

EESC
DESIGN
ZERØ NINE



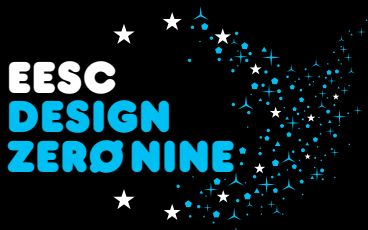
**2009
EUROPEAN
DESIGN
AWARD FOR A
SUSTAINABLE
PRESENT**



**CALL FOR
ENTRIES**



European Economic and Social Committee



2009 European Design Award
For A Sustainable Present

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

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

PURPOSE:

Creativity and Innovation + Sustainable Development = Good Design

Energy efficiency and environmental protection are of fundamental importance to the quality of life of current and future generations. The challenge is to combine energy supply, energy consumption and environmental protection with sustainable economic growth so as to achieve long-term sustainable development. This challenge is becoming more pressing in the context of climate change. The European Union's environmental policy is based on the conviction that rigorous environmental protection rules stimulate innovation and business opportunities and that energy, economic, industrial, social and environment policies are closely linked.

The **EESC** is taking on a double challenge: that of fostering sustainable, innovative and creative design, and investing in sustainable public procurement by promoting a new, environmentally-friendly form of promotional gift.

CALL FOR ENTRIES:

The **EESC**, in cooperation with **Designed in Brussels**, is launching **EESC Design ZeroNine** in all 27 EU Member States.

The purpose is to create an **innovative design product with packaging** for a **modern, mobile** and **international** audience, aged 30+, which will be officially adopted by the **EESC** as a promotional gift for its president, vice-presidents and members to use during official visits and on other selected occasions.

The winning design will be produced in a limited edition in 2010 as part of the EESC's communication strategy.

THE PRODUCT SHOULD:

- make a strong statement of creativity and innovation;
- promote sustainability in energy consumption and climate protection;
- promote / encourage active involvement in environmental protection;
- be functional and visible in everyday situations;
- have a high interactive (including recreational) communication potential;
- present the institution as a modern promoter of ecological principles.

TECHNICAL REQUIREMENTS:

- 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 project documentation must include a production costs estimate (see fixed production budget for winning object and "Entry details").

ELIGIBILITY:

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

ENTRY FEES:

None

REGISTRATION AND APPLICATION FORM:

Please go to www.design-competition.eesc.europa.eu to register and download the application form.

ENTRIES:

The **deadline** for entries is **15 August 2009**.

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 ZeroNine**, 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.

Entries must be designs suitable for low-cost production. Production costs may not exceed EUR 30 000 (not including tax) for a minimum of 500 units, including packaging. 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 ZeroNine** board of advisors (EESC and Designed in Brussels).

After the winner is announced, a pre-prototype of the product and the packaging will be required of the winning designer (Serial No. 0).

ENTRY DETAILS:

After having registered participants will be able to upload their digital presentation under: 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 cm, materials [the use of highly fragile materials should be avoided]);
- the production process (using and explaining sustainable criteria) with estimated production costs;
- max. 5 HIGH RES pictures (300dpi, minimum width 30 cm) of the object from different angles (required format: JPG, TIFF or PDF);

- a short CV;
- a HIGH RES photo-portrait;
- a completed application form (download: 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.

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

The pictures and texts will be used subsequently for the award's communication campaign and the production of an exhibition and catalogue.

MORE INFORMATION AND CONTACT DETAILS:

For more information and the translation of the call for entries in all EU languages visit: www.design-competition.eesc.europa.eu

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SCREENING PROCESS:

Entries will be pre-judged by representatives of the competition's board of advisors (EESC and Designed in Brussels).

The pre-selection jury will decide on the basis of the product information and picture material submitted for each registered entry which products to invite for adjudication. Pre-selected candidates will be informed by e-mail of the results of the screening process.

SELECTION CRITERIA:

- Strong statement of creativity and innovation;
- Suitability for the end-user profile (mobility, every-day user-friendly) and match with the EESC's aims (promotional and communications tool, see above);
- Originality and innovativeness of the design (product + packaging);
- Functionality and interactive communication potential of the product;
- Basic design features;
- 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 (1st, 2nd and 3rd 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:

1st prize: EUR 10 000

2nd prize: EUR 4 000

3rd prize: EUR 2 000

PRODUCTION OF WINNING DESIGN:

The winning entry (1st prize) will have to be **produced in the EU and meet sustainability and creativity criteria (see above).**

PRODUCTION VOLUME:

Design product + packaging: min. 500 units

PRODUCTION COSTS:

Max. EUR 30 000. (excl. VAT, including pre-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:

The pre-selected designs will be judged by an independent jury of international experts (list of members available from June 2009 at: www.design-competition.eesc.europa.eu). Jury members may not enter the competition.

The selection and public announcement of the winner will take place as part of **Design September**, Brussels. (28/29/30 September 2009).

The award ceremony and the exhibition opening are planned for winter 2009 / spring 2010. Exact date to be confirmed.

EXHIBITION AND CATALOGUE:

The winning designs and a selection of the best entries will be shown in an exhibition to be held at the EESC in Brussels in winter 2009 / spring 2010. 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.

The winning designs and a selection of the best entries will be published in a catalogue, as a publication to accompany the **EESC Design ZeroNine** exhibition.

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

USE OF THE EESC LOGO OR THE WORDING: "EESC DESIGN ZERONINE":

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



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and/or the wording "EESC Design ZeroNine".

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 ZeroNine** in all forms of communication. Furthermore the winning designer must accept not to produce the same object before 2011.

ORGANISERS:

The European Economic and Social Committee (EESC): A Bridge between Europe and Organised 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 4-year term of office.

2009 was declared by the European Union the **European Year of Creativity and Innovation**. That's why the EESC is organising an international design competition aiming at underlining the importance of innovate and creative ideas to raise the awareness of major European challenges to come. In this competition the EESC is asking for entries focusing on energy and climate change creating a product which contributes to /encourages sustainable environmental protection.

More information: www.eesc.europa.eu

Designed in Brussels

The EESC partner organisation, **Designed in Brussels** is a public promotional organisation that supports Brussels designers in their work, financed predominantly by the Ministry of Labour and Economics of the Brussels Capital Region. Its mission is to build on six principal axes:

1. In general: a platform for young talents in the field of design and a support for more mature designers. www.designedinbrussels.be
2. The yearly international promotional program in collaboration with the Foreign Trade Department of the Ministry of the Brussels Capital "101% Designed in Brussels", that offers selected Brussels designers a presence at the most prominent international fairs www.101pr100designed.be
3. In collaboration with the Minister for the Environment of Brussels-Capital, contest for the integration of design furniture in public areas in collaboration with various Brussels public organisations www.parckdesign.be

4. The "Dynamo Belgian Young Design Awards" a yearly contest that offers a professional platform for the new young design talents through intense cooperation with the Belgian Design Schools
www.dynamodesign.be
- 5 exhibitions organised in our Gallery called "Showcase"
6. "Conferences" organised in order to bring together industries, companies and designers

The designer **Olivier Gilson**, former artistic director of Designed in Brussels , initiator of the Dynamo Belgian young design awards, and **Giovanna Massoni**, design curator and journalist, are working in collaboration with the EESC on the launch and coordination of **EESC Design ZeroNine** and are part of the competition's advisory board.

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 the 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.

CONTACT:

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