

# Good Design Research Open Call Information Kit April 2021

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# SECTION 1

## GENERAL INFORMATION

### 1. Conceptualising the Good Design Research (GDR) initiative

In 2018, DesignSingapore Council (Dsg) reviewed its industry development approach in close consultation with industry players (designers, design enterprises and industry associations) to ensure the relevance of Dsg's new initiatives with the industry needs.

Through stakeholder engagement, Dsg uncovered three key insights:

- a) Increasingly, designers understand that designing for impact could shape their unique value propositions in the global marketplace. For example, established designers are weaving designing for impact in their brand narratives and are successfully carving out a competitive edge for themselves.
- b) However, investment into research to design for impact is at a significant personal cost or not a priority due to the demands of keeping a commercial practice sustainable.
- c) A strong network of like-minded clients and project partners is required to foster multidisciplinary collaborations necessary for design impact projects.

There is also a growing recognition of the role design can play in mitigating the world's complex issues such as climate change, pandemics and an ageing population. This means that designers will have to relook how, why and what they design to tap on global opportunities. For example:

- Re-examine the materials, technology, systems and processes that they work with
- Study the impact their works have on individuals, society and the environment

Conceptualising the Good Design Research (GDR) initiative is our response to these industry insights on designing for impact as a potential competitive edge in the global marketplace and the growing role of design in tackling the world's complex issues.

### 2. About the GDR initiative

Dsg is calling for interested Singapore/Singapore-based designers and design enterprises across all disciplines to be part of the GDR initiative.

GDR aims to empower individual designers and design enterprises develop unique value propositions, through encouraging cross-industry collaborations and multi-disciplinary partnerships for research and experimentation, so that they may establish a competitive edge in the global marketplace. Through the GDR initiative, designers will have the knowledge, skills, network and resources to develop globally relevant and impactful solutions, while meeting the increasingly complex needs of their clients.

The GDR initiative comprises two key phases:

#### 1. Holistic support for exploratory projects sourced through open calls.

- To support designers in kickstarting design impact projects, Dsg and a panel of independent design experts will select projects that will be supported until the proof of concept stage, for a maximum period of 12 months. Dsg's support for the projects includes cash sponsorship (*refer Section 2 for Sponsorship and Supportable Activities*), mentorship and publicity.
- Practising designers who (i) have a design impact proposal or (ii) are keen to respond to these [challenge statements](#) may respond to the GDR open calls

conducted twice a year.

*(Refer to Section 2 for full Eligibility and Selection Criteria)*

**2. Build a strong ecosystem of knowledge and resource partners as well as impact-driven clients to foster collaborations.**

Dsg seeks to help designers realise design impact projects through:

- a. A resource listing of latest innovations, concepts and tools available for designers to tap on.
- b. Securing challenge statements provided by our network of impact-driven clients that designers may respond to.
- c. Knowledge building and exchange of ideas through various forms of engagements (e.g., sharing sessions, networking events, site visits, etc.) to seed further collaborations for designers both within and outside the design industry.

Practising designers who have a general interest in design impact and are keen to (i) be inspired for their current/future design impact projects, and (ii) build a strong network of partners for cross-collaborations may refer to our website for upcoming events and resources. More information on the GDR initiative can be found [here](#).

## SECTION 2 OPEN CALL DETAILS

### 1. Project Tracks

Through the open call from 15<sup>th</sup> April to 13<sup>th</sup> May 2021, Dsg is looking to support exploratory projects in these tracks:

#### a) Identity & Culture

How might design promote social cohesion or foster a sense of identity and connectedness? Projects within this track may explore emerging contemporary identities, evolving regional-ethnic cultures and crafts, or promoting interaction and collective ownership within society.

Examples: [Deep research to create responsive communities by Common Ground](#)

#### Systems & Processes

How might current systems and processes be re-designed to achieve global goals like sustainable development? Projects within this track may explore new making, manufacturing or prototyping processes and adoption of novel system-models that have ecosystem impact.

Examples: [Designing a sustainable process for Singapore wood by Roger & Sons](#); [Reframing our perception and treatment of material waste by Offcut Factory](#); [A sustainable retail model that is "Made in Shop"](#)

#### New Technologies (material/digital)

How might we design bold new products, services and experiences through adoption of technological and material/digital advancements? Projects within this track may explore new materials, application of robotics, artificial intelligence, virtual and augmented reality and embedding IOT.

Examples: [New sustainable building material by PRODUCE](#); [Sustainable food packaging for takeaway and food delivery systems by Forest & Whale](#)

### 2. Challenge Statements

Designers who are keen to work on impactful design projects but do not have an existing problem statement can reference our [list of challenge statements from potential clients](#). Interested designers and design enterprises are welcome to submit their proposal(s) in this open call to address the challenge statement(s).

### 3. Eligibility Criteria

#### Individual Applicants

- a) Practising designer with three years of working experience or more at time of application
- b) Applicant must be a Singapore Citizen or Permanent Resident

## Design Enterprises

- a) Design enterprises must have been incorporated in Singapore for three years or more at the time of application
- b) Lead applicant must be a Singapore Citizen or Permanent Resident

## 4. Selection Criteria

Priority will be given to proposals that demonstrate the following:

Selection Criteria	Weightage
<b>Project</b>	
<b>Strength of Proposal</b> <ul style="list-style-type: none"> <li>• Strength of applied research concept and approach (e.g. depth of research, breadth of application, clear design and development plans, feasibility of project outputs)</li> <li>• Feasibility within the stipulated timeline (e.g. allocation of resources and expertise, and strength of project partners)</li> <li>• Clarity of plans to commercialise and/or proliferate new knowledge from project outcomes</li> </ul>	40%
<b>Proposed Design Impact</b> <ul style="list-style-type: none"> <li>• Alignment and clarity of contribution to P*DA impact areas (e.g. enabling economic transformation, raising quality of life, advancing Singapore's brand and culture, making ground-breaking design achievements)</li> <li>• Depth of impact in addressing global challenges such as climate change and sustainability, diversity and inclusivity, ageing and technology disruption</li> </ul>	30%
<b>Enhanced Unique Value Proposition</b> <ul style="list-style-type: none"> <li>• Clarity on how the proposed project strengthens the designer's/ design enterprise's unique value proposition</li> </ul>	10%
<b>Designer/ Design Enterprise</b>	
<b>Track Record</b> <ul style="list-style-type: none"> <li>• Track record demonstrating a strong portfolio of work within the last two years (may include examples of design impact projects if applicable)</li> </ul>	10%
<b>Design Ethos</b> <ul style="list-style-type: none"> <li>• Has a compelling and differentiated brand philosophy and aspire towards design impact</li> </ul>	10%

## 5. Selection Process

- |   |  |
|---|--|
| <b>A. Eligibility checks by GDR Secretariat</b> | <ul style="list-style-type: none"> <li>• Once the Open Call closes, the GDR secretariat will check if submissions fulfil the eligibility requirements.</li> <li>• GDR secretariat will also check for complete submissions and may reach out to applicants for clarifications within this period. Applicants are required to respond to their clarifications within two working days.</li> </ul> |
|---|--|

<b>B. Shortlisting by <u>Evaluation Panel</u></b>	<ul style="list-style-type: none"> <li>• Evaluation panel will assess all eligible submissions based on the selection criteria above, and all eligible applicants will be informed of the results of the shortlist by the week of 4 June 2021. <ul style="list-style-type: none"> <li>○ Shortlisted applicants will receive feedback and/or queries on their proposals that they will have to address during the final evaluation session.</li> <li>○ Applicants who are not shortlisted will be informed of the results together with the evaluation panel members' citations.</li> </ul> </li> </ul>
<b>C. Final Evaluation Session</b>	<ul style="list-style-type: none"> <li>• Shortlisted applicants will receive an invitation to present their detailed proposals and address the evaluation panel members' feedback/queries in the week of 28 June 2021. Participation in the evaluation session is mandatory to be considered for the sponsorship.</li> <li>• Evaluation panel members will score the proposals against the selection criteria and select the supported projects for this Open Call.</li> </ul>
<b>D. Announcement of Results</b>	<ul style="list-style-type: none"> <li>• All shortlisted applicants will be informed of the results together with the evaluation panel's citations through email by the week of 5 July 2021. Supported projects will be announced on Dsg's social media (FB, LinkedIn, Instagram) in October 2021.</li> </ul>

## 6. Sponsorship and Supportable Activities

Dsg will sponsor up to 80% of the qualifying costs capped at S\$40,000, for activities essential to deliver:

- The proof of concept over a maximum duration of 12 months
- The event-based profiling activity (e.g. exhibition/ talk) within 6 months upon completion of the proof of concept

Examples of supportable activities include material costs and third party costs.

Examples of supportable third party costs include but are not limited to:

- Manpower costs to conduct research such as Technical Advisors, Data analysts, Material scientists and *Freelancers*\*
- Prototyping and production costs to develop the proof of concept such as Rental and Usage of Third-Party Equipment, Photography/Videography for documentation of research process and outcomes

Note that the sponsorship does not support in-house manpower costs and space rental costs.

Applicants should provide an itemised breakdown of the full project cost. However, Dsg reserves the right to determine if the activities and corresponding cost items submitted are eligible for funding.

*\*Freelancers must fulfil the following criteria to qualify as a supportable cost:*

- *Have skillsets that applicant does not have and that are required for the proposed project*
- *Are not the applicant themselves (for individual designers) and/or the employees of the applicant (for design enterprises)*

## 7. Sponsorship Disbursement Schedule

The key milestones for the disbursement schedule are as follows:

S/N	Phase/Milestone	% of total Sponsorship
1	Upon signing of the Sponsorship Agreement.	30%
2	Upon successful completion of activities to develop the proof of concept that is approved by Dsg.	50%
3	Upon successful completion of activities to profile the proof of concept, including: <ul style="list-style-type: none"><li>• Showcase the Proof-of-Concept at an event-based profiling activity at the National Design Centre.</li><li>• Work with Dsg to profile the completed project and event on Dsg's digital platforms such as Instagram, Facebook and LinkedIn.</li></ul>	20%

## 8. Deliverables and Expected Outcomes

Upon qualifying for sponsorship, successful applicants shall deliver the following:

### **Within 12 months upon signing of sponsorship agreement**

- Successfully complete the proposed project and submit the proof of concept.
- Detailed plan to further develop and publicise the completed project and/or establish thought leadership in the selected research.

### **Within 6 months of project completion**

- Complete 1 event-based profiling activity (e.g. sharing session and/or showcase) at the National Design Centre at a timing that aligns with Dsg's programming calendar, or at an alternative venue mutually agreed upon with Dsg.
- Work with Dsg to profile the completed project and event on Dsg's digital platforms such as Instagram, Facebook and LinkedIn.

## SECTION 3

### HOW TO APPLY FOR GDR OPEN CALL

#### 1. How to Apply

Applicants are required to complete the application form by **Thursday, 13<sup>th</sup> May 2021** (23:59 SGT). These are the links to the application forms:

- [For Individual Applicants](#)
- [For Design Enterprises](#)

Please read through this information kit for the details of the open call, guiding questions for the project proposal, and a list of frequently asked questions for any queries you may have regarding the submission.

#### 2. Contact Details

For further enquiries regarding the Good Design Research initiative, please feel free to write in to [industry@designsingapore.org](mailto:industry@designsingapore.org).

## 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><b>Identified the problem statement</b></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><b>Summarised the research concept and objectives</b></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><b>Stated the value proposition of the research outcomes</b></p>	<p>“The advantages of this prototype:</p> <ul style="list-style-type: none"> <li>- Increase stiffness to weight ratio</li> <li>- Increase utility rate of raw materials</li> <li>- Easy incorporation of services</li> <li>- Quick lightweight installation of slabs</li> <li>- Reduced material wastage</li> </ul> <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><b>Defined the project outputs</b></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"> <li>- Develop a design framework for understanding distinct places of community, belonging, and opportunity.</li> <li>- Prototype our hypotheses and interventions to bring about a culture shift in a pre-existing, populated place.</li> <li>- Develop an e-book and microsite for the featuring of case studies, community design process &amp; methodology.”</li> </ul>

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

## B. RAISING QUALITY OF LIFE PROJECTS

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

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

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

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. 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. Dsg recognises that the creation of new fields of knowledge requires a concerted and collaborative effort from a multidisciplinary team. This in turn promotes new ways of learning and problem-solving, enabling the creation of innovative products, processes, systems and solutions.

### TYPES OF COLLABORATION

### HOW TO APPLY

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#### **Cross-industry collaboration**

For example, a product designer may collaborate with a biologist or material scientist in conceiving a new material.

- 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.

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#### **Multi-disciplinary partnerships**

For example, a graphic design studio may partner an interior/architecture studio for an experiential spatial design project.

- 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.

## 9. 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.

## 10. 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.

## 11. How many applications can I submit? Will it be possible to receive sponsorship for more than one submission?

An applicant may choose to submit more than one application.

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.

## 12. 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.

## ANNEX A

### GUIDING QUESTIONS FOR PROJECT PROPOSAL

#### 13. About the Designer/Design Enterprise

What is your design ethos? What sets you/your company apart and your aspirations toward designing for impact?

#### 14. Summary of Project Concept, Research and Plans

*Please refer to Section 2 and the FAQ for more details on the selection criteria, expected depth of research and deliverables, and project timeline. Note that the detailed proposal will be required only if the application has been shortlisted for the final evaluation session.*

##### Project Concept and Research

- a) What is the research concept and objectives of your proposed project?
- b) Which exploration track(s) (i.e. Identity and Culture, Systems and Processes, and New Technologies) are relevant for your proposed project? How do you intend to conduct deep research in these area(s) of exploration?
- c) Is this proposal in response to one of the challenge statements provided?
- d) What are the intended project outputs for the proof of concept? Would it be a new collection of products/technology? Or a newly designed framework in the form of a physical/digital research publication?

##### Project Plans

- e) How do you plan to further develop the project after the proof of concept is completed? Are you planning to commercialise this project, and if so, who are the potential clients you would like to work with? Or are you planning to establish thought leadership in the selected research, and if so, how do you plan to do so?
- f) Who are your potential project partner(s) for this project, if any? How will they contribute to the execution of this project?
- g) What is the project execution timeline for the key project milestones? For example, how long would it take to arrive at the following milestones: (i) interim presentation to Dsg on the research findings, (ii) completion of the proposed project and submission of the proof of concept, (iii) completion of the event-based profiling activity (e.g. sharing session and/or showcase at the National Design Centre).

#### 15. Summary of Project Impact to User

- a) Who are the target audience/intended users for your proposed project? How will your proposed project impact them?
- b) How does your proposed project address specific global challenges (e.g. climate change and sustainability, inclusivity, ageing, etc.)?  
Which impact area(s) (ie. enabling economic transformation, raising quality of life, advancing Singapore's brand and culture, and making ground-breaking design achievements in Singapore design) are relevant for your proposed project? How will your project contribute to these impact area(s)?

#### 16. Summary of Project Impact to Designer/Design Enterprise's Unique Value Proposition

- a) How will the proposed project benefit you/your company in building a unique value proposition?

### **17. Breakdown of Project Expenses**

What is the breakdown of all project costs, including the cost items and the cost projections for the following:

- a) Supportable cost items such as material costs and third party costs (see pg.6 for details), and
- b) Other project costs that are not supportable (e.g. In-house manpower and marketing costs).

### **18. Proposed Project Timeline and Supporting Visuals**

Include a PDF (max 7MB) of not more than 5 slides, with the following details:

- a) Project Summary (1 slide)  
Please indicate if you are responding to one of the [challenge statements](#) listed on the GDR website.
- b) Unique Value Proposition + Project Outcomes (1 slide)
- c) Proposed Timeline (1 slide)
- d) Supporting Visuals (2 slides)