

The logo is a red circle containing a white stylized 'G' that is composed of geometric shapes.

# **GOOD DESIGN AWARD 2025**

GOOD DESIGN AWARD 2025

Tutorial Book for Jury Members



# Dear Jury Members

Thank you very much for serving as a member of the GOOD DESIGN AWARD Judging Committee.

The GOOD DESIGN AWARD aims to convey the philosophy and methodology of “good design.” At the same time, it serves as a catalyst for advancing society by discovering and sharing new potential through design.

We hope that all jury members will take an active and positive role not only in the screening process, but also in the various design promotion activities organized by the committee. Thank you very much in advance for your cooperation.

Please refer to the following pages for detailed information about the G Mark system, its philosophy, and the tasks involved in screening. Should you have any questions or require further clarification, please contact us.

Yours sincerely,  
GOOD DESIGN AWARD Office

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Chairperson's Message

## **A Small Step, Design Leaps**

Where does design truly begin? Once created, who nurtures it, and how does it make its way into society? This year's GOOD DESIGN AWARD seeks to explore these questions.

I have long maintained that the design of objects such as products and the design of experiences, for example through "social design," cannot be considered separately. Behind every object design lies a story—an aspect of experience design—while the output of experience design is often made up of numerous object designs. Over the past 10 years of being involved in the GOOD DESIGN AWARD screening process, I have become convinced that this applies to all forms of design. I find it particularly meaningful to reaffirm this thinking in my message for the 2025 GOOD DESIGN AWARD as I feel strongly that the traditionally dualistic view of object and experience design is finally evolving into a more integrated perspective.

This year's theme, "A Small Step, Design Leaps," emerged from discussions in last year's Focused Issues. In 2023, the theme was "Design and Its Outcome," and in 2024, it was "Brave Attitude, Organic Design." Through these themes, we explored the directions design should take in the future and the processes required to get there as part of an ongoing exploration of what design should be in the present moment.

Looking back at the vast array of past awarded designs, two things stand out: the significance of the creator's vision—arguably the source of all design—and the strength of the process that drives that vision through to realization. As existing systems reach a state of saturation and conventional formulas are questioned, there is now a greater expectation across all fields to generate truly necessary, beautiful, and adaptable designs from fresh perspectives. In other words, we're moving from an era where design followed the times (driven primarily by marketing) to an era where the very act of design, in its pursuit of better solutions, leads society forward.

"A Small Step" affirms the actions of passionate individuals who discover and implement new perspectives through their interactions with society. "Design Leaps" represents the power of organizations and groups to respect these actions, bringing together diverse abilities to collectively create and expand upon them.

When submitting an entry, we encourage you to showcase not only the final design as an outcome, but also the design process and journey embedded in it that led to its creation. The committee looks forward to encountering many outstanding designs again this year.

Seiichi Saito

Chairperson of the GOOD DESIGN AWARD 2025

## Cultivating Intent

The GOOD DESIGN AWARD is about to begin once again.

I've always believed that design is the act of discovering a better harmony between people, objects, and the surrounding environment. This harmony is constantly evolving, shaped by social context and technological advancements. Likewise, the GOOD DESIGN AWARD has continuously transformed itself in response to changing times, reflecting contemporary values and capturing the essence of what is considered good and desirable at each moment in time.

Envisioning a new future is both a great joy for creators and a monumental task that requires enormous energy. While many groundbreaking research efforts and ideas are realized as products and services through exceptional teamwork within companies and organizations, I'm once again reminded that at the root of it all lies an individual's vision—a small first step that sets everything else in motion. It is the courage and strong intent of an individual that sparks an idea, which is then embraced by companies and organizations in an organic collaboration, ultimately evolving into a powerful force that can shape society. In our screening process, we will actively seek to understand and appreciate the significance of individual intent while also examining how organizations have expanded upon these ideas and presented them to the world.

The perspective, scope, and approach to intent are also crucial. I'm particularly interested in how the visions of creators and companies have been cultivated, leading to the conception of their submitted projects. To honor the passion of all applicants and gain a deeper understanding of creators' intent, we continuously refine our evaluation methods to adapt them in response to the evolving relationship between society and design. We hope that the GOOD DESIGN AWARD can serve as a measure of the values of our time, and we look forward to seeing your outstanding designs again this year.

Jin Kuramoto

Vice Chairperson of the GOOD DESIGN AWARD 2025

## Turning That First Step into an Opportunity

Over the past two years, my messages have focused on “The Power of Design” (2023) and “Where the Power of Design is Heading” (2024), both of which embody reflections on what I wanted to explore more deeply through the GOOD DESIGN AWARD each year. Through this process, I have closely observed the impact that the power of design has on society.

This year's GOOD DESIGN AWARD theme, “A Small Step, Design Leaps,” reflects a desire to examine how design expands from its starting point and the forces that drive that expansion.

In last year's Focused Issues, I used the terms “The Power to Involve” and “The Power to Be Involved” to describe the roles of those who initiate an idea and those who use their skills to propel it toward realization. Every project comes to life through a balance of these two forces, and last year's awarded works exemplified many outstanding instances of this dynamic in action.

This year marks 55 years since the 1970 Osaka Expo, and the second Osaka-Kansai Expo is set to take place. The previous Expo was hailed as the “Miracle Expo” as it brought together many young architects, artists, and creators who gave form to their visions of a bright future, bearing witness to a sense of optimism that resonated with countless visitors. This time, however, the circumstances are different. Even before its opening, people have questioned the relevance of the Expo in today's world. Nonetheless, Japan stepped forward to serve as host country, was chosen, and has now taken its first step. To ensure that this step is not wasted, everyone involved, myself included, is fully committed to making the event a meaningful one. Ultimately, it is up to those of us who have been drawn into this endeavor to imbue this step with purpose and transform it into an opportunity.

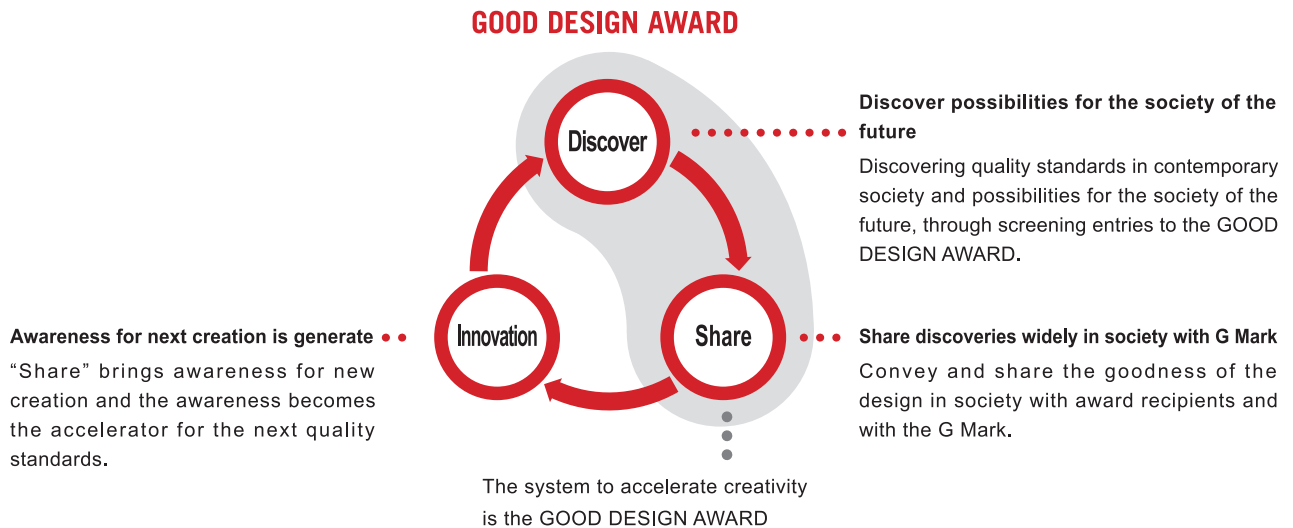
The GOOD DESIGN AWARD is a recognition of designs that someone refused to give up on. Sharing these design processes serves as encouragement for those preparing to take their next step. I encourage everyone to share their design journeys and stories with as many people as possible as a way to inspire new creativity and momentum, and I hope that this year's competition will attract as many applicants as possible to contribute to this cycle of innovation.

Yuko Nagayama

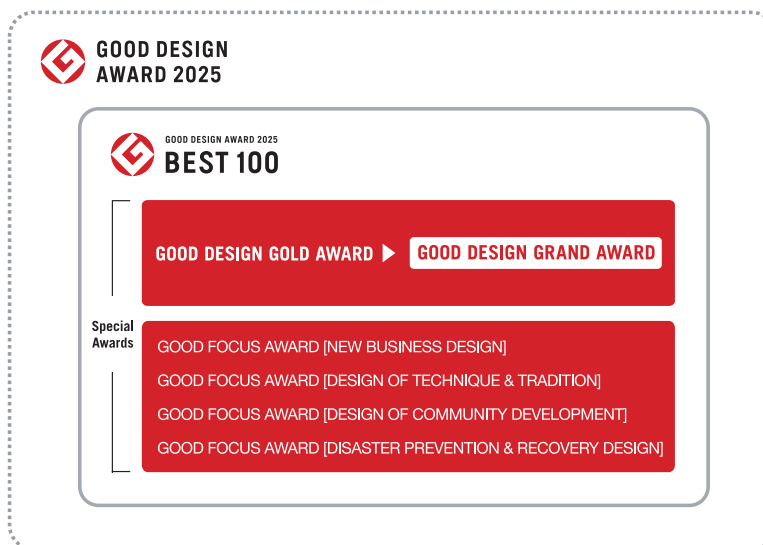
Vice Chairperson of the GOOD DESIGN AWARD 2025

# 1 Framework of the GOOD DESIGN AWARD

GOOD DESIGN AWARD is a comprehensive design commendation system organized by the Japan Institute of Design Promotion (JDP) to lead our lives, industry, and society at large to be better by selecting “Good Designs” from various events and commending them. The system leads to the creation of a future society in cooperation with Applicants. The GOOD DESIGN AWARD is a system not just to “select good designs” but to lead the creation of a future society in cooperation with applicants through a cycle of the three points below:



## Award Types



# 2 Jury Members' Roles

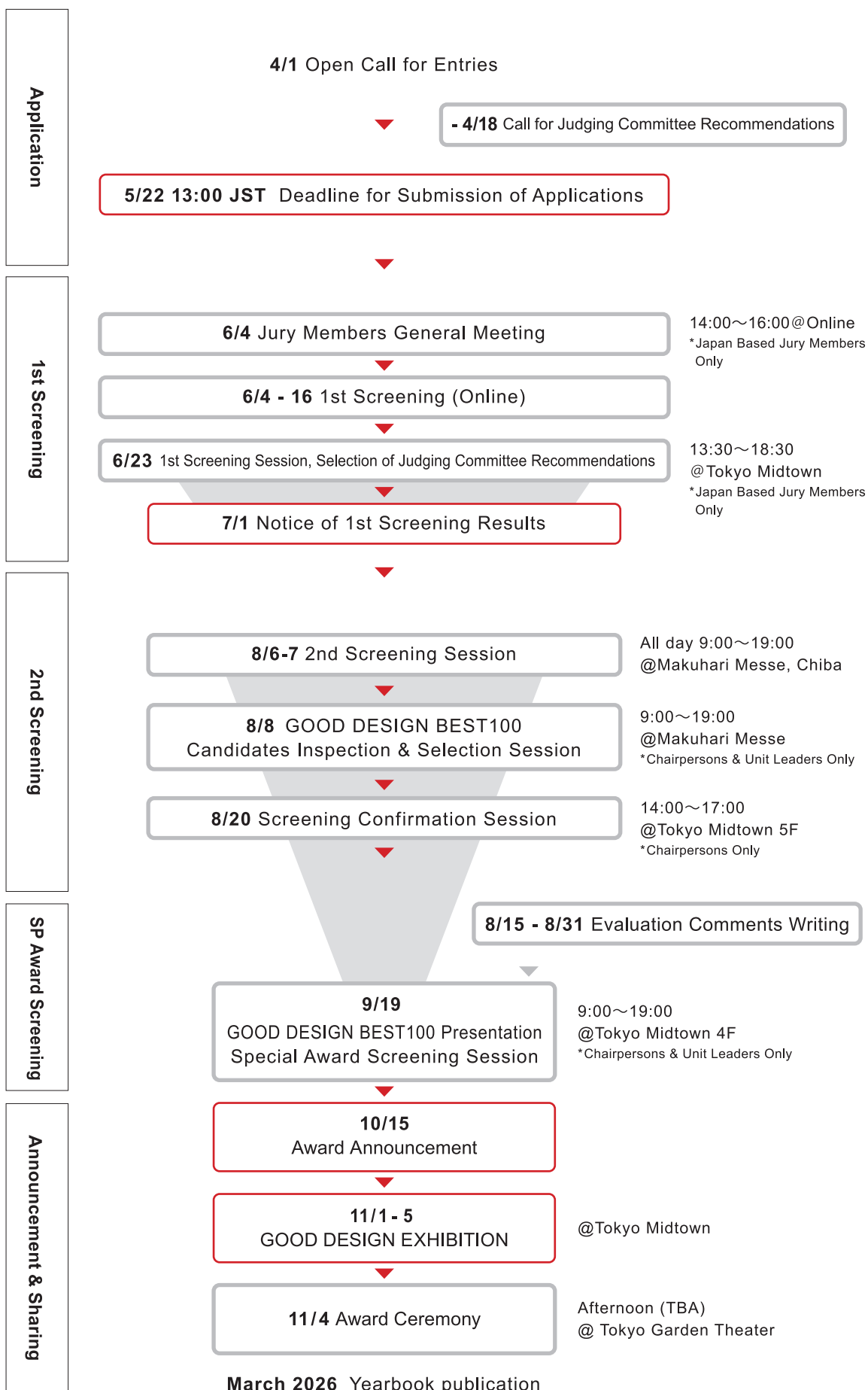
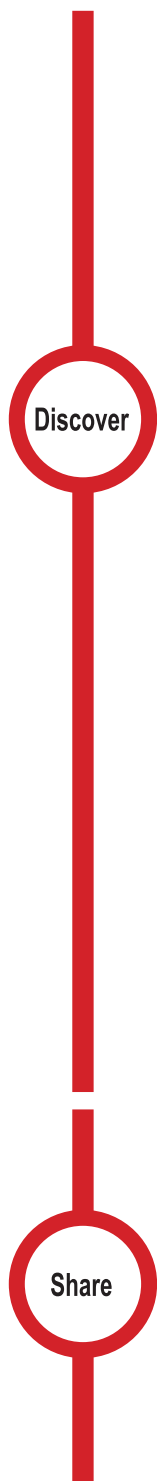


= Screening



= 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 judging committee recommendations (see p.16-18)
- Writing evaluation and advisory comments (see p.14-15)



### 3 Screening Policy and Perspectives

#### [ GOOD DESIGN AWARD Ideals ]

The GOOD DESIGN AWARD identifies the following five principles as the ideals to aspire to in 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 defines design as “the act of constantly considering harmony between people, society, and the natural environment, finding a purpose, drawing a plan to achieve that purpose, and realizing it.”
2. The GOOD DESIGN AWARD places the primary emphasis on the idea or mechanism behind the design being “a starting point for the future of society.”
3. In the GOOD DESIGN AWARD screening, we also consider the potential and future possibilities of each entry, with the aim of contributing to the advancement of society through design.

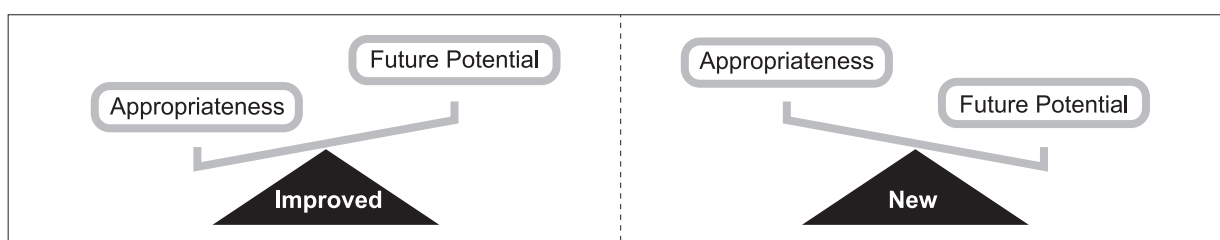
#### [ Screening Perspectives ]

Using the perspectives of Human, Industry, Society, and Time as outlined below, please review each entry comprehensively.

<b>Human Perspective</b> <ul style="list-style-type: none"> <li>◦ Whether appropriate consideration has been given to users, including usability and clarity.</li> <li>◦ Whether appropriate consideration has been given to reliability, including safety, security, environmental impact, and accessibility for people with physical or other vulnerabilities.</li> <li>◦ Whether the design elicits empathy from users.</li> <li>◦ Whether the design is appealing and inspires users' creativity.</li> </ul>	<b>Industry Perspective</b> <ul style="list-style-type: none"> <li>◦ Whether challenges are creatively solved through innovation and new technologies.</li> <li>◦ Whether the entry is designed and planned rationally, using appropriate technologies, methods and quality standards.</li> <li>◦ Whether the entry contributes to the creation of new industries or businesses.</li> </ul>
<b>Social Perspective</b> <ul style="list-style-type: none"> <li>◦ Whether the entry contributes to the creation of new culture, such as new lifestyles, practices, or ways of communication.</li> <li>◦ Whether the entry contributes to building a sustainable society.</li> <li>◦ Whether the entry proposes new value for society, such as new methods, concepts, or styles.</li> </ul>	<b>Time Perspective</b> <ul style="list-style-type: none"> <li>◦ Whether the entry builds on past contexts and accumulated achievements to propose new value.</li> <li>◦ Whether the entry proposes a highly sustainable solution from medium- and long-term perspectives.</li> <li>◦ Whether the entry demonstrates continual improvement in response to changing times.</li> </ul>

#### [ Screening Weights ]

Entries generally fall into two categories: improvement-based designs with a proven track record, and entirely new, original designs. For improvement-based entries, the screening process places emphasis on the appropriateness of the design. For new designs, the focus is on their future potential. However, new designs must still demonstrate design quality and appeal—without these, they are not eligible for the award.



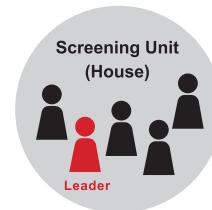
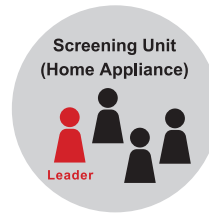


## 4 Screening Details

### 4-1. Basic Rules

#### 1. Screening Units

For the GOOD DESIGN AWARD screening, teams of four to six jury members—called screening units—are formed to evaluate their assigned entries. Each screening unit is led by a leader appointed by the chairperson.



#### 2. Restriction on Screening Involving Jury Members

All jury members, including the chairperson and vice chairpersons, are prohibited from participating in the screening of entries with which they have been involved in any capacity, including but not limited to as designers or consultants.

#### 3. Confidentiality

All jury members must submit confidentiality agreement(s) to the organizers before the start of screening and are strictly prohibited from disclosing to any third party any confidential information learned through screening, including confidential information concerning entries as well as information on the screening process.

### 4-2. 1st Screening

#### ☐ Jury Members General Meeting

This meeting is held to confirm general policies, specific screening methods, screening policies, and other matters for the year's screening.

Required Actions

##### 1. Establishment of Screening Policies

Check the list of entries to be screened by your Unit and establish screening policies through discussions, with the unit leader.

##### 2. Discussion about the Measure of "Hearing Screening"

A "Hearing Screening" will be conducted only for entries that the jury committee deems necessary. In these cases, applicants may be asked to provide additional explanations or make a presentation to the jury unit. Please discuss within your unit whether to implement a hearing screening, how to select the entries for it, and how to conduct the process. Be prepared to make decisions on these matters at the 1st screening meeting.

##### 3. Selection of Judging Committee Recommendations

Check the list of candidates for judging committee recommendations and discuss further potential candidates.

#### ☐ Online Screening

The first screening will be conducted individually prior to the screening panel meeting. By the designated date, please log in to the "Screening Site" using the ID and password that will be provided to you individually, and complete your evaluations.

Required Actions

##### 1. Input of "○" or "×" Evaluation

Please review the assigned entries, and based on the screening policy and the screening perspectives, evaluate each entry and enter "○" or "×".

##### 2. Enter Comments (Optional)

If there is anything you would like to share with other judges regarding your evaluation of a specific entry, please write it in the comment field.

## □ 1st Screening Session

The purpose of this session is to determine which entries should proceed to the 2nd screening, where physical items will be evaluated.

### Required Actions

#### 1. Decide Entries Which Pass the 1st Screening

Please evaluate each entry based primarily on whether or not it should proceed to the 2nd screening.

#### 2. Examination of Objects To Be Moved To Another Unit

After reviewing the list of entries, if your unit determines that any entry would be better suited to a different screening unit, please consult with the intended unit before making a decision. However, please note that the category selected by the applicant represents their preferred focus area, so this intention should be respected as much as possible. Please follow the guidelines below when considering the transfer of entries between units.

**A. An entry whose content or purpose is clearly outside the domain of the assigned screening unit.**

**B. An entry that cannot be evaluated by the assigned unit but may be appropriately evaluated by another unit.**

#### 3. Determining Entries Requiring Additional Materials or Special Screening

Please determine which entries require special screening, such as hearings, on-site inspections, or the review of additional materials (e.g., videos), if necessary.

#### 4. Determining Recommended Entries

Please review the list of entries recommended by the judges. Based on discussion led by the unit leader, determine up to four entries per unit to recommend to the judging panel.

#### 5. Preparations for Hearing Screening

If a hearing screening is to be conducted, please coordinate the schedule and confirm the key points to be discussed.

### Criteria

As a general rule, the screening is based on the evaluation of physical items. Therefore, at the 1st screening stage, only entries that are clearly and unquestionably below the standard for the award should be rejected. Please make your decisions according to the criteria below.

#### [Rejection Criteria for the 1st Screening]

##### 1. The entry does not align with the ideals of the GOOD DESIGN AWARD.

Please 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. The entry may not comply with the application rules.

Please reject any entry that cannot reasonably be expected to meet the application requirement that “users can purchase or use the item by the end of March 2026.”

##### 3. Entries which can be seen to have obviously low value or quality.

Please reject any entry that is judged to have clearly low value or quality.

## □ Confirmation by the Organizer of the Results of Screening

The organizer will inspect the results of the 1st screening session. If any matters require deliberation, finalize the results of screening through further discussions in each screening unit.

## 4-3. 2nd Screening

### □ 2nd Screening Session

This is a session where the jury determines the final results of the GOOD DESIGN AWARD by inspecting the physical entries displayed at the venue.

#### Required Actions

##### 1. Decide Entries Which Pass the 2nd Screening

Entries that have passed the 2nd screening will be provisionally selected as GOOD DESIGN AWARD winners, pending final confirmation at the award confirmation meeting. Please finalize the results of the 2nd screening for each entry, taking into account the inspection of physical items, hearing screenings (as described below), and other relevant materials.

##### 2. Select BEST100 Candidates

The GOOD DESIGN AWARD recognizes 100 entries with especially high evaluations for their forward-looking design as the "GOOD DESIGN BEST100." From among these, special awards are selected. Based on the results of the 2nd screening, please select candidates for the GOOD DESIGN BEST100.

##### 3. Choosing Subjects of Advisory Comments

Advisory comments are provided to applicants regardless of screening results, in order to offer feedback and suggestions for future improvement. Please select which entries should receive advisory comments through discussion led by the unit leader.

##### 4. Assigning responsibilities for writing advisory comments and evaluation comments

For all GOOD DESIGN AWARD recipients, evaluation comments from the jury explaining what makes each design noteworthy will be published. Please assign writing responsibilities for both these evaluation comments and the above advisory comments through discussion led by the unit leader.

##### 5. Inspection of Candidates for the BEST100 (Chairs & Unit Leaders Only)

On the third day of the screening session, the chairperson, vice chairpersons, and screening unit leaders will review the candidates for the BEST100. Each leader will be asked to explain the reasons for the candidates selected by their unit. After these presentations, the final BEST100 will be determined through discussion.

#### Screening Procedure

In the 2nd screening session, a wide range of physical entries with different characteristics will be displayed. Accordingly, the most appropriate screening method may vary by unit. Please discuss and determine the most suitable method for your unit, led by the unit leader. All decisions regarding passing or failing entries should be made through group discussion. Below are the screening methods typically used; please use these as guidelines when establishing your unit's approach.

##### 1. Checking Entries and Individual Voting

Each jury member individually reviews the physical entries (or their substitutes) and the corresponding application sheets, and votes for those they consider to be excellent designs.

##### 2. Prior Arrangements for Hearing Screening

Each jury member individually reviews the physical entries (or their substitutes) and the corresponding application sheets, and votes for those they consider to be excellent designs.

##### 3. Hearing Screening

At the scheduled time, hear presentations from the applicants, conduct a Q&A, and gain a deeper understanding of each entry.

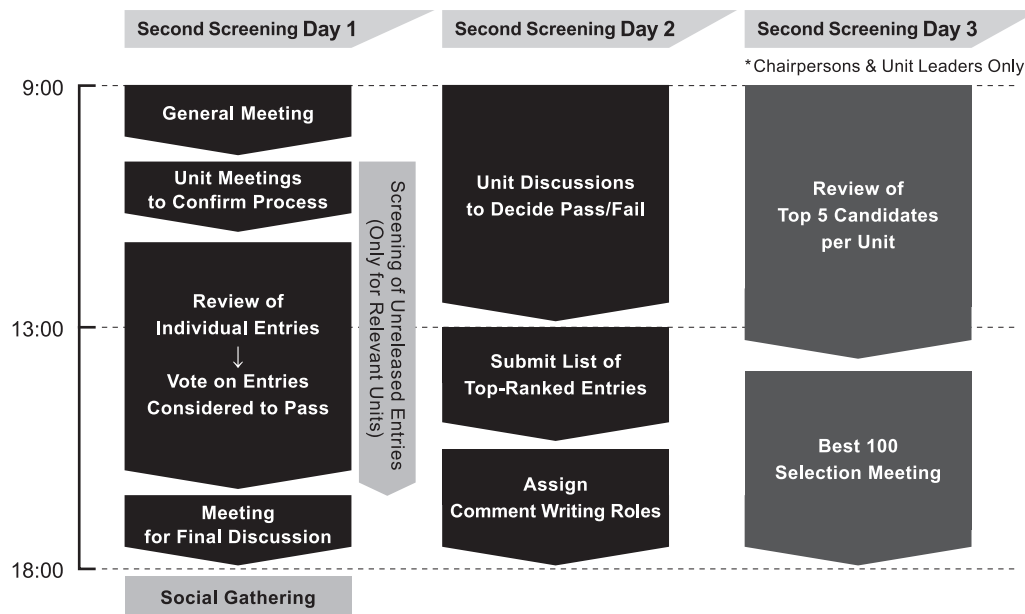
##### 4. Deciding On Passed and Failed Entries Through Mutual Discussion

Make final pass/fail decisions for each entry through discussion led by the unit leader, taking into account the results of individual voting and hearing screenings.

##### 5. Selection of candidates for the BEST100

Based on the results of the 2nd screening, select candidates for the GOOD DESIGN BEST100 through discussion led by the unit leader.

## 2nd Screening : 3-Day Timeline



### Non-Standard Screening Methods

In addition to the standard methods, various non-standard screening methods may be applied in the 2nd screening session, depending on the specific characteristics of each entry. Methods other than those listed below may also be implemented if necessary.

#### 1. Hearing Screening

If the screening unit determines that a deeper understanding of an entry is necessary, it may designate the entry for a hearing screening, in which the applicant is asked to provide an explanation or presentation. If a hearing screening is to be conducted, the applicant will be notified during the 2nd screening period. Hearings are not conducted at the request of the applicant. As a general rule, hearings are conducted online (via Zoom).

#### 2. Undisclosed Screening

Products or services that are still under development (e.g., not yet released) at the time of the 2nd screening session may be entered into the GOOD DESIGN AWARD. Upon request from the applicant, these entries will be screened individually in a separate, secure room to ensure confidentiality. Undisclosed entries will be displayed at a specified time for review by the jury. In principle, the same confidentiality procedures as those used for hearing screenings will apply.

#### 3. On-Site Screening

In cases where it is difficult to display the physical item, the screening unit may determine that an on-site review is necessary. In such instances, the unit may request the applicant to arrange for an on-site inspection, where the jury will visit the location to review the actual item. On-site screening should be scheduled in coordination with the applicant during the 2nd screening period.

### BEST100 Candidate Selection Process

#### 1. Selecting BEST100 Candidates

For the selection of BEST100 candidates, please follow the rules and ranking guidelines, and submit the required information using the BEST100 Candidate Report. As a general rule, each unit should rank up to five entries as their BEST100 candidates. The top five candidates from each unit will, in principle, be included in the BEST100, with the first-ranked entry being nominated for the GOLD AWARD. Please clarify within your unit the rationale for the rankings, and in particular, specify which aspects make your top-ranked entry especially worthy of the GOLD AWARD. If your unit has fewer than five candidates, a minimum of three may be submitted.

#### 2. Inspection of BEST100 Candidates and Selection Session

On the third day of the 2nd screening session, the chairperson, vice chairpersons, and leaders of all screening units will inspect the BEST100 candidates displayed in the venue.

❑ **BEST100 Selection Session (Chairs & Unit Leaders Only)**

This meeting will select the GOOD DESIGN BEST100 based on the BEST100 candidates submitted by each screening unit during the 2nd screening session.

Req. Action

**Selection of the GOOD DESIGN BEST100**

The GOOD DESIGN BEST100 will be decided on through discussions among all participants, voting, and other means.

BEST100 Selection Process

The GOOD DESIGN BEST100 will be selected through the following procedures.

**1. Checking of rankings in each screening unit**

Before the start of the BEST100 selection session, the organizer will post on the walls of the meeting venue the BEST100 candidates selected by each screening unit, in priority order. The leaders of screening units and Focused Issues directors will check the BEST100 candidates posted on the walls and then check the rankings while also confirming the overall balance.

**2. Confirmation of Each Screening Unit's Top 5 and Provisional Selection for the BEST100**

After all on-site reviews are completed, the top five entries proposed by each screening unit will be provisionally confirmed for inclusion in the BEST100. If any participant has an objection regarding the inclusion of a particular entry, they may raise it by a show of hands, and the matter will be discussed collectively. For any entries with objections, a decision will be made by a vote of the members present. In the event of a tie, the final decision will rest with the chairperson of the judging committee. If there are no objections, the top five entries from each unit will be confirmed as part of the BEST100. Final confirmation will also take into account the possible withdrawal or disqualification of entries, and backup candidates may be considered as needed.

**3. Selection of "Top Picks" (Candidates for the GOOD DESIGN GOLD AWARD)**

Among the top five entries submitted by each screening unit, the entry ranked first (the unit's top entry) will, in principle, be provisionally selected as a GOOD DESIGN GOLD AWARD recipient. For 2025, with 20 screening units expected, a total of 20 entries are anticipated to be selected as provisional GOLD AWARD recipients.

**4. Submission of Backup Candidates**

In addition to their top five entries, each screening unit may also nominate up to three backup candidates. These backup candidates will be considered for inclusion in the BEST100 if any of the initially selected entries are withdrawn or disqualified for any reason. If a backup candidate is needed, they will be added to the BEST100 in the order listed. Please note that, as a result, it is possible that fewer than five entries from a particular screening unit will ultimately be included in the final BEST100. The total number of BEST100 entries is capped at 100, and a total of 20 unit top entries (GOOD DESIGN GOLD AWARD candidates) are also provisionally selected at this stage. All selections at this point remain provisional, and will be officially confirmed after the Special Awards Selection Meeting.

❑ **Confirmation by the Organizer of the Results of Screening**

The organizer will review the results to ensure they are appropriate and consistent with the guidelines. Should any matters requiring deliberation arise, the relevant screening units will conduct additional discussions as necessary.

□ **Second Screening Finalization Meeting (Chairperson & Vice Chairpersons Only)**

At the Second Screening Finalization Meeting, the chairperson and vice chairpersons will review and confirm the final screening results submitted by each screening unit, and officially finalize the outcomes.

Req. Action

**Final Confirmation of Second Screening Pass/Fail Decisions**

Please re-review and confirm the pass/fail decisions submitted by each screening unit to ensure there are no inconsistencies.

#### 4-4. Special Award Screening

□ **Special Award Screening Session**

This is a session in which the Special Awards Selection Committee—consisting of the chairperson, vice chairpersons, and unit leaders—selects the recipients of the Special Awards, including the GOOD DESIGN GOLD AWARD, GRAND AWARD, and GOOD FOCUS AWARD, by evaluating the shortlisted entries from among the BEST100. Final decisions are made through discussion and voting within the committee.

**Part 1: GOOD DESIGN BEST100 Presentation**

This is a closed session in which participants listen to presentations by the recipients selected for the GOOD DESIGN BEST100, and confirm their understanding of the awarded entries in preparation for the selection of special awards.

Required Actions

**1. Listening to the GOOD DESIGN BEST100 Presentations**

Participants will listen to around 25 presentations by BEST100 recipients, mainly from their own unit and relevant related units, and will also participate in Q&A sessions for each presentation.

**2. Sharing with Other Participants**

Since each participant can only attend a portion of the presentations, please share the information and insights from the presentations you attended with other participants who could not attend those sessions.

**Part 2: Special Award Screening Session**

From among the entries selected for the GOOD DESIGN BEST100, the most outstanding designs will be selected for special awards.

Required Actions

**1. Nomination of GOOD DESIGN GOLD AWARD**

From within the BEST100, up to 20 entries will be confirmed and selected as candidates for the GOOD DESIGN GOLD AWARD.

**2. Nomination of METI Minister Award**

From among the GOLD AWARD candidates, up to 3 entries will be selected for the METI Minister Award (Ministry of Economy, Trade and Industry Award).

**3. Nomination of the GOOD DESIGN GRAND AWARD**

From among the GOLD AWARD candidates, one entry will be selected as the GOOD DESIGN GRAND AWARD nominee.

**4. Nomination of the GOOD FOCUS AWARD**

From among the BEST100 entries not selected for any of the above awards, additional entries will be nominated for the GOOD FOCUS AWARD based on voting and discussion.



## 1. Final Decision on GOOD DESIGN GOLD AWARD

The 20 entries nominated from the BEST100 as candidates for the GOOD DESIGN GOLD AWARD will be reviewed to confirm that they meet the selection criteria. If any concerns arise, a request for discussion can be submitted, and deliberation will be held. If differing opinions remain after discussion, a vote will be taken to make the final decision. If changes are needed, the unit's top pick may be replaced. Each unit's top entry must be nominated for the GOOD DESIGN GOLD AWARD.

### [Selection Criteria]

Entries that are recognized for their outstanding creativity, quality, contribution to society and industry, and future potential—those deemed to represent the "Best of Best"—will be selected.

## 2. Selection of METI Minister Award Nominees

From among the Gold Award winners, up to three entries will be nominated for the Minister of Economy, Trade and Industry Award (METI Minister Award). Voting will be conducted based on the following criteria, and the top three vote-getters will be nominated for the award.

### [Selection Criteria]

Entries that are particularly recognized for contributing to the development of Japan's industry and economy.

## 3. Selection of the GOOD DESIGN GRAND AWARD

From the 20 entries selected for the GOOD DESIGN GOLD AWARD, one entry will be selected for the GOOD DESIGN GRAND AWARD. Voting will be conducted based on the following criteria, and the entry with the most votes will be selected. If there is a tie in votes, the decision will be made by deliberation or a deciding vote.

### [Selection Criteria]

Entries that are seen as especially outstanding and symbolic of the times, with a high level of innovation and influence in shaping future society.

## 4. Selection of Candidates for GOOD FOCUS AWARD and Voting

The organizer will select candidates eligible for voting entries satisfying the conditions of each special award from among the GOOD DESIGN BEST100, other than candidates for the GOOD DESIGN GOLD AWARD and GRAND AWARD. Each jury member will vote for up to five or so of these selected entries, based on the criteria described below. The chairperson shall determine the precise maximum number of entries for which each jury member may vote at the time of the voting.

### [Selection Criteria]

#### GOOD FOCUS AWARD [NEW BUSINESS DESIGN]

Entries recognized as advanced, excellent designs contributing to the creation of new business domains or business models

#### GOOD FOCUS AWARD [DESIGN OF TECHNIQUE & TRADITION]

Entries recognized as particularly excellent designs by small and medium-sized enterprises involved in the manufacturing or information-services businesses

#### GOOD FOCUS AWARD [DESIGN OF COMMUNITY DEVELOPMENT]

Entries recognized to make particular contributions to economic development in Japan through enlivening community economies

#### GOOD FOCUS AWARD [DISASTER PREVENTION & RECOVERY DESIGN]

Entries recognized as excellent designs contributing to disaster prevention and recovery

## 5. Preliminary Decisions on the GOOD FOCUS AWARD

Candidates for the GOOD FOCUS AWARDS shall be selected by inserting a cutoff line at an appropriate difference in numbers of votes received, aiming to separate the group of three entries that received the most votes, subject to the approval of the chairperson and the vice chairperson.

## 4-5. Writing Evaluation Comments

### □ Writing Evaluation and Advisory Comments

The comments you provide are highly encouraging to applicants and recipients, and play a vital role in sharing the value and potential of the awarded designs with society. Please write comments for the entries assigned to you during the 2nd screening session.

#### Required Actions

##### 1. Writing Evaluation Comments

Please write an evaluation comment of approximately 1000 words in English 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 publicity materials.

##### 2. Writing Advisory Comments (Optional)

Please write an advisory comment of about 100 words in English 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

By composing your evaluation comments with the following points in mind, the content will be more accessible to readers and will more effectively convey the essential appeal and significance of the design. We would be grateful if you could contribute enriched comments that draw upon your insights and experience as a jury member.

##### 1. Significance of Evaluation Comments

- Clearly describe what aspects of the entry were good and why, so that readers can better understand the evaluated points.
- Third-party evaluations help convey the objective value of the work.
- Please provide comments not as a personal impression, but as a message from the judging committee to society, highlighting the excellence of the awarded design.

##### 2. Purpose of Evaluation Comments

- **To share new insights**  
“That’s an interesting perspective I hadn’t considered!” – Viewing the entry from another person’s point of view can reveal strengths that one might have missed.
- **To provide hints for future development**  
“So this is what was valued—I’ll try that next time.” – Understanding the strong points can help define future goals.
- **To make the value visible**  
From “somehow good” to “this is specifically what’s good.” – Ambiguous impressions can be translated into concrete expressions.

##### 3. Four Viewpoints to Consider When Writing Evaluation Comments

###### ① Explain the current context

Briefly describe the background and social or industrial context in which the design emerged to clarify the themes and issues it addresses.

###### ② Indicate the problems involved

Explain what kind of issues the design seeks to resolve in that context. Clarifying the problems helps emphasize the design’s purpose and significance.

###### ③ Describe specifically what was good

Describe the excellent points and notable features of the design in concrete terms, citing specific examples. Mentioning factors such as originality, usability, and contribution to problem-solving will strengthen the credibility of your evaluation.

###### ④ Indicate what lies ahead

Explain the potential of this design and what positive impacts it might have on society or users in the future. By stating its future prospects or ripple effects, readers can gain a deeper understanding of the design’s value.



#### 4. Tips for Writing Effective Comments

##### ✓ Go beyond personal impressions

Even when using subjective expressions like “excellent” or “wonderful,” please support them with specific reasons or evaluation criteria to make your comments more convincing.

##### ✓ Go beyond what is written in the application

Since evaluation comments are shown alongside the basic information of each entry, excessive explanation of the submitted content is not necessary. Please add your own perspective and evaluation criteria to provide original insights and enhance the value of your comment.

##### ✓ Avoid overemphasizing negative aspects

When pointing out areas for improvement, please ensure that your comments convey a positive intention, such as potential for growth or expectations for the future.

#### □ Example: Evaluation Comment from 2024 GOOD DESIGN GOLD AWARD 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.

#### Explanation:

- ① Shows the concrete issue that the design addresses.
- ② Explains the background of the challenge.
- ③ Indicates future potential and expected social impact.
- ④ Highlights the specific features and excellence of the design.

#### 4-6. Remarks

##### □ Additional Information

#### Modification of Screening Methods by Chairperson’s Judgment

Should any problems occur with the aforementioned processes or methods, or should a more suitable approach be proposed, the chairperson may decide to alter the screening procedures as appropriate, based on the situation.

## 5 Judging Committee Recommendations

The Judging Committee Recommendation system was introduced in 2019 to encourage outstanding entries by leveraging the insights and perspectives of judges. This system allows judges to proactively identify designs they believe deserve broader recognition through the GOOD DESIGN AWARD, and to encourage their entry. It is not intended to grant any special treatment or evaluation advantage, but rather to help discover exceptional designs and invite them to participate. However, a proposed entry must go through a prescribed process before it is officially recognized as a recommended candidate. We kindly ask for the cooperation of all judges in this process as needed. Thank you for your understanding.

### [ Rules of Judging Committee Recommendations ]

#### 1. Entries Eligible for Recommendation

The design is expected to be recognized by the judging committee as outstanding and worthy of selection for the GOOD DESIGN BEST100. Self-recommendation is strictly prohibited; committee members may not recommend any entries with which they have been involved as designers, consultants, or in any other capacity.

#### 2. Handling of Recommended Entries

At the First Screening Decision Meeting, each screening unit reviews the recommended entries and selects up to four per unit to be nominated for Judging Committee Recommendation. The chairperson and vice chairpersons then review the selected candidates from all units and determine the final entries to be officially recommended.

#### 3. Screening of Judging Committee-Recommended Entries

The organizer will reach out to the candidates and invite them to submit an application.

These recommended entries will be treated as having passed the first screening and will proceed directly to the second screening session, where they will be evaluated in the same manner as all other entries.

#### 4. Fees

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

### [ Process of Judging Committee Recommendations ]

#### ① Proposing Candidates during the Open Call for Entries Phase

**Timeframe:** Until mid-April

##### Required Action

Please submit, via the dedicated registration form, any entrants you believe “would be well suited to apply for the GOOD DESIGN AWARD.”

※ Note: Candidates proposed at this stage are intended only to encourage a regular application and are not yet official “Judging Committee Recommendation” entries. Any proposed candidates who do not proceed with a regular application will remain listed as Judging Committee Recommendation Candidates.

##### Organizer's Actions

- The organizer will contact each proposed candidate to invite them to submit a regular application.
- If a regular application is received by the deadline, that entry will be treated as a standard application (and removed from the Recommendation Candidates list).

## ② Listing Recommendation Candidates during the First Screening Period

**Timeframe:** Before the First Screening Deliberation Meeting (approx. May–June)

### Required Action

Please use the dedicated registration form to propose any designs you consider to be “of a level likely to qualify for the GOOD DESIGN BEST100.”

- ※ Only nominate entries that have not already submitted a regular application.  
Entries already applied will not be eligible as Recommendation Candidates.
- ※ Note: Proposals at this stage do not yet constitute official Judging Committee Recommendations.

### Organizer's Actions

- The organizer will collate all candidates submitted by jury members, organize them by screening unit, and prepare the consolidated list for the First Screening Deliberation Meeting.

## ③ Deliberation and Final Selection by Screening Units

**Timeframe:** On the day of the First Screening Session

### Required Action

1. At the First Screening Session, each screening unit will review the entries listed as “Judging Committee Recommendation Candidates” and discuss whether each is suitable to become an official Judging Committee Recommendation.
2. After discussion, each screening unit will select up to four entries to advance as official Judging Committee Recommendations.

### Organizer's Actions

- The organizer will formally invite each selected entry to apply under the Judging Committee Recommendation scheme.
- Only when an invited applicant completes the application procedure will the entry be formally treated as a Judging Committee Recommendation.

## Requests for Jury Members: Contacting Applicants

To ensure fairness and a smooth Recommendation process, please refrain from any direct communication with applicants. We appreciate your cooperation on the following points:

### 1. Refrain from direct notifications such as “You have been nominated.”

- Individual messages like “You’ve been proposed as a candidate” or “Please wait for the organizer to contact you” can cause misunderstandings or disputes.
- All applicant communications will, in principle, be handled by the organizer; jury members need only provide information to the organizer.

### 2. Contact the Organizer for Special Circumstances or Questions

- Should you be contacted directly by an applicant, or if you have any uncertainties or special situations, please reach out to the organizer for guidance.

Through this process, we aim to identify even more outstanding designs while maintaining a fair screening and a seamless recommendation procedure.

## Process of the “Judging Committee Recommendations System”

