



Good Design Research Open Call Briefing Session

October 2020

Good Design Research (GDR)

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1. GDR Initiative Overview

Why is Good Design Research important?

Designing for impact to stand out in the global marketplace

- Designing for impact can shape designers' UVP.
- However, initial investment into design research is at a significant personal cost.



Stella McCartney

- Environmental and cruelty-free credentials can shape the designer's UVP and result in increased profits.

Growing role of design in mitigating complex challenges

- Designers have to relook how, why and what they design to tap on global opportunities.
- Enabling cross-industry collaborations is key.



Wellness Kampung® at Khoo Teck Puat

- Good design can foster a sense of identity and connectedness and make patients' lives healthier.

GDR encourages designers to develop unique value propositions via:

3 GDR TRACKS



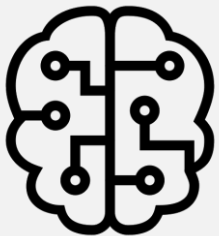
1. Identity & Culture

Designs that promote social cohesion, or foster a sense of identity & connectedness



2. Systems & Processes

Redesign of current systems & processes to achieve global goals e.g. sustainable development



3. New Technologies

Designs of bold new products, services & experiences through the adoption of technological & digital advancements

2-PRONG APPROACH



1. Support for exploratory projects selected by a panel of independent design experts through open calls



2. Build a platform for knowledge exchange and networking opportunities to foster collaborations

GDR supports designers and catalyses innovation within the design community through:

1

Providing holistic support for exploratory projects via open calls

- Cash sponsorship
- Collaboration opportunities with project partners
- Mentorship
- Publicity support

2

Building a platform for knowledge exchange and networking opportunities to foster collaborations

- Create a network of knowledge partners (KPs) e.g. material innovators, advocates
- Inspire the design community to design for impact through co-organised sharing and engagement sessions

Scan this QR Code for details on the GDR initiative, such as upcoming events and challenge statements:





2. GDR Open Call (October 2020)



Support for selected exploratory projects include sponsorship, mentorship and PR initiatives

1. Monetary support through sponsorship

- Dsg will sponsor **up to 80% of the qualifying costs** for activities essential to deliver the “proof of concept” over a maximum duration of 12 months, **capped at S\$40,000**.
- Examples of supportable activities include material costs and 3rd party costs related to design research, development and validation of the proposed concept that are essential to deliver the “proof of concept”.
- Note that while external manpower costs is supportable (e.g. New capabilities such as data analytics which may be required for projects), in-house manpower costs is not supportable.

2. Mentorship

- Selected projects will be paired with experienced industry professionals who are able to assist the designer/ design enterprise to refine their concept, research and project outcomes.
- Mentors can also provide upstream and downstream support by sharing their networks of potential suppliers, project partners and clients.



Support for selected exploratory projects include sponsorship, mentorship and PR initiatives

3. PR support through profiling activities

- Selected projects will be featured on Dsg’s website and social media channels, as well as pitched to the media.
- Dsg will also support projects with venue sponsorship, for a profiling activity (e.g. showcase/sharing session) at the National Design Centre upon completion of the “proof of concept”.

7 local design projects to get up to S\$35,000 in R&D funding

By Lella Lai
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Singapore

SEVEN projects by local designers and design enterprises have been selected to receive funding of up to S\$35,000 each for up to a year under the DesignSingapore Council’s (Dsg) inaugural Good Design Research (GDR) programme, Dsg announced last week.

The GDR programme aims to “propel Singapore designers and design enterprises to develop innovative and impactful work that can tackle complex global and societal challenges”.

These would improve people’s lives, the state of businesses and the environment, while enabling businesses to develop unique value pro-

positions and products and services that are highly sought-after globally, Dsg said.

The first open call from March 18 to April 30 received 60 eligible submissions, which were evaluated by a panel of members recognised by the design industry for their expertise in business, technology and design.

The seven winning projects focus on issues such as the future of work, inequality and social cohesion, and environmental and business sustainability.

Said Dsg executive director Mark Wee, who chaired the evaluation panel: “Even before the Covid-19 pandemic, the world was already grappling with intractable issues such as climate change and ageing, whilst new topics such as well-being will be



Produce Workshop, one of seven local projects selected for funding under the inaugural Good Design Research programme, will study the use of mass engineered timber as a more sustainable construction material. PHOTO: PRODUCE WORKSHOP

even more important in a post-Covid world.

“The world urgently needs bold and better human-centred innovations, and designers have the skills to design for these needed solutions. With our support, Singapore designers will be able to embark on robust design research and experimentation to create unique, human-centred solutions to make life better for local and global communities as we move into

this next decade”, said Mr Wee.

The designers and enterprises behind the projects are Agency, Com-

individuals and organisations are adapting to new ways of living and working during the Covid-19 crisis, ethno-

THE STRAITS TIMES



PREMIUM

Green design in the hot seat



PROMOTING GOOD DESIGN IN SINGAPORE

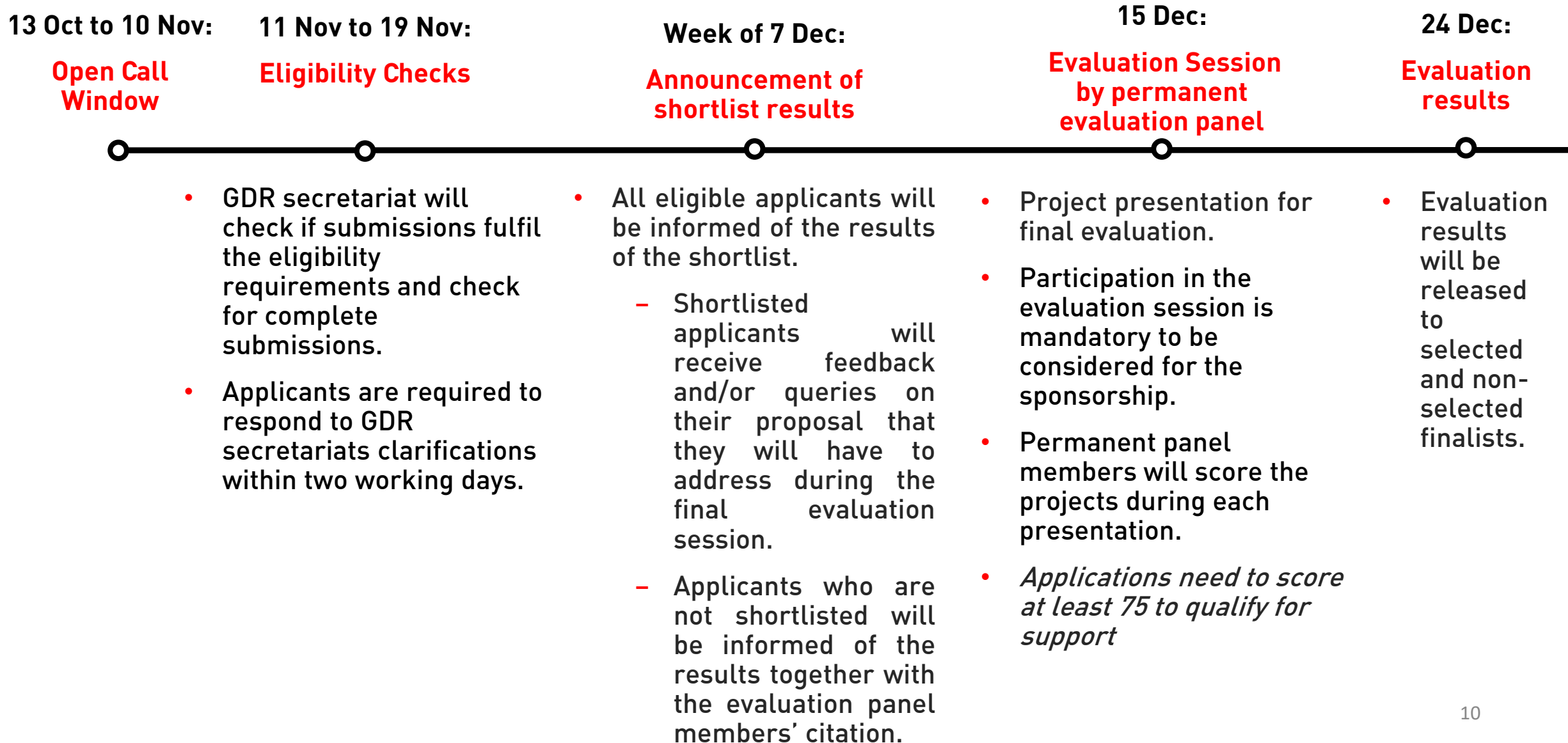
Seven projects to get up to \$35,000 each for research and development

cna will not leave the club Motor racing: Zanardi leaves hospital for specialist neuro-rehab centre





Timeline for selection process:



How to apply:

- Step 1: Download and read the Information Kit which will serve as a guide for submission and address queries that you may have regarding the submission. *If you can't find your answer in the Information Kit, please feel free to write in to industry@designsingapore.org*
- Step 2: Applicants are required to complete the application form through SG Forms by Tuesday, 10 November 2020 (23:59). Scan the relevant QR code to access the SG Forms submission portals

For Design Enterprises



For Individual Designers



Submissions must fulfill these eligibility criteria and will be assessed based on a set of selection criteria

Eligibility Criteria

- Practising designers with ≥ 3 years of working experience
- Design enterprises that have been incorporated in Singapore for ≥ 3 years
- Lead applicant must be a Singapore Citizen or Permanent Resident

Selection Criteria

Projects	
Strength of Proposal <ul style="list-style-type: none"> • Strength of research concept and approach • Feasibility within the stipulated timeline • Clarity of plans to commercialise and/or proliferate new knowledge from project outcomes 	40%
Proposed Design Impact <ul style="list-style-type: none"> • Approach in addressing a global issue and impact outcomes. 	30%
Enhanced Unique Value Proposition <ul style="list-style-type: none"> • Clarity on how the proposed project strengthens the designer's/ design enterprise's unique value proposition 	10%
Designer/ Design Enterprise	
Track Record <ul style="list-style-type: none"> • Track record demonstrating a strong portfolio of work within the last 2 years (may include examples of design impact projects if applicable) 	10%
Design Ethos <ul style="list-style-type: none"> • Have a compelling and differentiated brand philosophy and aspire towards design impact 	10%

Submissions will be assessed by an external evaluation panel

- The evaluation panel, chaired by ED/Dsg, comprises four permanent panel members with business, technical and design expertise recognised by the industry.



Duleesha Kulasooriya,
Executive Director, Deloitte
Center for the Edge, Asia



Low Cheaw Hwei, Head of
Design, Philips ASEAN Pacific



Tai Lee Siang, Executive
Director, BuildSG, Building
Construction Authority



Cristina Ventura, Chief
Catalyst Officer,
Lane Crawford Joyce Group

Where applicable, rotating panel members will provide their comments for the permanent panel's consideration

- The rotating panel consists of GDR Knowledge Partners who will be contributing challenge statements
- Relevant submissions will be sent to the respective problem statement owners to provide recommendations on projects that can best address the challenge's needs.
- Permanent panel members will then take the recommendations and comments into consideration when assessing all submissions

Challenge Statement Owners

NEXTEVO

mowin

 **TRAMPOLENE**

Key elements to clearly articulate a research concept, objective and output

1

Identify the problem statement

2

Summarise the research concept and objectives

3

State the value proposition of the research outcomes

4

Define the project outputs

3. Q&A

- **Please use the raise hand function**
- **We will unmute you in sequence so that you may ask your question**
- **Please introduce yourself, stating your name and company, before asking your question**

**Contact us via email at
industry@designsingapore.org**

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