

SOCIAL DESIGN

making the difference



Initiator

The Hans Sauer Foundation has been active for 25 years in the non-profit support of science, research and inventions. Its award honors outstanding research and practice in the field of technological and social innovations. It is for the people behind the ideas and innovations. And it is a contribution to bring new ideas and concepts from expert circles to the public to create social impact.

Partners



Concept

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Photo Credits

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Hans Sauer Award 2015

Social Design describes a design practice that no longer wants to be a purely technical or consumer-oriented design of products and services. Social Design creates social added value by becoming an advocate of social concerns that the state and the market do not serve adequately or at all. Using the special competences of design, solutions are developed to open up new ways to social innovation as well as to significantly improve health and the quality of life.

There are three main aspects that characterize Social Design in the sense of the Hans Sauer Award 2015: the topics and tasks, the actors involved and the methods and processes.

Social Design finds its topics, its 'design tasks' in the social problems of our times. Social designers or Social Design teams focus on problems and questions concerning the fight against poverty, healthcare, the inclusion of the handicapped, urban development, education and much more and make these issues the starting points of their design work. Another field of activity is the design of human-orientated, sustainable processes and systems in corporate and organizational structures.

Social Design describes a design that expands the design process in a multi-disciplinary and overarching manner to include such actors as stakeholders, users and experts. It's not only individual design authors, but rather the collaborative development that characterizes the design process.

Social Design always starts with people: special attention and empathy is focused on local contexts, the socio-cultural environment of products or services and the living environment of people. It includes 'non-designers' in every phase of the design process: from brainstorming to the actual design and ultimately in the implementation. This ranges from participatory elements right on up to the far-reaching co-design of products, services and system solutions.

The competition for the Hans Sauer Award 2015 honours Social Design concepts (not implemented projects) that have a clear perspective on innovation: above and beyond an impulse and/or a time-limited project, they aim at a long-term, measurable effect and sustainable implementation.

The competition is open to (social) designers and interdisciplinary teams throughout Europe. Participants will be offered a unique prize package to develop their concepts with other designers, experts, social entrepreneurs.

Apply and make the difference!



PARTICIPATION



DATES / REGISTRATION DEADLINE

Registration begins on **August 1, 2014**, the three-stage registration process ends on **December 15, 2014**.

The process is as follows:

- **by October 15, 2014:**
Entries accepted for Stage I
- **on November 1, 2014:**
20 entries will be invited to Stage II
- **by December 15, 2014:**
Submission of all documentation for Stage II
- **on January 1, 2015:**
The five finalists will be invited to the "Social Design Elevation Days" to Munich
- **February 21, 2015 to February 25, 2015:**
During the "Social Design Elevation Days", three teams will be selected to receive the award



TERMS OF PARTICIPATION

Social Design concepts that fulfil the criteria described in the following are eligible to compete for the award. Concepts will be accepted that were developed in the time **after January 1, 2010**. Implemented concepts that have been adapted in an understandable way to other (e.g. spatial or thematic) contexts are also eligible. The competition is limited to Europe.

Eligible to participate are:

- Institutes from colleges and universities
- Designers/designer teams
- Students
- Agencies
- Project teams



COMPETITION CRITERIA

The concepts are reviewed in the following areas (also see for details: the participation form):

- Relevance of the problem (15 %)
- Quality of the approach (15 %)
- Potential effectiveness (15 %)
- Innovative methods (15 %)
- Plausibility of implementation (10%)
- Interdisciplinary approach (10 %)
- Scalability (10 %)
- Transferability (10 %)

For more information and an online application form, please contact:

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Keyword "Hans Sauer Award 2015"

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STAGE 1



STAGE 2

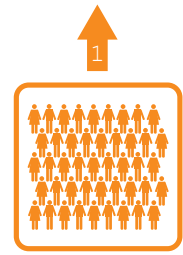


STAGE 3

The initial application in **Stage I** is submitted using an online form (www.hanssaueraward2015.com) including the corresponding file attachments. This form must include information on the person(s) and on all aspects of the concept (problem, approach, process, effect, inclusion of users, innovation potential, etc.). The documents submitted must be self-explanatory. Deadline for **Stage I** is **October 15, 2014**.

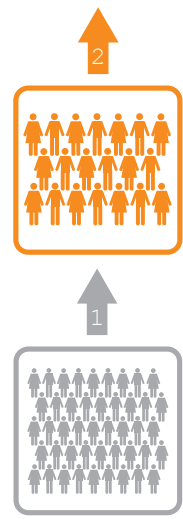
Documents to be provided:

- A participation form (which includes, in addition to the key data on the project, the qualitative description of the competition criteria)
- CVs of the most important people involved
- Explanatory and illustrative documents and files (photographs, drawings, plans, project presentations, etc.)
- Optional: a video
- Declaration to the legal situation

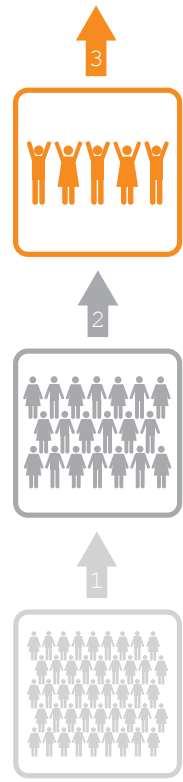


20 finalists will be selected from the participants for **Stage II**.

They will be asked to complete a task related to their project within six weeks, latest by **December 15, 2014**.



Five finalists will be invited to come to Munich in **February 2015**. During a multi-day, structured program, their concept will be developed further ("elevation"). The winners will be announced by the qualified judges during the final event.





APPLICATION AND SELECTION



PRICES/SERVICES



PRICES/SERVICES



LEGAL NOTICE

A group of qualified staff and experts will be responsible for the first round in evaluating the projects. The winners will be selected by an interdisciplinary, overarching panel, consisting of experts from the fields of Social Design, Service Design, Social Economics, Social Entrepreneurship and representatives from foundations. This will be announced in October 2014.

1. Feedback/Coaching

The 20 concepts that are invited to Stage II will receive a feedback and mentoring package during the six-week processing time of their task (November 1, 2014 to December 15, 2014). Details: www.hanssaueraward2015.com (by the end of August 2014)

2. Social Design Elevation Days Munich 2015:

- At the end of February 2015, the five finalists will have the opportunity to take part in a multi-day program during the Munich Creative Business Week 2015 in Munich, during which they can talk about and develop their concepts with other designers, experts, social entrepreneurs and many more during workshops, input events, co-working-sessions, prototyping, etc.

- February 21, 2015 to February 25, 2015 in the Impact Hub in Munich
- Package includes multi-day participation in the program, accommodation, participation in the events in connection with the Munich Creative Business Week 2015; Munich program
- Program will be published in September 2014 at www.hanssaueraward2015.com

3. Prize Money

- Winning concept: € 3.000,00
- Runner-ups: € 1.500,00

4. HUB Package

- The five finalists receive a Hub Membership (www.impacthub.net) in a Hub of their choice for the period of one month. With this membership, they can become part of the worldwide network of social innovators and experience future-oriented, open working worlds.

5. Additional Services

- Prize, certificate
- Press
- High-quality final publication

The process and results of the competition will be communicated via print and internet media. All copy and property rights for the entries made in the competition remain with the entrants. For the duration of the competition and publications made in direct connection to this competition, participants will grant the Hans Sauer Foundation temporary use and publication rights for the selected concepts, function models, photos, etc.

The participants agree to this with their registration.