



## CZECHTRADE DIRECTORY OF DESIGNERS

The CzechTrade Directory of Designers is operated by the Czech Trade Promotion Agency/CzechTrade (hereinafter referred to as "CzechTrade"), the national pro-export agency of the Ministry of Industry and Trade of the Czech Republic.

The CzechTrade Directory of Designers (hereinafter referred to as the "Directory") is an on-line database of persons and companies with high professional standards, providing services in the field of design and marketing strategies<sup>1</sup>. It serves to provide especially those interested in support from programmes and initiatives co-financed by the European Union, but also the professional public, journalists or schools with contacts to designers and experts in the field of marketing strategies. Through an extensive network of foreign offices in more than fifty countries on five continents, CzechTrade promotes the Directory worldwide.

The Directory can be found at <https://www.designers-database.eu/>

Registration to the Directory is free of charge and is open only to legal entities or natural persons - entrepreneurs with their registered office or registered business establishment in the Czech Republic (hereinafter referred to as the "Entity/ Entities") whose activities are focused on the field of industrial and product design, applied arts, arts and crafts, architecture, graphic design, digital communication and marketing strategies.<sup>2</sup>

### Use of the CzechTrade Brand

**The use of the CzechTrade name, brand, logo or any other symbol in advertising, promotion, announcements, marketing materials and activities - including websites, press releases, social media or any other form of communication - by the Entity registered in the Directory is only possible with the prior written consent of the CzechTrade Agency.**

The use of the project name **Design for Competitiveness 3 (DESIGN 3)** and the reference to its supported key activities for the purpose of promoting design and marketing services of the Entities listed in the Directory is possible **only with the prior written consent of the CzechTrade Agency.**

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<sup>1</sup> An entity whose principal business includes specialised design, design and/or marketing activities.

<sup>2</sup> In the Directory, industrial and product design is defined as the implementation of mass-production of products. On the other hand, graphic design, digital communication and marketing strategies are supporting mechanisms to better present and market these products and companies both domestically and abroad.

## Terms and Conditions and Rules for Free Registration To the Directory

Only one entry can be entered by one Entity into the Directory in Czech and English. It is possible to list more than one field of activity within a single entry. The Entity must indicate its specialisation in at least one of the following fields:

- **Means of transport**
- **Electronics**
- **Fashion** (clothing, footwear, textile design, accessories, jewellery)
- **Industrial design in engineering** (e.g. tools and instruments, production machinery, robotics and automation, agricultural and forestry technology)
- **Interior design** (e.g. furniture, interior accessories, lighting, textiles, decorations, bathroom accessories, flooring)
- **Healthcare equipment, sanitary goods**
- **Architecture** (interior and exterior design, trade fair displays)
- **Other** (e.g. arts and crafts, toys, tableware, cooking utensils, sports equipment, musical instruments)
- **Graphic design, digital communication** (visual corporate identity, graphics for digital marketing - websites, social networks, online campaigns; illustrations);
- **Marketing strategies** (marketing strategies for foreign markets)
- **Outdoor design** (e.g. products for gardens, parks, terraces, balconies and any other outdoor areas)

**The publication of successful reference projects is a condition for the registration in the Directory.**

A **successful reference project in the field of design** is considered to be an output of a designer in the creative industries listed in the Directory's codebook that has **won an international or national design award or a nomination for an international or national design award**.

In the event that the applicant for the registration in the Directory does not have a reference project with an international or national design award or a nomination for an international or national design award, it is possible to submit a project that has demonstrably **increased the market potential** or **brand value** of the contracting authority. The increase in market potential and/or brand value through design is documented by the applicant for the registration in the form of a case study that includes information on the number of units sold, demonstrable increase in sales/profit, market share gained, increase in export turnover, etc.

As for the fields of activity (industrial and product design, applied arts, arts and crafts, architecture, graphic design, digital communication and marketing strategies), it is mandatory to publish **at least one successful reference project whose full implementation, including awards, took place in the previous three calendar years**.

A successfully defended diploma thesis which includes the practical implementation of a product or any other project that falls within the defined specializations can be used to prove a successful reference project. Such a thesis or work must not be older than three calendar years.

### Marketing Strategies

This category includes creative designers who focus on the development and implementation of marketing strategies aimed at successful entry and operation in foreign markets.

The publication of successful reference projects implemented in the previous three years is a condition for the registration in the Directory. A **successful reference project in the field of marketing strategies** is considered to be an **export success** achieved thanks to the designed marketing strategy. Export success through a marketing strategy is documented by the applicant for the registration in the form of a case study which includes information such as the number of units sold, demonstrable increase in sales/profit, market share gained, increase in export turnover, etc.

The profile activity description in the Directory will state: Development and implementation of export marketing strategies.

The data entered in the Directory and other information on the website to which the entry refers must not contradict the applicable laws and regulations of the Czech Republic, the European Union, relevant international laws and regulations and generally accepted ethical and moral values and rules.

CzechTrade is not be liable for any damages or loss of profit resulting from the inclusion of the information in the Directory, even if it complies with these rules.

### **Procedure for Free Registration to the Directory**

To order and enter entries into the Directory, the Entity can use the online client interface [www.designers-database.eu](http://www.designers-database.eu), accessible by using a username and password <sup>3</sup> which the Entity creates itself following the instructions of the CzechTrade Client Centre<sup>4</sup>.

The detailed procedure for creating and editing an entry is given in the attachment - MANUAL FOR USERS OF THE DIRECTORY OF DESIGNERS WEBSITE.

By submitting a request for publication, the Entity also declares on its honour that all the reference projects it provides and will provide in the future for the purpose of presentation in the Directory are in accordance with the wording of the Rules and Terms and Conditions are exclusively its copyrighted work to the extent of Act No. 121/2000 Sb., on copyright, on rights related to copyright and on amendments to certain acts (the Copyright Act), as amended, and that it is the owner of all necessary intellectual property rights to provide the subject implementations.

**The final form of all profiles in the Directory is determined by the CzechTrade Client Centre staff<sup>5</sup> and they reserve the right to review and modify the final version prior to its publication in the public part of the Directory.** CzechTrade also reserves the right to request additional information from the clients.

The CzechTrade Client Centre reserves the right to check the content and modify the final version of the information, especially the annotation and description of the Entity's activities. The Client Centre also reserves the right to move the Entity's entry to another, more relevant category of fields, or to create new categories of fields. The Client Centre therefore reserves the right to send information related to any changes and modifications to the Directory to individual Entities and contacts located therein.

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<sup>3</sup> The Entity does not disclose the password to any third parties in its own interest and, if necessary, the Entity can change it in the 'Settings' tab of the online client interface at any time. CzechTrade is not responsible for any misuse of access data to the Client Centre. If an Entity forgets the password, the Entity can use the 'forgotten login details' function in the client interface.

<sup>4</sup> Based on the data submitted (name of the Entity, Id. number, contact details and website), the Entity receives login details to the Directory where it creates its profile.

<sup>5</sup> For the purposes of the Directory, the CzechTrade Client Centre means the staff of the CzechTrade Design Centre.

### **Cancellation of Registration in the Directory**

The form of entries in the Directory is subject to the binding rules listed above. Any violation of the rules stated herein may result in the editing or deletion of the entry from the Directory database. Registration can be cancelled at any time by sending a request to the Client Centre.