

Application Regulations for GOOD DESIGN AWARD 2025

The Regulations stipulate necessary matters for the application of the GOOD DESIGN AWARD 2025 and include the following contents.

1. Entry, Applicant, and Application Method
2. Fees Associated with the GOOD DESIGN AWARD
3. Procedures of Application, etc.
4. Special Application and Screening
5. Consideration of Application

1. Entry, Applicant, and Application Method

1-1. Entry

The entries are limited to objects or things that meet the following three conditions:

- (1) Can be purchased or utilized by the user by March 31, 2026
- (2) Can be announced to the public on the award announcement date, October 15, 2025, if awarded
- (3) Can be exhibited at the GOOD DESIGN EXHIBITION 2025 from November 1 to 5, 2025, if awarded

1-2. Applicant

Eligible applicants are the "business owner of the entry" and "design contractor of the entry".

The business owner of the entry means "either a corporate body or an individual who has prime responsibilities for providing the entry, and who is a producer/seller of products, an owner of an architectural facility, a provider of software and media, a provider of service business, or an organizer of business, activity, development/research, etc."

In the case where more than one business owner and design contractor get involved, they can apply jointly in their names.

If not registered as an applicant during the period of information registration, one is not eligible to be added as a winner when an entry is awarded.

If the business owner of the entry is not registered as the applicant, the applicant must obtain the consent of the business owner.

Any individuals, corporations, or organizations connected with anti-social forces such as organized criminal groups are not eligible for application.

1-3. Obligation of Applicant

Upon the application for the GOOD DESIGN AWARD, applicants assume the following obligations. In the case where these obligations are not fulfilled, the organizer will withdraw the application. Moreover, even if the entry is withdrawn, the applicant is obligated to complete payment of the relevant fees when the deadline for withdrawal as stated in "5. Consideration on Application, 5-4. Withdrawal of application" has passed.

- a) Registration of information required for the screening.
- b) Submission of materials for the screening requested by the Judging Committee.
- c) Obtaining the consent of the business owner to apply for the entry if the business owner is not included in the applicants.
- d) Carry in/out of the entry at the 2nd screening session venue.
- e) Entry management of carry-in/out at the 2nd screening session venue.
- f) Providing information for publication and publishing on the yearbook in case the entry wins the GOOD DESIGN AWARD.
- g) Display at the GOOD DESIGN EXHIBITION and carry in/out of the awarded works.
- h) Management of awarded works during carry-in/out of GOOD DESIGN EXHIBITION.
- i) Paying the cost including the screening fee specified in "2. Cost Associated with the GOOD DESIGN AWARD" by the due date.

1-4. Application Method

An applicant should complete the prescribed procedures for the registration of the entry and applicant from April 1, 13:00 JST to May 22, 13:00 JST, through the "Entry Site" provided by the organizer.

The procedures must be completed in the appropriate language based on the address of the account holder registered on the Entry Site.

- If the address is in Japan: Enter in Japanese via the Japanese site.
- If the address is outside Japan: Enter in English via the English site.

The organizer may not accept an application that it considers not to agree with the intent and purpose of the GOOD DESIGN AWARD, such as one that violates Japanese laws or is offensive to public order and morals.

2 Fees Associated with the GOOD DESIGN AWARD

The fees of the GOOD DESIGN AWARD are set as follows. All the fees include tax. The separate cost of the payment of a bank charge, etc., is borne by the applicant. Once paid, the fee is non-refundable unless the entry meets "5. Consideration on Application, 5-3. Handling of the entry determined unable to be screened".

1st screening fee (all entries)

16,500JPY per entry

2nd screening fee (all entries that have passed the 1st screening and have been confirmed for participating in the 2nd screening)

71,500JPY per entry

The above fees include the 2nd screening fee and the display fee for one unit of space. In the case of using the display table, electric or internet connection, which is arranged by the organizer, for screening, the actual cost should be paid by the applicant. The details are described in the "2nd Screening Guide", which is distributed after the notice of the 1st screening result.

Award package fee (all awarded works)

181,500JPY per entry

The above fee includes the display fee for one unit of space in the GOOD DESIGN EXHIBITION, the award gallery on the official website, and the publication fee for the yearbook. In addition, each awarded work will receive a certificate, a yearbook, and an Invitation to the award ceremony for 3 guests. It does not include additional charges for electricity, Internet connection, etc. related to GOOD DESIGN EXHIBITION. The details are specified in the Implementation Regulations for GOOD DESIGN EXHIBITION

3. Procedures of Application, etc.

Applicants should follow the below procedures for applying for the GOOD DESIGN AWARD.

3-1. Procedures for application**3-1-1. Registration of applicant and entry information & submission of the entry**

The applicants should register the applicant and entry information for screening on the Entry Site, during the application period from April 1, 13:00 JST to May 22, 13:00 JST.

The applicants should press the "Apply" button during the application period to submit the entries.

3-1-2. Payment of the 1st screening fee

The organizer sends an invoice for the 1st screening fee to the applicants via email after the entry deadline. The applicants should complete the payment by the deadline specified in the invoice.

3-1-3. The period of the 1st screening

The period of the 1st screening is from June 4 to June 30.

3-2. Procedures from the 1st screening to the 2nd screening

3-2-1. Notice of the 1st screening result

1st screening is implemented based on the information provided by applicants. The organizer notifies applicants of the 1st screening results on the Entry Site on July 1.

3-2-2. Confirmation of participation in the 2nd screening & registration of the submittal and necessary items for the 2nd screening

The applicants should press the "Register the 2nd screening information" button, decide on matters including the method of submittal for the 2nd screening, and register the information on the Entry Site from July 1 to 8.

3-2-3. Payment of the 2nd screening fee

The organizer sent an invoice for the 2nd screening fee and the cost required for the implementation of the 2nd screening, including the display table, electricity, Internet connection, etc., in mid-July. The applicants should complete the payment by the deadline specified in the invoice.

3-2-4. The period of the 2nd screening

The period for the 2nd screening is from July 9 to August 25.

3-3. Procedures for the 2nd screening

The organizer holds the 2nd screening session in Japan as follows.

Applicants carry in/out the physical works or the substitutes such as the panels of the entry to/from the venue and on the date/time designated by the organizer. In principle, the 2nd screening session is not open to applicants.

Installation day: August 5

2nd screening session: August 6 - 8

Dismantlement day: August 8

Venue: MAKUHARI MESSE, Hall 4~8

3-4. Procedures after the 2nd screening

3-4-1. Notice of the 2nd screening result

The organizer notifies applicants of the 2nd screening results, including the results of the GOOD

DESIGN BEST100 on the Entry Site at 13:00 JST on August 26. For the entries that have passed the 2nd screening, the organizer also notifies the applicants of the "points where the work is excellent" acquired by the screening in late September.

3-4-2. Registration of release information of the awarded works

Applicants should press the "Confirm the passing of 2nd screening" button and register information of the entries that have passed the 2nd screening to be made public on October 15, award announcement day, and such information to be inscribed on the certificate and yearbook through the Entry Site from August 26 to September 2.

3-4-3. Registration of GOOD DESIGN EXHIBITION information

Applicants should register for the GOOD DESIGN EXHIBITION information through the Entry Site between August 26 and September 2.

3-4-4. Payment of award package fee

The organizer sends an invoice for the award package fee to applicants by email in the middle of September. The applicants should complete the payment by the deadline specified in the invoice.

3-4-5. Participation in GOOD DESIGN BEST100 Presentation

The organizer holds the GOOD DESIGN BEST100 Presentation, an event featuring presentations by GOOD DESIGN BEST100 winners as part of the special awards screening on September 19. GOOD DESIGN BEST100 winners should take part in this event as requested by the organizer. If not, the entry cannot be selected as GOOD DESIGN BEST100. Applicants who need to resign from GOOD DESIGN BEST100 should inform the organizer via contact window or e-mail before September 2.

In principle, the presentations will be filmed and posted on the website at a later date.

3-5. Procedures after the award announcement

3-5-1. Award announcement

The organizer announces the awarded works of this year's GOOD DESIGN AWARD, GOOD DESIGN BEST100, GOOD FOCUS AWARD, and GOOD DESIGN GOLD AWARD on October 15 through press releases and website. The winners should release the winning information after the official announcement.

3-5-2. G Mark usage

The GOOD DESIGN AWARD winners can use the "G Mark" after the award announcement.

The winners should pay the usage fee for using the G Mark. The details are specified in the "G Mark usage regulations".

However, from October 15 to November 5, which is the award PR period, the "G Mark" can be used for free.

3-5-3. Carry in/out of the awarded works for GOOD DESIGN EXHIBITION

GOOD DESIGN EXHIBITION is held from November 1 to 5, and all winners should carry in/out their awarded works at the time and place specified by the organizer.

3-5-4. Presentation of GOOD DESIGN AWARD certificates

The organizer presents a certificate to each awarded work and a BEST100 trophy to each GOOD DESIGN BEST100 work. If awarded a special award, a special award trophy will be presented instead of the Best100 trophy, along with a special award certificate.

3-5-5. Hosting of the award ceremony

The organizer holds an award ceremony on November 4.

3-5-6. Issuance of the yearbook

The organizer releases the "GOOD DESIGN AWARD 2025", a yearbook with all the GOOD DESIGN AWARD works of this year in March 2026, and one yearbook per awarded work will be presented to each winner.

4. Special Application and Screening

4-1. Application for "undisclosed entry"

If an entry meets the requirements of the application provided in the "1-1. Entry", an application can be submitted for an entry that is not yet disclosed at the stage of the 2nd screening. An applicant who wishes to ensure the security for an undisclosed entry and confidential information is allowed to choose undisclosed screening.

Applicants should apply for undisclosed screening by the following procedures.

4-1-1. Registration for the undisclosed screening

An applicant who wishes for undisclosed screening should choose "undisclosed screening" in the "2nd screening Information" when registering the information for the 2nd screening on the Entry Site from July 1 to 8.

4-1-2. Notice of the date/time of the undisclosed screening

For the implementation of undisclosed screening, the organizer provides space to ensure the security of the confidential information in the 2nd screening session venue. The organizer notifies the applicant who has chosen an undisclosed screening of the date/time and the carry-in place for the installation and dismantlement in late July. In the case where it is considered difficult to provide space for entry to ensure the security of the confidential information in the 2nd screening session venue, the screening may be conducted in a separate venue upon consultation with the applicant.

4-1-3. Installation/Dismantlement of the entry at the undisclosed screening venue

The applicants transport the physical works or the substitutes such as panels of the entry in/out of the venue and on the date/time designated by the organizer. The agency service is not available.

4-1-4. Confidentiality of the undisclosed entry

The organizer, jury members, and concerned parties have a confidentiality obligation regarding the confidential information acquired in the course of the screening of the applied undisclosed entry.

4-1-5. Screening fee for the undisclosed entry

The 2nd screening fee for undisclosed entry is as follows in order to provide space to ensure the security of the confidential information and to handle it specially. All fees are tax-inclusive.

a Screening at the 2nd screening session venue

In addition to the regular 2nd screening fee, the screening fee for undisclosed entry, which is 110,000JPY per entry, is added.

b Screening at a separate venue

In addition to the regular 2nd screening fee, the screening fee for undisclosed entry, which is 110,000JPY per entry, and the actual cost including the travel and traffic expenses of the jury members and organizer staff in attendance are separately added.

4-1-6. Consideration of undisclosed entr

If the presentment of an undisclosed entry does not have the same performance as the actual equipment and is expected to have different specifications from the final launched product in its appearance or functions, it may be determined to be inadequate for the requirements.

For works presented in the undisclosed screening, applicants should keep them for one year from the date of sale and resubmit upon request of the organizer or the jury members.

4-2. Application recommended by the Judging Committee

The Judging Committee may encourage the entry that is not covered by the existing applications for the GOOD DESIGN AWARD, as an application recommended by the Judging Committee.

An entry applied as an application recommended by the Judging Committee from June 24 to July 18, is considered to have passed the 1st screening and will be entered into the 2nd screening. In the 2nd screening, it will be screened along with general entries. Entries applied as applications recommended by the Judging Committee will not be charged the 2nd screening fee and award package fee (if awarded).

4-3. Application based on the mutual collaboration of design awards

According to the regulations on the cooperation of design awards, the awarded works of the following awards are exempted from the 1st screening and directly enter the 2nd screening.

Design Excellence Award held by the Ministry of Commerce of the Kingdom of Thailand

India Design Mark held by the India Design Council

Singapore Good Design held by the Design Business Chamber Singapore

Design Turkey held by the Ministry of Economy of the Republic of Turkey, Industrial Designers Society of Turkey, and Turkish Exporters Assembly

Good Design Indonesia held by the Ministry of Trade of the Republic of Indonesia

Good Design Laos held by the Ministry of Industry and Commerce of Lao People's Democratic Republic

Tokyo Business Design Award organized by Tokyo Metropolitan

4-4. Special measures following the 2025 Noto earthquake

To support the recovery from the 2025 Noto Earthquake that occurred, applicants whose headquarters (or main office in the case of sole proprietors) are located in Ishikawa Prefecture will be exempted from the 1st screening fee, 2nd screening fee, and award package fee. (the actual cost of some options, etc. will be excluded.)

4-5. Hearing screening and on-site screening

In the case where the Judging Committee requests a hearing screening, in which jury members directly hear the explanation of the applicant, the applicants should respond to this. The length of time, method, and location of hearing screening for each entry will be determined by the Judging Committee.

In addition to the screening in the 2nd screening session venue in accordance with the "3-3. Procedures for the 2nd screening", in the case where the Judging Committee requests for on-

site screening, the applicants should respond to this, and the applicants pay the actual cost, including the travel and traffic expenses, of the jury members and organizer staff in attendance separately.

5. Consideration of Application

5-1. Entry categories and screening

Although the screening is conducted in accordance with the entry categories chosen by the applicant, the category of the entry may be changed at the discretion of the Judging Committee.

5-2. Application to more than one category by one work

Applicants may not apply for more than one category in terms of one work.

5-3. Handling of the entry determined unable to be screened

The Judging Committee may determine that an entry is unable to be screened for a reason such as the imperfection of the screening system. In such a case, the organizer excludes the entry from screening, immediately notifies the applicant, and returns the cost, including the screening fee that has already been paid.

5-4. Withdrawal of application

Applicants who cannot continue to go through the screening of their entries or release information on the award announcement day may withdraw their applications by 13:00 JST on October 8, 2025. In such a case, the applicants need to send the withdrawal request to the organizer via e-mail or the contact window and complete the withdrawal procedure after receiving a response from the organizer.

Conditions for the payment of fees in association with the withdrawal are specified as follows:

Applicants must pay designated fees if they withdraw their applications on and after the following dates:

1st screening fee: In case of withdrawal on and after May 23

2nd screening fee: In case of withdrawal on and after July 9

Award package fee: In case of withdrawal on and after September 3

5-5. Information Handling

5-5-1. Attribution of rights

The copyright of the information regarding the entry provided by an applicant belongs to the applicant. However, the organizer has the right to use such information only for the operation of the GOOD DESIGN AWARD, including the screening and the announcement and publication of

the details of the winners of the GOOD DESIGN AWARD, with which applicants should agree. Information may be changed only if its need is accepted in light of the purpose and situation, with which applicants should agree.

5-5-2. Information release

Among the information regarding the entry provided by an applicant, the organizer releases the information of the items that are marked as "REL" in the registration form on the GOOD DESIGN AWARD Entry Site, by the following two media. The contents of the "public" items can be checked and registered after the announcement of the 2nd screening result. Information other than that should be private and be used only for screening.

GOOD DESIGN AWARD Website, Award Gallery

Subject: Awarded works of the GOOD DESIGN AWARD 2025

Timing: On and after October 15, 2025

Yearbook "GOOD DESIGN AWARD 2025"

Subject: Awarded works of the GOOD DESIGN AWARD 2025

Timing: March 2026

The released information may be used for the PR activities for the GOOD DESIGN AWARD as required on and after October 15, 2025. The organizer may revise the information as required in the case where the organizer finds it necessary.

5-5-3. Storage deadline of the registered information

The information about the entry registered on the Entry Site, except for the basic account information and applicant information, would be deleted at the end of February 2026. The information will be kept separately and may be used for the screening of the GOOD DESIGN AWARD, notification of the awarded content, publicity, and other purposes.

5-6. Governing Law and Court of Jurisdiction

All matters relating to the application for the GOOD DESIGN AWARD 2025 shall be governed by and construed by the laws of Japan. Applicants and the organizer have the following options for any dispute, controversy, or difference of opinion that may arise in connection with an application for the GOOD DESIGN AWARD 2025.

5-6-1. Judicial resolution

The court of first instance shall be the Tokyo Summary Court or the Tokyo District Court.

5-6-2. Resolution by arbitration

The dispute shall be finally settled by arbitration by the Commercial Arbitration Rules of the Japan Commercial Arbitration Association. The place of arbitration shall be Tokyo (Japan) or Tokyo Commercial Arbitration Association.

April 1, 2025