



BETTER LIVING CHALLENGE

WHAT IS BESPOKE SUPPORT?

Every solution that enters the Better Living Challenge is likely to be at a different stage of maturity

A back-yard inventor may have a great concept but need technical and engineering support to create an advanced prototype. A product design company may need legal support to deal with IP issues. Bespoke support will be tailored to the needs of each winner.

We are passionate about ensuring that solutions with positive social impact make it into the marketplace. Throughout 2014 we will be building partnerships with support partners who we will call on to help get the winning solutions to market.

SUPPORT SERVICES WILL INCLUDE A COMBINATION OF:

- Coaching
- Mentoring
- Business consulting
- Legal and IP services
- Engineering and product design assistance
- Prototyping assistance
- Market research and user feedback
- Graphic design and website services
- Marketing support
- Linking to manufacturers
- Linking to retailers
- Negotiating retail contracts
- Sales support

ENTRY INFORMATION

(Full Terms & Conditions will be available on 1st March)

Who can enter?

The Challenge is open to designers, engineers, entrepreneurs, architects, builders, inventors, creative thinkers, ordinary citizens, students, micro and small businesses, medium businesses and large corporate companies.

The Challenge is open to entrants aged 16 and above.

You can enter the Challenge as an individual or in a team.

Employees of the Cape Craft & Design Institute, service providers to the Better Living Challenge and employees of the Western Cape Provincial Government working within the 110% Green Initiative may not enter the Challenge to avoid any conflict of interest.

Is the competition only open to people in the Western Cape?

The competition is open to local and international entries. The packages of bespoke support can only be claimed in the Western Cape. International entrants and entrants from other provinces can enter the excellence awards and be featured in the showcase.

Is there an Entry fee?

Student and general entries are free. Small, medium and large companies will pay an entry fee which will go towards enterprise support. Details available on 1st March 2014.

What do I submit to enter?

To take part in the Better Living Challenge entrants need to submit an entry form and supporting material. Full details of entry requirements will be available 01 March.

What happens if I become a finalist and get selected for the showcase?

If you are showcasing a product, you will be asked to supply us with a sample of your product to form part of the exhibition.

If you are showcasing a prototype, you will need to supply us with an exhibition-quality prototype.

If you are submitting a plan for a service or system, high res explanatory diagrams will need to be submitted.

What happens if I win one of the main prizes?

Congratulations! We look forward to working with you in the coming year or two to help you get your product to market, or increase its impact in the marketplace.

The Better Living Challenge team will work with you to build a tailored programme of support to help you take your solution to the next level.

We will play a supportive and guiding role while you drive the process. We will assist you in accessing support you require, but you always drive the process. You therefore need time and capacity to ensure you gain maximum value from the award.

JUDGING CRITERIA

20%

Green technology & sustainability

Evidence that your home improvement solution has used sustainable materials, manufacturing methods and processes and that resources have been used efficiently to mitigate the negative impact on the environment. You will need to demonstrate that thought been given to the entire life lifecycle of your product.

20%

Human-centred design

Evidence that research has been carried out with users to understand their needs, and that design solutions address these needs.

20%

Affordability & business viability

Demonstrate a commitment to keeping price points accessible to low-income groups. Show that equal consideration has gone into design and business elements. Submit a basic costing breakdown and demonstrate that thought has been given to how the solution can be produced or rolled-out on scale.

20%

Social impact

Does the solution improve living conditions? Does utilisation lead to an incremental improvement in comfort levels and general well-being?

10%

Good design

Is the design well considered and thought through? Is form and function coherent?

10%

Resources available to entrant

The material resources available to entrants will be considered when comparing entries.

100%

The judging panel will be made up of a range of industry experts in design, architecture, manufacturing, engineering, the built environment and business.

The final composition of the panel will be announced at a later date.

PROJECT INITIATORS



110% GREEN

110% Green is an initiative of the Western Cape Government and is a call to people to commit to the Green Economy, to act on their commitment and to make an impact. Together our actions will lead to greater change.

CAPE CRAFT & DESIGN INSTITUTE

CCDI offers business, product and market support to creative entrepreneurs. In 2012 the CCDI led the development of the Design Strategy for the Western Cape. The Strategy aims to increase the use of design, by the public and private sector, as a tool to leverage innovation, turn ideas in to reality and increase our competitiveness.

WORLD DESIGN CAPITAL

WDC has endorsed the Better Living Challenge as an official project in the 2014 calendar. WDC seeks to demonstrate how integral design is in our everyday lives. The programme of events will showcase how design can be used to support the changes we would like to see in our homes, neighbourhoods and city. Live Design, Transform Life.