Content

Title：	Implementation Directions for the Golden Pin Design Award Ch
Date：	2024.03.20
Legislative：	1. Promulgated by Order No. Jing-Gong-09802084670 of the Ministry of Economic Affairs on July 16, 2009, consisting of 11 points; effective on the date of promulgation. 2. Amended and promulgated by Order No. Jing-Gong-10104603020 of the Ministry of Economic Affairs on June 7, 2012, consisting of all 26 points; effective on the date of promulgation. 3. Points 4 and 15 amended and promulgated by Order No. Jing-Gong-10204601150 of the Ministry of Economic Affairs on March 5, 2013; effective on the date of promulgation. 4. Points 4 to 7, 9, 10, 12, 13, and 15 amended and promulgated by Order No. Jing-Gong-10304600550 of the Ministry of Economic Affairs on February 10, 2014; effective on the date of promulgation. 5. Points 2, 4, 8, 9, 12, 22, and 24 amended and promulgated by Order No. Jing-Gong-10304604850 of the Ministry of Economic Affairs on October 29, 2014; effective on the date of promulgation. 6. Amended and promulgated by Order No. Jing-Gong-10404601170 of the Ministry of Economic Affairs on March 19, 2015, consisting of all 26 points; effective on the date of promulgation. 7. Points 4, 6, 9, 13, and 14 amended and promulgated by Order No. Jing-Gong-10704602070 of the Ministry of Economic Affairs on April 10, 2018; effective on the date of promulgation. 8. Points 2 to 5, 8, 9, 16, 22, and 24 amended and promulgated by Order No. Jing-Chan-11351002710 of the Ministry of Economic Affairs on March 20, 2024; effective on the date of promulgation.
Content：	1. The Implementation Directions for the Golden Pin Design Award are hereby established by the Ministry of Economic Affairs to promote the Golden Pin Design Award, which aims to recognize outstanding domestic and international design products and works as well as their designers and manufacturers, encourage consumers to select high-quality design products, enhance public awareness of design aesthetics and quality of life, and accelerate the alignment of Taiwan's products and works with international standards. 2. Matters relating to the implementation of the Directions shall be administered by the Industrial Development Administration, Ministry of Economic Affairs (hereinafter referred to as the "IDA"). The IDA may commission government agencies (institutions), juridical persons, academic and research institutions, or other entities to carry out matters prescribed in these Directions. 3. The Golden Pin Design Mark mentioned in the Directions refers to the design mark registered by the IDA in accordance with applicable laws. 4. The Golden Pin Design Award comprises the Golden Pin Design Award and the Golden Pin Concept Design Award, with the following categories: (1) Product Design: This category includes consumer living products, home equipment, electronic and information products, metal and electromechanical products, etc. (2) Communication Design: This category includes packaging, advertisement, books, identity systems, digital multimedia design, etc. (3) Spatial Design: This category includes public spaces, commercial spaces, event venues, etc. (4) Integration Design: This category includes professional curation, service design, social design, etc. The descriptions of the aforementioned categories may be supplemented by the IDA as necessary in response to emerging design trends. 5. The Golden Pin Design Award shall accept applications, make evaluation, and issue certifications

in accordance with announcements made by the IDA or its commissioned entity.

6. Applicants for the Golden Pin Design Award shall meet the following eligibility requirements:
(1) Applicants for the Golden Pin Design Award shall be business entities or design teams, nationality notwithstanding; entries shall be products that have already been commercialized and made available for sale, or works that have already been executed and published.
(2) Applicants for the Golden Pin Concept Design Award may be of any nationality; entries shall be works that have not been mass-produced or made commercially available on the market before or during the year of entry.

7. The evaluation process for the Golden Pin Design Award consists of the following two stages:
(1) Stage One: Selection of Golden Pin Design Award winning products and works, with decisions made by majority vote.
(2) Stage Two: Selection of the Best of Golden Pin Design Award winning products and works.

8. For the purpose of evaluating and selecting Golden Pin Design Award winning products and works, the IDA or its commissioned entity may select and appoint members to form a Selection Juror Panel.
The commissioned entity shall submit the list of its Selection Juror Panel to the IDA for recordation.
The domestic Selection Committee jurors for Stage One shall constitute no less than one-half of the total membership of the entire Selection Juror Panel.

9. The IDA or its commissioned entity may appoint members to form the Final Selection Committee as jurors for the Best of Golden Pin Design Award.
The Final Selection Committee shall consist of nine to fifteen jurors, and shall consist of representatives of international design organizations, organizers of international design awards, and domestic and international scholars and experts in design-related fields. The chair of the Final Selection Committee shall be a person designated by the IDA or the head of the commissioned entity pursuant to Article 2. The chair shall not have the right to participate in the evaluation.

10. Only entries that have passed the Stage One evaluation are eligible to proceed to the Final Selection for the Best of Golden Pin Design Award.
(1) The Final Selection results shall be determined by consensus. If no consensus can be reached, jurors supporting and opposing the proposal shall each present their views, after which the entire Final Selection Committee shall determine the outcome by open ballot.
(2) The Final Selection Jury may select to award no more than five percent of the entries on the Final Selection shortlist for the year as winners of the Best of Golden Pin Design Award; the distinction may remain vacant. However, the foregoing percentage limitation shall not apply to winners of the Best of Golden Pin Concept Design Award.

11. A member of the Golden Pin Design Award Selection Committee and the Final Selection Committee for the Best of Golden Pin Design Award shall recuse themselves from the evaluation process under any of the following circumstances:
(1) The member or the member's spouse, former spouse, blood relative within the fourth degree of kinship, relative by marriage within the third degree of kinship, or any person who previously had such a relationship, is an entrant.
(2) The member or the member's spouse or former spouse has a relationship of joint rights holder or
co-obligor with an entrant in relation to the case under review.
(3) The member is or has been the agent or assistant of the entrant.
(4) The member has served as a witness or expert witness in relation to the case under review.

12. Members of the Golden Pin Design Award Selection Juror Panel shall evaluate entries based on the criteria of Integration, Innovation, Functionality, Aesthetics, and Communication.

13. Applicants whose products or works pass Stage One evaluation and receive the Golden Pin Design Award shall be awarded the Golden Pin Design Award certificate; they shall also be granted the right to use the Golden Pin Design Mark and shall qualify to participate in the Stage Two (Final Selection) evaluation for the Best of Golden Pin Design Award in the same award year.
Winners of the Golden Pin Concept Design Award may be awarded prize money.

14. Entries selected through the Final Selection for the Best of Golden Pin Design Award shall be recognized as recipients of the Best of Golden Pin Design Award. Applicants shall be presented

with
a certificate and trophy and shall be publicly recognized at an award ceremony.

15. Outstanding products and works that employ design to address current issues and emerging trends may, upon approval by the Final Selection Committee for the Best of Golden Pin Design Award, be presented with the Golden Pin Design Award Special Annual Award.
To encourage Taiwan's design industry to demonstrate Taiwan design's spirit of originality, entries may, by the discretion of the Final Selection Jury for the Best of Golden Pin Design Award, be presented with the Golden Pin Design Award Taiwan Design Award.
Individuals who have made outstanding long-term contributions to the research, promotion, or practice of design in Taiwan may, upon approval by the Final Selection Jury for the Best of Golden Pin Design Award, be presented with the Golden Pin Design Award Annual Honorary Award.

16. Recipients of the right to use the Golden Pin Design Mark pursuant to the Directions shall use the mark as registered by the IDA and shall not alter its shape or color, add any wording thereto, or make any other unauthorized modifications.

17. The Golden Pin Design Mark may be used on the following promotional materials:
(1) Physical advertising materials: including posters, catalogs, printed promotional materials, special publications, labels, business image walls, lightboxes, marquee displays, electronic billboards, standees, and other physical advertising materials.
(2) Electronic advertising materials: including commercials, electronic promotional publications, website promotional applications, and other electronic advertising materials.

18. The Golden Pin Design Mark may not be used on products that have not been selected by the evaluation.
Recipients of the Golden Pin Concept Design Award shall not use the Golden Pin Design Mark on the winning concept products that are subsequently commercialized.

19. The right to use the Golden Pin Design Mark shall not be transferred, sublicensed, or traded for sale.

20. The Golden Pin Design Mark shall not be used as a trademark or service mark.

21. A person or entity granted the right to use the Golden Pin Design Mark shall not, in the subsequent commercialization or marketing of their products, engage in any conduct that damages the image or spirit of the Golden Pin Design Award.

22. The IDA and its commissioned entity may conduct random inspections of the use of the Golden Pin Design Mark on award-winning products and works. Award recipients shall not refuse to cooperate with such inspections.

23. The right to use the Golden Pin Design Mark obtained pursuant to the Directions may be revoked under any of the following circumstances:
(1) An application is submitted to discontinue the use of the Golden Pin Design Mark.
(2) The recipient entity is dissolved or ceases business operations.
(3) The recipient's company registration or business registration is revoked or rescinded by the competent authority in accordance with applicable laws.

24. Where a recipient of the right to use the Golden Pin Design Mark violates any of the provisions set forth in Article 16 or Articles 18 through 22, and fails to rectify such violation before the deadline after being notified by the IDA or its commissioned entity to do so, the grant of the right to use the Golden Pin Design Mark may be revoked.

25. Where an award-winning product or work of the Golden Pin Design Award is suspected of plagiarism or violation of intellectual property laws and such plagiarism or violation is confirmed by a final and binding court judgment, the recipient's award qualification and the grant of the right to use the Golden Pin Design Mark may be revoked, and the nullification of the award certificate shall be publicly announced.

26. Where an award-winning product or work of the Golden Pin Design Award gives rise to consumer disputes or causes accidents resulting in injury or death, the award recipient shall bear full responsibility for all necessary follow-up actions and liabilities.