

DESIGN
MANAGEMENT
EUROPE

DME AWARD

PAREDES
PORTUGAL

15 NOVEMBER
2012

GUIDELINES FOR ENTRANTS 2012

The contribution design can make to the success of an organisation is largely attributed to how it is managed, how well it has been researched and how close it is aligned to the organisation's strategy. From preparing a design brief for an external design consultancy to the complete integration of design in the business model; all such practices are different for every organisation but require strong leadership and careful planning to be successful.

The Design Management Europe Award is the only award dedicated to the management of design in companies and organisations across Europe. It sets out to award the best practices that demonstrate effectiveness, originality and ingenuity. Winning a DME Award means recognition from an international jury of management experts, that your organisation is a leader in innovation and management.

With the 2012 edition, DME Award will celebrate its first lustrum!

DME AWARD CATEGORIES

CATEGORIES

Companies and organisations can enter only one of the categories listed below:

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.

DME QUESTIONNAIRE

DEADLINE 7TH SEPTEMBER 2012

The purpose of the DME questionnaire is to conduct research into the topic of Design Management. Based on the Design Management Staircase model, the questionnaire will assess your organisation under five design management factors; resources, planning, process, awareness of benefits and expertise.

Some of the data collected from the questionnaire will be used by the jury, at their discretion, to assist them in their decision making.

The DME questionnaire can be accessed on www.designmanagementeuropa.com and will take approximately 40 minutes to complete. The questionnaire is available in English and must be completed online. A PDF file of the questionnaire is available for preparation.

Submission of a completed DME questionnaire is a requirement of entry to the 2012 DME Award and is confirmation of your organisation's acceptance of its rules and regulations.

All information collected by the DME questionnaire is kept confidential and is processed 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 DME for academic research purposes. Individual data and facts will not be published. For further details please contact the DME technical officer.

ONLINE POSTER SUBMISSION

DEADLINE 7TH SEPTEMBER 2012

The design management poster is an opportunity for applicants to communicate the unique practices of managing design in their organisation, the advantages of their strategy and its impact to the business for the jury to assess.

Applicants may use a range of text, images, diagrams and charts for their posters. Posters are not judged on their presentation but care should be taken in effectively communicating the organisation's key principals and addressing the award criteria.

For examples of previous winning entries please see the posters of the 2009, 2010 and 2011 DME Award winners on the DME website. Further tips on compiling a design management poster can be found on the DME website.

POSTER SPECIFICATIONS

Posters are displayed in portrait orientation. The size of the submission should be 841mm wide x 2378mm in height.

All text on the posters should be in English and of a minimum font size of 16 points.

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

All posters must be submitted online only, and should be clearly labelled with the name of the organisation, category and address.

Deadline of submission is the 7th September 2012. Poster PDF files can be uploaded to the DME website by following the instructions provided. www.designmanagementeuropa.com.

PAYMENT OF ADMINISTRATIVE COSTS

DEADLINE 7TH SEPTEMBER 2012

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 (www.designmanagementeuropa.com).

DME AWARD JURY DAY

16 SEPTEMBER 2012

An international jury will select winners and entrants deserving special mentions from the posters submitted. The criteria the jury will use have been established by a panel of design management experts. They are:

LEADERSHIP IN DESIGN INNOVATION

Defining and implementing a vision for the whole organisation integrating design across a range of activities.

For example: How are the values of the organisation reinforced by design across a range of activities enabling the organisation to become a leader in the field?

DRIVING CHANGE THROUGH DESIGN

Identifying significant changes within your organisation where design has played a major role.

For example: How does your organisation foster the creative process to anticipate emerging technologies, new legislations or changes in the market?

EXCELLENCE IN DESIGN CO-ORDINATION

Demonstrating capabilities, processes, skills and resources in support of the application of design.

For example: What is the framework in your organisation to monitor and facilitate the design process?

STRATEGIC PERFORMANCE

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

For example: To what extent has design enabled the company to realise its strategy? You may support these findings with both tangible and intangible results.

The jury will select several companies from each category who have demonstrated exceptional design management practices and each will receive a special mention award at the DME Award ceremony. From this selection one winner for each category will also be announced at the ceremony. All companies selected by the jury will be notified one week after the jury day and will be invited to attend the DME Award ceremony on the evening 15 November, 2012 in Paredes, Portugal.

Details of the jury members will be published on the DME website one month prior to the jury day. The jury's decision of the special mention award winners and category winners is final.

DME EXHIBITION

STARTING NOVEMBER 15TH 2012

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.

ELIGIBILITY

Companies and organisations must be registered in a European country. Multi-national companies must have their headquarters registered and located in Europe. Companies and organisations can only apply to one category with one entry.

FEES

100€ in administration and logistics' costs, which include printing of the posters.

INSURANCE

DME strongly recommends that applicants take out appropriate insurance for any items of value submitted, in particular for breakage, damage, fire and theft.

COPYRIGHT AND PUBLICATION

In participating, you shall also allow the DME partnership to publish the results of the judges' decisions in various media. We may use, free of charge and in a range of media, any information you provide in the form of original products, illustrations and texts. We trust that you will appreciate that we generally cannot name photographers or authors.

RULES AND REGULATIONS

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

CONTACT DETAILS

2012 DME AWARD ORGANISER

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