



WORLD DESIGN CAPITAL
CAPE TOWN 2014



Submit your idea and win

General Entry: Win one of three R 500 000 support packages to get your concept to market, or improve on an existing solution.

Student Entry: Compete for one of three cash prizes of R 40 000.

Corporate Entry: Compete for a place in the showcase and an excellence award.

Win your share of R 1,62 million in support services & cash

The Better Living Challenge aims to gather and showcase the best home improvement solutions for low-income living. The focus is on solutions that are innovative, affordable and green. **Entries close 31 May.**

Who can enter?

Anyone with a new concept or an existing solution for low-income home improvement: designers, engineers, entrepreneurs, architects, builders, inventors, creative thinkers, ordinary citizens, students, micro and small businesses, medium businesses and large corporate companies.

What's a support package?

R 500 000 of professional support services to assist you to get your product to market, or improve an existing solution. Each winner will have different needs, ranging from services like industrial design, intellectual property consulting and marketing assistance.

While the competition is open to local and international entries, the support packages can only be claimed in the Western Cape.



OPEN FOR SUBMISSIONS

SELECTION

Finalists announced to exhibit at showcase

SHOWCASE

Winners announced



TheBetterLivingChallenge

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