

The logo is a red circle containing a white stylized 'G' that is composed of geometric shapes, resembling a square with a diagonal line and a smaller square inside.

GOOD DESIGN AWARD 2026

GOOD DESIGN AWARD 2026

Tutorial Book for Jury Members

Dear Jury Members

Thank you for serving as a jury member for the GOOD DESIGN AWARD.

Through the GOOD DESIGN AWARD, we share the ideas and mechanisms behind good design with society. We also seek to discover and share new possibilities that emerge from these designs, contributing to the next stage of society. We sincerely hope to have your support not only in the judging process, but also in the broader efforts of the GOOD DESIGN AWARD to foster and promote design in society.

This tutorial book provides an overview of the G Mark system, its underlying philosophy, and the judging process. If anything is unclear, please feel free to contact us.

Yours sincerely,
GOOD DESIGN AWARD Office

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Chairperson's Message

Design That Advances Vision

In accepting the role of Chairperson of the GOOD DESIGN AWARD Judging Committee, I found myself once again reflecting on a fundamental question: What is good design? In my own understanding, two primary requirements come to mind. The first is whether it is instinctively perceived as beautiful. A form, presence, or usability that intuitively draws people in. This beauty must not be mere decoration, but rather a beauty that embodies function and rationality. The second is whether it possesses social relevance. Beyond environmental considerations, how does the design relate to society—its human rights, labor practices, logistics, and industrial structures? Design is always part of society and inherently reflects a stance toward it. These two conditions may represent what we currently share as the core criteria for good design. Yet I feel that these alone may not be sufficient. The third requirement is whether the design advances a vision. That is, whether it connects an organization's reason for being with its concrete business activities. If the underlying vision differs, shouldn't the ideal design also be different? Design connects vision, worldview, and product into a coherent whole, and in doing so serves as a form of communication that fosters deep understanding for users. Has the process for evaluating designs been sufficiently informed by this perspective to date? I believe it has not. Moreover, this challenge cannot be resolved by design alone. The business side must first articulate a clear and highly resolved vision. Only through collaboration between business and creative teams can this issue be fundamentally overcome. I hope the GOOD DESIGN AWARD will become a platform not only for those involved in design, but a place where business and creative professionals engage in dialogue and collaboration. I also hope applicants will use the opportunity presented by the GOOD DESIGN AWARD to reconsider what their organization's ideal form, indeed, their vision, should be.

Jun Nakagawa, Chairperson of the GOOD DESIGN AWARD 2026

Vice Chairperson's Message

Shaping through Inquiry

The present in which we live exists within a continuum linking past and future. Building upon the many layers of inquiry that have come before, how can we sustain our creative endeavors moving forward? As the role of design grows broader and deeper, I have a keen appreciation of the importance of offering thoughtful and proactive proposals for the future. In recent years, accumulated experience has increasingly enabled clear paths to solutions to emerge swiftly. Yet creative thinking and activity for people and society cannot easily be confined within fixed frameworks. Important insights often lie in situations where immediate answers are elusive, and they should not be overlooked. This is precisely why I want to focus on how each organization and individual, drawing upon their own position and expertise as strengths, expand insight from immediate subjects to broader contexts, allowing the steady and powerful continuation of such efforts to give shape to environments and businesses in meaningful ways. Design also plays a vital role in forging flexible connections between individual circumstances and different domains. Through ongoing dialogue among the many stakeholders involved in projects, how can we shape our surrounding environment with an integrated perspective? Equally important are the passion and courage to communicate the backgrounds and processes that support these efforts. I hope to see far-ranging possibilities of design emerge, through dynamic activities that unite a vision for society's future, logical thinking that advances intention, the sensibilities of contemporary citizens, and a perspective grounded in business. And I look forward to encountering many of you through this year's GOOD DESIGN AWARD.

Noriko Kawakami, Vice Chairperson of the GOOD DESIGN AWARD 2026

Beautiful Form

Design is the act of creating beautiful form within a chaotic society. Here, ‘form’ does not refer solely to physical shape. It also encompasses states in which dispersed elements such as regions, businesses, and ways of living are connected, given definition, and brought into being as a tangible and coherent order that we can truly feel. Ironically, many of the challenges society faces today are the result of accumulated local optimizations driven by beliefs in rationality and efficiency within individual contexts. Correctness is a powerful standard, but, as the fallacy of composition tells us, adding together individually correct decisions can often produce outcomes that are problematic for the whole. Environmental issues and social division are not necessarily born of malice. They can also result from the accumulation of well-intentioned and individually correct choices. By contrast, beauty resides in a state where relationships among elements are harmonized and the whole functions effortlessly. It is not merely the balance of colors or shapes. It is also the capacity to embrace conflicting values (individual passion and organizational vision, business viability and on-the-ground urgency, local concerns and global challenges) while maintaining equilibrium without collapse, even amid imperfection. It is in this totality and harmony that we instinctively perceive beauty. Today, we need to move beyond measurable correctness, and engage with the quality of harmony that lies beyond measurement: what we call beauty. When you hear the word beauty, you might instinctively resist, thinking of it as something subjective. But the pursuit of beautiful form is not simply aesthetic preference. It is an attitude of carefully weaving supple order into society while embracing contradiction. This applies equally to the design of things and the design of systems and experiences. Design is being asked to serve as the intelligence that reintegrates fragmented correctness into a coherent whole. I sincerely hope to encounter tangible beautiful forms that transcend disciplines.

Gen Suzuki, Vice Chairperson of the GOOD DESIGN AWARD 2026

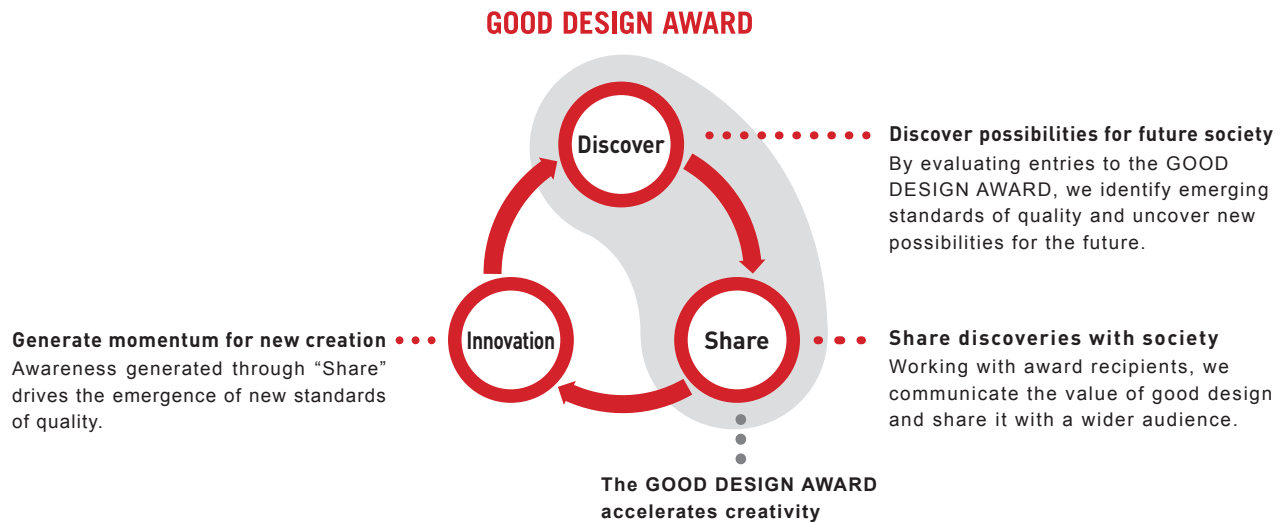
Design as an Illumination of Imagination

Over the past two years, my messages have focused on “The Power of Design” (2023) and “Where the Objects that have quietly existed over time. Systems that have gradually connected people. Can these truly be spoken of separately? When we look at society, we find that objects and systems are designed in an intertwined manner. Objects give rise to systems; systems give rise to objects. Before design takes shape, countless individuals and organizations devote time and thought to those who will ultimately engage with what they create. Layer upon layer of trial and error has quietly supported our social life. For 70 years, the GOOD DESIGN AWARD has developed alongside the economic activities of people living in Japan, reflecting with applicants on what design is and communicating that understanding. Yet in our rapidly changing society, are there things we are overlooking? Things that have become invisible? I would like to turn attention to creations born from small, easily overlooked considerations, and to systems that quietly connect people. In recent years, Grand Prize-winning projects have demonstrated with increasing clarity the essential perspective of “being designed for someone.” In an age marked by division and anxiety, it is vital to imagine not only the neighbor before us, but also someone yet unseen. This capacity for imagination may be described as one of the core competencies of those engaged in design. Going forward, I believe the role of the GOOD DESIGN AWARD is to pause and reflect on what design can and cannot do today, to cultivate connections among applicants, and to serve as a bridge that reconnects people. Through such new challenges, I hope we will look on the society of the future and encounter emerging signs of new economic activities already beginning to take root. All of us on the Judging Committee look forward to designs that illuminate new imagination between people.

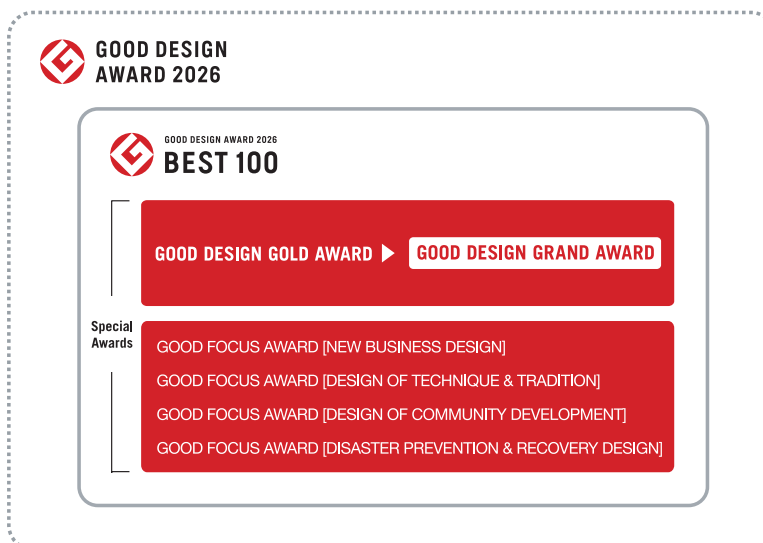
Yuma Harada, Vice Chairperson of the GOOD DESIGN AWARD 2026

1 Framework of the GOOD DESIGN AWARD

The GOOD DESIGN AWARD is a comprehensive design award program organized by the Japan Institute of Design Promotion (JDP). It seeks to improve lives, industry, and society by identifying and recognizing outstanding design across a wide range of fields. Beyond selecting “good design,” the program functions as a platform for shaping a better future in collaboration with applicants, jury members, and other stakeholders. This is achieved through a continuous cycle of the following three elements:



Award Types

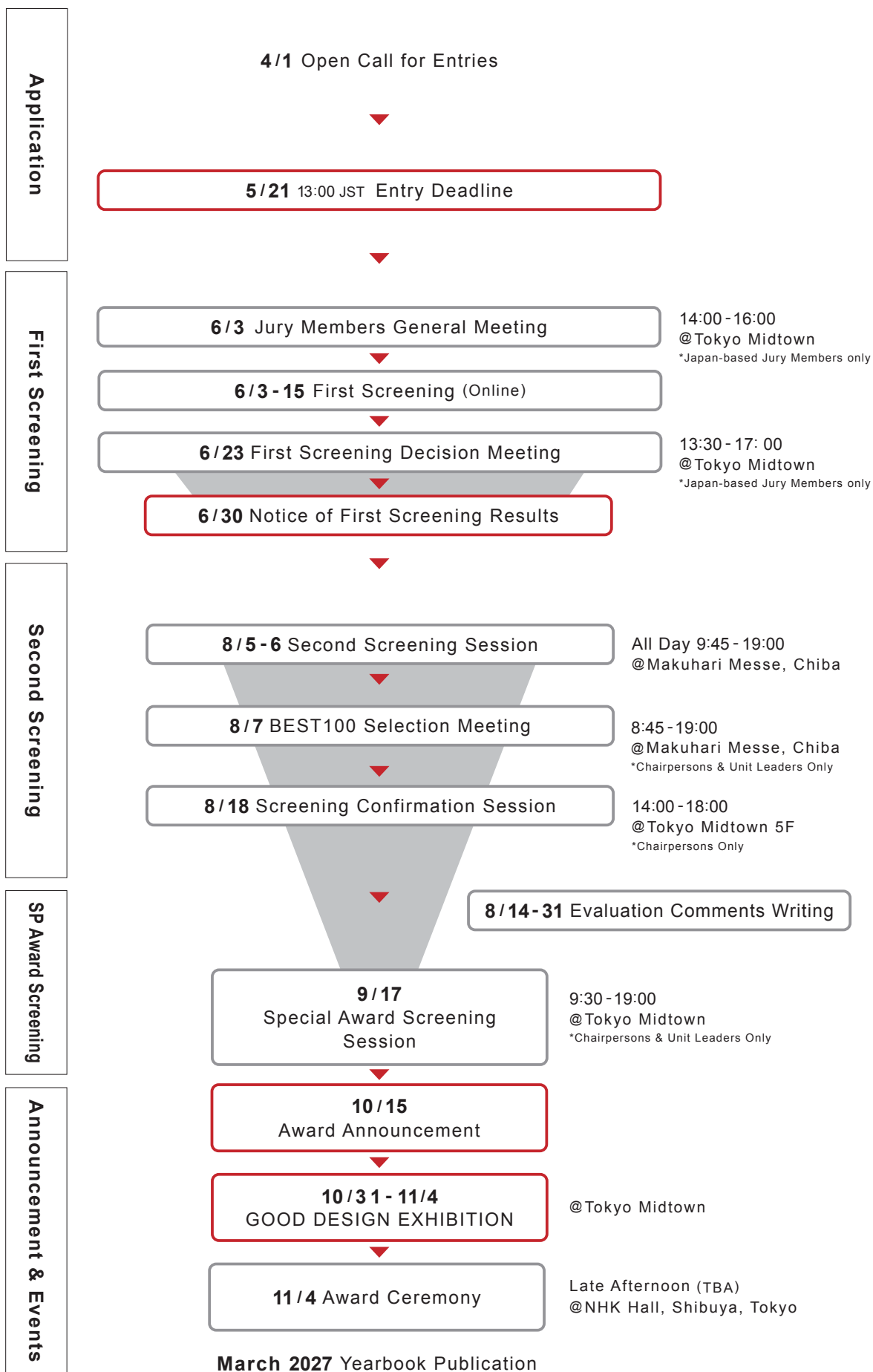


2 Jury Members' Roles

Discover = Screening

Share = Commenting and Presenting

- Screening for the GOOD DESIGN AWARD (see p.6-10)
- Screening for the GOOD DESIGN BEST100 and Special Awards (see p.11-13) *Chairs & Unit Leaders only
- Proposing candidates for Jury Recommendations (see p.16-18)
- Writing evaluation comments (see p.14-15)



3 Screening Policy and Perspectives

GOOD DESIGN AWARD Ideals

The GOOD DESIGN AWARD defines the following five principles as ideals of good design:

- HUMANITY** The creativity that guides the making of things
- HONESTY** The insight to clearly perceive the nature of modern society
- INNOVATION** The vision to open up the future
- ESTHETICS** The imagination to evoke a rich life and culture
- ETHICS** The thoughtfulness to shape society and the environment

Basic Screening Concepts

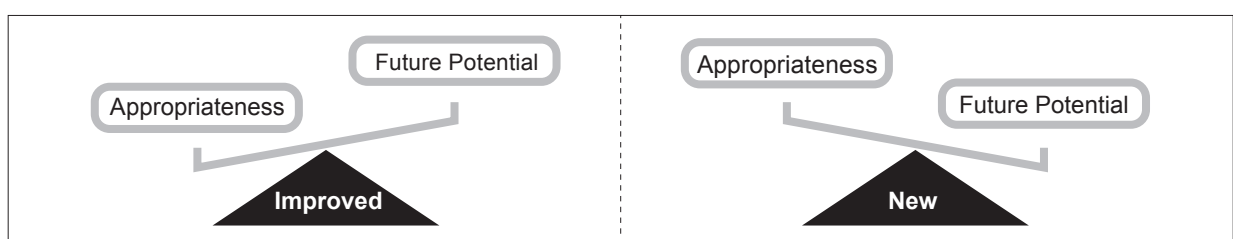
1. The GOOD DESIGN AWARD views design as the act of continually seeking harmony among people, society, and the natural environment; identifying a purpose; planning how to achieve it; and bringing it into reality.
2. The most important consideration is whether the ideas and mechanisms behind a design can serve as a starting point for society in the years to come.
3. With the aim of advancing society, entries are screened not only for their present value, but also for their future development and latent potential.

Screening Perspectives

 Human Perspective ◦ Are usability, clarity, and other user needs properly considered? ◦ Are safety, security, environmental impact, accessibility, and other aspects of reliability properly addressed? ◦ Does the design earn users' empathy? ◦ Is the design appealing and does it inspire users' creativity?	 Industry Perspective ◦ Does the design skillfully solve problems through new technologies or creative approaches? ◦ Is it rationally designed and planned with appropriate technologies, methods, and quality? ◦ Does it contribute to the creation of new industries or businesses?
 Social Perspective ◦ Does the design contribute to the creation of new culture, such as new practices or lifestyles? ◦ Does it contribute to the realization of a sustainable society? ◦ Does it propose new value to society through new methods, concepts, or styles?	 Time Perspective ◦ Does the design build on past context and accumulated knowledge to propose new value? ◦ Does it offer a highly sustainable proposal from a medium- to long-term perspective? ◦ Does it continue to improve in response to the times?

Screening Weights

Entries are broadly categorized as improvement-based or new designs. Improvement-based entries are judged mainly on appropriateness; new entries on future potential. New entries must still demonstrate sufficient design quality and appeal.

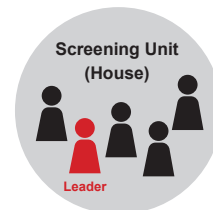
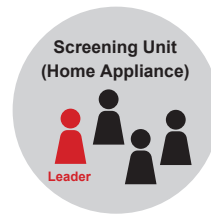


4 Screening Details

4-1. Basic Rules

Screening Units

For the GOOD DESIGN AWARD screening, entries are evaluated by teams of four to six jury members, referred to as screening units. Each unit is led by a leader appointed by the chairperson.



Prohibition on Screening Involvement for Related Entries

No jury member, including the chairperson and vice chairpersons, may screen any entry that they themselves have designed or consulted on. Any involvement in the screening of such entries, including providing related information, is strictly prohibited.

Confidentiality

All jury members are required to submit a confidentiality agreement to the organizers prior to the start of screening. They must not disclose to any third party any confidential information obtained through the screening process, including information about entries and the screening process itself.

4-2. First Screening

■ Jury Members General Meeting

This meeting confirms the overall policy, specific screening methods, and other key points for this year's screening.

Discussion Items

1 Set Unit Screening Policies

Review the list of entries assigned to your unit and, based on the overall screening policy, set your unit's screening policies through discussion led by the unit leader.

2 Review of Jury Recommendation Candidates

Review the list of candidates for Jury Recommendations and discuss additional potential candidates.

3 Discuss Hearing Screening Policy

Hearing screenings, in which applicants are asked to provide explanations or presentations, will be conducted only for entries deemed necessary by the jury. Please discuss within your unit whether to conduct hearing screenings, which entries to select, and how to proceed, so that decisions can be made at the First Screening Decision Meeting.

■ Online Screening

This is an individual screening conducted in preparation for the First Screening Decision Meeting. Please log in to the Screening Site by the designated deadline using the ID and password provided to you, and complete your evaluations.

Jury Members' Task

Mark "○" or "×" (Pass / Fail)

Review the assigned entries and evaluate each one based on the screening policies and perspectives, marking "○" or "×".

Comments (Optional)

If you have any comments on a specific entry, please enter them in the comment field for other jury members.

■ First Screening Decision Meeting

This meeting determines the pass/fail results of the first screening, with the aim of identifying entries that should proceed to physical evaluation in the second screening.

Meeting Tasks

- 1 Confirm First Screening Results**
Finalize the first screening result for each entry after discussion led by the unit leader.
- 2 Review Entries for Reassignment to Another Unit**
Review the list of entries and, if any entry is considered better suited to another unit, consult with the receiving unit before deciding on the reassignment policy. The category selected by the applicant also reflects the points they wish to emphasize, so respect this intention as much as possible. Refer to the criteria below when considering reassignment:
 - A.** Entries whose content and intent clearly differ from the scope of the assigned unit.
 - B.** Entries that are unlikely to be properly evaluated by the assigned unit but may be better evaluated by another unit.
- 3 Determine Entries Requiring Additional Materials or Special Screening**
Determine entries that require special screening, such as hearing screening, on-site screening, or review of additional materials including videos.
- 4 Preliminary Coordination for Hearing Screening and On-Site Screening**
If a hearing screening and/or on-site screening is to be conducted, coordinate the schedule and key points to be confirmed.
- 5 Determine Jury Recommendation Entries**
Review the list of Jury Recommendation Candidates and finalize up to four entries to be selected by the unit as Jury Recommendation Entries after discussion led by the unit leader.

Rejection Criteria

As a general rule, screening is based on reviewing the actual items. Therefore, in the first screening, reject only entries that can be clearly and reliably judged to fall below the standard of the GOOD DESIGN AWARD. Make decisions based on the criteria below..

1. Not Aligned with the Ideals of the GOOD DESIGN AWARD

Reject any entry that does not align with the five ideals of the GOOD DESIGN AWARD, or that lacks social responsibility or ethical integrity.

2. Non-compliance with Application Requirements

Reject any entry that cannot reasonably be expected to meet the requirement that users can purchase or use the item by the end of March 2027.

3. Clearly Insufficient Value or Quality

Reject any entry that is judged to have clearly insufficient value or quality.

■ Review of Screening Results by the Secretariat

The Secretariat will review the results of the first screening. If further discussion is considered necessary, each screening unit will finalize the results through additional deliberation.

4-3. Second Screening

■ Second Screening Session

In this session, the jury determines the final results of the GOOD DESIGN AWARD by evaluating the physical entries at the venue.

Jury Members' Task



Finalize Second Screening Pass/Fail Results

Entries that pass the second screening will be provisionally selected as GOOD DESIGN AWARD winners, pending final confirmation at the Award Confirmation Meeting. Finalize the second screening result for each entry, taking into account the review of actual items, hearing screenings (described below), and other relevant materials.



Select GOOD DESIGN BEST100 Candidates

The GOOD DESIGN AWARD announces 100 highly rated awarded entries as the GOOD DESIGN BEST100, recognizing them as designs that suggest future possibilities. Special awards are selected from among these entries. Based on the results of the second screening, select the top five entries from each unit as candidates for the GOOD DESIGN BEST100, the top entry from each unit as a Gold Award candidate, and any entries considered worthy of the respective GOOD FOCUS Awards as candidates.



Check Entries Confirmed as Not Passing

Mark the checklist printed on each screening sheet for entries confirmed as not passing.



Assign Responsibilities for Writing Evaluation Comments

Evaluation comments by the jury, explaining what makes each awarded entry a good design, will be published for all GOOD DESIGN AWARD recipients. Assign the jury members responsible for writing these comments.



Confirm GOOD DESIGN BEST100 & Special Award Candidates

*Chairs & Unit Leaders Only

On the third day of the screening session, the Chairperson, Vice Chairpersons, and screening unit leaders will review the GOOD DESIGN BEST100 and Special Award candidates. Each leader will explain the reasons for the candidates selected by their unit. The GOOD DESIGN BEST100 and Special Award candidates will then be selected through deliberation.

Screening Procedure

In the second screening session, actual items with a wide range of characteristics will be presented, so the appropriate screening method may vary by screening unit. Each unit should discuss its screening method with the unit leader and conduct screening in an appropriate manner. Pass/fail decisions must always be made through deliberation. The following are the standard screening procedures.

1

Review of Entries and Individual Voting

Each jury member individually reviews the actual entry or its substitute, together with the application sheet, and votes for entries they recognize as excellent designs.

2

Pass/Fail Decisions Through Deliberation

Based on the individual voting results, the unit discusses the entries with the unit leader and determines whether each entry passes or fails.

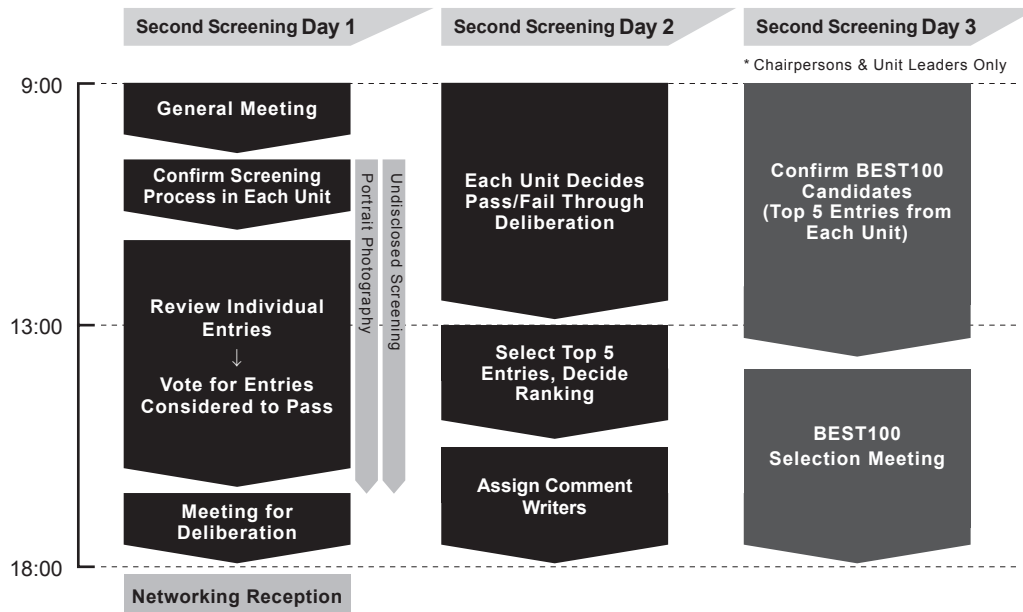
3

Selection of GOOD DESIGN BEST100 Candidates

Based on the second screening results, the unit discusses the entries with the unit leader and selects candidates for the GOOD DESIGN BEST100



Second Screening: 3-Day Timeline



Alternative Screening Methods

In the second screening session, various screening methods may be applied depending on the characteristics of each entry. Other screening methods may also be arranged as necessary.



Undisclosed Screening At the Applicant's Request

Products still under development at the second screening stage, such as unreleased products, may also be submitted. At the applicant's request, these entries will be reviewed individually in a highly confidential separate room to prevent information leaks. To ensure fairness with regular entries, applicants will not provide explanations or take part in Q&A during undisclosed screening. If needed, collect information from the applicant in advance through the Secretariat, as with regular entries.



Hearing Screening At the Jury's Request

To better understand an entry, the jury may designate it for hearing screening and ask the applicant to provide an explanation or presentation. Hearings, if conducted, take place during the second screening period and are not held at the applicant's request. As a general rule, hearings are conducted online via Zoom.



On-Site Screening At the Jury's Request

For entries whose actual item is difficult to display, the screening unit may decide through deliberation to confirm the entry on site. The unit may then request the applicant to arrange an on-site screening. If conducted, it will be arranged with the applicant during the second screening period.

BEST100 Candidate Selection Process

1 Submit BEST100 Candidates

Rank the BEST100 candidates according to the rules below, then complete and submit the BEST100 Candidate Contact Form. In principle, each unit's top five entries will be included in the BEST100, and the top-ranked entry will be selected for the Gold Award. Clarify within your unit why the top entry is worthy of the Gold Award. Also flag any entries ranked 2nd to 6th that are considered worthy of the respective GOOD FOCUS Awards, and clarify the reasons.

2 Confirm BEST100 Candidates

* Chairs & Unit Leaders Only

On the third day of the second screening session, the Chairperson, Vice-Chairpersons, and Unit Leaders of each screening unit will confirm the actual BEST100 candidate items displayed at the second screening venue.

■ **BEST100 Selection Meeting** * Chairs & Unit Leaders Only

In this session, the GOOD DESIGN BEST100 will be selected from the candidates submitted by each screening unit during the second screening.

Jury Members' Task



Select the GOOD DESIGN BEST100 and Confirm Special Award Candidates

The GOOD DESIGN BEST100 will be determined through discussion among all participants. Then, confirm each screening unit's top entry as a Gold Award candidate, and select GOOD FOCUS Award candidates from the flagged entries.

BEST100 Selection Process

1

Review and Adjust Rankings by Screening Unit

Before the BEST100 Selection Meeting begins, the Secretariat will post the BEST100 candidates from all screening units on the venue walls in ranking order. The leader of each screening unit will review the posted BEST100 candidates and confirm the overall balance.

2

Confirm the Top 5 Entries from Each Screening Unit and Provisionally Select the BEST100

After all actual items have been reviewed, the top five entries presented by all screening units will be confirmed for provisional selection to the BEST100.

If there are any objections to this provisional selection, participants may raise them by a show of hands, followed by deliberation. For entries subject to objection, a vote will be held by a show of hands after deliberation. In the event of a tie, the Chairperson will make the final decision. If there are no particular objections, these top five entries will be provisionally selected as the BEST100. However, the final decision procedure will also take backup candidates into account in case any entries are withdrawn or disqualified.

3

Provisionally Select Each Screening Unit's Top Entry as a GOLD AWARD Candidate

Among the top five entries from each screening unit, the entry ranked first will, in principle, be provisionally selected as the screening unit's top entry and as a GOOD DESIGN GOLD AWARD candidate. In 2026, as there are 20 screening units, a total of 20 GOOD DESIGN GOLD AWARD candidates are expected to be selected.

4

Select Backup Candidates

Each screening unit should list one backup candidate in addition to its top five entries. If any provisionally selected entry is later withdrawn or disqualified for any reason, the 6th-ranked entry from that unit will be promoted to the BEST100. At this stage, the total of 100 BEST100 entries and the 20 screening unit top entries, or GOOD DESIGN GOLD AWARD candidates, remain provisional and will be officially decided after the Special Awards Selection Meeting.

5

Select GOOD FOCUS Award Candidates

From the entries ranked 2nd to 6th in each screening unit, select candidates for the respective GOOD FOCUS Awards based on the selection criteria for each award. As a general guideline, the number of candidates for each award should be approximately 10 or fewer.

■ **Review of Screening Results by the Secretariat**

The Secretariat will review the results to ensure consistency with the guidelines. If further discussion is considered necessary, the relevant screening units will conduct additional discussions as needed.



- **Second Screening Finalization Meeting** *Chairperson & Vice Chairpersons Only
At this meeting, the chairperson and vice chairpersons will review the final screening results submitted by each screening unit and formally confirm them.

Jury Members' Task



Final Confirmation of Pass/Fail Decisions

Review each unit's pass/fail results and confirm their accuracy. Any objections should be discussed with the relevant unit leader and resolved through deliberation. Secretariat matters should be handled in the same manner.

4-4. Special Award Screening (Chairpersons & Unit Leaders Only)

- **Special Award Screening Session**

In this session, the Special Awards Selection Committee selects Special Award winners, including the GOOD DESIGN Gold Award, Grand Award, and GOOD FOCUS Award, from among the BEST100.

Part 1: Selection of the GOOD DESIGN Grand Award

One GOOD DESIGN Grand Award winner will be selected from among the 20 GOOD DESIGN Gold Award candidates chosen as the top entries from each screening unit.

Selection Process

1

Viewing Presentations by GOOD DESIGN Gold Award Candidates and Q&A

The presentations by the 20 GOOD DESIGN Gold Award candidates will be viewed in real time via the online meeting system Zoom, followed by a Q&A session.

2

Confirmation of the GOOD DESIGN Gold Award Winners

After the presentations by the 20 GOOD DESIGN Gold Award candidates, the awards will be confirmed. Any objections will be raised and voted on by a show of hands after discussion. If changes are made, the relevant unit's top entry will be replaced. Each unit's top entry will always receive the GOOD DESIGN Gold Award.

3

Selection of the GOOD DESIGN Grand Award

One GOOD DESIGN Grand Award winner will be selected from the 20 confirmed GOOD DESIGN Gold Award winners by voting based on the selection criteria. The entry with the most votes will win; in the event of a tie, a runoff vote will be held after deliberation.

4

Selection of Minister of Economy, Trade and Industry Award Candidates

Up to three Minister of Economy, Trade and Industry Award candidates will be selected from the 19 GOOD DESIGN Gold Award winners by voting based on the selection criteria. The top three vote-getters will be provisionally selected as candidates.

Part 2: Selection of the GOOD FOCUS Awards

The respective GOOD FOCUS Awards will be selected from among the 80 GOOD DESIGN BEST100 entries, excluding the Grand Award winner and the Gold Award winners.

Selection Process

- 1 Viewing Presentation Videos of Candidate Entries**
Unit Leaders will be divided into groups according to their preassigned award categories and will view the presentation videos of the candidate entries.
- 2 Selection of Award Winners**
After viewing the videos, each group will select up to three award winners through deliberation, based on the selection criteria for each award.
- 3 Sharing of Selection Results**
All groups will gather together, and each group will present and share its selected entries and the reasons for selection with all participants.
- 4 Determination of the GOOD FOCUS Awards**
After the selection results from each group have been shared, the GOOD FOCUS Awards will be determined with the approval of the Chairperson and Deputy Chairpersons.

Selection Criteria for Each Award

★ GOOD DESIGN Grand Award

Designs recognized as the most outstanding designs required by society today, with exceptional innovation and influence that symbolize the year.

★ GOOD DESIGN Gold Award

Designs recognized as exceptionally outstanding designs of the present day, or the “Best of Best,” combining advanced qualities and social value in concept, technology, quality, and other aspects.

★ Minister of Economy, Trade and Industry Award

Among the GOOD DESIGN Gold Award winners, designs recognized as making a particularly significant contribution to the development of Japan’s economy.

★ GOOD FOCUS Award [New Business Design]

Designs recognized as particularly outstanding for contributing to the creation of new business models or industries, and the promotion of innovation.

★ GOOD FOCUS Award [Technology and Tradition Design]

Designs recognized as particularly outstanding and realized through the advanced technologies or skills of small and medium-sized enterprises.

★ GOOD FOCUS Award [Regional and Community Design]

Designs recognized as making a particular contribution to the sustainable development of local communities and the revitalization of regional economies.

★ GOOD FOCUS Award [Disaster Prevention and Recovery Design]

Designs recognized as particularly outstanding for contributing to preparedness for natural disasters or recovery from damage caused by natural disasters.

* Additional awards other than those listed above may be newly established.

4-5. Writing Evaluation Comments

Your comments are valuable to applicants and recipients, and help communicate the value and potential of the awarded designs to society. Please write comments for the entries assigned to you during the second screening.

Jury Members' Task



Writing Evaluation Comments

Please write an evaluation comment in English of approximately 100 words for each awarded entry via the screening site. These comments will be published on the GOOD DESIGN AWARD website and may also be used by winning companies in press releases and other promotional materials.



Writing Advisory Comments

(Optional)

Please write an advisory comment in English of approximately 100 words for each entry via the screening site. These comments will be shared only with the applicants and will not be made public.

■ Evaluation Comment Writing Guide

Please keep the following points in mind when writing your evaluation comments to ensure they are clear, accessible, and effectively convey the appeal and significance of the design. We encourage you to provide thoughtful and well-developed comments based on your insights and experience as a jury member.

1

Significance of Evaluation Comments

- Clearly explain what aspects of the entry are strong and why, so that readers can understand the basis of the evaluation.
- Third-party perspectives help communicate the objective value of the work.
- Please provide comments not as personal impressions, but as messages from the judging committee to society, highlighting the excellence of the awarded design.

2

Purpose of Evaluation Comments

- **To share new insights**
Presenting perspectives that readers may not have considered can reveal overlooked strengths of the design.
- **To provide hints for future development**
Clarifying what aspects were valued can help applicants identify directions for future improvement.
- **To make the value visible**
Translating vague impressions into clear and concrete language helps communicate the specific strengths of the design.

3

Four Viewpoints for Writing Evaluation Comments

- ① **Explain the context**
Briefly describe the background and social or industrial context in which the design emerged.
- ② **Identify the issues**
Clarify the problems the design seeks to address, emphasizing its purpose and significance.
- ③ **Describe what is strong**
Explain the notable features and strengths of the design with concrete examples, including aspects such as originality, usability, and problem-solving.
- ④ **Indicate future potential**
Describe the potential impact of the design on society or users, and its possible future development.

4 Tips for Writing Effective Comments

✓ **Provide clear justification**

When using subjective expressions such as “excellent” or “outstanding,” support them with specific reasons or evaluation criteria to strengthen the credibility of your comments.

✓ **Add original insights**

As evaluation comments are presented alongside the entry’s basic information, avoid repeating submitted content. Instead, include your own perspective and evaluation criteria to add value.

✓ **Avoid overemphasizing negative aspects**

When noting areas for improvement, frame your comments in a positive and forward-looking manner, highlighting potential for growth or future development.

■ **Example: Evaluation Comment from GOOD DESIGN GOLD AWARD 2024 Winner**

Nursing Care Shower System “Smart Body SWB-1000JP”

- ① It allows a person to be showered while remaining in bed,
- ② The product provides a timely and practical solution to issues surrounding washing in nursing care, which was highly evaluated.
- ③ As a response to social challenges such as the caregiver shortage and aging society, the fact that a single caregiver can manage the bathing process greatly improves quality of life and dignity for users.
- ④ The design also considers the use of multiple shower units in care facilities. The unit is designed so that it can be stored compactly with the hose attached, reflecting insights from the field, and the design is carefully and sincerely executed.

Key Elements of Evaluation Comments:

- ① Identifies the concrete issue addressed by the design.
- ② Explains the background and context of the challenge.
- ③ Indicates future potential and expected social impact.
- ④ Highlights the key features and strengths of the design.

4-6. Remarks

■ **Additional Information**

Modification of Screening Methods by the Chairperson

If issues arise in the processes or methods described above, or if a more suitable approach is identified, the chairperson may modify the screening procedures as necessary.

5 Jury Recommendations

The Jury Recommendation system was introduced in 2019 to identify and encourage outstanding designs through the insights and perspectives of judges. It enables judges to proactively recognize designs deserving broader recognition through the GOOD DESIGN AWARD and encourage their participation. This system does not provide any preferential treatment in evaluation. All recommended entries must follow the prescribed process before being formally recognized as candidates.

Rules of Jury Recommendations



Eligibility

Entries should be considered outstanding and worthy of selection for the GOOD DESIGN BEST100. Self-recommendation is strictly prohibited. Judges may not recommend any entries with which they have been involved in any capacity.



Screening of Recommended Entries

The Secretariat will contact selected candidates and invite them to apply. These entries will be treated as having passed the first screening and will proceed directly to the second screening, where they will be evaluated in the same manner as other entries.



Selection Process

At the First Screening Decision Meeting, each screening unit reviews recommended entries and nominates up to four per unit. The chairperson and vice chairpersons then review these candidates and determine the final entries to be officially recommended.



Fees

For judging committee-recommended entries, the second screening fee and award package fee will be waived. Optional exhibition costs are not included.

Jury Recommendation Process

① Listing “Jury Recommendation Candidates” During the First Screening Period

Timeframe: Online first screening period (early June)

Jury Members’ Task



Register candidate designs using the dedicated form if you believe they could qualify for the GOOD DESIGN BEST100.

- Please list designs that have not yet been submitted. Entries that have already been submitted through the regular application process are not eligible for jury recommendation.
- At this stage, the proposed designs are not yet considered “Jury Recommendation Entries.”



By Secretariat

The Secretariat will organize the candidates submitted by each jury member by screening unit and compile them in preparation for the First Screening Decision Meeting.

② Discussion and Final Selection of Recommendation Candidates by Each Screening Unit

Timeframe: Day of the First Screening Decision Meeting

Jury Members' Task

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|  Review the entries listed as Jury Recommendation Candidates within each screening unit at the First Screening Decision Meeting, and discuss whether they are suitable as Jury Recommendation Entries. |  Select up to four entries per unit as Jury Recommendation Entries based on the discussion. |
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By Secretariat

- The Secretariat will officially invite the selected Jury Recommendation Entries to apply as jury-recommended entries.
- Only if the applicant accepts this invitation and completes the application procedure will the entry be officially treated as a Jury Recommendation Entry.

Please Refrain from Contacting Applicants Directly (Request to Jury Members)

To ensure a fair and smooth process for jury recommendations, jury members are asked **not to contact applicants directly**. We ask for your cooperation with the following points.

1. Please refrain from directly informing applicants that they have been recommended

Individually telling an applicant that “you have been listed as a recommendation candidate” or “please wait to hear from the Secretariat” may cause unintended confusion.

As a general rule, the Secretariat will handle all communication. Please share any relevant information only with the Secretariat.

2. Please Contact the Secretariat First

If you receive an inquiry directly from an applicant, or if you have any questions or special circumstances, please consult the Secretariat first.

Through this process, we aim to discover a wider range of outstanding designs while ensuring fair screening and a smooth recommendation procedure.

Process of the “Jury Recommendations System”

