

“D-Awards” of Hong Kong 2018

宗旨

“D-Awards” 比賽旨在促進設計思維，肯定設計對香港工業的重要性，以及鼓勵本港企業家採用設計思維於管理運作中。是項比賽亦旨在表揚和鼓勵在不同工業表現中有傑出成就的企業，並推廣成功典範的經驗和策略。

主辦機構

香港工業總會乃此項比賽的主辦機構，所有有關事務均由工總轄下香港設計委員會負責。自一九六零年成立以來，工業總會一直致力服務工商界，並作為一個有效的渠道向政府反映業界的意見。

參賽資格

所有參賽報名必須以公司或機構名義參加。以私人名義參加者，恕不接受。另外，參賽者必須是香港註冊公司 / 機構或擁有香港商業登記証。主辦機構保留對公司參賽資格的最後決定權。

提名程序

- 公司或機構自薦*
- 經香港設計委員會邀請

(*須填妥大會提供之參加表格)

評審準則及甄選

評審委員會由香港設計委員會中的執行委員組成，由不別界別人士參與，當中包括設計、工業等行業，並按以下評審準則挑選得獎公司。

評審準則包括：

- 設計思維運用
- 品牌知名度
- 工業設計推廣
- 傑出工業成就
- 工業轉型升級
- 對工業界貢獻

以上評審準則僅供參考，次序並非按重要性排列。其他評審準則，例如社會貢獻等等，如適用時，亦被考慮。

參賽規則

- 主辦機構的角色旨在提供一個場合讓有興趣的公司及團體參賽，競逐獎項。主辦機構的功能不在於查證提交資料的真實性。
- 如參賽者提供錯誤、不全或失實的資料，主辦機構有權取消該參賽資格及獎項。
- 主辦機構有絕對酌情權修改評審規則和準則。就選拔得獎者而言，評審委員會擁有最終決定的權力。主辦機構亦保留權力，可取消得獎者的資格，以及收回或撤銷任何已頒發的獎項而無需賦予得獎者任何追討賠償的權利。主辦機構及評審委員會擁有最終決定，一切有關事宜均具約束力。參賽公司提交報名表，等於表示同意遵守主辦機構及評審委員會所作的一切決定。
- 主辦機構 / 評判不須向參賽者或其他人透露 / 解釋評選之詳情及勝出或落選的理由。

重要日期

公司或機構自薦截止提名	2018 年 7 月 31 日
評審	2018 年 7-10 月
頒獎典禮	2018 年 12 月 3 日

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OBJECTIVE

“D-Awards” is established to promote and recognise the importance of design thinking in Hong Kong, and to encourage local entrepreneurs to adopt design thinking in their management operation. The award scheme also aims to recognise and encourage excellence as well as to promote successful practices and strategies in different aspects of industrial performance.

ORGANISER

The Federation of Hong Kong Industries is the organiser of the Award, and the Federation's Design Council of Hong Kong is responsible for all kinds of execution and organising work concerned. Since its inception in 1960, the Federation's prime goals have been to serve the many needs of Hong Kong's industrial and business communities and act as an effective channel to reflect views of the industry to the Government.

ELIGIBILITY

Application will **not be accepted** if it is submitted in the name of an individual instead of a company or an organisation. Besides, the applicant must be a Hong Kong registered company / organization or possess a valid Hong Kong Business Registration Certificate. The Organiser reserves the right to make the final decision on the eligibility of entrants.

NOMINATION PROCEDURE

- Self-recommendation by applicant*
- Invitation by Design Council of Hong Kong

(*Need to submit the prescribed application form)

JUDGING CRITERIA & ASSESSMENT

The judging panel is the executive committee of Design Council of Hong Kong, which included different experts from design, industries, etc., and to select awardees based on the following judging criteria.

Followings are the primary factors for assessment:

- Use of Design Thinking
- Brand Awareness
- Promotion Of Industrial Design
- Outstanding Achievement in Industries
- Industrial Upgrading and Transformation
- Contribution to Industries

The above judging criteria are provided for reference only and do not follow in the order of importance. Other criteria such as contribution to society etc. will also be considered where appropriate.

RULES & REGULATIONS

- The role of the Organiser is primarily to provide a forum for interested parties to submit their application with a view to winning the Award. It is **not** the function of the Organiser to verify the information submitted by the applicant.
- If entrants provide false information or fail to provide sufficient or genuine information, it may result in the disqualification of that company and the granted awards.
- The Organiser at its sole discretion reserves all the rights to modify the rules and criteria of the awards. In terms of selecting winners, the decision of the Judging Panel is final. The organiser however reserves the right to disqualify any winners and to withdraw or revoke any award as granted, without entitling the winners to any compensation therefor.
- All decisions made by the Organiser and the judges are final and binding in all respects in all matters relating to the award. Applicants, having submitted an entry, agree to abide by the rules and whatever decisions made by the Organiser and the judging panel.

Important Dates

Nomination Deadline for self-recommendation	31 July 2018
Judging	July – October 2018
Gala Dinner	3 December 2018