

# Design Contest

## Determine objective and target group

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### AIM

- ✓ Intend result
- ✓ Implementation of result
- ✓ Realisation design?

### TARGET GROUP

- ✓ Trade magazines
- ✓ Departments of universities
- ✓ Trade associations



Design Contest can generate awareness among a wider audience

## Determine price

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- ✓ Payment for realisation design
- ✓ No realisation yet but still payment
- ✓ Payment for demonstration concept (in an operational environment)



- Article in a magazine
- Participation in an exhibition or event
- Press release winner
- Honorable mentioning / recognition of an idea

## Determine implementation budget

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- ✓ Amount of work
- ✓ Jury members
- ✓ Intangible value for jury members to participate
- ✓ Scale of the Design Contest
- ✓ Publicity costs
- ✓ Own effort



## Formulate design contest

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- ✓ Challenges
- ✓ Aim of the Design Contest
- ✓ (Possible) directions of the solution
- ✓ (Possible) context / preconditions
- ✓ Prices to be won
- ✓ Description of the process (planning & deadline, method of submission, method of assessment, assessment criteria, publication)
- ✓ Establishment process of negotiation
- ✓ Design rights



- The assessment criteria are no more closed down than with regular tenders
- Softer aspects can also be judged by use of the jury
- Ideally suited for innovative concepts or designs

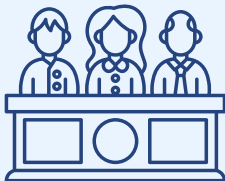
## Composition of the jury

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- ✓ Independent jury members
- ✓ Sufficient assessment to increase acceptance
- ✓ Relevant areas of expertise
- ✓ At least three jury members



Arrange confidentiality (if there is one)



Take an important person as chairman to increase acceptance & choose experts as jury members

## Communicate Design Contest

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### COMMUNICATE DESIGN CONTEST

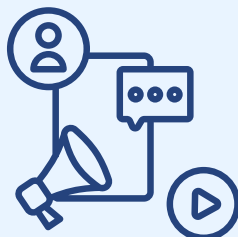
- ✓ General communication plan
- ✓ Target group
- ✓ Complete address list
- ✓ Targeted newsletters
- ✓ Information system
- ✓ Consult scenario's events



Use different media: newspapers, internet, forums, social media

### GENERATE FREE PUBLICITY

- ✓ A press release
- ✓ Publish background article
- ✓ Use social media



## Judge the proposals

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### REVIEW

- ✓ Check the proposals on minimum requirements
- ✓ Anonymous assessment of jury in accordance with procedure
- ✓ Motivated judgment by jury
- ✓ Open, honest and transparent assessment
- ✓ Explanation of the assessed process

### CHOOSE WINNER

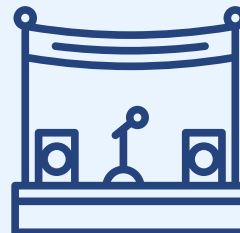


Use expertise of the procurers for setting up assessment



## Communicate the results

- ✓ Opportunity to generate publicity (for example with a press release or prize award)
- ✓ Can be interesting & practical to announce the results at an event
- ✓ Award ceremony is more exciting if the winner is not known in advance



Make sure the winner is present at the contest



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## Use the results

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### GENERATE PUBLICITY

- ✓ A Design Contest creates 'out of the box' options
- ✓ Evaluate the results

### EVALUATION AND RESULTS

- ✓ Unexpected & useful solutions?
- ✓ Unexpected interesting providers?
- ✓ Influence on market consultation



## Optional: realise design or concept



For realisation of design, follow a negotiation procedure after the Design Contest



### REALISATION AND NEGOTIATION

The aim is to come to a follow-up assignment with the winner and other parties

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## LEGAL FRAMEWORK

Art. 78 of the Directive 2014/24/EU on public procurement

Important:

- An independent jury
- The submissions are anonymous



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