How to identify a high-quality design award?

The large number of design awards currently being offered confronts designers and manufacturers with the question of the actual benefits of winning such an award.

Here, the topic of transparency is still of great importance. The following eligibility criteria for design awards can help you to assess the quality of a competition before you decide to participate.

**Eligibility criteria for design awards**

1. **Popularity/Image**
   - How are the competition and the organizer positioned?
   - How long has the competition been in existence?
   - Will you as an award winner benefit from being associated with the brand?
   - Is it covered in a variety of media channels?

2. **Frequency**
   - How often does the competition take place?

3. **Categories**
   - Does the competition have clearly defined categories?

4. **Criteria**
   - Are the evaluation criteria up-to-date and unambiguous?
   - Do the criteria used represent an internationally recognized set of values for judging “good design”?

5. **Participants, entries and coverage**
   - How many participants will be in the competition?
   - How many entries will be submitted?
   - Is the competition regional, national or international?
   - How many countries do the participants come from?

6. **Costs**
   - Are the costs incurred precisely defined and clearly shown?
   - Does being an award winner offer a good return on your initial outlay?
   - Is the award seal permanently valid, and can it be used without further fees every year?

7. **Judging Panel**
   - Is the judging panel international in its composition?
   - Are the judges experienced experts?
   - What is the relationship between the number of entries submitted, the number of judges and the length of the judging process (i.e. how much time is available to judge each entry)?
   - Is every competition entry evaluated by a whole panel of judges or by just one member of the judging panel?
   - Is the judging process clearly explained and well organized?
   - Are changes made to the judging panel on a regular basis?
   - Is the organizer “influencing” the jury in any way?

8. **Exhibition/Online exhibition**
   - Is there a physical exhibition of the awarded entries?
   - If yes, which target groups are reached and how many visitors does the exhibition attract?
   - Is there an online exhibition of the awarded entries?
   - If yes, how long does it last and how many page views from how many countries does it receive?

9. **Documentation/Yearbook**
   - Are the award winners documented?
   - Where are they documented and in which edition?
   - How is the documentation distributed?
   - Who are the target groups?

10. **Communications, marketing and PR**
    - What accompanying or year-round activities does the event organizer offer? Which tools are made available?
    - Are points awarded for ranking or is there a particular ranking system?
    - If yes, is it a national or international ranking?
    - Does the award ranking have a decisive influence on your creative ranking in other international award programs?
    - Does the award provide decision-making arguments for potential buyers/users?