



does design matter to you? become an industry friend

The Council's mission is to increase recognition of the value of design, elevate global standards across all design disciplines, and improve the situation of individual designers everywhere. Within this mandate, there is much to be done. We are seeking like-minded organisations, government agencies, foundations, and ethical businesses that share our ideals, values, and objectives.

The great majority of working designers are not household names. They run small practices—perhaps alone or with a handful of other designers. These designers—together—are making a significant impact. Each of them strives every day to do good work, solid work, and impactful work, supporting their clients and improving the lives of those who use their designs. Our Council works to create tools to assist them.

Everything we do is evaluated based on the investment of resources versus the impact for designers. We focus on issues such as design ethics, diversity within design, sustainability through design, the professionalization of design, supporting lifelong learning, design advocacy, community-building, and raising the profile of design as a profession.

We strongly believe in focusing on what only we can do, supporting those who can do

better than us, and collaborating on projects that cannot be accomplished alone. If your organisation shares these values and objectives, we invite you to become an Industry Friend.

who we are

We are a Council of independent Member organisations—a global network that shares common issues, commitments, and standards. Together, our Members create a unified voice for the global design community and foster high-level dialogue on the leading role design plays in society, culture, and the economy. ICoD is the world's largest representative body of professional designer entities, comprising 114 Member institutions across 58 countries. It is one of the most far-reaching INGOs in the field of design.

Founded in 1963 as IcoGrada—the International Council of Graphic Design Associations—the International Council of Design (ICoD) is an international non-governmental organisation headquartered in Montreal, Canada.

Today, we are a multidisciplinary Council with renewed vitality and clarity of vision. While staying true to the legacy of our core values, we have refined our initiatives, reshaping how our actions address the needs of our Members and the larger design community.

The Council's mission is to increase recognition of the value of design, elevate global standards across all design disciplines, and improve the situation of individual designers everywhere. To achieve this, we need the support of the industry.

**international
council of
design**

why become an industry friend?

As an Industry Friend, we invite you to collaborate and be part of the complex set of relationships designers facilitate and work within all the time as a key part of their profession. Your contribution will amplify the voices of, not just designers, but the people and places they tune into to deal with a changing world. Your collaboration strengthens our hands-on work towards building sustainable and ethical design practices, and ensures that design remains in a leadership position in cultural and economic decision-making. By supporting ICoD, you're not just investing in design—you're aligning with a movement that redefines how the world works, lives, and creates. This partnership positions you alongside creative allies, design innovators and global design leaders in shaping the future of the industries, economies, and communities that design touches.

We invite you to join us in this transformative mission. Together, we can push boundaries, envision alternate futures, and build wild new things that might just change our relationship to the world. Most of all, we can ensure that the critical and caring aspects of design stay present in the global conversation.

friendship benefits

Global Recognition

Public acknowledgment as a supporter of design excellence on ICoD's platforms, including logo placement on the ICoD website.

Inclusion in ICoD's Annual Report and promotional materials.

Alignment with Ethical and Sustainable Design Values

Association with ICoD's long-standing commitment to promoting ethical, sustainable, and professional design practices.

Visibility Among the Design Community

Your company will be proudly featured on the ICoD Website's Industry Friends page, alongside other prominent organisations championing design and innovation worldwide.

Exclusive opportunities to be showcased during ICoD events, featured in communications, and highlighted through impactful initiatives.

Networking Opportunities

Access to a global network of design leaders, professionals, and organisations.

Influence in the Global Design Agenda

Participation in shaping dialogues on critical design issues through exclusive briefings and events.

Exclusive Badge and Logo Usage

Each tier receives a unique badge and logo that can be used on their website and marketing materials. This badge showcases your support for the world's largest INGO of professional design entities.

Tier 1: Industry Associate (Top-Level)

- Use the official ICoD Industry Associate badge/logo on your website and marketing materials, signifying your company's elite status within the design community.
- Exclusive access to ICoD-endorsed design awards and competitions, with opportunities to serve as jurors or sponsors.
- Inclusion in ICoD's juror database and assistance in identifying jurors for your awards, aligned with best practices.
- Opportunities to collaborate with ICoD on international projects, such as design policy advocacy and design education initiatives.
- Invitations to exclusive ICoD events and networking opportunities.
- Plus all benefits from Tier 2 and Tier 3.

Tier 2: Industry Ally (Mid-Level)

- Use the official ICoD Industry Ally badge/logo on your website and marketing materials, signifying your company's enhanced role in promoting design excellence and innovation.
- Receive invitations to exclusive ICoD events and networking opportunities (4 per event).
- Opportunities to partner with ICoD in organizing regional events and workshops.
- Priority registration for all ICoD Regional events.
- Plus all benefits from Tier 3.

Tier 3: Industry Friend (Entry-Level)

- Use the official ICoD Industry Friend badge/logo on your website and marketing materials, highlighting your company's commitment to design excellence and influence within the global design community.
- Be listed in the ICoD Industry Friends directory, showcasing your affiliation and raising your profile in the design world.
- Gain access to the ICoD network of design professionals and experts worldwide.
- Receive invitations to exclusive ICoD events and networking opportunities (2 per event).
- Take advantage of exclusive discounts on partnering design awards and competitions.
- Participate in social media take-over opportunities to enhance your visibility and engagement within the design community.
- Invitations to exclusive ICoD events and networking opportunities.

ICoD Industry Friend tiers

tier 1: Industry Associate

Premier tier for visionary organisations leading the charge in global design influence, setting the standard for excellence and sustainability while shaping the future of design worldwide.

tier 2: Industry Ally

Industry entities driving ground-breaking design solutions, this tier celebrates brands and companies pushing the boundaries of design to shape sustainable and ethical practices on a global scale.

tier 3: Industry Friend

Design studios and production companies that actively support the Council's mission and contribute to the advancement of design, influencing young designers locally and globally.

Organisations seeking to explore further bespoke partnership opportunities, carefully tailored to their significant contributions and aligned with their strategic goals and priorities, are invited to consider becoming partners.

Sign up at theicod.org
Questions? Contact us:
E: friends@theicod.org



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ICoD industry friends fee structure

support and fee policies

The Industry Friends pricing policy, which determines the fees for each zone, is based on per capita (P/C) Gross National Income (GNI) index, as published by the World Bank. Zone classifications and annual adjustments reflect data obtained from the World Bank as of 1 July of each year. While the zones are updated annually, the fees will be adjusted by the Secretariat every two years (non-GA years).

Zone A: GNI is USD \$20 000 and higher.

Zone B: GNI is USD \$10 000–19 999.

Zone C: GNI is USD \$2 500–9 999.

Zone D: GNI is USD \$2 499 or less.

Industry Friends who commit to supporting for a period of 2 or 5 years are eligible for a discount of 25% and 50%, respectively.

Industry Friends may withdraw their support or association by providing three months' written notice to the Secretariat. Financial contributions already paid are non-refundable. Industry Friends who do not wish to renew their financial contribution after the chosen time period will be removed from the list of Industry Friends.

Industry Friends who wish to transition between tiers may do so by providing three months' written notice to the Secretariat at friends@theicod.org.

Industry Friends	Zone A	Zone B	Zone C	Zone D	
Tier 1: Industry Associate	24 000.00	20 500.00	17 500.00	12 000.00	Yearly fee
	36 000.00	30 750.00	26 250.00	18 000.00	2-year fee
	60 000.00	51 250.00	43 750.00	30 000.00	5-year fee
Tier 2: Industry Ally	6 000.00	5 200.00	4 400.00	3 000.00	Yearly fee
	9 000.00	7 800.00	6 600.00	4 500.00	2-year fee
	15 000.00	13 000.00	11 000.00	7 500.00	5-year fee
Tier 3: Industry Friend	1 500.00	1 300.00	1 100.00	750.00	Yearly fee
	2 250.00	1 950.00	1 650.00	1 125.00	2-year fee
	3 750.00	3 250.00	2 750.00	1 875.00	5-year fee

Table: ICoD Industry Friends fee structure

Partners	Organizations seeking to explore bespoke partnership opportunities, carefully tailored to their significant contributions and aligned with their strategic goals and priorities, are invited to consider becoming partners.
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Corporate entities supporting the objects of the Council and contributing financially to its development are recognised as Industry Friends. The companies in each tier are determined by their level of involvement in the design community, the innovation they bring to the industry, and the impact they have globally.

ICoD Industry Associate: Premier tier for visionary organizations leading the charge in global design influence, setting the standard for excellence and sustainability while shaping the future of design worldwide.

ICoD Industry Ally: Industry entities driving ground-breaking design solutions, this tier celebrates brands and companies pushing the boundaries of design to shape sustainable and ethical practices on a global scale.

ICoD Industry Friend: Design studios and production companies that actively support the Council's mission and contribute to the advancement of design, influencing young designers locally and globally.

Zone A

Andorra	Denmark	Israel	New Zealand	Sweden
Aruba	Estonia	Italy	Northern Mariana Islands	Switzerland
Australia	Faroe Islands	Japan	Norway	Taiwan (Chinese Taipei)
Austria	Finland	Korea, Rep.	Oman	Turks and Caicos Islands
Bahamas, The	France	Kuwait	Portugal	United Arab Emirates
Bahrain	French Polynesia	Latvia	Puerto Rico	United Kingdom
Belgium	Germany	Liechtenstein	Qatar	United States of America
Bermuda	Greece	Lithuania	San Marino	Virgin Islands (U.S.)
Brunei Darussalam	Greenland	Luxembourg	Saudi Arabia	
Canada	Guam	Macao (China)	Singapore	
Cayman Islands	Hong Kong SAR	Malta	Slovakia Republic	
Channel Islands	Iceland	Monaco	Slovenia	
Cyprus	Ireland	Netherlands	Spain	
Czech Republic	Isle of Man	New Caledonia		

Zone B

Antigua and Barbuda	Costa Rica	Malaysia	Palestine	St. Kitts and Nevis
Argentina	Croatia	Maldives	Panama	St. Lucia
Barbados	Cuba	Mauritius	Poland	Trinidad and Tobago
Bulgaria	Curacao	Mexico	Romania	Turkey
Chile	Guyana	Montenegro	Russian Federation	Uruguay
China	Hungary	Palau	Seychelles	

Zone C

Albania	Colombia	Guatemala	Micronesia	Grenadines
Algeria	Cote d'Ivoire	Honduras	Moldova	Suriname
Armenia	Dominica	Indonesia	Mongolia	Thailand
Azerbaijan	Dominican Republic	Iran	Morocco	Tonga
Bangladesh	Ecuador	Iraq	Namibia	Tunisia
Belarus	Egypt	Jamaica	Papua New Guinea	Turkmenistan
Belize	El Salvador	Jordan	Paraguay	Tuvalu
Bhutan	Equatorial Guinea	Kazakhstan	Peru	Ukraine
Bolivia	Eritrea	Kiribati	Philippines	Vanuatu
Bosnia and Herzegovina	Eswatini	Kosovo	Samoa	Venezuela
Botswana	Fiji	Lebanon	Serbia	Vietnam
Brazil	Gabon	Libya	South Africa	
Cape Verde	Georgia	Macedonia	Sri Lanka	
	Grenada	Marshall Islands	St. Vincent and the	

Zone D

Afghanistan	Djibouti	Lesotho	Nigeria	Timor-Leste
Angola	Ethiopia	Liberia	Pakistan	Togo
Benin	Gambia	Madagascar	Rwanda	Sao Tome and Principe
Burkina Faso	Ghana	Malawi	Senegal	Uganda
Burundi	Guinea	Mali	Sierra Leone	Uzbekistan
Cambodia	Guinea-Bissau	Mauritania	Somalia	Yemen
Cameroon	Haiti	Mozambique	Solomon Islands	Zambia
Central African Rep.	India	Myanmar	Sudan	Zimbabwe
Chad	Kenya	Nepal	Syria	
Comoros	Kyrgyz Republic	Nicaragua	Tajikistan	
Congo	Laos	Niger	Tanzania	