AND APPLICATION FORM

Please go to <http://www.design-competition.eesc.europa.eu> to register and download the application form.

## ENTRIES

The **deadline** for entries is **30 May 2011**.

Entries must be **designs** suitable for low-cost production. Production costs may not exceed **EUR 20 000** (not including tax) for **200 - 300** units, including **packaging and delivery to Brussels**. The use of highly fragile materials should be avoided. The **limited series production** process must be guaranteed by the winning designer and will be followed up in collaboration with the **EESC Design Eleven** board of advisors.

Following a first screening, 20 - 25 designs will be selected as potential winning projects. Designers will be then requested to send the prototypes (including packaging) to EESC for the jury session. The period of time (30 days) from the screening outcome and the delivery deadline will allow selected participants to finalise their objects and packaging.

## ENTRY DETAILS

After having registered participants will be able to upload their digital presentation at: [www.design-competition.eesc.europa.eu](http://www.design-competition.eesc.europa.eu)

Contributions must contain:

- a description of the design concept of the product and its packaging (max. one A4 page);
- a technical fact sheet (function, max. size · 30 x 30 x 30 cm, materials - the use of highly fragile materials should be avoided);

- the production process (using and explaining sustainable criteria) with estimated production costs (200 - 300 units – 20 000 Euro VAT excluded);
- max. 5 HIGH RES pictures (300dpi, minimum width 30 cm) of the object from different angles (required format: JPEG, TIFF or PDF);
- a short CV;
- a HIGH RES photo-portrait;
- a completed application form (download: [www.design-competition.eesc.europa.eu](http://www.design-competition.eesc.europa.eu)).

The entrant must provide the EESC with the requisite knowledge regarding materials, data, systems, and other information of or with respect to the designs, which may not be accessible or known to the general public and which are needed for the production of the final product.

**For administrative reasons please preferably submit all documentation in ENGLISH.**

## 3D MODELS CONTRIBUTIONS

In addition to 5 rendered views of their projects in JPEG, TIFF or PDF file-format (see above), the participants are allowed to send 3D versions of their contributions.

All models need to be exported into a uniform 3D format (WRL or another compatible format for Cosmo Player version 2.1.1 (<http://cic.nist.gov/vrml/cosmoplayer.html>))

The models must be entirely scaled or scalable in order to fit in a screen resolution of 1024\*728 pixels.

The models can also be submitted as animation in the following formats: flash (compatible to flash-player 10) or AVI (compression by means of codec DivX).

## INFORMATION

Many software packages are able to create models for rapid prototyping. Some of the programs you may use are Maya, SolidWorks, 3D Studio, any AutoCAD software, SketchUp, Rhino, Blender.org and Lightwave.

The pictures and texts will be used subsequently for the award's communication campaign and the production of an exhibition and catalogue. The quality of texts and pictures will be therefore influential to eligible criteria.

## EVALUATION PROCESS

The evaluation will be carried out in two phases and involve international experts.

### Phase 1 - Screening process

Entries will be pre-judged by representatives of the competition's board of advisors. The pre-selection jury will decide on the basis of the product information and images.

Any entries found to be incomplete vis à vis the above-mentioned documentation will be disqualified.

### Prototypes request

The 20 - 25 selected designers or teams will be informed and requested to organise the shipment of their prototypes, within the fixed deadline (see Entries)

### Phase 2 – Final selection

The final selection is based on prototypes only. The pre-selected designs will be judged by an independent jury of international experts that includes a **president with a final casting vote**.

The members of the jury will meet in Brussels and select the winners.

The selection and public announcement of the winner will take place in mid July, 2011 in Brussels.

The award ceremony and the exhibition opening are planned for September 2011 in the frame of the international design festival Design September 2011, Brussels. Exact dates to be confirmed.

# SELECTION CRITERIA

- A coherent concept & process statement with reference to 2011 given theme: (ageing) user-centred design and intergenerational dialogue, ageless design codes (design for all principles);
- Suitability for the end-user profile (ageing people and/or inclusive approach) and match with the EESC's aims (promotional and communications tool);
- Originality and innovativeness of the design (product + packaging);
- Originality and innovativeness of the solution;
- Originality and innovativeness of the design process: participative design, co-design, ...;
- Originality and innovativeness of the production process (new materials, technology);
- Ecological and ethical compatibility;
- Suitability for production in the EU within the budget given, examined and approved by the jury and following sustainable manufacturing criteria.

Materials, manufacturing technology, economy and energy consumption should be commensurate with the product's utility.

# PRIZES

The winning designers (1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> prize-winners) will be informed by the EESC in writing and invited to Brussels for the awards ceremony and the opening of an exhibition of selected entries.

# AMOUNTS ALLOCATED

1<sup>st</sup> prize: EUR 7 000

2<sup>nd</sup> prize: EUR 4 000

3<sup>rd</sup> prize: EUR 2 000

# PRODUCTION OF WINNING DESIGN

The winning entry (1st prize) will have to be **produced in the EU and meet sustainability criteria (see Technical Requirements) until the end of 2011.**

# PRODUCTION VOLUME

Design product + packaging and delivery to Brussels: 200 - 300 units

# PRODUCTION COSTS

Max. EUR 20 000. (excl. VAT, including prototype cost)

The EESC will pay the 1st prize winner 30% of the total award against invoice after the selection process. The balance will be paid against invoice after the EESC has received an offer from the production company proving that the product, including packaging, can be produced within the given budget.

The 2nd and 3rd prizes will be paid in full after the selection process.

## JURY AND ANNOUNCEMENT OF THE WINNERS

Both selection panels will include international design experts, representatives from different European institutions as well as experts specialised in topics relevant to sustainable development and the theme of this competition.

The jurors will receive anonymous documents about the products for the evaluation.

Jury members may not enter the competition.

The judges' selection is final and no discussion will be entered into in relation to this decision.

The selection and public announcement of the winner will take place on mid July, 2011 in Brussels.

The award ceremony and the exhibition opening are planned for September 2011 in the frame of the international design festival Design September 2011, Brussels. Exact dates to be confirmed.

## EXHIBITION AND CATALOGUE

A selection of the 20 - 25 best entries including the winning designs will be shown in an exhibition to be first held at the EESC in Brussels in September 2011.

Those taking part in the exhibition will be asked to submit, free of charge, further information/background material, which may be reproduced if needed for the exhibition / catalogue, and HIGH-RES pictures of their projects.

Each participant in the competition will receive a complimentary copy of this catalogue.

## USE OF THE EESC LOGO OR THE WORDING: "EESC DESIGN ELEVEN"

All the designs (article and packaging) must feature the EESC logo



***European Economic and Social Committee***

and the wording "EESC Design Eleven".

By signing the application form, entrants indicate their acceptance of the competition conditions.

## COPYRIGHT AND RIGHT OF USE

The fee for usufruct of a single production of the winning design by the competition organiser (the EESC) is included in the prize. Thereafter the rights are returned to the originator. The organiser shall subsequently have the possibility of applying for worldwide usufruct of the design.

Intellectual property rights will remain with the designer, although the EESC shall retain the nonexclusive right to produce, distribute, publish or display any competition entry in any format, exhibition or publication. The winning designers are requested to adopt the label EESC Design Eleven in all forms of communication. Furthermore the winning designer must accept not to produce the same object before 2013

## DATA PROTECTION

Any personal data included in or relating to the competition, including its performance, shall be processed pursuant to Regulation (EC) No 45/2001 on the protection of individuals with regard to the processing of personal data by the Community institutions and bodies and on the free movements of such data. It shall



be processed solely for the purposes of the performance, management and follow-up of the competition by the organisers without prejudice to possible transmission to internal audit services, to the European Court of Auditors, to the Financial Irregularities Panel and/or to the European Anti-Fraud Office (OLAF) for the purposes of safeguarding the financial interests of the Community. The entrant shall have the right of access to his personal data and the right to rectify any such data that is inaccurate or incomplete. Should the entrant have any queries concerning the processing of his personal data, he shall address them in writing to the organiser. The entrant shall have right of recourse in writing at any time to the European Data Protection Supervisor. (<http://www.edps.europa.eu/EDPSWEB/>).

## CONFIDENTIALITY CLAUSE

The entrant shall undertake to treat in the strictest confidence and not make use of or divulge to third parties any information or documents which are linked to the EESC; the entrant shall continue to be bound by this undertaking after completion of the tasks.

The entrant will respect the confidentiality of any information which is linked, directly or indirectly, to execution of this competition and that they will not divulge to third parties or use for their own benefit or that of any third party any document or information not available publicly, even after completion of the competition.

## ORGANISERS

### **The European Economic and Social Committee (EESC): A Bridge between Europe and Civil Society**

The European Economic and Social Committee is a consultative body set up by the Rome Treaties in 1957. It consists of representatives of the various economic and social components of organised civil society. Its main task is to advise the three major institutions (European Parliament, Council of the European Union and European Commission).

It is mandatory for the Committee to be consulted on those issues stipulated in the Treaties and in all cases where the institutions deem it appropriate. It can also be consulted on an exploratory basis by one of the other institutions, or can itself take the initiative to issue opinions (around 15% of its opinions are own-initiative opinions). The Committee adopts on average 150 opinions a year on a wide range of subjects concerning European integration. It therefore plays an active role in the processes of shaping Community policies and preparing Community decisions.

Thanks to the EESC, building Europe is therefore the task not only of the European Union and politicians, but also of members of the public belonging to organisations involved in the economic, social and civic life of their countries.

The EESC's 344 members are drawn from economic and social interest groups in Europe and are nominated by national governments and appointed by the Council of the European Union for a renewable 5-year term of office.

More information: [www.eesc.europa.eu](http://www.eesc.europa.eu)

## PARTNERS

### **DG Enterprise and Industry**

[www.ec.europa.eu/enterprise](http://www.ec.europa.eu/enterprise)

In line with Europe 2020 strategy for smart, sustainable and inclusive growth, DG Enterprise and Industry promotes initiatives in support of design for innovation. In 2009, the results of a public consultation on design showed its importance for the future competitiveness of EU economy. This paved the way to an active participation of DG Enterprise and Industry in the awards ceremony of the Design ZeroNine competition. The DG hosted an exhibition of the designs in its building's entrance hall for one month, to give visitors the opportunity to appreciate the best amongst the selected products.

For the Design Eleven edition DG Enterprise and Industry will reiterate its support, in the light of the Innovation Union flagship initiative, which recognises design as a key activity to bring ideas to the market. Representatives of the DG will take part in the selection process, and all relevant information on the competition will be disseminated.

## **CUMULUS**

International Association of Universities and Colleges of Art, Design and Media.

[www.cumulusassociation.org](http://www.cumulusassociation.org)

Cumulus is a non-profit organization associating institutions of art, design and media. It is the only global forum for partnership, friendship and transfer of knowledge enhancing the education and research of art, design and media. It is an important 'academic voice' in the world of art and design from all parts of the world.

Cumulus was founded in 1990 by the Royal College of Art London and University of Art and Design Helsinki as a network of universities wanting to enhance the quality of education through co-operation, student and teacher exchange within the European Union Erasmus programme. Currently, the international association consists of 165 universities and colleges of art, design and media from 43 countries worldwide. The Cumulus Secretariat is hosted by the Aalto University School of Art and Design in Helsinki, Finland.

Through the Cumulus Association, design schools can easily be approached in order to promote the Design Eleven competition and get design students involved.

## **EIDD Design for All Europe**

[www.designforalleurope.org](http://www.designforalleurope.org)

EIDD Design for All Europe is a federation of 29 member organisations in 22 European countries, and rapidly growing. It was established in 1993 with a mission to enhance the quality of life through Design for All. "Design for All is design for human diversity, social inclusion and equality." (The EIDD Stockholm Declaration © 2004.)

EIDD Design for All Europe is the joint European platform for social planners, architects, designers and others who believe in the potentials of their professions to play a vital role in the necessary transformation of our societies into more cohesive, innovative and sustainable ones.

EIDD Design for All Europe will take an active part in all stages of dissemination, thus enhancing the overall impact and result of the Design Eleven competition.

**Giovanna Massoni:** EESC Design Eleven design expert consultant.

Design curator and journalist, has been working in collaboration with the EESC on the launch and coordination of EESC Design ZeroNine and she's actually contributing to the conception, promotion and coordination of EESC Design Eleven. She's also part of the competition's advisory board and the jury coordinating team.

[www.designstreams.net](http://www.designstreams.net)

## **MORE INFORMATION AND CONTACT DETAILS**

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