

中荷骑行可持续设计竞赛

近年来，荷兰和中国都在为建设一个更加可持续的未来不断加大努力，而减少碳排放，减少塑料产量以及塑料回收在其中起着重要作用。如荷兰政府“循环经济 2050”国家战略中所述，荷兰致力于使用 100%可再生（再生和生物材料）塑料，从而杜绝对环境造成任何有害影响。中国最近发布了新法规，旨在（其中包括）到 2025 年将减少 30%一次性塑料制品的使用。荷兰驻上海总领馆，哈啰出行和亿角鲸海洋研究中心联合举办此次中荷骑行可持续设计竞赛的目标旨在提高公众对降低碳排放和环保减塑的意识，以促进中国和荷兰实现其可持续发展的目标。在崇明岛举办的 2019 年中荷低碳骑行活动中，微博上吸引了超过 1000 万网民的关注。今年，通过此次的设计竞赛和后续的崇明骑行活动，我们希望吸引更多人对低碳减塑和再生塑料生产的关注。邀请更多的人来参与其中，为了更可持续的未来一骑(起)减塑吧！

比赛要求

设计主题为

1. 指定主题：骑行背包 [规定材料 RPET 面料]
2. 开放主题（附加题）：任何跟骑行相关周边用品(规定材料：板压回收塑料，基础材料尺寸：21cm x 15cm x 1cm, 可结合热弯，激光切割等加工工艺)

所有参赛的设计稿或成品需要满足以下要求：

- * 所有递交的比赛设计稿必须是设计概念稿+细节图, 同时需要提供产品尺寸，零部件连接方式，以及所需材料等相关信息。也可增加建模渲染。
- * 在设计时采用减少浪费，重复使用，回收再生的原则
- * 为美好的未来而设计：激励人们拥有更可持续的生活方式

* 提交更具实用性的设计，例如提高效率，减少浪费或外观精美

* 设计新颖独特性

参与方式

所有设计师工作室或独立设计师都可以参与竞争。如您有意愿参加此次设计比赛，请将完整的报名登记表以及您的参赛作品设计稿于 6/29 前发送邮件至：hellobrand@hellobike.com 报名参赛。

评选和奖励 此次比赛的评审由专业评审和线上投票共同产生。最终入围设计评审将于 6/30-7/5 线上线下同步进行。

获奖的指定主题作品，设计师/工作室将获得奖金人民币贰万元人民币。主办方会量产 300 件用于后续的骑行，获奖公司的 logo 可联名出现在指定主题作品上。

入围的开放主题设计我们会在哈啰线上周边用品商店进行预售，如果预售数量达到一定规模将进行量产，所得利润将按一定比例作为参与设计比赛的设计师或设计工作室的参赛奖励。

参加本次活动的申请机构和申请人均被视为承认本公告的所有条款，荷兰驻上海总领事馆拥有对本公告的解释权。

Sino-Dutch Sustainable Bicycle Tour Design Competition

Over the recent years both the Netherlands and China have increased efforts to create a more sustainable future for coming generations, carbon emission reduction, reduction plastic production as well as recycling of plastic plays a big role. For example, as set out in the

government wide program "A Circular Economy in the Netherlands by 2050", the Netherlands aims that in 100% renewable (recycled and bio based) plastics will be used without any harmful impact on the environment. China recently issued new regulations aiming (amongst others) for a decrease of consumption of single-use plastic items by 30% by 2025. The Consulate General of the Netherlands in Shanghai, Hello Bike and N.O.C. are jointly organising the design contest to raise awareness of low carbon mobility and reduction of plastic usage amongst the public to facilitate China and the Netherlands in reaching their goals. The 2019 edition of the cycling event organised on Chongming Island attracted the attention of more than 10 million netizens on Weibo. This year, we are aiming to attract even more attention! With both the design competition as the bicycle tour that will follow after the competition we would like to highlight the importance of reduction of plastic use and recycled plastic production. Joining us and make our future even more sustainable!

Design Brief

The design contest has two themes:

1. Bicycle backpack (made from PET fabric),
2. Cycling related product, made from any type of recycled plastic, based on production through sheet pressing (max dimensions of sheet 21x15x1cm). Could be combined with other production processes like bending, laser cutting etc. (this theme is optional)

The design(s) will have to meet the following requirements:

- Entries to the Sustainable Design Competition must be an design concept sketch + detailing. We would like to see information on main dimensions, connections, required materials and how it could be produced. Modeling & computer rendering is a plus.
- The design should adhere to the three R's: Reduce, re-use and recycle;
- A product designed for a better future: inspire people to adopt a more sustainable lifestyle;

- The design must have clear advantages for the consumer: higher efficiency, usability, or have an outstanding look;
- Be different: the design should be unique and new

Participation

All design studios and independent designers are welcome to participate in the competition. If you would like to participate, please fill out the registration form together with your design and submit it to hellobrand@hellobike.com. The deadline for submitting your application and design is the 29th of June.

Judges and Award

The winner of the design competition will be determined by professional jury as well as through online voting, this process will take place from 30 June until 5 July.

The design studio or independent designer of the winning backpack design will be awarded 20 000 RMB. The organiser of the competition will produce 300 pieces of the winning design, which will be used during the upcoming "Sino-Dutch Sustainability Bicycling Tour"organised by Hello Bike and the Consulate-General of the Netherlands in September. The logo of the winning design studio or independent designer will be printed on the product and included in all communications of the cycling event.

Designs for the second theme will be made available for pre-order on the Hello Bike web shop. If there are enough pre-orders, the winning design will be taken in production and sold on the web shop. Profits (ratio to be determined) will go to the design studio or independent designer of the winning design.

Entry into the competition will be deemed as acceptance of these terms and conditions. The organizer, the Consulate-General of the Kingdom of the Netherlands, reserves the right of final interpretation for the content hereinabove.

Judges/评委



Bart Bleijerveld
BETTER FUTURE FACTORY



Lyla Wu
NEUNI GROUP

荷兰王国驻上海总领事馆



哈啰出行



N.O.C. 亿角鲸海洋研究中心





Kingdom of the Netherlands

中荷骑行可持续设计竞赛

Sino-Dutch Sustainable Bicycle Tour Design Competition

报名登记表/**Design Contest Entry Form**

参赛者联系方式/**Entrant Contact Details** 公司名称/设计师姓名

Company name/Designer name 职位/occupation: 地址/Address: 手机
/Phone: 邮箱/ E-mail:

产品描述/Product description 请阐述你的设计理念/Please
explain your design concept:

签名/Required signature:

All payable taxes and fees on prizes or design fees pursuant to laws and regulations in China and abroad and all expenses associated with registration and submission of entries shall be borne by the entrants.

All designs must be the entrant's own original work. The entrant (original author) remains the sole owner of the copyright for the work he/she nominates to the competition. Each entrant agrees that if her/his design is selected as the award-winning design, he/she grants the organizer, the

Consulate-General of the Kingdom of the Netherlands, permission to use, display, modify, reproduce, publish, promote and mass-produce his/her award-winning entry.

Entry into the Sino-Dutch Bicycle Sustainable Design Contest will be deemed as acceptance of the contest's official terms and conditions as attached. The organizer, the Consulate-General of the Kingdom of the Netherlands, reserves the right of final interpretation for the content hereinabove. This form must accompany all contest submissions. 参赛工作室和个人所获的奖金或设计费的税金（含中国境内外应缴纳的各项税费）和在报名与提交设计成果过程中发生的一切费用自理。所有参赛作品必须为作者原创，版权归原作者所有，参赛者同意竞赛主办方荷兰驻上海总领事馆对获奖设计方案拥有使用、展览、修改、复制、发布、宣传和量产等权利。以参赛者身份参加中荷骑行可持续设计竞赛，即表示您已完全理解并同意接受和遵守本竞赛的条款与细则。主办方荷兰驻上海总领事馆拥有对本竞赛的条款与细则的最终解释权。此表格须与所有参赛作品一并递交。

By checking this box, each entrant agrees to all the contest rules and regulations.

勾选此方框将视作每位参赛者同意所有比赛规则和条款