

German Design Award 2020

Excellent Communications Design



1. FOUNDATIONS

The German Design Awards are presented annually by the German Design Council. The competition is organised by the Rat für Formgebung Service GmbH (German Design Council).

The following General Terms and Conditions form the exclusive contractual basis for participation in the German Design Awards 2020 (competition) between the German Design Council and the competition registrant. The registrant's Terms and Conditions are not recognised, even if the German Design Council does not expressly object to them in individual cases.

2. PREREQUISITES FOR PARTICIPATION

Competition entries (projects) which have been nominated for the competition by the foundation members of the German Design Council, the ministries/senators of trade and industry of the federal states or their responsible supreme state authorities or the German Design Council, as well as non-nominated competition entries (projects) which can be assigned to at least one of the following categories, may participate in the competition:

Event • Audiovisual • Interactive User Experience • Online Publications • Web • Apps • Integrated Campaigns and Advertising • Packaging • Corporate Identity • Brand Identity • Books and Calendars • Editorial • Official Documents • Signage and Wayfinding • Posters, Cards and Photography • Typography • Universal Design • Service Design • Design Classics and Re-editions • Game Design

Only projects that were launched on the market or made public no more than five years ago are permitted. The registrant must provide suitable proof of this at the German Design Council's request. The category Design Classics and Re-editions is excluded.

The number of registrations is not limited. It is possible to submit projects maximum in 3 categories and one additional category at the same time.

3. JUDGING

An independent expert jury will decide the competition winner. The jury is comprised of representatives from industry, academia, design, architecture and media. Projects should stand out with regard to the following aspects:

Ergonomics • functionality and operability • practical value • overall concept • design quality • degree of in-novateness • durability • brand value and branding • market maturity • sustainability • ecological quality • product graphics and semantics • safety and accessibility • symbolic and emotional • content • technical quality • technical function • manufacturing techniques and quality

The preceding list does not represent a ranking of the criteria and assessments for the jury. The jury's decision will be confirmed in writing. Any legal recourse is excluded.

If a released project has not been delivered to the jury meeting within the specified period, the jury reserves the right to use the released project data from the registration at mdc.german-design-council.de (see section 4.1) for the valuation. A decision of the jury based on this information is also valid.

The jury is authorised to change the category of a project. If a prize is awarded as a result, it is also valid.

4. REGISTRATION, SUBMISSION AND INSURANCE OF PROJECTS

4.1 The German Design Council will send registrants a written invitation to take part in the competition. The email contains a personal password and login for each registrant and, in the case of a nomination, a project ID for each nominated project. All projects can be registered to the competition in the personal login area at <https://mdc.german-design-council.de>. Projects can be registered online following approval of the project details and after reading and confirming the General Terms and Conditions for the competition. Registration is binding and gives

rise to the obligation to pay the associated fees and costs in full. The German Design Council will allow a registration to be cancelled free of charge if a written notice of cancellation is addressed to designpreis@german-design-council.de within 14 days of the date of registration (a failure to send or provide material to be judged as a contribution by the jury is not deemed a cancellation). After the expiry of the 14-day period, the participation fee specified in Section 6 is no longer refundable and the participant's right to withdraw expires."

The applicant is authorised to carry out the application process. The contract is concluded exclusively in digital form and is not exchanged in paper form.

In general, the German Design Council reserves the right, after internal examination, not to allow non-nominated projects to participate in the competition. The registrant of a non-nominated project will receive written notification of the outcome of the examination. In the event of negative notification, the legal contract between the registrant and the German Design Council will be cancelled. In this case, the registrant will not be charged the costs and fees for the registration.

With the registration of a nominated project, the registrant is entitled to acquire the nominee package for the fee listed in section 6 of these terms and conditions and to use it immediately. With the registration of a non-nominated project, the registrant is entitled to acquire the nominee package for the corresponding fees, but will only be granted access to the contents of the nominee package after the registered project has been reviewed and a positive notification has been received. The nominee package entitles the registrant to use the „Nominee 2020“ label in connection with the registered project for his corporate communications and to order further marketing services at a charge.

The registrant's details and those of the registered projects will be processed in accordance with the legislator's privacy regulations. The German Design Council assumes no liability for incorrect or erroneous information.

4.2 For the jury session, the registrant may submit original products, presentation charts, digital presentation or models from the projects for the competition. In exceptional case also large-size fotos and documentations are allowed. All projects and packaging must be marked with the provided project ID and these must be clearly visible on delivery. Loss and/or non-consideration of unmarked projects are at the registrant's own expense. The burden of proof for proper labelling lies with the registrant.

4.3 The costs and all risks of transport for the delivery and removal of the registered projects shall be borne exclusively by the registrant. The German Design Council undertakes to inform the registrant immediately of any visible transport damage upon receipt of the projects. For projects delivered from abroad, the registrant must clear all necessary customs procedures at their own expense. The German Design Council accepts no liability for destruction, theft and/or damage for the duration of the projects' submission period. All necessary insurance should be taken out before registering.

4.4 Projects must be delivered in packaging that can be reused for return shipment and is safe for transport. If this is not the case, the German Design Council accepts no liability for any damage caused during return transport.

4.5 The registrant must collect the project by the specified deadline. Whoever comes to collect the project must be able to identify themselves and specify the project ID for the project they wish to collect. Freight forwarders or courier services must present an order from the registrant with the project ID of the project to be collected. If this is not the case, the German Design Council reserves the right not to hand over the project. Projects that have not been collected by the registrant by the deadline specified in the registration documents will subsequently be stored for two weeks subject to a fee (40.00 EUR/project/day, plus any special costs for transport) and then disposed of at the registrant's expense (40.00 EUR/project plus any extra cost for disposal).

All deliveries by freight forwarders and / or delivery companies must be done at ground level. A loading ramp is not available. If a supplier can not unload a project

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independently and needs auxiliary material (forklifts, pallet trucks, etc.) for unloading, the client (participant) accepts any costs incurred as a result of the additional work involved. The costs will be charged to the participant after the jury session. Projects of the category Lighting must be functional for the jury session, have a Euro plug and be designed for use with 230V power. If work is required for the presentation of the jury session (e.g. plug replacement, current transformer, etc.), the participant accepts any costs that may arise. The costs will be charged to the participant after the jury session.

Upon request, size S projects can be sent to the registrant within the EU straight after the jury meeting; for this service, the German Design Council charges 80.00 EUR plus VAT (plus postage and packaging material) per project. At the registrant's request, the return shipment of size M, L or XL projects or the return to non-EU countries can be carried out by a forwarding agency commissioned by the German Design Council by way of an individual shipping offer with costs. Orders for individual delivery must reach the forwarding agent before the jury meeting. If no individual delivery is requested, the periods stated in the registration documents shall apply.

Following self-assembly, the registrant must take any packaging material with them. It is possible to store this temporarily at the Frankfurt Exhibition Centre until disassembly. A flat fee of 30.00 EUR per cubic metre will be charged to the registrant.

4.6 If the German Design Council is commissioned to assemble projects supplied in a disassembled state, the German Design Council assumes liability in accordance with the following regulation. The registrant undertakes to provide appropriate installation instructions in German or English. The same applies to the disassembly of the project for return transport. Liability for loss of or damage to the projects is excluded, unless the German Design Council, its legal representatives or vicarious agents are charged with intent or gross negligence; the German Design Council's liability for negligent conduct is limited to a maximum value of 1,500.00 EUR, irrespective of the number of projects submitted by the same registrant.

4.7 The German Design Council recommends that the registrant take out all necessary insurance.

4.8 The German Design Council offers the applicant the possibility of submitting presentation charts via the Printing Service. The applicant can select a presentation chart within the framework of the online registration for the competition. After successful online release, the print-ready data (PDF) can be uploaded by 17 July 2019 at the latest. Print data submitted after the deadline will not be considered. The costs for the optionally bookable Printing Service (230€ per project plus VAT) will be invoiced in addition to the participation fees. The service includes printing and production of the presentation charts as well as delivery to the jury meeting. Participants will receive an invoice for these fees. A return shipment after the jury meeting is not included.

4.9 For applicants whose registered office is in China, the operational implementation (control of the application, handling of projects, invoicing and receipt of payment) for the German Design Council (for details see section 12 below) will be handled by its subsidiary, German Design Council (Shanghai) Co. Ltd, Shanghai, China.

5. PREVENTION OF ACCIDENTS

If projects are usable or are exhibited or demonstrated in an operative state, they must comply with the statutory and trade association regulations in Germany, in particular the accident prevention regulations and must be provided with the safeguards prescribed by law in Germany. The registrant is solely liable for any damage caused by installed objects. The registrant must also indemnify the German Design Council without limitation against any claims for damages by third parties.

Any damage that occurs during the jury session must be reported immediately within one week to the German Design Council. A description of the damage, along with pictorial documentation of the damage, must be included.

6. FEES/COSTS

6.1 Fees/Costs at registration

Fees at registration

Competition registration per project*	230.00 EUR
Competition registration per project* by 24.05.2019	180.00 EUR
Optional Nominee Package**	1,660.00 EUR

*If a project is registered in several categories, the fee must be paid only once at the time of registration.

** For registrations of non-nominated projects only accessible after successful examination of the registered project.

Costs at registration

Project handling original project*	Size S	100.00 EUR
	Size M	160.00 EUR
	Size L	240.00 EUR
	Size XL	490.00 EUR
Project handling digital submission		150.00 EUR

* The project handling costs for the jury session depend on the size of the projects. These costs are also calculated upon self-assembly of the projects:

Size S: Length/width/height of the project each up to 1 m and up to 20 kg
 Size M: Length/width/height of the project each up to 2 m and up to 100 kg
 Size L: Length/width/height of the project each up to 3 m and up to 200 kg
 Size XL: Length/width/height of the project each over 3 m and over 200 kg

The project handling costs are calculated according to the number of projects sent in for the jury session for the individual categories.

6.2 Payment

The registrant will receive an invoice for these fees and costs upon registration. All prices are per registered project plus the applicable statutory value added tax. If the German Design Council does not receive payment on time, it reserves the right not to present the registered project to the jury. For registrations after 10 July 2019 a late booking fee in the amount of 140.00 EUR is payable in addition to the regis-



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tration fee (plus VAT).

6.3 Service fees/Costs for winners

Service fees for winners

Special Mention*	2,280.00 EUR
Winner**	2,580.00 EUR
Gold***	2,980.00 EUR

The award entitles the winner to unlimited use of the Special Mention, Winner and Gold labels for a period of three years from the date of award.

* Includes catalogue entry (1 page), entry in the online gallery as well as digital presentation of the winning entry in the exhibition.

** Includes catalogue entry (1 page), entry in the online gallery as well as digital presentation of the winning entry in the exhibition. It is possible to book a second page in the catalogue as part of the optional upgrade.

*** Includes catalogue entry (2 pages), entry in the online gallery as well as physical presentation of the winning entry in the exhibition. It is possible to book a third or fourth page in the catalogue as part of the optional upgrade.

Costs for winners

Optional upgrade in the catalogue, per page*		680.00 EUR
Project handling Gold winning project**	Size S	included
	Size M	200.00 EUR
	Size L	600.00 EUR
	Size XL	1,200.00 EUR

* It is possible to book a second page for Winner awards; for Gold awards, it is possible to book a third or fourth page in the catalogue. There is no upgrade available for Special Mention awards.

** The costs for project handling for the exhibition depend on the size of the projects. These costs are also calculated upon self-assembly of the projects:

Size S: Length/width/height of the project each up to 1 m and up to 20 kg
 Size M: Length/width/height of the project each up to 2 m and up to 100 kg
 Size L: Length/width/height of the project each up to 3 m and up to 200 kg
 Size XL: Length/width/height of the project each over 3 m and over 200 kg

6.4 Payment

The registrant will receive an invoice for these service fees and costs for winners. Companies from third countries (outside the EU and EFTA) are obliged to provide a company confirmation. All prices are per award plus the applicable statutory value added tax. Selection/non-use of the services in case of an award is excluded. The payment of the service fees/costs for winners must have been made in full at the time of the award ceremony. The award will not be given if the service fees/costs for winners have not been received by the German Design Council in full and on

time. The German Design Council is entitled to assert additional claims for damages if the relevant service fees/costs for winners have not been received in due time.

Even if the project is not submitted in original, digital or chart form, the German Design Council reserves the right to present this project to the jury with the images submitted in the online registration. In this case, this project can also be awarded accordingly, with all associated costs and fees.

Companies that are not in a position to bear the service fees/costs incurred for winners for economic reasons may apply for a waiver of these costs in justified cases. The fees/costs at the time of registration, the Nominee Package as well as further optional services are not affected by this cost exemption. The application must be submitted in due time. The application form is available for download in the personal login area.

6.5 Contractual Penalties for Illegal Use of Nominee Services

If the applicant uses contents of the nominee package or if the applicant advertises with a nomination, although he was neither acquired nor nominated for these services, a contractual penalty of EUR 10,000.00 is payable for each case of infringement.

7. PUBLICATIONS

7.1 To document the competition, a publication of the winners is published in the catalogue as well as in the online gallery. If a project receives an award, it will be shown publicly in an exhibition conceived to run in parallel with the award ceremony. The registrant undertakes to make the project available again for the exhibition upon request. In this case, the same conditions as those listed under sections 4 and 5 apply to delivery and collection as well as to liability and insurance.

The German Design Council is responsible for the design of the exhibition and the placement of the projects within the exhibition. Due to the limited space available at the exhibition, only one copy per award-winning project can be integrated into the exhibition. A maximum of three projects can be shown for collections.

7.2 If the service fees/costs for winners (specified under point 6.3) are not paid within the payment period, no claim exists for entry in the catalogue. The graphic appearance of this website corresponds to the overall layout of the catalogue and is designed by the German Design Council according to the picture and text templates of the registrants. The registrant has no entitlement to influence the design and arrangement of the booked page.

7.3 The German Design Council is only liable to the extent specified in point 4.6 for intentional or grossly negligent design errors. In the event that the printing of the entry is partly or totally illegible or incomplete, the registrant has the right to a price reduction to the extent the purpose of the entry was impaired or to a flawless replacement entry. A refund of service fees/costs for winners is not possible.

7.4 Prior to publication, entrants are requested by the German Design Council to release the text and/or image material for this purpose. If confirmation of release is not received within the specified time period, the German Design Council will use the text and/or image material which the entrant has already provided in connection with registration in accordance with section 4 above. The German Design Council reserves the right to refuse entry orders on the basis of uniform, objectively justified principles due to their technical form or origin; the same applies if the content violates laws or official regulations or if publication is unreasonable for the German Design Council. If the registrant is responsible for the refusal, the costs incurred up to that point must be reimbursed to the German Design Council. Any claims for damages are excluded; in all other cases, the German Design Council is liable in accordance with the provisions of Point 4.6. A winner will receive one free copy of the catalog (per applicant), even with multiple distinctions.

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8. INDUSTRIAL PROPERTY RIGHTS

8.1 Projects that violate an industrial property right (trademark, brand name, utility model, patent or similar) are excluded from participation. Each registrant must inform the German Design Council whether any legal proceedings (competition, patent, trademark or copyright disputes in connection with the registered project) are pending with regard to the registered project. Only the registrant is liable for damages, in particular for claims by third parties arising from the violation of these Conditions; the registrant shall also indemnify the German Design Council against all claims upon first request.

8.2 The copyrights to the projects submitted to the competition (photos, videos and texts) remain with the respective registrant at all times. The registrant grants the German Design Council the rights of use and publication for the competition and the associated services. In particular, the registrant must ensure that the corresponding rights of use (e.g. of photographs) exists. The registrant shall be exclusively liable for all damages incurred by the German Design Council as a result of the violation of these (possibly insufficient) rights of use and shall indemnify the German Design Council against all claims upon first request. The registrant is not entitled to a usage fee.

8.3 Photographs taken on behalf of the German Design Council at events shall be used by the German Design Council exclusively for documentation, reporting and advertising purposes. By registering, the registrant agrees to this use. This consent can be revoked informally at any time (e.g. by email to the address presse@german-design-council.de or in writing to the German Design Council).

9. GERMAN DESIGN COUNCIL'S LIABILITY

Should it not be possible to publish the catalogue, the online gallery or to open the exhibition for the competition in full or on time due to force majeure, the registrant derives no claims from this. In all other cases, the German Design Council is liable in accordance with the provisions under Point 4.6.

10. SEVERABILITY CLAUSE

Should individual provisions of these General Terms and Conditions be invalid or unenforceable or become invalid or unenforceable after conclusion of the contract, this shall not affect the validity of the remainder of the contract. The invalid or unenforceable provision shall be replaced by a valid and enforceable provision whose effects come closest to the economic objective pursued by the contracting parties with the invalid or unenforceable provision. The above provisions shall apply accordingly in the event that the contract proves to be incomplete.

11. ACKNOWLEDGEMENT, PLACE OF JURISDICTION

At the time of registration specified under Point 4 above, the registrant confirms that they have read and understood these Terms and Conditions. Acknowledgement of these Terms and Conditions is documented by the successful confirmation of registration at the latest. A successful registration only comes about through prior confirmation of these terms and conditions. This confirmation documents that the applicant has read, understood and accepted the terms and conditions. The competition conducted on the basis of these Terms and Conditions is not intended for consumers. The registrant hereby agrees that their project will be entered into the competition.

The place of performance and jurisdiction for the contract is Frankfurt am Main. In business transactions with merchants, legal entities under public law or special funds under public law, the place of jurisdiction for legal actions is Frankfurt am Main.

12. ORGANISATION

Branch office of the competition and contact for queries:

Rat für Formgebung Service GmbH
Messeturm
Friedrich-Ebert-Anlage 49
60327 Frankfurt am Main
T. 49 (0)69 24 74 48-688
F. 49 (0)69 24 74 48-700
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