

Eligibility

I am a student. Can I enter?

Yes. Please enter your work into the student category.

Are concepts accepted?

No. You should provide evidence to show the entry has moved beyond a conceptual idea.

What is the qualifying period for entries?

There is no specified qualifying period for Future Impact entries.

How many sub-categories can I enter a piece of work into?

As many as you like, provided the work meets the description of each.

Entry

Which category should I enter my work into: Impact or Future Impact?

The Impact category is for work that is already having a tangible impact on business and society. It is symbolic of your achievement to deliver real and lasting change. Entrants are eligible to win a Wood, Graphite, Yellow or coveted

White D&AD Pencil.

The Future Impact category is for projects in early stage development, pilots, beta designs and prototypes. Entrants are eligible to win a D&AD Wood Pencil only – the equivalent of Wood - and a place on the Future Impact Programme, designed to support individuals with the ideation, launch and early growth of their work.

A breakdown of each category is included in the Entry Kit. If you need help with your entry, please call our Awards Team on +44 (0) 20 7840 1111 or send us an email.

My design/initiative is already publicly available. Can I still enter Future Impact?

Yes, so long as you can prove that your work has not made a tangible impact. For example, if your product launched three months ago but sales are negligible.

I am still developing my idea, but it's already making an impact. Can I enter?

No. Unless it was the result of a pilot scheme or prototype, you will need to submit your work into the Impact category. Please note that the entry deadline for the Impact category is 11 March 2020.

What supporting information is needed for my entries?

Every entry will need to provide a written submission in response to five questions:

1. What is the creative idea at the core of your entry? How is it innovative?
2. Explain the challenge(s) that led to the idea and the business case associated with it.
3. How have you demonstrated proof of concept? Describe the research and testing done so far.
4. On what scale do you intend to make an impact? How will you measure success? Outline your objectives for the next 12 months.
5. Would you like to be considered to take part in the D&AD Future Impact Accelerator? If so, outline what you hope to gain, the expertise you could offer your peers and whether you would need a travel bursary.

You will need to complete this information once you've created an entry through our site. Judges love to know the facts, so keep your written information short and to the point.

Key dates

4 December 2019	Open for entries	Calling all ideas that are contributing towards a better and more sustainable future
8 January 2020	Super earlybird deadline	Enter your work and get 30% off all entries
19 February 2020	Earlybird deadline	Your final chance to save, with 20% off all entries
15 July 2020	Entry deadline	Submit your work by 23:59 BST
17 September 2020	Future Ones to Watch announced	Shortlisted entries in with a chance of joining the accelerator
23 September 2020	Future Impacters announced	Winners will be revealed on D&AD.org
28 - 29 October 2020	Future Impact accelerator	A two-day bootcamp hosted remotely for winners and selected shortlisted entrants

How can I demonstrate my work has the potential for impact?

You will need to include some evidence to show the entry has moved beyond a conceptual idea. This might be through focus group results, early stage testing, research or a business plan. Where possible, you should provide a description/overview of third party assurances relating to the verification of any metrics provided.

Is there a time limit to the video I can submit?

The judges will watch three minutes of film, so we suggest you keep your video within this timeframe.

Do I need to provide translations?

If your work was not originally released in English, you need to submit the work in its original language, alongside a translation. For films, this means subtitles. For non-film work, simply type up your translation online. We do not accept translations as a separate document or film.

Can two entrants enter the same work?

No. If your project is a collaboration with other companies/individuals, check they haven't entered first. In case of duplicate entries, we will only accept the entry that was paid first. We do not offer refunds.

Can I enter work if I am the client?

Yes. Clients can enter work produced for

them either internally or by an external body as long as it has not been entered by the external body in the same category. For further information, please see the previous question.

Prize

Why do entrants of Future Impact win a wood Pencil?

Winners of the Future Impact category are recognised for their vision and for their potential to make an impact. In order to meet the judging criteria for a Graphite, Yellow or White D&AD Pencil, as a minimum the project must have exceeded its objectives for impact and been a wider catalyst for change.

What is the D&AD Future Impact Programme?

This is a 12 month programme designed to support the realisation and growth of work that demonstrates potential, combining mentoring, training and visibility. For more information on what's included, please see the D&AD Future Impact Entry Kit, available on our website.

If I am entering Future Impact as part of a team, how will the prize be distributed?

Some elements of the programme allow group participation e.g. all team members can participate in the online mentoring sessions and Digital Campus log-in. Up to two people can attend the Accelerator.

Payment

Where does the money I spend on my entries go?

As a non-profit, D&AD takes all of its surplus revenues and invests them back into the creative industry. The funds from the D&AD Foundation are dedicated to funding programmes that develop the next generation of creative talent while campaigning for the creative industries to help solve the world's toughest social and environmental issues. In 2019, D&AD invested £6.5 million in charitable activities and provided 176,553 to vocational learning opportunities to emerging creatives.

How much does it cost to enter?

Prices start from just £23 if you enter by 8 January. The entry fee is capped at just £50. Details of pricing can be found in the D&AD Awards Entry Kit online.

Can I get a discount on entries?

NGOs are eligible for a 50% discount. Freelancers and businesses with less than 10 employees get 20% off. Email awards@dandad.org with requests.

Which payment methods are accepted?

Bank transfers and credit card payments. Cheques are not accepted. For bank transfers, the total amount must be transferred within seven days of completing your entry online.



Judging**When does judging take place?**

Judging will run from 17 August – 15 September 2020.

Who will judge the work?

The D&AD Impact Council, an esteemed group of 50 business and thought leaders from across the globe. United by a passion for driving creativity, innovation and social change, their expertise spans the creative, investment, technology, sustainability, social impact and NGO space.

How will work be judged?

When assessing work in the Future Impact category, judges will consider the following questions:

1. Does the idea demonstrate potential to positively influence business and society?
2. Does it sufficiently demonstrate the potential to drive tangible change?
3. Does it sufficiently demonstrate that it can meet its intended scale?
4. Is it innovative and inspiring?

Results**What is Future Ones to Watch?**

This is the shortlist of entries in the Future Impact category. Work on this list has been judged by the Council to have merit, worthy of consideration for a D&AD Future Impact Pencil and a place on the Future Impact Programme. All entrants on this list are eligible for a free place on the Impact Accelerator. Places will be allocated at the judges discretion.

When will this list be announced?

Thursday 17 September.

When will I know if my work has won?

Once the winners are announced on 23 September, we will send an official confirmation of the results to the person registered as the main contact for the Entry. This may include the offer of a place on the Future Impact Accelerator.

Who can attend the Impact Accelerator?

This is a closed event hosted by D&AD with the support of the Impact Council. All winners are guaranteed a place; selected shortlisted entrants will also be invited, at the discretion of D&AD. Successful entrants will be emailed after the results are announced with the offer of a place. You will need to let us know no later than 1 October if you will participate.

Contact

Our awards team are on hand to help, wherever you are in the world. If you have any questions, please get in touch with:

United Kingdom & Ireland

Will Koper
Email: will.koper@dandad.org
Or call on: +44 207 840 1172

USA & Canada

Alex Knapp
Email: alex.knapp@dandad.org
Or call on: +34 655 725 215

Latin America & Portugal

Pablo Brandao/ David Tojo-Baymiller

Email: pablo.brandao@dandad.org
Email: david.tojo-baymiller@dandad.org
Or call on: +44 (0) 207 840 1172

Continental Europe

Cristina Roman
Email: cristina.roman@dandad.org
Or call on: +34 655 725 215

Middle East & India

Raj Kiran-Chowdaboyina
Email: raj.kiran-chowdaboyina@dandad.org
Or call on: +44 740 581 1256

Japan & Singapore

Kotoko Koya
Email: kotoko.koya@dandad.org
Or call on: +81 90 4736 5965

China, South East Asia

Katherine Chen
Email: katherine.chen@dandad.org
Or call on: +44 740 581 1172

If you have any other queries please contact us on **+44 (0) 207 840 1140**.

Twitter: [@dandad](https://twitter.com/dandad)
Instagram: [@dandad](https://www.instagram.com/dandad)
Facebook: [#dandadimpact](https://www.facebook.com/D&AD)