

WDC  
VALENCIA 2022

PROJECT  
SUBMISSION  
GUIDE

SIX-MONTHLY  
CALL

WDO —



WORLD DESIGN  
CAPITAL  
VALENCIA 2022

**WDC VALENCIA 2022**  
**PROJECT SUBMISSION**  
**GUIDE**  
**SIX-MONTHLY CALL**

Valencia World Design Capital 2022 seeks to make design a tool for social wellbeing and sustainable economic development. Design is the basic tool for improving quality of life, activating innovation in the short term and generating a long-term systemic change in societies, resolving very specific problems and challenges from the local sphere and generating global solutions that can be applied to other environments.

Rather than organising an event, we are working to activate a process that integrates society as a whole, from citizens to private and public enterprise, through academia and training establishments. A process that enables the implementation of design strategies throughout the region and in scopes as wide as politics, education, planning, communication, tourism, innovation, culture and business.

We seek to highlight the social relevance of design, to promote its activity and enhance the quality of this creative sector, making the design perspective the main agent of social change and urban innovation.

Although we are thinking about 2022, we are projecting the Capital status towards the future via its legacy. What will remain after 1 January 2023 is just as important as what will take place during the 12-month agenda of the WDC 2022. The WDC legacy is our great aim.

**MEDITERRANEAN CITY**

The project of Valencia as World Design Capital 2022 appeals to a way of understanding the world from a “Mediterranean” perspective, which takes in the approachability of its people, their empathy, the joy of living in this society, its tolerance and diversity and its inclusive, open and creative character. Mediterranean design excels thanks to its luminosity and warmth, to a more poetic perception, personal and intuitive, which appeals directly to the senses, seeking to please in its appearance and feel, without losing sight of functionality.

Mediterranean design refers, of course, to a geographic and historic area, but also to a set of values. Social values that aim to make people’s lives happier and which imply a committed approach to specific matters such as inclusion, gender equality, social justice, sustainability or the importance of education.

To this end, the projects should not be limited merely to basic objectives of dissemination and implementation of design. Special consideration will be given to all those that include or tackle a social issue where design is relevant, providing solutions to specific challenges.

## GENERAL AIMS

Any project implemented from Valencia World Design Capital 2022 must meet at least one of the central aims of capital status, which are:

### → FURTHERANCE OF DESIGN.

Projects that aim to disseminate design, whether via the enhancement of its professionals, its companies, its importance as an economic driving force, its history or its legacy.

### → SOCIAL TRANSFORMATION OF THE REGION BASED ON DESIGN.

Initiatives that involve the activation of social innovation based on design in a region in the short or long term.

→ INTERNATIONALISATION OF DESIGN AND ITS AGENTS.  
Ideas that promote the international vision of Spanish design and of its agents, whether companies, professionals, institutions or specific projects.

→ WELLBEING BASED ON DESIGN: SOCIAL DESIGN  
Proposals that, based on design, provide the solution or give visibility to social issues that currently represent a challenge.

### → STRENGTHENING OF THE LOCAL OR NATIONAL PROFESSIONAL DESIGN NETWORK.

Projects that improve the professional implementation of the design sector, both nationally and internationally, and which bring its value to society, strengthening professional networks and the presence of professionals transversally throughout society.

### → COHESION OF THE VALENCIAN COMMUNITY THROUGH DESIGN.

Initiatives that promote the cohesion and union of all the territories of the Valencian Community, based on design.

### → REGIONAL BRANDING

Construction of a tale, or storytelling, about Valencian design. Projects or initiatives that enhance the importance of design in society, companies and institutions with the aim of projecting a united and differentiating image to the outside world in which design stands out as a tool for the creation of wellbeing and competitiveness.

**VALUES WITHIN THE  
FRAMEWORK OF THE  
UNITED NATIONS  
SUSTAINABLE  
DEVELOPMENT GOALS**

The projects implemented from Valencia World Design Capital 2022 must incorporate one of the **Sustainable Development Goals promoted by the United Nations** on issues of sustainability and social justice for 2030. The Sustainable Development Goals are a universal call to action to end poverty, protect the planet and guarantee that people can enjoy peace and prosperity.

The selection of Valencia as World Design Capital in 2022 enables us, starting now and with the 2022 horizon as the key year, to generate projects and collective synergies to visualise the problems, determine the challenges, design the strategies and begin to work to attain targets.

- No poverty
- Zero hunger
- Good health and well-being
- Quality education
- Gender equality
- Clean water and sanitation
- Affordable and clean energy
- Decent work and economic growth
- Industry, innovation and infrastructure
- Reduced inequalities
- Sustainable cities and communities
- Responsible consumption and production
- Climate action
- Life below water
- Life on land
- Peace, justice and strong institutions
- Partnerships

Design methodology and collaboration can help us to work from local to global, designing processes that affect very different fields (education, politics, communication, planning, tourism, innovation, food, business and sustainability) and enable people to make a direct impact to attain global goals, by resolving relevant local challenges in their own context.

## **TECHNICAL INFORMATION OF THE PROJECT**

- 1.** Contact details (name / telephone / email / web).
- 2.** Description and track record of the professional or company that presents the project. (Up to 900 characters).
- 3.** Project title.
- 4.** Project summary. (Up to 600 characters).
- 5.** Description of the project including information on the target public, the location of the project, the aim of the project, the values and the need or challenge it sets out to solve. (Up to 9000 characters).
- 6.** Aims of the project aligned with those of the World Design Capital. (Up to 900 characters).
- 7.** Values of the project aligned with the United Nations Sustainable Development Goals. (Up to 900 characters).
- 8.** Target public to which the project is addressed.
  - a. Professional public.
  - b. General public.
  - c. Institutions of the Valencian Community.
  - d. Companies.
  - e. Public and private schools and education and research centres in Spain.
  - f. Other.
- 9.** Duration of the project:
  - a. Estimated start and finish dates of the project.
  - b. It is a project that continues over time. (Up to 300 characters).
- 10.** Estimated budget for development of the project.
  - a. Detailed budget in Excel (optional)
  - b. Regarding the project presented, is a more reduced or extended version possible?
- 11.** What collaboration from Valencia World Design Capital 2022 do you consider sufficient to make your project viable? (Communication / Promotion / Funding, etc...) (Up to 900 characters).
- 12.** What alternative source of revenues and resources to complement the possible aid from Valencia WDC do you contemplate or envisage to make the project viable? (Up to 900 characters)
- 13.** Image / Video / References (Optional) to assist understanding of the project.
- 14.** Additional documentation (optional).

## **RECEIPT OF THE BID**

The proposals will be received digitally by means of a form available on the dates indicated for each call, which will be communicated via the different channels of Valencia WDC and especially from the newsletter:

**<https://mailchi.mp/wdc2022/newsletter>**

Valencia World Design Capital 2022, upon receipt of each application, will acknowledge receipt of the proposals received with a registration number and will verify that the application has been properly completed and that the appropriate documentation has been attached.

If the application does not comply with the standard model or if the attached documentation is incomplete, the applicant will be asked, by any means that enables proof of receipt, to correct the error or to attach the necessary documents in the term of 10 days, with the warning that, should they not do so, the application will be deemed to have been dropped.

Form can be completed in English, Spanish or Valencian.

Application form:

**<https://bit.ly/2Z43uak>**

## **WHO CAN APPLY?**

The call is open to individuals, companies or institutions, both national and international, that have projects, proposals, suggestions or strategies that they want to develop together with or with the support of World Design Capital Valencia 2022 to achieve the objectives detailed in the call.

