Good ideas move the world. Good projects change society.
This is exactly what the new iF PUBLIC VALUE AWARD is about: projects that contribute to finding solutions to the most pressing questions of our time, thus moving our societies forward.

Therefore, projects worth an award are those that actively aim to enhance living conditions, that promote peaceful coexistence or that focus on preserving our environment. It’s all about values, about social values and, hence, about public values.

From a societal perspective, a project creates public value when it not only delivers a concrete functional solution to a problem but also strengthens other values such as ethical standards, cultural diversity and, last but not least, aesthetic perception.

The iF PUBLIC VALUE AWARD recognizes creative approaches in all parts of the world that break new ground and develop solutions that have a positive impact on both regional and global societies. It’s about a project’s additional values that go beyond its immediate usefulness.

New but built on experience and expertise.
The iF PUBLIC VALUE AWARD is part of a longstanding tradition of design principles that, in relation to both concept and practice, focus on human needs, for example, ‘good architecture’ (Vitruvius) and ‘good form’ (Bauhaus tradition). Just as a product or architectural structure can be justified on the basis of social and ethical considerations, a project on improving living conditions in a developing country that is entered to the iF PUBLIC VALUE AWARD will be assessed also on the basis of political and ecological criteria.

This is exactly what we are trying to achieve with our new award: to visualize the diversity of human needs, using transparent and comprehensible criteria and to evaluate a project on the basis of multidimensional aspects. This approach takes into account that there is no universal standard defining which aspect is more important: ethics, usefulness, politics or aesthetics?

The benefit of this approach is that public value is identified for projects where competing values can complement and energize each other, thus creating an overall strong impact from the viewpoint of the jury. In this way, we can ensure that the cultural specificities of different continents are taken into account in the jury’s assessment.

Who can and should participate?
Companies, public administration bodies, NGOs and also individuals who have successfully initiated projects that aim at solving social problems can participate in this award. This may include social projects by companies, by environmental initiatives and also innovative approaches in the public sector and, last but not least, also projects by individual pioneers and innovators.

The establishment of new networks, the effective work of a foundation, a new corporate business model aimed at social innovation: there are many ways in which new things come into the world.
Categories and regions

Thematically, the award is based on cross-cultural megatrends. It is presented in 11 categories with taking into consideration geographical focus, as outlined in the following overview:

<table>
<thead>
<tr>
<th>Megatrends</th>
<th>Europe (incl. Oceania)</th>
<th>North America</th>
<th>Latin America</th>
<th>Middle East and Africa</th>
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<tr>
<td>Power Shifts Globally</td>
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<td>Using Resources Smartly</td>
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<td>Better Life in Cities</td>
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<td>Labor Relations Changing</td>
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Each project can be entered for one category and under specification of one or more regions. The projects must already be realized or should be realized during the year of the award.
Categories

Power Shifts Globally
History didn’t stop at the end of the 20th century when the „Iron Curtain” came down. Today, we can observe both the decline of traditional and the rise of new centers of economic, political, cultural, and also ideological power. How best to respond to this situation? Which projects can deliver productive contributions to accompany this change?

Using Resources Smartly
Natural resources are scarce but there is no unlimited availability of knowledge and capital either. Rapid growth in both the world’s population and in global production have elevated the issue of resource use to become a central question of our time. How can we best avoid the threats posed by scarcity of resources? Which are the most promising options?

Better Life in Cities
Living together in cities, especially in megacities, opens up many new opportunities, but also creates new challenges: How can we plan, control and develop such a social organism? Where are the clever answers?

Living Together in the 21st Century
Changing values, technological progress, and globalization are processes that deeply affect both family life and the network of social relationships. Which projects support new and sustainable models of everyday communal life?

Internet, Media and Data
The new media have changed our everyday life to a degree that was impossible to imagine only 10 years ago. Today, we use smartphones to access almost humanity’s entire knowledge from nearly anywhere the world. Simultaneously, however, we suffer from technology-induced stress and worry about the safety of our personal data. Further fundamental changes are likely to happen. Which projects have the highest public value in this context?

Climate Change
Everywhere in the world, we can observe a heightened awareness concerning the protection of natural resources. We have to adapt our lifestyles in response to climate change. Which ideas are truly innovative?

Vehicles and Mobility of the Future
Earth isn’t flat but technological progress has shrunk distances to a degree that was impossible to imagine not that many years ago. Our idea of mobility, of regional and long haul transport, as well as of private and public transport is changing. Who has the best ideas?

Ageing Society
Life expectancy has risen dramatically in many parts of the world. If this is combined with declining birth rates, the question arises as to how social life must change to accommodate new needs and to enable both young and old people to live a dignified life in harmonious coexistence. As has always been the case in human history new solutions are being developed. But where are these solutions?
Categories

Labor Relations Changing
Job markets are changing dramatically and so do educational and professional biographies. There are those who work significantly more and longer hours, and there are those who have a hard time finding a job in the first place. And there are also those who frequently change careers. This new diversity and increasing demand for flexibility require adjustment processes and ask for social innovation. Which projects can advance our societies?

Unleashed Bioengineering
In the 21st century, health and wellbeing play an important role in many societies. Rapid scientific progress enables us to solve humanity's most urgent problems. However, while the possibility to use interventional processes to directly affect life systems creates new perspectives for society it also presents us with new and very fundamental questions related to what it means to be human. Who develops not only technically feasible but also socially meaningful solutions?

Empowering the Individual
Values related to the role of the individual in society are not the same in all parts of the world. What some see as excessive individualism is a hard-won fundamental right for others. Which projects contribute to strengthening the self-development of the individual and support human self-realization?

Consistent Assessment Process
A specially developed methodology allows comparing the greatest variety of projects across the different categories. Each entry will be assessed on the basis of five standardized dimensions, which are combined in a Public Value scorecard:

1. Does it solve a relevant problem?
2. Does it reflect or promote high moral-ethical standards?
3. Does it strengthen group relations?
4. Does it create a positive experience?
5. Does it balance effort and use value?
Evaluation criteria

1. Does it solve a relevant problem?
   - Use value and usability
   - Scale and scope of the solution
   - Innovativeness and uniqueness of the solution

2. Does it reflect or promote high moral-ethical standards?
   - Human dignity, respect for the individual
   - Justice and fairness
   - Awareness of the given environment’s moral standards

3. Does it strengthen group relations?
   - Sensitivity for local cultural traditions and power relations
   - Concern for common goals and the collective
   - Addressing social conflict through dialogue with different groups (e.g. age, sex, political attitudes . . .)

4. Does it create a positive experience?
   - Positive experience and fun
   - Aesthetical and hedonistic potential
   - Comfort and pleasure through design

5. Does it balance effort and use value?
   - Efficient use of resources (e.g. people, money, reputation . . .)
   - Feasibility and ease of implementation (e.g. technical, financial, . . .)
   - Long-term perspective (e.g. sustainability)

The five assessment dimensions are applied to each project in the same way. This allows both systematic comparison of projects and fair evaluation of a project’s public value. It is totally clear that a project’s public value is closely linked to the environment in which the project will unfold its effectiveness. The sensitivity and experience necessary to evaluate this contextual interdependency will be guaranteed through the selection of qualified jurors.

As part of a two-step process, the jury will first assess all entries online, using the above-described methodology. Each participant will receive feedback in the form of a short public value profile, regardless of whether an entry will be selected for an award in the second step.
The Jury – international, open-minded and discerning

The openness of the iF PUBLIC VALUE AWARD requires that jury members use a particularly sensitive and responsible approach in their decision-making, as is also the case in all other awards. Furthermore, the individual value background of each jury member will be acknowledged and respected. For example, the ethical quality of a solution for providing clean water will be different for a person from a developing country compared to one from an European welfare state. Recognizing and evaluating this is the task of the jury.

Jurors

- Prof. Timo Meynhardt, University of St. Gallen, Switzerland and Leuphana University Lüneburg, Germany
- Christoph Böninger, AUERBERG Produkte GmbH & Co. KG Munich, Germany
- Jan Hindrichs, Ashoka Deutschland GmbH, Munich, Germany
- Daniel Krieg, KSP KRIEG SCHLUPP PARTNER, Zurich, Switzerland
- Angelika Nollert, Die Neue Sammlung - The International Design Museum Munich, Munich, Germany

Participation Fee

- EUR 1,000

Benefits for award winners

- Scorecard for each participant with an individual jury comment
- Logo for the award winners
- iF design app
- iF online exhibition (2016: iF WORLD DESIGN GUIDE)
- Awards ceremony
- Press and media work

Important dates at a glance

- **Announcement:** 27 February 2015
- **Application:** as from 1 March 2015 on possible
- **Registration deadline:** 15 October 2015
- **Online jury:** 2 - 6 November 2015
- **Jury session:** 24 and 25 November 2015
- **Awards ceremony:** 23 February 2016,
  Die Neue Sammlung - The International Design Museum Munich, Pinakothek der Moderne, Munich, Germany