



DesignSingapore Council

Designing for impact
with Good Design Research



Good Design Research (GDR) enables designing for impact

- **Desired Outcome:** Ensure Singapore designers and design enterprises remain globally relevant and competitive by encouraging experimentation and value creation
- **Key Objectives:**
 - To strengthen design impact by promoting design of solutions for complex global issues
 - To encourage the use of design research to innovate and to differentiate design enterprises from competitors, building a competitive edge for SG design

GDR supports designers in 2 phases across 3 tracks

PHASE 1

HOLISTIC SUPPORT

A panel of independent design experts will select projects for **sponsorship, publicity and mentorship support**, through two open calls per year.

PHASE 2

ECOSYSTEM BUILDING

Connect, collaborate and learn from our network of knowledge partners and sharing platforms.

TRACK 1

SYSTEMS & PROCESSES

Redesigning current systems and processes to achieve global goals like sustainable development

TRACK 2

IDENTITY & CULTURE

Designs that promote social cohesion, or foster a sense of identity and connectedness

TRACK 3

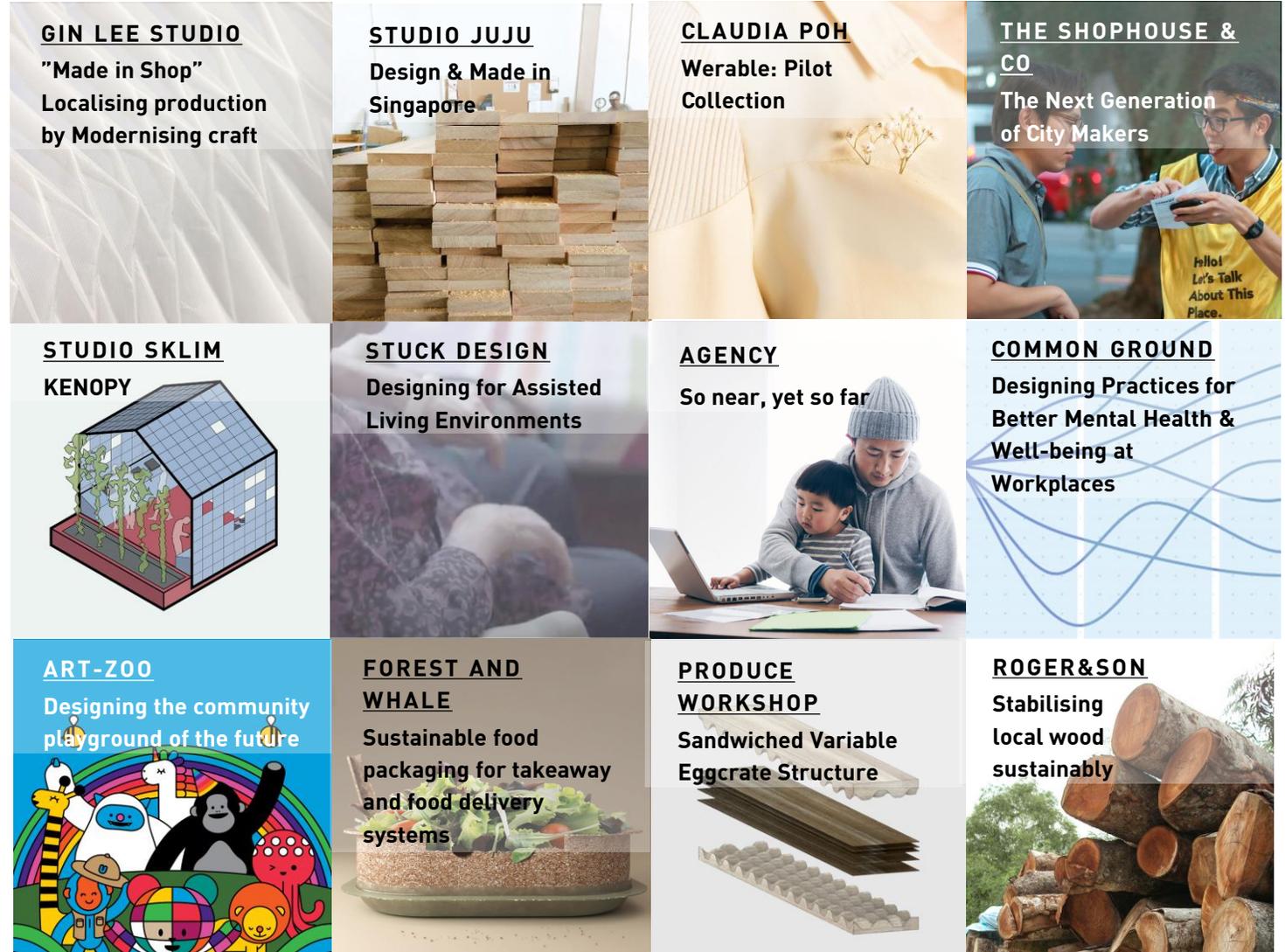
NEW TECHNOLOGIES

Bold designs achieved through the adoption of material & digital technology advancements

17 research projects supported with sponsorship, mentorship and publicity

Examples of supported projects include:

- **Community, organisational and product design** to address social cohesion, mental health and wellbeing and inclusivity
- **Redesigning systems and processes** for the ageing population, environmental and business sustainability
- **Material innovation** through new technologies
- **Experience design** for leisure and play



Examples of how supported research projects create innovative urban solutions through design

AGENCY

So Near, Yet So Far

CHALLENGE

COVID-19/
Future of Work

Scan this QR
code to
access the
toolkit:



A design research sprint, culminating in a hackathon which uncovered:

- The struggles and successes of Singaporean individuals and organisations related to remote living and working across the country during the COVID-19 pandemic.
- Opportunities that can be used to address current, near and future needs of Singaporeans.

FOREST & WHALE

Sustainable food packaging for takeaway and food delivery systems

CHALLENGE

Increased waste generation in
the F&B industry as a result of
Covid-19/ Sustainability



The project aims to reduce single-use plastic containers used in food delivery and takeaway models. This will be done by experimenting with new materials to explore a spectrum of solutions that adheres to the circular economy principles. The project proposes to:

- Design a better, user-centric reusable food / drinks container
- Design a hybrid product solution that comprises a shared system of reusable containers to deliver food while maintaining hygiene

Strong ecosystem of knowledge partners who seek to inspire and support design research

GDR knowledge partners:

- Inspire the design community to design for impact through the sharing of knowledge and challenge statements at GDR engagement & sharing sessions
- Support designers on GDR projects by providing:
 - **Potential business collaboration opportunities** through challenge statements that designers may respond to
 - **Resources** such as insights and/or technical support to guide designers' research, and access to innovations and/or tools
 - **Showcase platforms** for supported designers to profile their research projects

Challenge Statement Owners



Resource Partners



Showcase Partners



What's next for the GDR initiative?

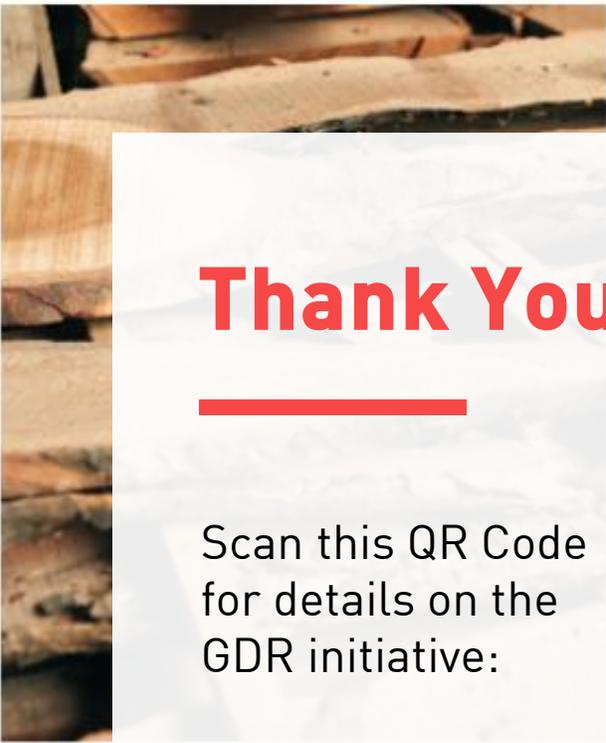
- Continue to raise awareness and appreciation of the design research and its impact.
- Continue expanding the GDR ecosystem to include international knowledge partners who are keen to engage with the Singapore's design community.
- To identify supported projects with strong commercial potential and connect them to investor-pitching platforms and opportunities.

CALL FOR GDR KNOWLEDGE PARTNERS

We are seeking for:

- Potential clients/investors looking for innovative solutions and keen to engage with Singapore designers who are driven by design impact
- Bold material or digital technology innovators seeking partners to design for new applications
- Traditional cultural and heritage practitioners seeking to work with Singapore designers to modernise craft
- Advocates of social cohesion and inclusivity who would like to inspire designers with new ideas

Please reach out to us at industry@designsingapore.org if you are keen!



Thank You

Scan this QR Code
for details on the
GDR initiative:



Watch an interview
with some of our
designers here:

<https://youtu.be/2cvXIM4dEdo>

