

Registration extended until August 21th

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7th Ibero-American Design Biennial

November 23rd-27th,
2020,
Central de Diseño,
Matadero Madrid, Spain

“Frank Memelsdorff” Business and Design Award

Specific call
From June 22nd to July 30th 2020—
Extended until August 21st



Advisory Board

The BID is led by an Advisory Committee, made up of 33 designers and design professors from all the Ibero-American countries, whose initial core created the BID and drafted its **Founding Statement** in 2007.

Dimad

The Fundación Diseño Madrid, along with the BID Advisory Committee, is organising the Ibero-American Design Biennial. It was created from the Asociación Diseñadores de Madrid and manages the Central de Diseño located in the Matadero Madrid creative complex, which is promoted by the city council.

What is the BID?

It is the most important event of the Ibero-American Design. It has been showing, (remove the first coma) for 14 years, the best projects from all areas of design in Latin America, Spain and Portugal.

The great BID exhibition takes place in Matadero Madrid every two years and celebrates its seventh edition in 2020. It is permanently touring other cities in Latin America and Europe, showing every two years a selection of the design that is developed in the 23 Latin American countries.

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Business and Design Award

BID20

This year, the BID has reached its seventh edition with 1 million visitors, 60 trips to different cities, 15,000 participants and 410,000 visits on its website.

Opening Week

Opening week from November 23rd to 27th, 2020, at the Central de Diseño / Matadero Madrid, Spain

Digital communications and streaming activities will be strengthened so that BID projects and messages can reach all corners.

Exhibition BID20

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Business and Design Award

Exposure criterion

All selected works will be presented at the Matadero Madrid Design Centre on graphic panels and/or digital screens (videos) and on the online exhibition on the BID website www.bid-dimad.org. The awarded works, with mention and finalists will have the option of being exhibited as physical pieces (according to the organization's decision and to the exhibition criteria) and will be highlighted on the online exhibition.

This year, special treatment will be given to the digital gallery of works, giving it relevance to facilitate online access to the BID20 and amplify its dissemination.

Digital communication and streaming activities will be strengthened so that BID projects and messages can reach all corners.

Tours

The exhibition will have a touring program through different countries, which will allow some of the selected works, with priority for winners and finalists, to be disseminated in other cities and countries. Therefore, contributing to the visibility of the professionals of the projects participating in the BID20.

Itineraries will be communicated in advance to the participating designers. The works will be shown in graphic panel format, audiovisual or with a physical piece, according to the organization's agreement with the host institution.

“Most people think that design is a badge, it’s a simple decoration. For me, nothing is more important in the future than design. Design is the soul of everything created by man”.

Steve Jobs

Presentation

In recent years, design, in its various specialties, has been occupying an increasingly large and prominent space in business strategies by providing methodologies for innovation focused on the user experience and various capabilities to add value and differentiation in both products and services.

In this edition BID20, the company and design award is addressed to all organizations that incorporate design in all areas of the company, using it as a strategic tool for their competitiveness in addition to the good design they have produced or for the quality of design of their products. The award with the BID Label will be a sign of international recognition of business excellence.

The BID will take into account, in the proposals submitted, the relevance of the business project with respect to the need it wants to cover, the coherence of the components of the business organization for the achievement of its goals, the effectiveness and efficiency of the business structure and the idea. Above all, how design is integrated into the company’s DNA.

The Company and Design Award wishes to highlight and reward this organisation which

has stood out especially in the successful application of design as a strategic-competitive resource and fundamental component of devaluation. It has articulated the development of new ideas, products, services, spaces and experiences with effective communication and using various means and supports to establish consistent advantages over its competitors.

This implies an intensive and coordinated presence of design in all the activities of the company, whether in branding, products, packaging, services, spaces, different points of contact with the public or user and everything that is part of the company’s strategy.

The award is therefore proposed with a broad and systemic approach to design and its role in business management. It will also assess the breadth and depth of the use of this tool, the overall quality of the results expressed in the value contribution to users and their environment of influence.

With this award, the BID seeks to give visibility to those organizations, SMEs and large companies, with at least 3 years of operations in the market, that understand design as a systemic and transversal tool, which impregnates the

culture of the organization, in order to achieve innovative results significantly impacting the performance of any of its areas.

Spreading good examples and the best practices to all of society and especially to the entire production system is the main responsibility of this new BID award named after Frank Memelsdorff. An engineer and designer, a driving force behind the BID, a member of its Advisory Committee until his death, great promoter, through all his professional activity, of the decisive role of companies for the true value of design.

** * Freelance design studios or designers are excluded from participating in this award as companies.

Overall objective

The aim of this award is to highlight the track record of companies that have committed to design as a strategic tool for differentiation and competitiveness beyond the partial results of each project. Companies are an example of the capacity to build their own design culture, that is expressed through all the spaces of their structure beyond the successes that can be seen in their products. But at the same time, companies concerned with the excellence of the design of their products or services, whether physical or intangible.

The BID seeks to highlight companies that have found in design a tool to overcome adversity and achieve a particular voice that differentiates them from their competition. Companies that, through their activity, put design thinking into a hierarchy and are relevant actors in their communities.

Specific objectives of the call

Stimulate in companies and institutions the incorporation of design as a transversal and strategic discipline in pursuit of differentiation, innovation and increased competitiveness.

Make visible the successful cases of companies that have managed to solve complex problems and have taken advantage of opportunities by incorporating a project culture.

Communicate within the different value chains the benefits of investing in strategic design programs.

Encourage all companies to take risks, innovate, incorporate talent, produce with quality, and operate in highly competitive markets by adopting offensive strategies to differentiate products, services and business models.

Promote the development of innovative interdisciplinary projects from the companies, where designers and other resources, internal and external, that contribute knowledge, participate.

Stimulate the development of a design culture that allows the incorporation of creative and innovative global thinking in design to companies as a key factor in their development.

With this BID Label award, the company stands out as a model of good practice.

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Candidates and categories

Companies from different sectors that have applied design as a strategic value for competitiveness can apply for this award.

Candidates

Companies from different sectors, public, private or mixed, with at least 3 years of operations in the market, which understand design as a systemic and transversal tool, which crosses the entire culture of the organization as part of its competitiveness strategy. Companies that have a consolidated culture of using (use of) good design that is reflected in their products, communication, physical spaces, etc.

Categories

1. Big business
2. SMEs

The classification of the category to which the company belongs will be made according to the table below and will be based on the number of employees and the annual sales that the company has. This data will be requested in the form of registration only for this classification and is confidential.

[View table](#)

Opportunities and benefits of participation

_Obtain a prestigious and validated award through 5 editions of the BID project, granted by an international Jury.

_Participate in the BID20 exhibition, a project with a wide international projection and a reference in Latin America.

_Use the BID20 Label as a registered trademark of Ibero-American Design and an outstanding quality standard in its communications.

_Be part of the samples of the international tours that are carried out.

_Be present in the BID20 printed and online catalogue.

_Have international dissemination through the gallery of works on the BID website.

_Obtain a certificate of participation.

_Get a trophy in the case of an award.

_Receive publicity in the media and in the BID's network of professional and academic contacts.

_Stand out as a design-intensive company, bringing distinction and prestige to the relationship with clients and users.

[View all benefits](#)

Conditions of participation

The call is: by invitation or open.

1. Will be able to participate in the BID Business and Design Award²⁰:
 - a. Companies proposed by the Advisory Committee, the BID Selection Teams and the DIMAD Organizing Committee, which will select a closed number of initiatives per country.
 - b. On one's own initiative. Any company can apply on its own.
2. Companies from Latin America, Spain and Portugal with commercial purposes that have been operating in the market for more than 3 years may participate in the Business and Design Award. Enterprises with less than 3 years of operation are excluded. Whoever registers will have to declare that all the information sent is true and the form has the character of a sworn statement.
3. Freelance design studios or designers may not apply for this award as a company.
4. Members of the Advisory Committee, the Selection Teams and the Organizing Committee, their families or directly involved in the development of the management of the BID may not apply for this call.
5. Companies that present a transversal approach in their strategies and projects, where two or more interventions from different fields of design (visual communication, product, digital, services, spaces, etc.) aligned with that strategy, will be valued.
6. Each company may register as such, by completing a specific registration form.

How to participate

Those interested in participating in this call must fill out an **online form** with the necessary information to evaluate the company's application and which will be taken to the payment platform to pay the corresponding participation fee.

In it, you will be asked for a description and details of the company through a brief questionnaire and the references of contact persons, as well as a series of specific data that will form part of your presentation, both for the evaluation of your candidacy by the jury, and for the catalogue and the online gallery that is published on the website www.bid-dimad.org. The last step of the form is to formalize the payment of the registration fee and your candidacy will be evaluated by the admission committee.

This form can be completed in Spanish, Portuguese or English (optional). We suggest reading the required documentation in advance to complete the fields accurately, clearly and easily.

*The organization and the Jury reserve the right to request extensions to this information.

Selection process

The advisory committee, the BID and DIMAD teams will select up to three candidates per country from the two categories -big companies and SMEs- among all those applying for this award, either in an open call or by invitation, and the international jury will ratify the nominations and award the prizes and mentions (if any).

The applications will be anonymous for the evaluation and selection of the Committees and the Jury. Voting will be done through an online platform. The final result will be discussed among the members of the jury and the decision will be justified in the minutes.

Valuation criteria

The Admission Committee and the Jury will take into account the following criteria in their assessment:

_Consistency and frequency of design use in the management of the organization.

_Innovation, formal and functional quality of design contribution.

_Role (relevance and functionality) of design in the organization.

_Alignment with the company's strategy: the model of incorporation of design in the company and the incorporation of the design or designers at strategic levels of decision will be especially valued.

_Transversality and articulation of different fields of application of the design: the coherence of the design interventions aligned with a general strategy of the company will be specially valued.

_Technical feasibility.

_Commercial and social impact.

_Impact on the company's culture.

_The company's contribution to the productive fabric of its sector.

_Design's contribution to the social and environmental surroundings (social awareness, efficiency and sustainability).

_The company's contribution to building a design culture in its community.

Required Documentation

The registration is done through an online form that allows you to attach the documents and material required to complete the process. At the end of the process you will find access to the platform to pay the registration fee. You will be asked to do so in the form:

1_ Contact person: From the entity or company or design area.

IMPORTANT NOTE: Throughout this call, the contact person will be the one to whom we request the corrections of the registration and we will send official communications of selection and awards, among others.

2_ Company basic data

- Company / Organization name - Company brand(s)
- Company size
- SME or Large Enterprise
- Sector
- Industrial, Services, Commercial
- Specific sector
- Date of foundation of the company - City of foundation
- Country of foundation
- City of the Company's headquarters
- Country of the Company's headquarters
- Website

3_ Company contact details

- Contact details of the company's Director / CEO / Head of the Company).
- Name and surname of the contact person
- Contact person's position
- Landline telephone's contact including international prefix
- Author's mobile phone including international prefix
- Email

4_ Contact data of the design area person

- First and last name of the design area person
- Position of the design area person
- Landline telephone's contact including international prefix
- Author's mobile phone including international prefix
- Email

5_ Company specific data

- Mission (maximum 200 characters including spaces).
- Vision (maximum 200 characters including spaces).
- Targets (maximum 500 characters including spaces).
- Brief history / description of the company (maximum 1500 characters including spaces).
- Description / presentation of the company (maximum 800 characters including spaces).
- Description / presentation of the company (maximum 250 characters including spaces).
- Company's R&D investment (in euros).
- Investment in design in the last year (in euros).
- Does the company have export operations / YES or NO
- Total number of employees
- Number of Designer Employees
- Scope of Practice

- Local, Nacional, Regional o Global
- Geographical market - expand on the scope of practice (maximum 200 characters including spaces).
- Description of the target market (maximum 200 characters including spaces).
- List of awards, prizes, patents, intellectual property registrations, trademarks or historical achievements received (if any) especially those directly related to design management.

6_Design value data

- Define the value that design brings to the overall company strategy. (maximum 1,000 characters including spaces).
- What is the location of the design headquarters? Examples: reports to marketing, engineering, is part of the executive committee, etc. Describe functions, equipment (maximum 2,000 characters with spaces).
- How do you apply design in your company? Processes and strategy, products and/or services or brand and image (maximum 1,000 characters with spaces)
- How did the application of design reflect itself regarding the company's sales? (maximum 800 characters including spaces).
- Justification of the application (maximum 1,000 characters including spaces).

7_Additional information

- Information that you can complete in an attached explanatory pdf of no more than 3 pages and maximum 3MB. Describe five milestones in the company's design trajectory: these may be internal issues such as the first product or service designed that went to market, or changes in the company's organization chart that were key to getting there.

8_Graphic/audiovisual material

- Illustrative images of the application, according to the following indications: a maximum of 10 and a minimum of 3 images, in .jpg format, in CMYK mode and with a maximum weight of 2MB per image.
- Video of the project (if applicable) that must be able to be viewed on the network (Vimeo or Youtube) and have a maximum duration of 1 minute and 30 seconds. The organization must be provided with the link and viewing key, if applicable.
- Web link or app download (if the work has one).

Note: the organization may use some or only one image in the communication pieces and in the catalogue.

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Registration fees

In the last step of the registration form you must pay 450 euros (including tax / 21% VAT). This fee contributes to cover the costs of the exhibition and the rest of the BID's activities.

Payment by debit or credit card

Payment is made online, by credit card. On the registration form itself, once you have completed all the fields, you will be referred to the payment platform.

Once the registration fee has been paid, you will receive a confirmation e-mail, which is necessary for you to be sure that the payment has been carried out correctly. If you have had any problems, do not try to repeat the payment.

If you do not receive the confirmation email, you should contact pagos@bid-dimad.org for guidance.

***IMPORTANT:** for the payment you must make the conversion into euros. Commission costs are to be paid by the payer.

*If you have any inconvenience in making the payment by card, you can write to pagos@bid-dimad.org to consult the possibility of managing (to control) the procedure by bank transfer or other payment gateway. Remember that the bank or other payment gateway expenses derived from the management of the transfer will be your responsibility to pay. If the organization receives an amount inferior to the marked fee, your registration will not be effective until the difference is paid.

****IMPORTANT:** In view of the circumstances arising from the health crisis caused by the COVID-19 and the situation of confinement in the various countries, the organization has made a downward adjustment to the registration fee and will consider authorizing special aids, which may represent a reduction in the amount of the participation fee for designers whose works are definitively selected (second payment).

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Timeline and deadlines

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First Phase of Registration

From June 22nd to July 30th, 2020—Extended until August 21st

The call for the first phase of registration opens at 00.00h on June 22nd, 2020 and closes at 23.59h on July 30th, 2020.

Delivery and review of documentation

September 7th

Until September 7th, 2020, we will manage the download of the documentation of the first registration to verify that it is correct, and that the corresponding payment has been made.

September 14th

Registrants will be informed of any deficiencies found in the documentation sent by September 14, 2020.

September 26th

Applicants must make good any deficiencies in the presentation of documentation before 11.59 p.m. (Spanish time) on September 26th, 2020. The registered projects that have not completed the information and material requested will not enter the selection process, and their proponents will lose the option of recovering the fee paid for them.

Selection

October 9th

The selection process of the Admission Committee will end on September 9th, 2020. Companies will be notified of the result of this selection by email to the contact person. Along with this notification, instructions for sending the physical pieces will be sent, as appropriate, since not all pieces will require physical delivery.

During the last week of September, the companies that have been awarded prizes and/or mentions will be notified.

BID Exhibition: technical coordination

October 10th to October 19th

Technical coordination will take place from September to mid-October. During the last week of September, coordination will begin for the shipment of pieces to Madrid and their inclusion in the BID20 exhibition. The physical pieces, if any, must arrive at the Central Design Office at Matadero Madrid (Paseo de la Chopera, 14), the venue of the exhibition, between 9th and 20th November 2020, between 10:30 am and 8 pm. The pieces that are not delivered on time cannot be included in the exhibition even if they are present in the catalogue and on the website www.bid-dimad.org. Applicants will lose all rights paid, without the possibility of a claim.

*Punctual and special circumstances will be agreed with the organization.

BID Exhibition

From November 23rd to the end of January 2021

The exhibition will take place between November 23rd, 2020 and the end of January 2021. An extension of the exhibition may be granted if necessary.

**The BID's website, the virtual exhibition and the online dissemination and outreach of both the exhibition and the activities surrounding it will be reinforced.

Property and intellectual rights

The current Law on Intellectual Property recognizes that copyright is acquired from the time of creation of the work, so that the ownership of the projects submitted corresponds to its author(s) or owner. However, they are free to protect their designs, through their registration in the intellectual property registry, notary deposit or means they consider relevant, before the delivery of the designs to the BID20.

The organizers are not responsible for any problems that may arise from issues related to copyright or intellectual property of the registered products or for any claims of plagiarism that may be made with respect to the works submitted to the BID20 call. The authors will be solely responsible for the works they submit.

The selected, finalist and award-winning works will be exhibited at the Central de Diseño de Matadero Madrid, Paseo de la Chopera, 14, 28045 Madrid, and at other venues that the organisation considers appropriate, according to the size and development of the exhibition project. In each case, participants will be informed of the conditions for presenting their work.

The works will also be part of the virtual exhibition that will be accessible on the BID website, from the opening of the exhibition until the next call for papers, and will then become part of the BID historical archive.

The authors of the selected works will authorize Fundación DIMAD to reproduce, distribute and publicly communicate them in publications, magazines and other media, as well as in the BID catalogue and on the website www.bid-dimad.org. Fundación DIMAD undertakes to always mention the owners of the works, for the sole purpose of publicising the Ibero-American Design Biennial and during future editions.

The authors of the selected works will authorise the DIMAD Foundation to include the works in the exhibition for possible tours, after notifying the place and date, and on the basis of the loan and image rights contract signed at the time.

Data protection law

Data protection law:

The personal data provided by participants will be included in an automated file for which Fundación Diseño Madrid (DIMAD) is responsible, in order to manage the data of the participants; facilitate access to the contents offered through the website; manage, administer, extend and improve the contents offered on the website and in the organisation of the event; adapting these contents to the preferences and tastes of the users; studying the use of these contents by users and visitors, as well as advertising and communication purposes regarding the activities of the Ibero-American Design Biennial.

In accordance with the provisions of Regulation (EU) 2016/679 of the European Parliament and of the Council of April 27th, 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data, Fundación de Diseño de Madrid guarantees the adoption of the necessary measures to ensure the confidential treatment of personal data. Likewise, we inform you of the inclusion of your data in a file for the purpose of managing the relationship that links you to it and of the possibility of exercising your rights of access, rectification, suppression, limitation, portability or opposition at RTD@dimad.org or at the address Paseo de la Chopera, 14, 28045 MADRID.

Responsibilities

Fundación Diseño Madrid (DIMAD) is not responsible for any possible errors or damage to documents sent through the online form or, failing that, by email.

Acceptance of the rules

Legal conditions:

By registering, the participant accepts the contents of these Rules.

The presentation of the proposals and the registration implies the authorization, free of rights, for the reproduction and dissemination of the participating proposals, as well as of the decisions of the Organizing Committee, the Selection Committee and the Jury.

By these rules, the registrant authorizes Fundación DIMAD to reproduce, distribute and publicly communicate the images and/or videos of the piece, in publications, magazines and other media, as well as in the catalogue and on its website.

The decisions of the Jury will be final. Any issue not foreseen in the rules will be resolved by the convening institution, DIMAD Foundation.

The BID's announcement is made public through these Bases and through its dissemination in the media and Latin American institutions.



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ORGANIZA

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COLABORAN



MADRID



MINISTERIO
DE ASUNTOS EXTERIORES, UNIÓN EUROPEA
Y COOPERACIÓN



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Cooperación
Española
CULTURA + DESARROLLO/ACERCA

A POYAN



Unión de Ciudades
Capitales Iberoamericanas

União das Cidades
Capitais Ibero-americanas

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