Conditions of participation

 Deadline for registration:
Sunday, 17.01.2021

UNIVERSAL DESIGN COMPETITION is a fee-based competition for companies, designers, architects, students, colleges, research institutions and schools whose products, services and architecture are characterized by their generational, broad, simple and intuitive usability.

Start-ups, students, graduates or NGO´s can take part at reduced rates (proof such as registration to the trade register, enrollment certificate or similar required).

All submissions will be presented to the public at a jury exhibition at the Oskar von Miller Forum in Munich during the international Munich Creative Business Week 2021 (www.mcbw.de) (06.-14.03.2021). A personal presentation of your contribution to the consumer and expert group is welcomed.

A consumer group of 100 people awards the UNIVERSAL DESIGN consumer 2021 label. A group of experts awards the UNIVERSAL DESIGN EXPERT 2021. Particularly outstanding submissions can receive the UNIVERSAL DESIGN Gold 2021 award.
Registration

Registration is only possible via our online system. Please use the following link:
https://www.universal-design.org/anmelde-formular-aaa-1
Please also read our participation conditions and registration checklist. You can find them here. All information provided by the participants is subject to the data protection provisions of the latest DSGVO (European Data Protection Regulations)

Participation in the UNIVERSAL DESIGN COMPETITION 2021 requires acceptance of these Terms of Participation and the Terms and Conditions of the Institute for Universal Design.

Presentation forms of your submission

o Physical presentation
o Original product incl. packaging, operating instructions etc., pre-production model, mock-up, scale model
o poster presentation
o schematic / graphical representation of the product/service on a maximum of 3 charts / poster, size DIN A1, portrait or landscape format, mounted on 3 mm kappa
o Digital presentation
o Multimedia demo / movie of the article maximum 3 minutes, hardware and software is playable to send
Submission to the jury

The contribution has to arrive between the 13.01. and the 14.02.2021 at our logistic partner.

Delivery address logistics partner:
Mrs. Michaela Busch
Kuehne + Nagel (AG & Co.) KG KN Expo & Event Logistics
Karlsruher Str. 4, 30880 Laatzen,
Germany
T: +49 511 820 980 153,
F: +49 511 820 980 270
michaela.busch@kuehne-nagel.com,
www.kuehne-nagel.com

Please inform Ms. Michaela Busch as soon as possible about your delivery details via e-mail.

Marking of contributions and shipping packaging

All contributions as well as the product and dispatch packaging must be marked with "Company name_Contribution name".

Costs for transport and installation

The competition entries must be sent by post, courier or forwarding to our logistics partner Kuehne + Nagel. The costs must be covered by the participant.

Any taxes and customs duties for imports and exports from non-EU countries must be also covered by the participant. The return shipment also takes place at the expense of the participant. The contributions must be sent to the jury pre-assembled or can be registered for self-construction. For unassembled
contributions, the participant may be charged for installation costs according to time spent.

**Poster**

A return of poster contributions is generally not provided, but can be ordered by e-mail till the 28.02.2021 competition@universal-design.org separately. Posters are often easily damaged by shipping, handling and exhibition. For contributions that are nevertheless to be returned, the participant will be charged a logistics fee of EUR 30.00 plus VAT per contribution for handling and storage until collection. The return shipment also takes place at the expense of the participant.

**International shipments**

Shipments from non-EU countries must contain the following documents:

- 2 copies of the Air Waybill / Sea Waybill
- 3 copies of a proforma invoice with the following information:
  - Entry IDs of posts
  - description of goods as "sample"
  - Specification "intended for display purposes only"
  - Complete address and contact details of the sender
  - Eori number

Shipments from non-EU countries require an EORI number for import. Please check if your company already has an EORI number. If not, you can apply for a number here:
Exhibition and transport insurance

Please check if you already have an exhibition and transport insurance. We recommend to conclude an insurance for the participating products throughout the entire competition period - in particular against breakage, damage, fire and theft.

Self-assembly (SB)

Contributions which require an on-site assembly can be registered in writing at competition@universal-design.org for self-assembly (SB). The IUD - Institute for Universal Design GmbH & Co. KG reserves the right to decide about the self-build possibility. The use of self-construction necessarily requires the self-deconstruction of the contribution by the participant. If the self-dismantling on 15.03.2021 until 14:00 clock has not been done, the contribution is subject to a charge.

The delivery of SB contributions and motor vehicles (motor vehicles, construction machinery, motorcycles, etc.) takes place
directly to the jury hall. Please mark your contribution with "Company name_Contribution name".

**Dates SB contributions and motor vehicles:**

- **Delivery and construction:**
  04.03.2021 between 9 and 16 o'clock

- **Dismantling and pickup:**
  15.03.2021 between 9 and 14 o'clock

Jury Hall Delivery and Collection:
Oskar von Miller Forum Oskar-von-Miller-Ring 25 80333 Munich

Possible aids (forklift, ramp, etc.) are not available. Inform your forwarder or your supplier about this. If aids are needed to be supplied by our logistic partner, additional costs will be charged to the participant as part of the delivery. Waste and excess packaging must be taken back and can not be disposed of or stored on site.

**Exhibition of motor vehicles**

Vehicles with combustion engines may only be issued with residual quantities in the fuel tank. The fuel tank must be closed and the battery disconnected. For vehicles with an electric motor, disconnect the traction battery or disconnect it with the main switch. For vehicles with gas-powered engines: For demonstrations, only the daily requirement for gas may be provided.

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For the return shipment to the jury

Please note that you are responsible for collecting your submission yourself. Please advise by e-mail to Kühne & Nagel michaela.busch@kuehne-nagel.com the collection of your contribution (date, who, etc.).

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Collection dates: 22.03. until 31.03. 2021 between 9:00 and 16:00.
Please note these binding pick-up dates. Products that have not been picked up by the end of this period will be disposed of by us for a fee.

Address for pickup:

Logistics partner
Mrs. Michaela Busch
Kühne + Nagel (AG & Co.) KG KN Expo & Event Logistics
Karlsruher Str. 4,
30880 Laatzen,
Germany
T: +49 511 820 980 153,
F: +49 511 820 980 270
michaela.busch@kuehne-nagel.com,
www.kuehne-nagel.com

If you require a return shipment via Kuehne & Nagel, please contact Kuehne & Nagel, Mrs. Busch directly.
Jury procedure

expert group

The group of experts is headed by its chairman, Prof. Wolfgang Sattler, Bauhaus University Weimar. The jury of experts consists of well-known experts who are connected to the Universal Design concept for years.

The expert group identifies their favorites with the label design UNIVERSAL DESIGN expert 2021. The UNIVERSAL DESIGN GOLD 2021 label has been awarded to a particularly outstanding submission.

consumer group

The consumer group consists of about 100 people. This age-mixed user group has already developed a critical and competent evaluation view for several years. The consumer group checks whether the submitted products, services and architectures meet the evaluation criteria from the consumer's point of view. The Institute for Universal Design supports the voluntary work of this group.

The consumer group awards the label UNIVERSAL DESIGN consumer 2021.
Evaluation criteria:

- Cross-generational, broad, flexible, simple and intuitive usage
- Fault tolerance and safety
- Realizability and degree of innovation
- Marketability and market potential
- Economy
- Sustainability
- Social responsibility
- Interculturality Economic efficiency and ecology

Personal presentation desired!
Presentation

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Participants have the opportunity to present their contributions at the Oskar von Miller Forum personally to the experts (Friday, 05.03.2021) as well as to the Consumer Jury (Saturday, 06.03.2021). Registration is required by 01.03.2021 by e-mail to competition@universal-design.org

Procedure:

Expert jury:

- Personal presentation (six minutes) of your submission in the jury exhibition.
- Conversation with the expert jury

Consumer Jury:

- Personal presentation at your submission from 11:00 to 15:00
- You will be visited by about 100 jurors.
- In a conversation you can explain the universal design aspects of your submission.

Voting:

- The jury gives their vote
- All participants will be informed by email no later than one week after the end of the jury.
Registration, exhibition and jury fee

The following services are included:

All submissions will be exhibited during the 8-day jury exhibition during the leading Design Week Germany (MCBW) in Munich in the prestigious Oskar-von-Miller Forum.

In addition, all submissions will be published on our social media channels and our website in advance and retrospectively.

The participants have the opportunity to present their submission to the JURY groups and to obtain feedback in direct exchange.

At Networking “SEMMEL” breakfast participants have the opportunity to exchange and network with other participants and designers at a professional level.

The winners will receive the rights to use their respective winner logo without restrictions for the submitted product / service, for marketing and PR purposes.

Upon request, the winner's certificate will be presented personally at an event selected by you.

All products / services / services are presented in the annual documentation of the institute as well as the Universal Design Forum e.V.
Costs

Registration and jury fee

Business enterprises:

1. Submission. 500,00 € Registration fee plus 1.400,00 € Jury and exhibition fee. Total cost € 1.900,00
2. Submission (additional entry). no registration fee plus 1.200,00 € jury fee. Total cost 1.200,00 €

Non-profit organizations with proof of charitable status:

1. Submission no registration fee plus 300,00 € jury and exhibition fee. Total 300,00 €
2. Submission (additional entry). No Registration fee plus jury and exhibition fee 200,00 €. Total 200,00 €

Founder and start-up with proof (eg business registration):

1. Submission registration fee 140,00 € plus 130,00 € jury and exhibition fee. Total 270,00 €
2. Submission(additional entry). Registration fee 100,00 € plus jury and exhibition fee 130,00 €. Total 230,00 €

Students (with current enrollment certificate):

1. Submission registration fee 75,00 € plus 100,00 € jury and exhibition fee. Total 175,00 €
2. Submission(additional entry). Registration fee 50,00 € plus jury and exhibition fee 100,00 €. Total 150,00 € *

Special conditions for more than two applications from a university. A flat rate of € 150.00 per contribution will be charged.
All prices are plus 19% VAT.

Please note: In the case of an award, there are no additional costs for certificates and publications! Upon request, the documents will be handed over to a place of your choice by the management.

We ask for your understanding: If a personal handing over of the UNIVERSAL DESIGN award is requested at a location outside of Germany, the travel costs must be covered by the participant.

**Payment** via bank transfer:

IUD Institute for Universal Design GmbH & Co. KG
Penta Bank
IBAN: DE40 1101 0100 2893 4320 28
BIC: SOBKDEBBXXX

**Invoice**

Please note that the invoice will be sent to you after the 17.01.2021. If requested, we can provide the invoice also for December 2020.
Ask? Please answer me back. Questions?
Please ask us:
E-mail: competition@universal-design.org
Phone: 0049 (0) 5721.92 56 55

Special Service for Participants in Asia:
By our Representive

Mr. Mikio Yamashita: my@universal-design.org

By

In Co-operation with:
Munich Creative Business Week 2021
bayern design GmbH