



FAQs for Activations, Community Events, Exhibits, & Project Submissions

World Design Capital San Diego Tijuana 2024 (WDC 2024) is excited to invite the regional community to participate in the designation year by showcasing our rich design history and how design is transforming our region. Your creative contributions will help reach more people, communities, and geographies by offering a diverse, eclectic, informative, and exceptional array of programming and initiatives. Below you will find definitions, a summary of the review process, and criteria to guide your submission.

If you're ready to share an Activation, Event, Exhibit, or Project please fill-out our [Submission Form](#).

Table of Contents

Overview

Q: What is a World Design Capital®?

Q: What is World Design Capital San Diego Tijuana 2024 (WDC 2024) and why were we selected?

Q: What are the areas of focus for WDC 2024?

Definitions

Q: What are Activations?

Q: What are Events?

Q: What are Exhibitions?

Q: What are Projects?

Q: What are Signature Events?

Q: What are Community Events/Programs?

Q: What are Design-to-Action-Networks?

Review Criteria & Process

Q: What has been considered in crafting the criteria?

Q: What is the minimum requirement to become a "Community" Initiative?

Q: What are some of the other requirements to become a "Community" Initiative?

Q: How do I submit to become a "Community" Initiative?

Q: Is there a deadline for submittals?

Q: What is the review cycle timeline?

Q: What happens once I have become a "Community" Initiative?

WDC 2024 Support & Partnership

Q: What is the role of WDC 2024?

Q: What are the advantages of being a "Community" activation, event, exhibit, or project?

Q: What are the expectations of all Event/Project Partners?

Q: What marketing efforts or materials will require prior approval?



Overview

Q: What is a World Design Capital®?

A: World Design Capital® (WDC) is designated every two years by the World Design Organization® (WDO). The program recognizes cities for their effective use of design to drive economic, social, cultural, and environmental development.

It provides a year-long platform and framework to showcase design through unique experiences and explorations that stimulate thinking and bring the host community (in our case, the San Diego Tijuana region) together.

San Diego Tijuana is the first cross-border region to be designated World Design Capital, and the first time a U.S. city has been selected. Previous WDCs include Torino, Italy, Seoul, South Korea, Cape Town, South Africa, Taipei, Taiwan, Mexico City, Mexico, and most recently Valencia, Spain.

Q: What is World Design Capital San Diego Tijuana 2024 (WDC 2024) and why were we selected?

A: WDC 2024 is a once in a lifetime opportunity for our region to accelerate the exchange of ideas and create opportunities for collaboration. San Diego Tijuana's bid to the World Design Organization highlighted the commitment to design, culture of cross-border collaboration, and the role of both technology and innovation toward building more interconnected communities. San Diego Tijuana are two cities in two countries, however we are one regional community continuously redefining and redesigning our cross-border home. We are doing something truly different here and creating a unique success story from which other border communities can learn.

Q: What are the areas of focus for WDC 2024?

A: In 2024, we will seed and showcase transformative legacy projects focused on six key focus areas. Using Community-Centered Design, Our Region, Sustainability and JEDI as a lens to support, and strengthen our chosen themes, the WDC 2024 strategic focus areas provide a framework that allows projects and other initiatives to be recognized and resourced where applicable. Each focus area will include designers from all sectors. The focus areas are Design in:

1. Arts & Culture / Arte & Cultura
2. Climate & Sustainability / Clima & Sustentabilidad
3. Health & Wellbeing / Salud & Bienestar
4. Planning & Placemaking / Planeación & *Placemaking*
5. Science & Technology / Ciencia & Tecnología
6. Youth & Education / Juventud & Educación



Definitions

Q: What are Activations?

A: "Activations" differ from other submittals in their simplicity. They reflect ideas to activate places and/or spaces through activities like workshops, talks, temporary pop-up displays, or performances. Complementing events, exhibits and more complex projects with these activations will provide a more diverse and substantial way to stay engaged with the community at large throughout 2024.

Q: What are Events?

A: Events may range from a small/large gathering or activity, whether physical, digital, or hybrid. It should complement the focus areas of WDC 2024 (as described above) and/or further the awareness and understanding of the role of design. It can be focused on the community at large, or a specific audience. From educational to celebratory, it's up to you.

Q: What are Exhibitions?

A: Exhibitions may vary in size and reach. It should complement one or more of the focus areas of WDC 2024 (as described above) and/or further the awareness and understanding of the role of design. An exhibit vs. an "activation," is more ambitious and should have a longer showing time. It will also be more prominently displayed on the WDC 2024 website and in marketing promotions.

Q: What are Projects?

A: A project may have an event component or be built around a series of activities, workshops, talks, or outreach to further a specific area of study, or content creation. Your project may be at different life cycles (concept, seed, implementation, scale, etc.) You may also envision this project to have a longer term impact past 2024. If so, please indicate via the submission form.

Q: What are Signature Events?

A: A WDC 2024 Signature Event is an international event, as designated by the World Design Organization® to be conducted as part of the annual program of events. They include the following: Signing Ceremony, Design Experience, Design Spotlight, Street Festival, Policy Conference, Network of Cities Meeting, and the Convocation Ceremony. While there are guidelines, it is up to each WDC organizing entity - in this case, WDC 2024 - to interpret how best to execute the event, whether independently or in partnership with other entities, in a manner that is most meaningful and relevant to their region.

Q: What are Community Events/Programs?

A: A Community activation, event, exhibition, or project has met WDC 2024's program criteria. These initiatives will receive use of the WDC 2024 Community activation, event, exhibition or project logo (i.e. specific to this category), and will be included on the annual calendar on the WDC 2024 website. In addition, and at the discretion of WDC 2024, initiatives will also receive promotion from joint WDC 2024 marketing efforts and potentially be supported by the Design-to-Action Networks.

Q: What are Design-to-Action Networks?

A: A Design-to-Action Network is an advisory group convened to explore "Projects" aligned with a specific WDC 2024 Focus Area. Each group is composed of a unique mix of researchers, academic, business, community, arts & culture, and design leaders that have an interest in a specific focus area or project. They are tasked with identifying key project/s and then developing and submitting an action plan that outlines project support, objectives, goals, success metrics, and key milestones. The team meets twice a month throughout 2023 and 2024. Networks are now forming. For more information [check out our FAQs.](#)



Review Criteria & Process

Background

A key part of the success for WDC 2024 is providing a platform and network to leverage existing, and proposed community events, programs, and activities. To ensure there is a fair and equitable process in determining which ideas are recognized as **“Community”** by WDC 2024, we have established a set of qualifying criteria. These criteria do not preclude other events and activities happening or gaining benefit from the WDC 2024 designation. These criteria provide a delineation that separates those ideas that will receive calendar placement, marketing and promotional support as part of the core WDC 2024 support offerings throughout 2024, and those that do not.

Q: What has been considered in crafting the criteria?

A:

1. Ensuring the process results in a high-quality offering, representing the best in design, while facilitating a diverse and comprehensive range of submittals.
2. Capturing an interesting and diverse cross section of events, activities, and programs representative of our region.
3. Assessing submissions with the goal of identifying and selecting a few stellar regional programs for “Community” designation.

Q: What’s the minimum requirement to become a “Community” Initiative?

A: Your ability to provide a positive audience experience that allows design to be more approachable, better understood, and appreciated.

Q: What are some of the other requirements to become a “Community” Initiative?

A:

CRITERIA	REQUIREMENTS	Y/N
STRATEGIC LENS	Does it support our focus areas?	
Design-led	Does it represent the best in design?	
	Does it elevate design?	
Regional	Does it explore a regional challenge through the lens of Design?	
	Does it represent the San Diego Tijuana region?	
Sustainability	Does it build community?	
JEDI	Does it consider accessibility, diversity, and inclusivity?	
	Does it inform, inspire, and/or educate?	

A Community activation, event, exhibition, or project will receive use of the WDC 2024 Community logo at your event/activities, in programming, promotion, and advertising. It will be included on the annual calendar listing on the WDC 2024 website with a link to your website.

In addition, and at the discretion of WDC 2024, initiatives will also receive promotion from joint WDC 2024 marketing efforts and potentially be supported by the Design-to-Action Networks.



Q: How do I submit to become a “Community” Initiative?

A:

1. To submit your event or project for consideration, please [go to this link](#). It will take you through a simple set of questions and ask for basic information. We will confirm your submission has been received and reach out to you with any questions within 2-3 weeks of the submittal date.
2. Submissions will be reviewed by the WDC 2024 staff and by a diverse group of community members who have agreed to serve on the WDC 2024 Review Council.
3. You will be notified at the end of each review cycle, which will be approximately 6 weeks after your submission, regarding the designation.

Q: Is there a deadline for submittals?

A: If you feel you need more time to develop your submission, WDC 2024 will be accepting submissions from Q2 2023 through Q1 2024. Subject to demand, the deadline may be extended into Q2 2024.

For those entities that are planning larger events and projects and/or seeking funding via local grants or sponsorships, we encourage you to submit as early as possible or in line with your key milestones.

Q: What is the review cycle timeline?

A:

- Submissions will be officially open in June, 2023
- Submissions are reviewed on a rolling monthly basis
 - Example of Submission & Review Cycles
 - #1: June to June 30
 - #2: July 1 to July 31
 - #3: August 1 to August 31
 - etc.
- Submitters will receive confirmation of their submission with 24 hrs
- Submitters will be contacted within 15 business with any follow-up questions
- Submissions will be provided designation confirmation within 6 weeks of their submission

Q: What happens once I have become a “Community” Initiative?

A: The WDC 2024 Project Manager will work with your team to review and coordinate the following:

- Delivering the logo with instructions for its use
- Review the process for being included in the program calendar, including deadlines, files and content, and instructions on items like collateral and signage
- Guidelines on publicity
- Support from an assigned Design-to-Action Network, if appropriate



WDC 2024 Support & Partnership

A significant role of the WDC 2024 organization will be to support and amplify the rich history and power of community design throughout the designation year. The joint marketing program is a foundational element to achieving that goal.

Q: What is the role of WDC 2024

A:

- Serve as the official voice of the World Design Capital 2024 efforts
- Host and publish the official WDC 2024 calendar
- Work with partners including the San Diego and Tijuana Tourism Authorities to provide the most up-to-date information
- Host the WDC 2024 website
- Provide a point of contact and process to ensure information is collected and questions are answered in a timely manner
- Alert participating partners about ongoing marketing efforts so they can be leveraged. This will be accomplished via email (as needed) and through a monthly update call
- Official WDC 2024 brand oversight and compliance
- Provide logo files and instructions for use
- Signage, pamphlet, and/or other collateral designs and instructions for their use
- Coordinate with other WDC 2024 initiatives to provide support and connection - these include the Design-to-Action Networks, Design Ambassador program, and participating venues and programs
- Connect you to the WDC 2024 volunteer network to help staff or lend-a-hand where needed

Q: What are the advantages of being a "Community" activation, event, exhibit, or project?

A:

1. You may be featured as part of robust program calendar and marketing programming including the following components:
 - WDC 2024 website including a calendar, map, and program descriptions
 - Promotion through social media, online, and traditional advertising, publicity, and outreach through the WDC 2024 newsletter and updates
 - Use of the approved WDC 2024 logo on your marketing and promotional materials
 - Signage designs using the WDC 2024 branding for your use
 - Linking to the WDC 2024 website
 - Opportunity to to be featured in WDC 2024 Press releases where applicable
2. Early Access opportunities
 - Invitations to meetups with other endorsees
 - First to learn about new programs being added
 - Other "access" related benefits TBD
 - Opportunity to be featured in WDC 2024 content creation i.e. Designer & Industry Spotlight



Q: What are the expectations of all Event/Project Partners?

A:

- Be responsive to deadlines for information to ensure program listings are correct.
- Alert the program liaison of any changes to your program so WDC 2024 can respond accordingly and alert our partners.
- Submit those items that require advance approval by WDC 2024 on time for appropriate turn-around.
- Attend monthly update calls.
- Provide WDC 2024 with any metrics or data that would be helpful in measuring the overall effectiveness and success of our collective efforts – to be included in the WDC 2024 Impact Study.

Q: What marketing efforts or materials will require prior approval?

A: The goal of WDC 2024 is not to be overly prescriptive. As a creative and design-driven endeavor, our role is to bring resources and partners together to facilitate meaningful and transformative change for our region. However, to ensure a consistent level of quality and to make sure we leverage our collective efforts, WDC 2024 will require prior approval on the following:

- All relevant news releases and/or publicity plans need to be received/discussed a minimum of 30 days prior to the launch of the initiative
 - Note, we will have knowledge of other, potentially competing or complementary, programs
- If you are planning a ticketed event, we will need to see/discuss your plan and how that will be supported or executed
- All advertising, website, materials, and signage must contain the approved WDC 2024 logo
- News releases are required to use the correct boilerplate copy provided by WDC 2024
- Any press release mentioning a WDC 2024 partnership must be received 10 business days before publication for approval

To stay up to date, follow us at [#wdc2024](#) or visit us at [wdc2024.org](#)