



**SOCIAL IMPACT
PRIZE 2025**

OVERVIEW FOR PARTICIPANTS

What is the iF SOCIAL IMPACT PRIZE about?

Our initiative – the iF SOCIAL IMPACT PRIZE – aims to support projects that contribute to our society. The most effective and sustainable projects will be supported with a total of EUR 100,000 each year.

You are welcome to submit all projects that contribute to solving the most urgent challenges of our time and help to improve conditions – your CSR projects or your active support for a specific aspect of society.

The project should already be implemented.

If you can answer one or more questions with “Yes”, you should enter your project:

- Does it approach or solve a relevant problem?
- Does it reflect moral-ethical standards?
- Does it use design principles?
- Does it create a positive experience?
- Does it balance effort and use value?

The size of the project does not really matter but the idea, the relevance of the problem, the target groups and the sustainable impact will be of interest to our online visitors. There should be a connection to design. It should either use design principles in the creation process (i.e. design thinking), design should be part of the DNA of the project (i.e. foster design and creation talent) or the project puts focus on the design of projects elements (i.e. the design of the promotion campaign or project materials).

Every published project and you as a company or organization behind will also benefit from the fact being introduced to a global design community, media and the design interested public.

Projects selected by the jury will stay online on the **iF Design Website** without limitation in time and without any costs.

Who can apply?

Companies, design studios, NGOs, foundations, public and other organizations, social enterprises and entrepreneurs are welcome to submit.

Student concepts cannot be accepted.

Benefits: What do you get?

If your project is selected for the iF SOCIAL IMPACT PRIZE, you can benefit from advantages which help to boost your project:

Prize Money

Your project will be supported with a share of EUR 100,00 in prize money.

Your Project

Projects selected by the jury will be shown on the iF Design Website for an unlimited period of time.

Communication Support

Projects selected by the jury will be introduced to a global design community, media and the design-interested public.

Winner Certificate

Projects selected by the jury receive an individual Winner Certificate.

Updates

You can update your project with latest videos, photos or news.

Categories:

Sustainable Development Goals of the UNITED NATIONS (Goal 1-15)



More: <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

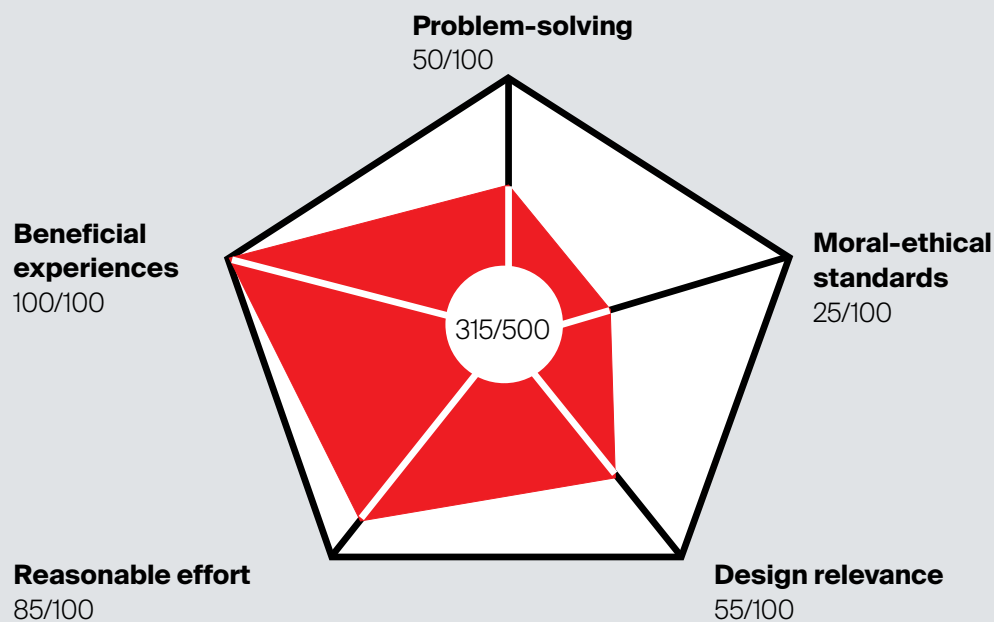
Evaluation Criteria

Our iF Scorecard will serve as the basis for the jury evaluation.

The five criteria will be used by the jurors to give scores to individual aspects of each entry.

The jurors will focus on these questions during the evaluation project. Not all of these questions have to apply to your project or must be answered. Nonetheless, answering some or all of these questions in your participation materials will help the jurors to understand your project better.

Example of Evaluation



Problem-solving

Does it solve a problem?

- Degree of innovation
- Degree of elaboration
- Uniqueness
- Use value and usability

Moral-ethical standards

Does it reflect or promote high moral-ethical standards?

- Human dignity
- Sensivity for cultural traditions and power relations
- Concern for common goals and the collective
- Awareness of environmental standards
- Social responsibility

Design relevance

Does it have a connection to design?

- Usage of design principles in the creation process (i.e. design thinking)
- Design is the target of the project (enabeling the usage of design/ creativity)
- Elements of the project use design (i.e. campaign branding)

Reasonable effort

Does it balance effort and use value?

- Efficient use of resources
- Feasibility and ease of implementation
- Long-term perspective
- Measureable results

Beneficial experiences

Does it create a positive experience?

- Respect for the individual, justice + fairness, positive experience and fun
- Strengthening group relations
- Addressing social conflict through dialogue

Dates

The iF SOCIAL IMPACT PRIZE will be decided twice a year.
Deadline for the first selection: 3 June 2025
Deadline for the second selection: 1 September 2025

Prize money

The prize money of EUR 100,000 will be donated by iF Design. It can be awarded to one or split between several projects. In Juli and October 2025 an international, independent jury panel will decide the iF SOCIAL IMPACT PRIZE 2025 the projects supported by iF and divide up the prize money.

Two steps to participate

1 Login into my iF	<u>Login now</u> or <u>create user account</u>
2 Enter your entry data and register	■ Fill in the basics. ■ Upload two pictures, enter a short entry description, and add initiator as well as partner address. ■ Click on "Publish your project" (for free) to finalize the participation. After a brief content check by us, you will receive a short confirmation. If everything is okay, your project will automatically compete for the prize.

Contact

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More information

Apply Now