Better Design
Better Life

Better
Design
Award

I. AWARD INTRODUCTION

The Better Design Award (abbreviated as BDA) is an international, comprehensive design competition established under the guidance of China Media Group, Guangdong Provincial People's Government, Guangzhou Municipal People's Government, Shenzhen Municipal People's Government. It is open to global participants and aims to identify outstanding practices of design-driven innovation in technology, products, application scenarios, and industries. Centered around the goals of Chinese-style modernization, the competition focuses on building a modern industrial system and fostering new quality productive forces. It seeks to highlight how design empowers innovation and improves lives while leveraging the communication advantages of China's new-generation mainstream media to build a world-class platform for Chinese design on the global stage.

DISCOVER OUTSTANDING DESIGN WORKS TO SUPPORT
INDUSTRIAL DEVELOPMENT IN THE GREATER BAY AREA

CAPTURE THE PULSE OF THE TIMES AND LEAD
DOMESTIC DESIGN TRENDS

AMPLIFY THE VOICE OF CHINESE DESIGN AND
INFLUENCE GLOBAL DESIGN MOVEMENTS

II. AWARD CATEGORIES

The BDA consists of two main categories: Product Design and Design for Industry. The Product Design category includes a Main Competition and a Special Competition.

(A) PRODUCT DESIGN

The product design category includes one main competition and one special competition. The main competition is divided into three groups: Industrial Cornerstone, Better Life, and Future Design. The special competition focus on specific design needs, soliciting outstanding design works, particularly in the fields of "Artificial Intelligence and Robotics."

1.MAIN COMPETITION

(1) Industrial Cornerstone

Focuses on B2B, B2G products, and public facilities. It emphasizes how design can drive industrial transformation. Categories include, but are not limited to: Equipment manufacturing (e.g., aerospace and marine equipment), cutting-edge machinery (such as low-altitude aircraft, new energy equipment); General and specialized equipment; Public infrastructure; Components, materials, software, and technologies that play a pivotal role in industrial innovation.

(2) Better Life

Targets consumer-facing products (B2C), highlighting how design enhances everyday life. Includes, but is not limited to: Products and services for travel, office, home, and other lifestyle scenarios.

(3) Future Design

Focuses on conceptual designs not yet in mass production or on the market (as of the submission date). Emphasizes visionary and forward-thinking design.

2. SPECIAL COMPETITION: AI AND ROBOTICS

This Special Competition focuses on the integration of design with AI and robotics technology. AI Projects should demonstrate applications of artificial intelligence in areas such as intelligent manufacturing, smart healthcare, smart mobility, and smart homes, with an emphasis on real-world industrialization. Robotics Projects should reflect innovative designs and applications of robotics in fields such as industrial manufacturing, service industries, healthcare, and education/ entertainment, promoting the broader adoption and commercialization of robotic technology.

(B) DESIGN FOR INDUSTRY

This category focuses on innovative industrial systems and improvement strategies. It seeks solutions that: Redesign the allocation of industrial resources; Define new industry roadmaps, market positioning, policies, security frameworks, and cultural strategies. Entries should leverage design thinking to drive innovation in user experience, services, and business models. The emphasis is on submissions that embody: Early-stage design integration, Collaborative innovation, Shared production capacity, and Autonomous, controllable industrial and supply chains. Eligible submissions include system-level industrial model solutions, new production service models, and foundational research projects in design.

III. AWARDS AND PRIZE

The total prize pool is RMB 4.2 million Yuan.

SELECTION CATEGORY		AWARDS	QUANTITY
Product Design	1. Main Competition	**BDA Grand Award** (1)10 BDA Product Grand Awards, Prize RMB 300,000 Yuan/item (2)2 BDA Concept Grand Awards, Prize RMB 200,000 Yuan/item	12
		Better Design Award (1)200 BDA Product Awards, Prize RMB 2,000 Yuan/item (2)100 BDA Concept Awards, Prize RMB 1,000 Yuan/item	300
	2. Special Competition: AI and Robotics	10 BDA AI & Robotics Design Awards, Prize RMB 20,000 Yuan/item	10
Design for Industry		10 BDA Design for Industry Awards, Prize RMB 10,000 Yuan/item	10

IV. PARTICIPANTS

Open to enterprises, institutions, design organizations, universities, design teams, research institutions, and individuals from any country or region around the world.

V. PARTICIPATION REQUIREMENTS

1.Product Design: The product must be launched within two years (after May 2023), or be an unpublished product that can be mass-produced before the BDA Award Ceremony, and must provide a complete functional prototype for the Secondary Evaluation. The lead designer or design team must hold the relevant intellectual property rights, and the product must comply with national industry policies and relevant technical standards.

2.Concept Design: The work must be an original design or proposal that has not been sold or produced in the market. The physical prototype must be provided for the Secondary Evaluation and final evaluation, along with a video presenting the complete design concept. The design must show significant innovation in terms of function, structure, form, technology, materials, and low carbon impact.

3.Design for Industry: The work must be a complete project with a clear feature of "design-driven industry transformation and upgrade." It must demonstrate innovation, exemplary qualities, and industry value. The participant must submit design outcomes, promotional effects, and industry advancement results (such as economic data, industry chain development, etc.).

4.Each entry may only be submitted in one category. Works that have been submitted in previous editions cannot be re-entered.

5.All entries must be original, innovative projects with legal participation rights, with no intellectual property disputes and no infringement of third-party intellectual property, ownership, usage, or disposal rights.

VI. PARTICIPATION METHOD

The selection will be made through a combination of social selection and nomination of candidates.

VII. REGISTRATION CHANNELS

All participants must register on the official website of the Better Design Award: **bit.ly/BDAAward**

Note: There is no registration fee for the Better Design Award, but the participant is responsible for any logistics, insurance, customs clearance, and other associated costs.

VIII. BDA TIMELINE

ACTIVITY	DATES
Global Launch	May
Call for Entries	May – August
Preliminary Evaluation	Late August
Submission of Physical Works	Late August - Early September
Secondary Evaluation	Mid-September
Final Evaluation	Late September
Awards Ceremony	End of October (tentative)

Note: The Organizing Committee reserves the right to adjust the above schedule. Please refer to the official latest announcements.

IX. EVALUATION MECHANISM

The Better Design Award establishes an international expert panel, a scientific evaluation mechanism, and internal and external supervision systems. The president's responsibility system will be implemented (one Chinese and one foreign industry expert). At the same time, different expert teams from various fields will be invited to form preliminary, secondary, and final review panels for each category. Using fair and professional procedures, the final winners will be selected worldwide.

EVALUATION SYSTEM

Guided by foresight, based on industrialization, and oriented toward the people, the evaluation follows the mainstream values of quality development in the design industry.

1.Foresight Dimension: This includes insights into technological innovation and social development, emphasizing that the design should align with global industrial transformation directions, serve human society's emerging needs, and maintain competitiveness and industry leadership throughout its lifecycle.

2.Industrialization Dimension: The design innovation must have industry demonstration potential, and conceptual works must have high feasibility for industrial transformation. The role of design in accelerating the conversion of technology into new products and services should be highlighted.

3.People-Centric Dimension: Emphasizing human-centered design that reflects the needs of the public's production and life, and meets requirements for green, sustainable development. The design should integrate Chinese design concepts and language with international expression, leading healthy and positive aesthetic values, and advocate for globalized design and design for good, and contribute to the building of a shared human community.

X. VALUE OF PARTICIPATION

The Better Design Award (BDA) has established an incentive mechanism combining "Award Recognition + Post-Award Services." It offers comprehensive support to award-winning projects and individuals in areas such as incubation, industry policy support, funding connections, marketing channels, social recognition, and brand promotion, ensuring effective transformation of innovations and amplifying the value of achievements.

1 PRIZES, TROPHY & CERTIFICATE

1. BDA Nominees (finalists) will receive a Certificate of Honor.
2. BDA Winners (excluding finalists) will receive a monetary prize, trophy, and certificate.

2 USE OF THE BDA LOGO

Award winners are entitled to use the Better Design Award logo free of charge. The BDA logo may be used on packaging, manuals, quality certificates, websites, etc., of the selected designs or products.

3 POLICY SUPPORT

Support is provided for the introduction of outstanding design institutions and designers. Qualified institutions may receive benefits such as rent subsidies and tax incentives. Eligible top-tier talents may enjoy preferential individual income tax policies in the Guangdong-Hong Kong-Macao Greater Bay Area, free compulsory education for children, and other incentives. Enterprises or individuals winning the BDA Grand Award may be given priority access to industrial space or talent policies at the provincial or municipal level (Guangdong, Guangzhou, Shenzhen).

4 ONLINE & OFFLINE COMMERCIAL CHANNELS

Resources from industry associations and e-commerce platforms will be provided to assist in design team building, product manufacturing, and sales channel construction, supporting publicity and promotional efforts.

5 FINANCING SUPPORT

Support will be given for the incubation of award-winning enterprises, talents, and works, through connections to investment and financing institutions, innovation and entrepreneurship training platforms, and maker incubation spaces.

6 SOCIAL RECOGNITION

Products and institutions winning finalist awards or above (excluding only finalist awards) will be publicly recognized. Main designers of eligible entries may be recommended for honors such as "Guangdong Technical Expert," "May 1st Labor Medal," and "March 8th Red Banner Holder."

7 EXHIBITIONS

Winners will be invited to participate in the annual awards ceremony, domestic and international design competitions, exhibitions, and professional expos. Winning works will also be included in global online and offline exhibitions and permanent museum collections.

Better Design Better Life「越来越好」国际设计大赛

8 MEDIA PROMOTION

Extensive exposure will be provided through CCTV and other domestic and international mainstream media outlets, including mini-documentaries and interview series.

9 NETWORKING WITH INDUSTRY LEADERS

A cross-sector exchange platform will be built to facilitate interaction and collaboration between award winners and global leaders from the design, academic, media, industrial, and financial sectors.

10 YEARBOOK PUBLICATION

Each edition of the Better Design Award will publish a yearbook of outstanding works for promotion. Winning works will be included, and each awardee will receive a complimentary copy as a keepsake.

XI. ORGANIZATIONAL STRUCTURE

Guided by:
China Media Group, Guangdong Provincial People's Government,
Guangzhou Municipal People's Government,
Shenzhen Municipal People's Government

Hosted by:
Organizing Committee of the Better Design Award

Partner Institutions:
Central Academy of Fine Arts, Academy of Arts & Design,
Tsinghua University, Tongji University, Guangdong University of Technology,
Guangzhou Academy of Fine Arts, Shenzhen University,
Shenzhen Technology University, World Design Organization,
World Green Design Organization, Hong Kong Design Centre,
Hong Kong Federation of Design and Creative Industries,
Hong Kong Designers Association, Macau Design Centre,
Macau Product Designers Association, Guangdong University of Technology
Huateng Private Equity Investment Fund, Design Capital of Guangzhou, and
other institutions

Apply here:
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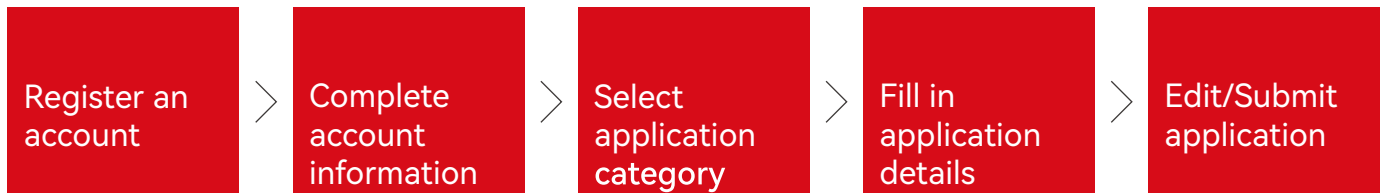
2025
Better Design Award

1. Registration Period

May 2025 – 15 August 2025

2. Registration

Please register via the website: **bit.ly/BDAAward**

3. Overview of Registration Steps

Register an account > Complete account information > Select application category > Fill in application details > Edit/Submit application

Step 1: Register an Account

Go to the homepage of the BDA website, find the registration entry, and enter the registration page. Register an account using your email and verification code.
If you already have an account, please log in with your existing credentials.

Step 2: Complete account information

After successful registration, fill in the basic information of the applicant. If you have an invitation code, be sure to enter it.
If you have registered in previous years, it is recommended to enter the invitation code in the application form. The system will recognize the invitation code provided in the application page as the valid one.

Step 3: Select Application Category

Once applicant information is completed, you will find two options on the left-hand menu:
Product Design Application List
Design for Industry Application List
Choose the appropriate category and start filling in the application materials.

Step 4: Fill in Application Details

On the application page, complete all required fields marked with an asterisk (*) and save the form. Optional fields can be filled in according to your needs.

1.For Product Design applications, you'll need to submit: Basic information, Multimedia content, Product (or work) details, Team information

*Note: Please pay attention to the "Special Competition: AI and Robotics." If your product meets the criteria, we encourage you to select and participate in this special Competition.

| ✓ Basic Information | ✓ Multimedia Information | ✓ Work Details | ✓ Team Information |

| Invite Code

It is only used for internal statistics of the Committee and does not affect the evaluation work.

| Work Name *

A short and descriptive name of the entry work is preferred.

Please fill it out in English.

| Please select a category *

Please select the category according to your product type, if you are unsure, please contact the organizing committee directly, we will contact you and provide suggestions.

○ Industrial Cornerstone	● Better Life	○ Future Design
Focuses on B2B, B2G products, and public facilities. It emphasizes how design can drive industrial transformation. Categories include, but are not limited to: Equipment manufacturing (e.g., aerospace and marine equipment), cutting-edge machinery (such as low-altitude aircraft, new energy equipment); General and specialized equipment; Public infrastructure; Components, materials,	Targets consumer-facing products (B2C), highlighting how design enhances everyday life. Includes, but is not limited to: Products and services for travel, office, home, and other lifestyle scenarios.	Focuses on conceptual designs not yet in mass production or on the market (as of the submission date). Emphasizes visionary and forward-thinking design.

Step 4: Fill in Application Details

2. For Design for Industry applications, you'll need to submit: Basic information, Multimedia content, Project information, Project report

| Basic Information | Project Information | Work Details | Project Report |

Invite Code

It is only used for internal statistics of the Committee and does not affect the evaluation work.

Desall

Project Name *

Participating Organization/Cooperating Participating Organizations *

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Step 5: Edit/Submit Application

Once submitted, the information cannot be modified. Please ensure all details are correct before submission. If you save the form without submitting it, you can return to the list to edit it later.

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Registration Information Overview

1. Product Design Category Selection

*Basic Information	1.*Product (Work) Name – in both Chinese and English 2.*Select Category (Three categories: Industrial Cornerstone, Better Life, Future Design) *Will you register for the Special Competition: AI and Robotics? (If you meet the eligibility requirements for the Special Competition: AI and Robotics, please select "Yes" to apply for the special competition at the same time. If not, please select "No".)
Multimedia Information	1.*Product (Work) Display Images (At least 4 images): Must include the main image, detail images, and key design feature images. 1)Image Requirements: JPG/PNG format, RGB color mode, no larger than 3MB per image, 4:3 (1440×1080px) or 16:9 (1920×1080px) landscape orientation. 2)Image Naming: Product (Work) Name + Number (1, 2, 3, …), if providing a series of products, include all products in the series. 3)No text (such as titles or descriptions) should be placed in the images. 2.Product (Work) Display Video: MP4 format, less than 100MB, recommended resolution of 1280×720 (720p). Video length should not exceed 2 minutes, and must be free of subtitles or narration; background music is allowed. 3.*Design Description (English text: max. 1,000 characters.): What is the purpose of the product (work)? What problems does it solve? What benefits does it bring to the user? Why should the judges favor this entry? What sets it apart from similar products (works)? 4. Evaluation Criteria Description (English text: max. 1,000 characters.): Innovation Value 1) Demonstrates innovation by applying design thinking to integrate new technologies, processes, materials, etc. to solve problems. 2) Brings innovative experiences, functions, or other content through design. Sustainable Value 1)Promotes green production technologies and practices, guiding the entire industry towards a more eco-friendly and sustainable direction. 2)Has had a positive impact and set an example in terms of environmental protection and sustainability. Market Value 1)Uses design to reduce costs and improve efficiency, enhancing the competitiveness and productivity of the industry, and driving design industry development. 2)Provides new value to emerging industries, new business formats, and new commercial sectors through design. Social Impact 1)Makes significant contributions to humanitarian care, social and economic development, and the enhancement of ecological civilization. Creates new lifestyles, aesthetic perceptions, new cultural values, and new value systems.
Product (Work) Details	1. *Industrial Cornerstone and Better Life Categories: Product development time, size, target audience, target market, and whether the product is on the market (if applicable, please provide the launch date). 2. *Future Design Category: Model/prototype size. 3. *Intellectual Property Materials (Intellectual Property Declaration). 4. Award history. 5. Confidentiality request.
Team Information	1. Affiliated Organization 2. Design Team 3. Participating Designers

2. Design for Industry Category Selection

*Basic Information	1. Project Name – in both Chinese and English 2.Participating Organization / Cooperating Participating Organizations 3. Lead Designer (limit to 1 person): Name, Phone, Email
Multimedia Information	1.Display Images of the Design for Industry Project: Select 2-3 of the most successful products from the project, and upload no more than 5 images. 1)Image Requirements: JPG/PNG format, RGB color mode, no larger than 3MB per image, 4:3 (1440×1080px) or 16:9 (1920×1080px) landscape orientation. 2)Image Naming: Product Name + Number (1, 2, 3, …). If providing a series of products, please include all products in the series. 3)No text (such as titles or descriptions) should be placed in the images. Design for Industry Project Display Video: MP4 format, less than 100MB, recommended resolution of 1280×720 (720p). Video length should not exceed 2 minutes, and must be free of subtitles or narration; background music is allowed.
Project Information	1.Project Description (English text: max. 1,000 characters.) Describe the basic details of the project, including its highlights in promoting industry innovation and upgrades, what key problems it has solved, and what economic and social values it has created. 2.Intellectual Property Materials (if any).
*Project Report	1) Report Format Requirements: A4 size, with a combination of text and images, in PDF format, in English. 2) Report Content Requirements: Include project name, project description, project goals, research methods, integration of research resources and team building, how design integrates with industry, how design leads technological development and business model innovation, how it drives transformation and upgrading of enterprises, industries, or regional economies, its practical application and specific benefits, and evaluations and recognition from various aspects.