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联合 早报

好设计标志奖 推出绿色商业设计奖

陈婧 2015年10月10日



公众可使用名为“SG Good Design”的手机软件扫描有SG Mark的产品，了解更多产品和设计者相关信息。（新加坡设计业总商会提供）

陈婧 报道

jingchen@sph.com.sg

新加坡好设计标志奖推出新奖项，以肯定那些节能环保的绿色设计。

主办新加坡好设计标志（Singapore Good Design Mark，简称SG Mark）奖比赛的新加坡设计业总商会主席戴礼翔昨天宣布这个名为“新加坡好

设计标志绿色商业设计奖”（SG Mark Green Business Design Award）的新奖项，并为迈入第三年的新加坡好设计标志奖比赛主持开幕仪式。

戴礼翔说，新奖项凸显了主办方对应对环境挑战、迈向可持续发展的关注，并希望以此激发新的想法和解决方案，通过更有创意和责任的利用资源，来满足人们的商业和生活需求。

新加坡好设计标志分成生活、工业和公众设施三大项目，鼓励企业采用设计，提高品牌的创新和竞争力，并提升公众对好设计的认知。其中最贴近民生的生活类，涵括产品、饮食、服装、家具、交通工具、住宅、传媒方面的创意和设计。

绿色商业设计奖将在好设计标识奖的评审标准基础上，进一步评估产品设计是否使用亲环境材料、是否保障环境和人体健康，以及是否可循环利用等特性。

过去两年共有140种产品获颁新加坡好设计标志。戴礼翔说：“我们希望今年能收到更多报名参赛的作品，尤其是来自中小企业、起步公司以及年轻设计师的作品，优秀的设计能帮助他们在日益激烈的市场竞争中脱颖而出。”

为了进一步提升公众对好设计产品的认知，新加坡设计业总商会也推出手机应用软件“SG Good Design”。公众可使用这个软件扫描有好设计标志的产品，了解更多产品和设计者相关信息。

新加坡好设计标志即日起至12月31日接受报名。首轮报名费200元，第二轮筛选费用和最终得奖配套费用共计5600元。得奖名单将在明年3月公布。公众可上网www.sgmark.org获取更多详情。

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新加坡好设计标志即日起至 12 月 31 日接受报名。首轮报名费 200 元，第二轮筛选费用和最终得奖配套费用共计 5600 元。得奖名单将在明年 3 月公布。公众可上网 www.sgmark.org 获取更多详情。

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SG Mark Award unveils Award for Green Business Design

SG Mark Award unveils new green award category to promote new, bold solutions to counter rising environmental challenges facing urban populations worldwide.

Announcing a new award category, the SG Mark Green Business Design Award, Mr Tai Lee Siang, President of Design Business Chamber Singapore (DBCS), hosted the launch of the Singapore Good Design Mark (SG Mark) 2016 which enters its third round with a sharpened edge to promote new solutions to counter challenges facing our environment and overall business competitiveness.

Mr Tai said, “The new green design award is timed to underscore our commitment towards sustainability and how businesses can use design to effectively deal with current environmental challenges and lifestyles affected by climate change – as well as shape the next generation of products and solutions. We hope to spur new solutions to bring about greater sustainability through more creative and responsible use of resources to fulfil business and life aspirations of people worldwide.”

To be awarded annually, the SG Mark will be accredited to winning products and services with outstanding designs, under the three umbrella categories:

- * Lifestyle, Personal (Business-to-Consumer)
- * Industry (Business-to-Business)
- * Public Services such as Education, Research, Medical etc.

The SG Mark Green Business Design Award will have all the above criteria but will include added focus on production efficiency, use of environmentally friendly materials, health and environmental protection as well as upcycling and recycling.

“In the past two years, 140 products have been conferred the prestigious SG Mark Award.” Mr Tai added, “We look forward to more submissions this round – especially from SMEs and start-ups as well as young designers that have made design their winning edge in an increasingly competitive marketplace.”

In conjunction with launch of SG Mark 2016, DBCS also unveiled its first SG Mark App to showcase SG Mark winners and their products. This free app, called SG Mark App, will feature a one-touch access to a wide range of products and services from lifestyle to

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environmental. This allows consumers to use their smartphones to easily find information on products and solutions with good design standards anywhere and anytime.

Organisations can submit their applications for the SG Mark 2016 award from now till 31 Dec 2015. Entries awarded with the SG Mark will be announced in March 2016.

Application fees for the SG Mark start from S\$200. The second screening with winners' package fee will be S\$5,600.

Details of the product categories, timeline, fees and selection criteria are available at www.sgmark.org.