



# 2022 GOOD DESIGN KOREA GUIDE

The 2022 GOOD DESIGN KOREA will take place as follows,  
in line with Article 6 of the Industrial Design Promotion Act and Article 14 of the Enforcement Decree :

February 22, 2022  
President, Korea Institute of Design Promotion

## Awards Overview

Good Design (GD) is Korea's quintessential mark of quality design. The official GD Selection has been organized annually since 1985 by the Korea Institute of Design Promotion (KIDP) and hosted by the Ministry of Trade, Industry, and Energy (MOTIE). The Selection comprehensively surveys different elements of a product or service, including but not limited to categories of originality, aesthetics, usability, appropriate to intended purpose, use of materials, compatibility for mass production, and competitiveness. Submitted products are evaluated with fairness and transparency before the Good Design (GD) symbol of approval, the quintessential mark of outstanding quality backed by the Korean government.

## Call for Entry

**Eligible Entries** ※ Pursuant to Paragraph (2) of Article 10 of the Enforcement Decree thereof

Products that have entered the market up to 2 years previous to the date of application, as well as products that are scheduled to enter the market.

Applications can be submitted by the domestic or foreign company that owns the relevant good, or by the design developer of the product.

\* Design developers, on the other hand, are only eligible if they apply together with or have the approval of the local or foreign firm that owns the relevant good.

## Ineligible Entries

Design products that are involved in legal conflicts under local and international related rules and regulations, such as patent law, utility model legislation, design protection law, trademark law, and copyright law.

- Products that are deemed to be plagiarized or copied from other products
- Products that are seen to be inimical to public order or social morals

## Evaluation Criteria

**Evaluation Criteria** ※ Article 11 of the Enforcement Decree thereof ※ (Selection Criteria)

Balanced, unique, and aesthetically attractive across visual design aspects like shape, form, and color are adequate to increase sales	Functional in line with intended purpose, convenient to use and easy to maintain
Appropriate and effective use of materials	Suitable for commercial production and economically feasible

**Detailed Evaluation Criteria** \*This year, eco-friendliness has been introduced as a selection factor for the first time.

Discipline	1st & 2nd round Evaluations	3rd round Evaluations
Product Design	Aesthetics, Originality, Usability, Eco-friendliness, Economics	
Visual / Communication Design	Aesthetics, Originality, Usability, Eco-friendliness, Information Communicability	Innovation Oriented
Digital Media / Contents Design	Aesthetics, Originality, Usability, Eco-friendliness, Information Communicability	Business Impact
Space / Environmental Design	Aesthetics, Originality, Usability, Eco-friendliness, Purposefulness	Social Value
Fashion / Textile Design	Aesthetics, Originality, Usability, Eco-friendliness, Economics	Future Vision
Service / Experience Design	Aesthetics, Originality, Usability, Eco-friendliness, Interactivity	
Craft Design	Aesthetics, Originality, Usability, Eco-friendliness, Economics	

- **Special Prizes for Universal Design, Design for Single-Person Households, Eco-Friendly Design (Green Design)** (Minister of Trade, Industry and Energy Award)

- **Ergonomic Design** (President of Korean Agency for Technology and Standards Award)

The GD Selection Winners will be evaluated in the areas of universal design, design for single-person households, Eco-Friendly Design (Green Design) and ergonomic design to award the special prizes

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## Key Dates and Events

\* Notice

- Unlike previous years, all physical entry submissions and evaluations will take place in the Republic of Korea.
  - Details of key dates and events, as well as physical entry submission locations are subject to change.
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<b>1st round submissions</b> (online)	May 1 - June 30, 2022	<a href="https://award.kidp.or.kr">https://award.kidp.or.kr</a>
<b>1st round evaluations</b> (online)	July 7 - July 11, 2022	
<b>1st round evaluation results announcement</b>	July 15, 2022	About 80% approved for second round evaluations of physical products
<b>2nd round submissions</b> (physical products)	August 2 - August 3, 2022	aT Center
<b>2nd round evaluations</b> (physical products)	August 5, 2022	aT Center
<b>Returning of physical products</b>	August 6 - August 9, 2022	Recover submitted products at the same place as submission * Products qualified for the 3rd round evaluations (Prize candidates) will not be returned * Products not claimed during the return period will be donated or discarded
<b>2nd round evaluation results announcement</b>	August 12, 2022	
<b>Top awardees (Prize candidates) shortlisted for public verification and citizen review</b>	August 18 - September 1, 2022	MOTIE, KIDP, and 1st Avenue Gwanghwamun Websites * For top shortlisted products * Results will be reflected in the 3rd evaluation
<b>3rd round evaluations</b>	Physical products : September 7, 2022 Presentation: September 21, 2022	Korea Design Center B1F Exhibition Hall Final awardees selected for each prize * Notice for submission of presentation materials will be provided separately for PT candidates will be announced separately
<b>Exhibition</b> * Limited to final awardees and products previously applied for the exhibition	November 23 - November 27, 2022	
<b>Award Ceremony</b>	November 23, 2022	Design Korea 2022
<b>Returning of exhibited products</b> * Except Presidential Awardees	November 27, 2022	

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## Entry Criteria

### 1. Product Design

Electrical & Electronic Equipment Design	Home appliances, mobile communications equipment and supplies, etc.
Industrial Machine & Tool Design	Industrial equipment, controllers, processing machines, etc.
Living Design	Toys, sports and leisure / sanitary / household goods, stationery, musical instruments, kitchenware, office supplies, health / medical devices, construction equipment /supplies, etc.
Style Design	Beauty products, glasses, hats, watches, shoes, bags, etc.
Furniture Design	Home furniture, office furniture, kitchen furniture, medical furniture, etc.
Automotive & Transportation	Cars, yachts, ships, trains, aircraft, spaceships, bikes, drones, etc.

### 2. Visual / Communication Design

Communication Design	Books, newspapers / magazines, prints, advertisements, infographics, colors, signs, etc.
Packaging Design	POP, packaging, labels, shopping bags, boxes, containers, package structures, etc.
Brand Design	Identity, trademarks, etc.

### 3. Digital Media / Contents Design

Contents Design	Videos (broadcast, advertisement, movie), animations, characters, photos, typography, icons, emoticons, illustrations, webtoons, etc.
Digital Media Design	Websites, applications (app), kiosks, etc.
Game Design	Online / mobile games, VR / AR / MR games, etc.
Interaction Design	User interface (UI), human interaction, HCI, etc.

### 4. Space / Environmental Design

Interior Architecture Design	Interiors, interior decorations, art decorations, lighting design, etc.
Exhibition & Scenic Design	Exhibitions, stages, event design, etc.
Environmental Design	Environmental design, public design, landscaping and leisure design, space design, public facilities, urbanscape design, etc.

### 5. Fashion / Textile Design

Fashion Design	Menswear, womenswear, childrenswear, fur, traditional clothing, sportswear, innerwear, etc.
Textile Design	Interiors, woven fabrics, knitted fabrics, printing, fabric crafts, etc.
Jewelry & Accessories Design	Jewelry, fashion accessories, etc.

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## 6. Service / Experience Design

Service / Experience Design	Health care, hospitality and leisure services, education services, experience design (UX, CX), etc.
Community Design	Community services, public administration services, etc.
Entertainment Design	Entertainment design, etc.

## 7. Craft Design

Metal Craft Design	Metal crafts
Ceramic craft Design	Ceramic crafts
Fabric craft Design	Fabric crafts
Wood Craft Design	Wood crafts
Other craft Design	Lacquerware crafts, stone crafts, glass crafts, leather crafts, paper crafts, wood crafts, etc.

## Judging Fees (VAT excluded)

Rounds	Fees	Subject Entries
1st Evaluation	KRW 200,000	All registered entries
2nd Evaluation	KRW 500,000	Entries to advancing to the 2nd Evaluation
3rd Evaluation	KRW 500,000	Prize candidates

\* If the entry passes the 2nd evaluation, it is certified as GD selection.  
The 3rd evaluation determines the awards among the entries selected for GD.

\*\* Entries that passed the 2nd evaluation can use the GD symbol.

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## Payment Method

**Deposit Without Bankbook**    Deposit Account : IBK 341-028815-04-217  
(Account Holder: KIDP)

**Credit Card and  
Real-time Account Transfer**    Through an online payment program  
Select a payment method at the Payment Step  
after completing the Online Application Form

**Payment Period**

1st evaluation fee    Same as the online application period

2nd evaluation fee    Within 14 days from the announcement  
date of the 1st evaluation results

3rd evaluation fee    Within 7 days from the announcement  
date of the 2nd evaluation results

Entries that do not pay the applicable fees within the specified time frame  
may be eliminated from the evaluation process.

## Applying for Exhibition Booth (Design Korea 2022)

### EXHIBITION TIME & VENUE

November 23 (Wed) ~ 27 (Sun)  
aT Center, Seoul, Korea

### Exhibition for :

Total of 80 entries winning Bronze Prize or above

· Free exhibition for award-winning entries

Companies certified with GD Selection for the past 3 years ('20 ~ '22)

· Possible to apply for Design Korea booth with 20% discount

## Submission Procedure

May-Jun	Jul	Aug	Aug-Sep	Sep	Nov
Online application	1st evaluation (online)	Physical entry submission	Public verification and participation in evaluation for prize candidates*	3rd evaluation for prizes (physical entry)	Awards ceremony & Final announcement / Exhibition
	Announcement of 1st results	2nd evaluation (physical entry)		3rd evaluation for prizes (PT)*	
		Announcement of 2nd results & returning of physical entry (excluding prize candidates)			

### \* What is Public Participation in Evaluation for Prize Candidates?

A procedure in which the general public can directly participate (online) in assessing the prize contenders chosen through the first and second evaluations via the KIDP awards website. The findings of the evaluation will be reflected in the third evaluation for 10% of the total score.

\* **What is PT Evaluation?** \*Submission of presentation materials will be notified separately 16 entries with the Minister of Trade, Industry, and Energy Award or higher are directly examined by PT screening among the award contenders chosen through the first and second screening.

## 1st round submissions (online)

Image panel upload: Up to 5 images (1 main image, 4 auxiliary images)

The submitted images and description are used for evaluations.

### Application Period

May 1 (Sun) - July 30 (Thu) 12:00 pm

### Information Provision

The entrant's information will be disclosed to the judges and for a collection of GD Winners and online exhibition.

Therefore, correct information (entry name, entry description, applying company, contact information, address, etc) must be entered.

The information entered cannot be revised after the application deadline (such as address change due to moving). Hence, please keep this in mind when entering the required information.

### Image Size

1,000 pixels on the longer side,  
either height or width

A video file must be submitted for video entry

### Image Specification

Up to 3MB for JPG, RGB file

Video: Up to 50MB, mp4, 5 min. or shorter in time  
A video link can be entered in the URL section

## Entry Description

Main feature description can be provided in Korean / English.

Limit on number of characters : Maximum of 700 characters

## 2nd round submissions (physical products)

**Physical entry must be submitted for products that pass the initial phase of selection and screening.**

- For designs of buildings, spatial facilities, CIs and BIs, please submit them in panel form (A1 size, 2 panels) or save them in a mobile device (such as laptop or tablet).  
However, in the case of a video for the Digital Media / Content Design discipline, physical entry submission is not necessary (video submitted for online application to be used).
- Entry submission in person or by mail is accepted. The deadline indicates when physical materials must arrive at the venue for submission (Korea Standard Time).
- Not submitting a physical entry will be considered for forfeiture and therefore excluded from the 2nd Evaluation.

### Submission Period

August 2 (Tue) - 3 (Wed) 10:00 -17:00

\*Entries from other countries including  
China must be shipped to Korea.

### Submission Venue

Seoul aT Center (27, Gangnam-daero,  
Seocho-gu, Seoul) 1F Exhibition Hall 1  
(To: PoC of Good Design Korea)

Please refer to a separate notification for any changes  
to the submission address.

## Returning of Physical Products

**All submitted products except for prize candidates must be picked up within the designated period.**

- Any submitted product not picked up during the designated period are not the responsibility of the hosting or organizing institutions and will be donated or discarded after the period. However, please note that the exhibits at Design Korea 2022 should be picked up on the closing day of the exhibition [November 27 (Sun.), 15:00–16:00].
- The submitted products that advance to the 3rd Evaluation must submit an image (min. 3,000 x 4,000mm, CMYK, 300dpi required) for the catalog production of GD Winners. Selected companies will be requested to supply images for catalogues at a later date.

### Returning Period of Physical products

August 6 (Sat) - 9 (Tue) 10:00 - 17:00

The entries that advance to the 3rd Evaluation  
(prize candidates) are not subject to be returned.

### Returning Venue

Same as the venue of physical  
entry submission

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## Evaluations

### Our Jury

Experts in each design discipline from Korea and abroad

### Evaluation Procedure

#### 1st round evaluation (online)

- Jury : Approximately 100 persons
- Evaluation details : Selecting submitted products to advance to the 2nd Evaluation

#### 2nd round submissions (physical products)

- Jury : Approximately 40 persons among the 1st Evaluation judges
- Evaluation details : Selecting GD Selection Winners and prize candidates

#### Top awardees (Prize candidates) shortlisted for public verification and citizen review

- Evaluation details : The public participate in evaluating prize candidates, and the results will be reflected in the 3rd Evaluation for 10% of the score.

#### 3rd Evaluation (Prize Winners)

- Jury : Composed of judges from the 2nd Evaluation
- Evaluation details (Physical products) : Candidates for PT Evaluation as well as Winners for Silver Prize (Minister Award of SMEs and Startups) to Bronze Prize are confirmed
- Evaluation details (Presentation) : Presentation evaluation for Candidates above the Minister Award of Trade, Industry and Energy, for 16 points, among the award-winning Candidates

Because a public exhibition will be held following the third evaluation, entrants must prepare and take precautions against theft, damage, and / or destruction, and KIDP will not be held liable for any theft, damage, and / or destruction of entries during the exhibition (entrants must insure valuable or other goods that can be damaged, destroyed, lost, and / or stolen).

## Exhibition & Returning of Exhibited Entries (Design Korea 2022)

### Exhibition Schedule / Venue

November 23 (Wed) ~ 27 (Sun), 2022  
Seoul aT Center (Design Korea 2022)

### Returning Schedule / Venue

November 27 (Sun) after 15:00  
Seoul aT Center (Design Korea 2022)

The President Prize Winner design shall be donated to and permanently preserved at the Design Korea Museum as GD historical materials.

However, preservation details are open to consultation with the prize-winning company, considering product characteristics.

## Awards Ceremony

### Time

November 23 (Wed)

### Venue

Seoul aT Center

## Awards Details

Section	Award Names	Quantity
Grand Prize	President Award	1
Gold Prize	Prime Minister Award	2
Silver Prize	Minster Award of Trade, Industry and Energy (including Special Awards for Universal Design, Design for Single-Person Households & Green Design )	13
	Minister Award of SMEs and Startups	10
	Administrator of Public Procurement Service Award	3
	Commissioner of Korean Intellectual Property Office Award	10
Bronze Prize	President of Korean Agency for Technology and Standards Award (Special Prize for Ergonomic Design)	10
	KIDP President Award	About. 30

- The details and number of prizes are subject to change at the discretion of the organizations issuing the prize certificates.
- The Minister of SMEs and Startups and Administrator of Public Procurement Service Awards will be awarded to SMEs only.
- Special Prizes will be awarded for the Universal Design, Design for Single-Person Households, & Eco-friendly Design (Green Design)  
(Minster Award of Trade, Industry and Energy)
- Special Prizes will be awarded for Ergonomic Design  
(President of Korean Agency for Technology and Standards Award)

## Regulations on Intellectual Property Rights Protection

- ① In the event of unlawful conduct such as plagiarism of another person's work, the entry will be terminated in accordance with the 'Guidelines for Reconsideration of Plagiarized Artwork in Competition', and penalties such as three-year entrance restriction will be enforced.
  - ② If you submit cited work, plagiarized work, proxy work, or previously awarded works without the permission of the intellectual property rights holder or in possession of intellectual property rights, or if you do not follow the competition organizer's guidelines, your application and prize winning will be cancelled.
  - ③ The firm that submitted the entry is solely responsible for any disputes with the intellectual property rights (design rights, copyrights, etc) of the submitted product.
- ※ When submitting work that may result in a dispute, we advise that you submit it after completing the procedure to safeguard your rights.

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## Benefits for GD Selection Winners

The results of the selection will be published in a daily or economic newspaper, as well as on the GD website (<http://award.kidp.or.kr>). Simply by applying the government-certified GD Mark, GD Selection Winners can garner recognition as remarkable designs.



### GD Symbol Awarded

Legal Basis : Article 16 of the Enforcement Decree of the Industrial Design Promotion Act

#### Application

The symbol can be used on the packaging, manual, warranty, and website of GD Selection winning products. However, if their look differs from that of the time of selection, their permission to use the sign will be suspended and withdrawn.

#### GD Selection Winner Certificate

1 certificate issued per GD Selection winning entry · Please access the website for additional issuance. Except in unavoidable circumstances, selection contents (product name, brand name, product description, designer name, etc) can only be changed within the online application deadline.



### Good Design Australia (GDA) Symbol Awarded

GD Selection Winners can use the GDA symbol by simply paying related fees without needing to complete additional procedures.



### GD Selection Winner Service

Those who pass the 2nd evaluation receive GD Selection certificate & collection ; Those who pass the 3rd evaluation receive GD Selection certificate, collection and trophy (prize winner).

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## SME's Access to the Public Procurement Market



Receive extra points in the Evaluation of Excellent Procurement Commodities During deliberations by the Public Procurement Service, GD Selection Winning products receive one extra point.

Additional points mentioned in credit rating self-evaluation table [ Annex 1, Form 16 (Article 4, Paragraph 2)] and Excellent Product Designation & Credit Evaluation Form [ Appendix 1, Form 17 (Article 4, Paragraph 2)] of 「Excellent Procurement Product Designation Management Regulations」

\*One additional point for GD Selection products out of a total of five additional points on the new credit rating self-evaluation (applied until March 31, 2022).

One additional point for GD Selection products out of total of three points on the new credit self-evaluation (applied from January 1, 2022.)

\*\*For detailed new credit rating self-evaluation table, please refer to related laws



### Eligible for Excellent Procurement Joint Trademark Commodities

GD Selection Winners are eligible for the Excellent Procurement Joint Trademark Commodities. Refer to Chapter 1, Article 3, Paragraph 4, Subparagraph 4-11 of the Regulations on Designation and Management of Excellent Procurement Joint Trademark Commodities to learn more



### Designated for KIPO's Design Patent Priority Review

GD Selection Winners are designated for priority review by the Korean Intellectual Property Office (KIPO) when applying for a design patent. Refer to Chapter 7 of priority evaluation, Article 6-7, Item 3 of 「Design Evaluation Standards」 Part 5 of general evaluation

\* We inform you that GD Selection products are excluded from the priority purchase for SME products by the Ministry of SMEs and Startups. However, the GD Selection products previously listed in the priority purchase system are valid for 3 years from the date of registration.

Refer to Chapter 2, Article 3, No. 11 of 「Enforcement Rules for the Operation of Priority Purchase System for Technology Development Products for SMEs」



### Receive Additional Points when Applying for Projects of KEIT & MOTIE

GD Selection winning companies receive 2 additional points when applying for newly-supported tasks of design innovation competency enhancement projects (R&D) by KEIT and MOTIE.

\* Fostering global design companies, market-driven product design development, and market-creating innovative design development



### Eligible for Global Premium Living Goods by MOTIE

The eligibility to apply for Global Premium Living Goods becomes limited to GD Selection Winning products within five years of public notice. We invite GD - selected products from 2018 to 2022, to apply for the Global Premium Living Goods selection system, which provides assistance for participation in local and international renowned consumer goods exhibits and export conferences, as well as channel growth.

\* The timetable and more details will be communicated in March.



### Opening at DK Shop & Online / Offline Channels

We offer ascent to extend distribution channels through the DK Shop brand, including joining domestic and international online and offline distribution channels with strong export aspirations, as well as assisting marketing and promotion.

\* Key Distribution Channels: DK Shop) Flagship Store, Shinsaegae's online mall – SSG.com, Southeast Asia's No. 1 Shopping Mall – Shoppee's channels in 7 countries

Three additional points are provided when applying for global support for mid-sized companies through the Ministry of Trade, Industry, and Energy's KOTRA export support base utilization initiative, as well as when fostering a leading consumer goods company.

\*Key benefits of global support for mid-sized companies: demand analysis for international expansion and capacity diagnostics, as well as market entrance analysis in foreign markets

\*Key benefits of fostering a leading consumer goods company: PR/advertising, interpretation and translation, certification to international standards, and the use of export support services in 12 fields, including design development (website construction, catalog design), consulting, and marketing support via vouchers



**PR & Online / Offline Exhibitions**

**Media PR**

Offering ongoing media exposure at home and abroad, such as press special stories and interview articles, as well as social media marketing.

**Online Exhibition**

All GD Selection Winners of the year are displayed online.

Searching by category, photos, product information and more will be available online for the public.

**Offline Exhibition**

Offline exhibitions, such as Design Korea 2022, the largest design fair in Korea, will provide opportunities to showcase goods to many people.

**Contact Us** PoC of Good Design Selection  
TEL 031-780-2102 , 2165  
EMAIL [gd@kidp.or.kr](mailto:gd@kidp.or.kr)  
WEBSITE <http://award.kidp.or.kr>

Host  산업통상자원부  
Ministry of Trade, Industry and Energy

Sponsors  중소벤처기업부  
Ministry of SMEs and Startups

 특허청  
Korean Intellectual Property Office

Organizer  kidp 한국디자인진흥원  
KOREA INSTITUTE OF DESIGN PROMOTION

 조달청  
Public Procurement Service

 국가기술표준원  
Korean Agency for Technology and Standards

[Appendix]

## Evaluation Criteria / Scoring Scale by Round

### [1st & 2nd round Evaluations]

#### 1st & 2nd round Evaluation Criteria and Scoring Scale

Discipline	1st & 2nd round Evaluation (5 Attributes)	Point Allocation
Product Design	Aesthetics, Originality, Usability, Eco-friendliness, Economics	20 points by attribute 20 points x 5 attributes = Total 100 points
Visual / Communication Design	Aesthetics, Originality, Usability, Eco-friendliness, Information Communicability	
Digital Media / Contents Design	Aesthetics, Originality, Usability, Eco-friendliness, Information Communicability	
Space / Environmental Design	Aesthetics, Originality, Usability, Eco-friendliness, Purposefulness	
Fashion / Textile Design	Aesthetics, Originality, Usability, Eco-friendliness, Economics	
Service / Experience Design	Aesthetics, Originality, Usability, Eco-friendliness, Interactivity	
Craft Design	Aesthetics, Originality, Usability, Eco-friendliness, Economics	

#### Evaluation Details

##### Passing the 1st round Evaluation

**Entry with an average score of 70 or higher for each judge**

The criteria for passing the first evaluation are selected in the order of the highest score of each judge's total score.

( The highest / lowest scores are excluded )

##### Passing the 2nd round Evaluation (GD Selection)

**Entry with an average score of 70 or higher for each judge**

Award-winning entries are selected in order of the highest score

( The highest / lowest scores are excluded )

## Evaluation Attributes (8 Items)

Attribute	Details
Aesthetics	Does the physical aspect of the product (size, form, structure, color, etc) provide psychological and emotional stability to consumers?
Originality	Is there anything that distinguishes it from existing items, such as shape, function, usage, and method of use?
Usability	Are environmental variables important to product consumers, such as convenience and simplicity of use, safety, and space utilization, adequately reflected?
Economics	Is the product suitable for the development and implementation of easy-to-produce and-commercialize technology, as well as for commercial production and commercialization?
Purposefulness	Is the product suitable for the end-user type, and is the planned use of the product adequately attainable?
Interactivity	Are features like UI (user interface) and UX (user experience) adequately represented for users?
Information Communicability	Have the product's intuitive user guide and the convenience of information transmission via digital technologies been adequately considered?
Eco-friendliness	Are environmentally friendly technologies and materials used in CMF (color, material, finish)?

## [3rd round Evaluation]

### 3rd round Evaluation Criteria and Scoring Scale

Section	Evaluation Attribute	Point Allocation	Proportion
Professional Jury	Innovation-oriented	- Base score 10 points	90%
	Business Impact	- Points per attribute : 20 points x 4 attributes = 80 points	
	Social Value		
Public Jury	Future Vision	- 10 points	10%

- **Professional Jury (90%)** : 4 attributes / discipline, 20 points per attribute + 10 base points = 90 points

- **Public Jury (10%)** : 10 points

## Evaluation Details

Deliberating on final awards from Bronze Prize to Grand Prize

## Evaluation Attributes (4 Items)

Attribute	Details
Innovation-oriented	How new and innovative is this entry?
Business Impact	How much impact does this entry have on industrial development?
Social Value	How much does this entry elevate the social, economic, environmental and culture value?
Future Vision	Does this entry provide a human-focused and future-oriented vision?