



# DESIGN TALENT AWARD 2020

## IF DESIGN TALENT AWARD 2020\_01

- Sustainable Development Goals of the United Nations.
- The most pressing challenges facing our society.

## IMPORTANT ASPECTS

### Approach or Solve a Problem

- Innovation + +
- Elaboration + +
- Uniqueness + +
- Use value and usability + +

### Balanced Effort and Use Value

- Efficient use of resources + +
- Feasibility and ease of implementation + +
- Long-term perspective + +

### Reflecting Moral-Ethical Standarts

- Human dignity + +
- Respect for the individual + +
- Justice and fairness + +
- Awareness of environmental standards + +
- Social responsibility + +

### Creating a Positive Experience

- Individual, justice + fairness + +
- Positive experience and fun + +
- Aesthetical potential, spatial ambience + +
- Social responsibility, comfort and pleasure + +

### Strengthen or Promote High Group Relations

- Cultural traditions and power relations + +
- Common goals and the collective + +
- Social conflict through dialogue + +



### GOAL 2: END HUNGER

It is time to rethink how we **grow, shared and consume** our food if we are nourish today's 795 million hungry people.

### GOAL 6: WATER AND SANITATION

Due to poor infrastructure, millions of people die from **diseases** associated with **inadequate water supply**, sanitation and **hygiene**.

### GOAL 12: SUSTAINABLE CONSUMPTION

Responsible **consumption and production** aims at "**doing more and better with less**", resource and **energy efficiency** and access to a **better quality of life** for all.