

## CZECHTRADE DIRECTORY OF DESIGNERS

The official 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** is a reference list of persons or companies with high professional standards providing design services. It serves to provide contacts to suppliers of design services, especially to those interested in support from EU operational programmes, the National Recovery Plan, but also to the professional public, journalists or schools. Through the Directory, CzechTrade promotes registered designers abroad.

The CzechTrade Directory of Designers is located at <http://designers-database.eu>.

Registration to the CzechTrade Directory of Designers is **free of charge** and only Czech legal entities or natural persons active in the fields of **industrial and product design, applied arts, arts and crafts, architecture, graphic design and digital communication** (hereinafter referred to as "designer") can be included.

### Terms and conditions for free registration to the online Directory of Designers

Only one registration per entity (designer, design studio) can be entered into the CzechTrade Directory of Designers in both Czech and English.

The designer is required to indicate his/her specialization in at least one of the following fields:

- **machinery** (design associated with construction work, tools, agricultural machinery)
- **healthcare equipment** (sanitary goods)
- **means of transport**
- **electronics**
- **furniture (interior, urban furniture), interior accessories**
- **fashion** (clothing, footwear, textile design, accessories, jewellery)
- **glass, porcelain**
- **others** (arts and crafts, toys, tableware, cooking utensils, sports equipment, musical instruments, packaging with emphasis on design, etc.),
- **architecture** (interior and exterior design, trade fair displays),
- **graphic design** (corporate identity - logo, elements, fonts, colours, typography, styling of photographs or illustrations, layouts of basic materials, applications for machines and buildings, etc.; graphic manual; printed materials; packaging design; templates for documents and merchandise; promotional items; graphics for digital presentation - websites, branding for social networks, online campaigns; illustrations - digital, vector, handmade)
- **digital communication** (videos, websites, flash banners, animation, implementation of virtual reality environments, 3D models, virtual reality environments - characters, symbols, virtual landscapes)

It is possible to list more than one field of activity within a single registration. **In the case of classification in the relevant field, at least one realization, which is not older than 3 years, is mandatory in this field.**

The designer proves that he/she meets the conditions for registration by presenting his/her own projects - reference projects, which will be published in the designer's profile.

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

CzechTrade shall not be liable for any damages or lost profits resulting from the inclusion of data in the online Directory, even if it complies with these rules.

### **Procedure for free registration to the online Directory of Designers**

For ordering and entering registrations to the online CzechTrade Directory of Designers, the client has an online client interface [www.designers-database.eu](http://www.designers-database.eu), accessible by using the username and password<sup>1</sup> which the client creates based on the instructions of the Client Centre<sup>2</sup>.

The designer **applies for registration** using the form available in the Directory menu - *New Designer*, which is sent to the Client Centre after filling in the required data. The Client Centre generates and sends the designer access credentials that authorize the designer to create and edit the profile.

The designer fills in the information in his/her profile and sends it to the Client Centre with a **request for publication** in the public part of the Directory. The Client Centre will carry out a check and if the designer's registration meets the conditions of registration, it will **publish the profile** in the public part of the CzechTrade Directory of Designers. The designer will be notified by e-mail when the profile is published. By submitting a request for publication, the designer also honestly declares that all realizations provided now and in the future for the purpose of presentation in the CzechTrade Designers Directory in accordance with the wording of the Terms and Conditions are exclusively his/her copyrighted work within the meaning of Act No. 121/2000 Coll., on Copyright, on Rights Related to Copyright and on Amendments to Certain Acts (Copyright Act), as amended, and that he/she is the owner of all necessary intellectual property rights to provide the realizations in question.

**The final form of all profiles in the Directory is determined by the CzechTrade Client Centre staff and they reserve the right to check and modify the final version before its publication in the public part of the Directory.** CzechTrade also reserves the right to request additional data from the designer.

The CzechTrade online directory support Client Centre reserves the right to check the content and modify the final version of the data, especially the annotation and the description of the designer's activities. The Client Centre also reserves the right to reassign the designer's registration to another, relevant category of fields or

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<sup>1</sup> The "designer" does not disclose the password to third parties in his/her own interest and can change it at any time if necessary in the "Settings" tab of the online client interface. CzechTrade is not responsible for any misuse of login details to the Client Centre. If the "designer" forgets the password, he/she can use the function for sending the forgotten login details in the client interface.

<sup>2</sup> On the basis of the data submitted (name of the entity, ID number, contact details and website), the client will receive login details to a Directory in which he/she will create his/her profile.

to create new categories of fields. Therefore, the Client Centre reserves the right to send information related to changes and modifications to the online Directory to individual designers and contacts located therein.

The **designer** always uses the client interface to **manage his/her profile** which can be accessed by clicking on *Log In* and using the login details received during the registration process. The designer can make changes to his/her profile at any time via the *Edit* function. After inserting new information, the designer must always request the Client Centre to publish it (see the description above).

### **Termination of registration in the online CzechTrade Directory of Designers**

The form of entries in the CzechTrade online Directory is subject to the above mentioned binding rules. Any violation of the rules listed here may result in editing or deleting the entry from the Directory database.

The entry can be cancelled at any time by sending a "designer" request to the Client Centre.

### **Information in the designer's profile listed in the CzechTrade Directory of Designers**

The entry is divided into 3 sections. In all sections there are input fields that must be filled in the entry.

1. Basic information (name, ID number, description, field of activity, designer's contact details)

The name should be given in the exact wording of the trade certificate or commercial register.

Always provide the phone number in international format, e.g. +420...

2. Extended information (language skills, membership in professional organizations, qualifications)

Qualifications are defined as educational qualifications, professional experience, major projects, exhibitions, etc.

3. Implemented projects (completed and actually implemented projects)

The designer enters any number of projects that he/she has completed in the specified period, with **at least one realization in the past 3 years in the selected category being mandatory.**

For each project, the designer fills in information such as the name of the client, the year the project was completed, a description of the realization and any awards received. An integral and mandatory part of the project is at least one photograph in JPG or PNG format 200 kB, which the designer also uploads to the project.