

SECTION 4 FREQUENTLY ASKED QUESTIONS

1. What are the expected outputs that the GDR evaluation panel look out for?

It is important for the intended project outputs to be clearly defined and tangible. Please refer below for examples of the expected outputs under each exploration track (refer to pg.5 for more details on project tracks).

A. Identity & Culture

Expected project outputs may include physical or digital research publications on the new design framework for deeper understanding of social structures, prototypes of hypothesis and interventions arising from the design framework, and/or documentation of the research findings.

B. Systems & Processes

Expected project outputs may include prototypes of tools and technologies developed through experimentation with systems or process innovations, and/or physical or digital research publications on the redesigned systems or processes and documentation of the research findings.

C. New Technologies

Expected project outputs may include services, experiences or a collection of products developed through experimentation with material or digital technology innovations.

2. What is the expected depth of design research?

We are interested in applied design research that explores one or more of the three exploration tracks, and which goes beyond the standard user research methodologies.

The outcomes of the design research should ideally have the potential for global impact without compromising on local relevance, while the design research process should achieve either of the following:

- a. Conduct deep explorations leading to new frontiers and innovative design breakthroughs (e.g. co-creating new materials, systems and processes), and/or
- b. Demonstrates potential for wider applications across industries and/or beyond Singapore (e.g. using existing materials for new range of applications).

GDR may not be suitable for purely theoretical proposals, or projects only seeking to collect information for pre-product development or consumer intelligence collection. Instead, we encourage designers to go beyond information collection to build knowledge and create value through applied research processes.

You can also refer to the case studies below for past GDR projects that has exhibited deep design research.

Case Studies: [Deep research to create responsive communities by Common Ground](#); [It's a material world: Two heavyweight ideas for the environment by PRODUCE and Offcut Factory](#)

3. What should a strong research proposal entail?

Please refer to table below for examples of how a research concept, objective and output could be clearly articulated.

Key elements	Example of strong research proposals
<p>Identified the problem statement</p>	<p>“Current methods of processing wood and its composites involve manufacturing them in standard blocks and processed reductively to build specifications. This method is costly and inhibits the use of timber in building and construction.”</p> <p>“There is no doubt that the effects of disruption on communities are felt and of concern in most cities across the world. Inequality is one societal issue that has been under the spotlight for a while now. And the effects of disruption on inequality and social cohesion during times of crisis highlight an urgent need to build resilience in urban communities. Yet, assuming that social cohesion, resilience and social innovation naturally form without design and intervention is naive.”</p> <p>“Under tensions that are heightened, for example due to the COVID-19 pandemic, is there a role for community to step in and build structures and networks that allow for sustainability and resilience? How can we develop community design and intervention, through the establishment of adaptable and responsive networks to address issues such as food security among poor households, educational inequality, and the lack of social networks for mental health sufferers?”</p>
<p>Summarised the research concept and objectives</p>	<p>“This proposal looks at the viability of deploying an existing reconstituted material, that can be potentially molded into prefabricated building elements. The composite composes of majority organic content and veneers that has been reconstituted in nature, compared to current composite that consists of little to no wood chips and fibres.”</p> <p>“We attempt to harness the unique process of manufacturing this reconstituted material and bringing wood and timber composites one step further into the built environment through the use of additive manufacturing processes. Forming structural building elements such as floor slabs and walls. Additive manufacturing allows us to ... and the proposed prototype will ...”</p> <p>“We believe that an inclusive sense of place and community can be intentionally built, but there needs to be greater clarity on the human system design principles. As well as a need to balance or even incorporate the professional boundaries of key players and systems.”</p> <p>“This is especially so as both present and future crises threaten to upend the physical sense of place as we know it, placing a focus instead on relational and other less tangible forms of capital.”</p> <p>“Our research aims to shed light on what it takes to shift and sustain the culture of a place, to ensure inclusive and sustainable development.”</p> <p>“We propose that vibrant communities may be defined by the flow and diversity of capital. In the study of the flow, it is important to build the know-how to observe, develop and work with human networks, especially informal ones.”</p>

<p>Stated the value proposition of the research outcomes</p>	<p>“The advantages of this prototype:</p> <ul style="list-style-type: none"> - Increase stiffness to weight ratio - Increase utility rate of raw materials - Easy incorporation of services - Quick lightweight installation of slabs - Reduced material wastage <p>“The positive environmental and economic benefits of employing prefabricated construction methods above will further encourage people to explore alternative ways of building.”</p> <p>“The research will also focus on the environmental and economic benefits of employing prefabricated construction methods as well as the development of a circular economy of ... in Singapore. We will then focus on the specific benefits brought about by the new manufacturing process. For example, ...”</p> <p>“The broader outcome we hope to achieve is a growing recognition of and establish the market of this work, not just in Singapore but in Asia where rapid growth threatens to erode inhabitants’ identity and sense of place.”</p> <p>“If done well, this work not only mitigates the risk of socio-political crises borne from frustration and resentment of marginalisation, but also helps individuals, societies and economies to thrive.”</p>
<p>Defined the project outputs</p>	<p>“With the help of the Good Design Research sponsorship, we would be able to have a proof of concept of the viability of the “Sandwiched Variable Eggcrate” as floor slabs and wall panels, testing for their strength, constructability and cost analysis of production.”</p> <p>“Within a 12-month period, we will:</p> <ul style="list-style-type: none"> - Develop a design framework for understanding distinct places of community, belonging, and opportunity. - Prototype our hypotheses and interventions to bring about a culture shift in a pre-existing, populated place. - Develop an e-book and microsite for the featuring of case studies, community design process & methodology.”

4. What is an impactful design project?

Design is increasingly used to make a positive difference to the lives of people. GDR places an emphasis on design projects with an impact on the wider society and how it contributes to our economy, community and country. For example, it considers projects that propose to address global challenges such as climate change and sustainability, pandemics, diversity and inclusivity and technological disruption, in a feasible manner.

There are many ways to measure the success of a design, but here are some examples of outcomes and their demonstrators, that will help explain what the GDR evaluation panel look for in evaluating the impact of a design proposal.

A. ENABLING ECONOMIC TRANSFORMATION

OUTCOMES

DEMONSTRATORS OR SUPPORTING EVIDENCE

<u>Improve internal processes and systems</u>	<ul style="list-style-type: none"> - Save operating and service costs - Save resources for the company - Demonstrate effective co-creation with users or stakeholders - Make a process more efficient or effective - Shorten task completion time (efficiency in completing tasks or work) - Include inherent functionality for future improvements or quick product development cycle time - Reduce failure potential (likelihood/severity) - Increase in ability to predict/detect and overcome failure modes - Provide intellectual property protection
<u>Enhance employee experience and welfare</u>	<ul style="list-style-type: none"> - Increase safety in usage (or other factors such as manufacturing) - Elicit positive emotions - Facilitate a continual learning environment - Address or enhance the usage across assistive technologies (inclusion of persons with disabilities or the elderly)
<u>Generate positive business and product outcomes</u>	<ul style="list-style-type: none"> - Enhance brand reputation - Increase market share - Increase adoption rate - Increase revenue - Increase in sales and/or potential sales - Increase customer, user or stakeholder satisfaction - Add a new capability - Simplify usage/increase efficiency - Empower and/or teach user - Improve user health - Lower living or work-place costs or save time for user - Garner positive ratings in consumer reports

B. RAISING QUALITY OF LIFE PROJECTS

OUTCOMES	DEMONSTRATORS OR SUPPORTING EVIDENCE
<u>Make daily tasks more convenient</u>	<ul style="list-style-type: none"> - Save time and increase efficiency - Add a new capability - Facilitate a positive learning environment - Integrate well into the system or environment of usage - Simplify usage and enhance user experience, such as reduction in number of tasks or task difficulty - Improve usage — physically and cognitively
<u>Made for better living experience</u>	<ul style="list-style-type: none"> - Provide high user satisfaction - Increase accessibility by reducing costs - Empower users to make a change - Achieve significant positive impact on day-to-day living - Create greater happiness/positive emotions - Enhance aesthetics and facilitate engaging interactions - Increase safety in usage - Address or enhance the usage across assistive technologies (inclusion of persons with disabilities or the elderly) - Address needs of vulnerable groups - Improve lives (in terms of happiness, time savings, finances, health or, play)
<u>Improve living environment</u>	<ul style="list-style-type: none"> - More resilient community or society - Increase sustainability

- Mitigate environmental impact

C. ADVANCING SINGAPORE BRAND, CULTURE AND COMMUNITY

OUTCOMES	DEMONSTRATORS OR SUPPORTING EVIDENCE
<u>Strengthen identity and bonding with country and/or community</u>	<ul style="list-style-type: none"> - Enhance brand reputation - Deepen engagement in various community sectors - Facilitate volunteer or outreach programmes - Promote understanding or create engagement across cultural groups
<u>Provide new cultural and social perspectives and ideas, or contributions to society</u>	<ul style="list-style-type: none"> - Demonstrate community co-creation - Persuade or motivate user in a positive manner - Promote volunteerism or philanthropy - Encourage discourse and cross-community dialogue
<u>Augment cultural vibrancy</u>	<ul style="list-style-type: none"> - Facilitate expression by and for community(ies) - Support formation of new community groups - New social networks and interdependency - Propagation of cultural heritage

D. MAKING GROUND-BREAKING ACHIEVEMENTS IN DESIGN

OUTCOMES	DEMONSTRATORS OR SUPPORTING EVIDENCE
<u>Innovate a process in design, manufacturing, sourcing or distribution</u>	<ul style="list-style-type: none"> - Make a process more efficient or effective - Facilitate a continual learning environment users - Introduce a new or improved process with high adoption rate or coverage - Introduce a new typology with high potential for adoption
<u>Create a new type of outcome</u>	<ul style="list-style-type: none"> - Add new, unique capabilities for users - Provide high user satisfaction - New product category with wide impact potential - Enhance or establish brand reputation in a new emergent area such as sustainable design
<u>Exemplify good design</u>	<ul style="list-style-type: none"> - Include inherent functionality for future improvement - Shorten development to deployment timeframe - Integrate well into system or environment of usage - Reduction in operating or service cost - Reduction in failure potential - Address or enhance the usage across assistive technologies (inclusion of persons with disabilities or the elderly) - Garner positive ratings in consumer reports - Increase sustainability - Improve environmental impact
<u>Transform community</u>	<ul style="list-style-type: none"> - Transform lives or livelihood - Demonstrate effective co-creation - A more cohesive and resilient community or society

Source: DesignSingapore Council, *A guide to nominating and submitting for P*DA 2020*, 2019, p. 21-25

5. If I am already receiving or in the process of receiving financial support for my proposed project, am I still eligible for the GDR sponsorship? What if the other funding supports other cost items, separate from what I am seeking sponsorship for under GDR?

To be eligible for GDR sponsorship, the proposed project should not receive any other financial support. This includes other cost items that are not supportable by GDR under the same project scope.

However, as GDR is structured in a way that allows applicants to define the boundaries of the proposed project, acceptable examples include:

- An applicant who had previously received financial support to develop a technology and is now seeking GDR sponsorship for the second phase of the project up till its proof of concept stage. In this case, applicants must clearly define the enhanced outcomes of this second phase, as a result of an expanded/deepened scope of research (e.g. the new functionalities/applications of this technology).
- An applicant who is seeking GDR sponsorship for research and design up until the proposal's proof of concept stage. Concurrent/subsequent plans are made to apply for financial support for the commercialisation stages of the project (e.g. sales launch, marketing and outreach).

If you have other related projects that are supported/ will be supported by another entity (government or non-government organisation), do check their policies on double funding.

If you are receiving or will receive such financial support, you must complete these two steps:

- i. Inform Dsg of these financial support in writing when you submit your application.
- ii. Provide Dsg with the details of such financial support in the event that your proposed project is selected for this sponsorship.

6. Can I submit an application for an ongoing project?

To be eligible for GDR sponsorship, the proposed project should not have commenced at the time of application.

However, GDR is structured in a way that allows applicants to define the boundaries of the proposed project. An acceptable example includes pre-research to justify and define the problem statement of the application. However, applicants must be able to justify the value-add of the proposed project, in addition to the work that has already been completed (i.e. the pre-research).

7. How will Dsg arrive at the final sponsorship amount for each application? Will it be possible to alter the final sponsorship amount once the agreement is signed?

GDR secretariat will communicate to the shortlisted applicants the activities and corresponding cost items submitted that are eligible for funding, to determine the final sponsorship amount. This will be based on the itemised breakdown of the full project cost submitted in the application.

For any alterations to the final sponsorship amount after the agreement is signed, successful applicants will have to provide strong justifications for the changes and seek written approval from Dsg.

As such, applicants are advised to keep the estimated costs as close as possible to the actual cost.

8. How would mentors be assigned to supported projects?

The GDR secretariat will kick-start the mentor-matching process once the final evaluation has been concluded. While these mentors would mainly consist of the GDR evaluation panel members, we also have other experts on board as mentors depending on the needs of our supported designers. Supported designers are free to decide if they would like to take up the offer of mentorship after it has been assigned.

9. For individual applicants, how stringent is the eligibility criteria to have a minimum 3 years of working experience? For design enterprises who have been incorporated for 3 years, would it matter if there are less experienced designers in the team?

For individual designers, we would require you to have 3 years of working experience in the design industry, excluding internships. If you are applying as a design enterprise, showing 3 years of incorporation would suffice. The working experience of the individuals in your team will not impact the eligibility of your application.

10. Can I collaborate with an expert from a different industry and/or another designer/design enterprise? How do we apply for such collaborative projects?

Yes, Dsg strongly encourages cross-industry collaborations and multi-disciplinary partnerships to support innovation and new knowledge creation for greater design impact. We recognise that the creation of new fields of knowledge requires a concerted and collaborative effort from a multidisciplinary team. As long as the lead applicant meets the eligibility criteria, the proposal would be eligible to be considered for support.

TYPES OF COLLABORATION

HOW TO APPLY

TYPES OF COLLABORATION	HOW TO APPLY
Cross-industry collaboration For example, a product designer may collaborate with a biologist or material scientist in conceiving a new material.	<ul style="list-style-type: none">- Designer/design enterprise may refer to our list of resource partners to source for suitable experts to engage for the proposed project.- Designer/design enterprise to submit the application.- Costs of engaging a third party from a different industry will be supported through the sponsorship.- The applicant is strongly encouraged to credit collaborators in the publicity and marketing efforts for the proposed project.
Multi-disciplinary partnerships For example, a graphic design studio may partner an interior/architecture studio for an experiential spatial design project.	<ul style="list-style-type: none">- Project partners must identify a lead applicant for administrative purposes.- Lead applicant to submit the application form, stating clearly the project partners involved and how they contribute to the execution of the project.- The lead applicant is strongly encouraged to credit project partners in the publicity and marketing efforts for the proposed project.- Note that all design fees, with the exception of freelancers, will not be supported through the sponsorship.

11. Who owns the intellectual property (IP) of the proposed project?

The IP will reside with the supported designer/design enterprise. Dsg only requires access to materials such as images, videos or collaterals for the purpose of publicity and marketing, subjected to prior written consent from the supported designer.

Do note that if there are other project partners onboard, the supported designer will have to work out a separate commercial arrangement on the IP rights.

12. What are the chances of the challenge statement providers converting into actual clients if the proposals were to be supported by GDR?

The challenge statement providers are committed to working closely with the supported designers to develop the proof of concept. If the proof of concept developed fits the needs of the challenge statement providers and the business and commercial needs of the company, they will work towards establishing formal business arrangements with the designers.

In the case where the challenge statement provider does not adopt the design solution, a supported designer may feel free to use the proof of concept developed in whole or in parts to pitch to other potential clients, as the project's IP resides with the designer.

13. Can we submit multiple applications, or resubmit a previous proposal? Will it be possible to receive sponsorship for more than one project?

An applicant may choose to submit more than one application, or resubmit a proposal from previous applications. However, as the judging criteria remains the same, you are strongly encouraged to address the panel member's feedback in your revised submission before considering a re-submission.

The possibility of receiving sponsorship for more than one submission depends on the feasibility of embarking on more than one project concurrently. Note the following selection criteria that the GDR evaluation panellists look for in evaluating the strength of a design proposal:

Proposal demonstrates feasibility in the project execution plan, allocation of resources and expertise, and strength of potential project partners, such that the project can be completed within the stipulated project timeline.

Each application will be evaluated on its own merits, but the applicant should be able to clearly demonstrate his ability to concurrently execute more than one project to fruition.

14. What other initiatives can Dsg support me with if I don't qualify for this GDR Open Call?

Dsg has existing initiatives such as the [Business of Design](#) for furniture and lifestyle accessories designers, and [Shared Services](#) for designers across all design disciplines.

Dsg will also be rolling out capability development programmes targeted at the design community. More details will be provided at a later date.