

A graphic of a dark blue folder tab with a light blue border. The word "BEDA" is written in white, bold, uppercase letters at the bottom right of the tab.

BEDA

Innovation Policy workshop on Design as a tool for innovation

Michael Thomson

BEDA President 2007-2009 and Director, Design Connect, London

Jan R. Stavik

BEDA Vice President and Director, Norwegian Design Council

The Bureau of European Design Associations

BEDA

Representing

42 members from 23 Member States
plus Norway and Switzerland

BEDA

Who is BEDA?

Association pour la Creation Industrielle, APCI,
Design Austria

Unie der Designers in België – Union des Designers en Belgique
Design Flanders

Danske Designere

Estonian Association of Designer

Grafia ry, Finland

The Finnish Association of Designers, Ornamo

BEDA

Who is BEDA?

Stowarzyszenie Projektantów Form Przemysłowych

Centro Português de Design

Tibiscus University, Faculty of Design, Romania

Barcelona Centre de Disseny

Spanish Designers

Stiftelsen Svensk Industridesign (SVID)

Slovenské centrum dizajnu – Slovak Design Centre

Bienale Industrijskega Oblikovanja

BEDA

Who is BEDA?

Sverigers Designer

Swiss Design Association

DBA – Design Business Association

Design Wales – Dylunio SPFP Cymru

Grays School of Art and Design, Aberdeen

The Lighthouse

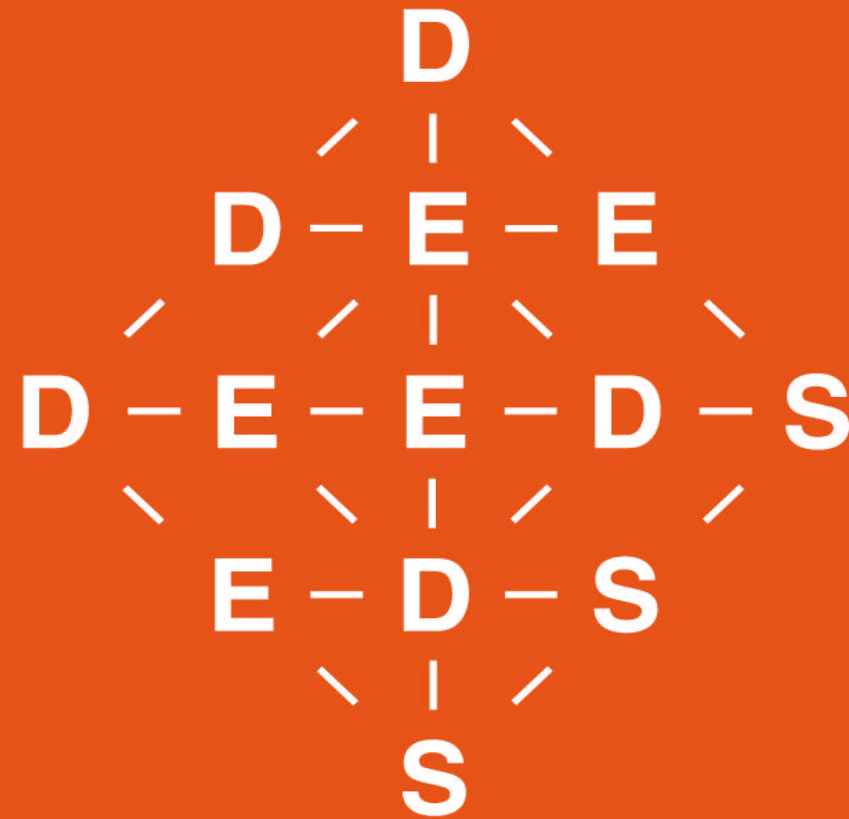
BEDA

The BEDA Communication Series



The White Book





Embedding sustainability into design
and design into sustainability, by providing
new educational models and tools

ICIS, Denmark

Academy of Fine Arts Poznań,
Poland

BEDA, Spain

SERI, Germany

University of Brighton, UK

Embedding sustainability into design
and design into sustainability, by providing
new educational models and tools

Design for Future Needs

To conduct research into the tools, techniques and methodologies, used in design forecasting practice in different industry sectors and in different geographical areas of the EU.

BEDA

Design for Future Needs

APCI

BEDA

Conservatoire National des Arts et Metiers (CNAM)

Design Council

Interaction Design Institute (IVREA)

UIAH

BEDA

European industrial activity classification (NACE Rev.2)

7410 Label: Specialised design activities

Synonyms: Design Consultant (so described) ,, Graphic design , Interior design, Industrial design consultant , Industrial design service ...

BEDA

European industrial activity classification (NACE Rev.2)

7410 Label: Specialised design activities

Synonyms: Design Consultant (so described) ,, Graphic design , Interior design, Industrial design consultant , Industrial design service ...

Belgium, Norway, Austria... Adoption of new codes in national statistics systems

BEDA

European Design Report

Statistical information published on design in
27 Member States

Austrian EU Presidency 2006

Martin Bartenstein / Franz Morak

.....

BEDA



EU AT



European Design Report

The European Design Industry
in Facts and Figures



BEDA

France



There are between **11,000** to **13,000** designers (except fashion and web designers),

60 % of them working in the Paris area.

There are around

20,000 to **25,000** people involved in design.

Total turnover amounts to

2.2 to **3 billion** euros.

There are around

4,500 to **4,750** units/agencies.

57 % of those agencies were established less than

10 years ago and mostly in the provinces (older companies being in the Paris area).

The number of clients has increased by

14 % between 2000 and 2001 and primarily in the following sectors: environment, multimedia, sound design, and textiles.

More than

50 % of the design companies have overseas customers.

60 % of design agencies are active in product design.

There are

3.3 times more companies than in the packaging design industry, but the product design industry employs only **12 %** of the total design workforce. Only

9 % of design agencies specialize in packaging design, but turnover accounts for

35 % of the total design turnover, and they employ

29 % of the total staff.

55 % of the staff are younger than 30.

40 % of the managers have been educated in design schools,

20 %, in art schools.

52 % of the companies have patent protection, mostly in the product design area (anti-piracy, copyright).

Source

Agence pour la promotion de la création industrielle (APCI) extracts and Ministère de l'économie des finances et de l'industrie, 2002.

France



There are between **11,000** to **13,000** designers (except fashion and web designers),

60 % of them working in the Paris area.

There are around

20,000 to **25,000** people involved in design.

Total turnover amounts to

2.2 to **3 billion** euros.

There are around

4,500 to **4,750** units/agencies.

57 % of those agencies were established less than

10 years ago and mostly in the provinces (older companies being in the Paris area).

The number of clients has increased by

14 % between 2000 and 2001 and primarily in the following sectors: environment, multimedia, sound design, and textiles.

More than

50 % of the design companies have overseas customers.

60 % of design agencies are active in product design.

There are

3.3 times more companies than in the packaging design industry, but the product design industry employs only **12 %** of the total design workforce. Only

9 % of design agencies specialize in packaging design, but turnover accounts for

35 % of the total design turnover, and they employ

29 % of the total staff.

55 % of the staff are younger than 30.

40 % of the managers have been educated in design schools,

20 %, in art schools.

52 % of the companies have patent protection, mostly in the product design area (anti-piracy, copyright).

Source

Agence pour la promotion de la création industrielle (APCI) extracts and Ministère de l'économie des finances et de l'industrie, 2002.

Slovenia



In Slovenia there are around **300** people working in the design sector as freelancers.

There are **101** companies, firms, studios, and agencies in Slovenia that have indicated design as their main business activity.

170 designers have graduated from the Department for Design at the Academy of Fine Arts since its foundation in 1997; those are recognized officially as designers.

There are **2** universities and several secondary schools for design in Slovenia.

Source
BIO archives and estimation by the Information and Documentation Centre (IDCO) at the Chamber of Commerce and Industry, 2006.

European Design Report

Fragmented and inconsistent provision of
incomparable information

BEDA

Meeting with Commission President Barroso

Lisbon
October 2008

BEDA



Design Europe 2010

Building the European design dimension within Europe's competitiveness and innovation strategies to support of the Lisbon Agenda

The Competitiveness and Innovation Programme (CIP) is a big step forward in programme integration for stimulating innovation and yet the role of design remains underestimated in supporting Europe's innovation agenda as manifested in European Programmes and Manuals.

Europe must be competitive. The demands of the economic environment are changing rapidly and continuously. China aims to become an 'innovation society' and is closing the creativity gap. South Korea is implementing its third five-year plan for design launched by the President of the country and India's Union Cabinet passed the Indian National Design Policy in February 2007.

There is no clear policy for design at the European level. In the arena of design promotion and development, the level of investment across Member States is inconsistent and, remains, in absolute terms, insignificant and inadequate to the challenges we face in a globalising world.

The European design industry is, if measured by size alone, very small and fragmented and yet the impact of design for improving competitiveness, business performance and generating wealth is well documented. In addition, it is a unique and valuable part of the heritage of European cultures.

Europe must act coherently at the European level to maintain, develop and increase Europe's unique design power.

We are asking for your personal support in the creation of a strong European mechanism in order to build Europe's design competence for the 21st century as a complementary strategy for Europe's innovation performance. This mechanism would initiate the following actions at the European level:

1. **Evidence:** A consistent and comparable evidence base for design activity in the European economy, incorporating the development of indicators for measuring the relevant challenges and leading to modest but significant incremental modifications to existing national innovation surveys.
2. **Investment:** A mapping and review of the European design promotion sector across Europe in order to identify areas for growth and further investment to prevent erosion of the sector, to support coherence and co-operation between Member States in this arena and to propose standardised long-term policy guidance for national design policies.
3. **Policy advice:** A long-term, EU-level, cross-sectoral, advisory group for design policy guidance engaging industry, business, the design industries and design promotion sectors and other key stakeholders in the European Knowledge Economy.

© IFA October 2007. IFA Policy Unit, London, June 2006. ■ October 2007

Design Europe 2010

BEDA Manifesto for Commission President Barroso

Europe must act coherently at the European level to maintain, develop and increase Europe's unique design power.

BEDA

...the creation of a strong European mechanism in order to build Europe's design competence for the 21st century as a complementary strategy for Europe's innovation performance.

BEDA

Evidence

A consistent and comparable evidence base for design activity in the European economy, incorporating the development of indicators for measuring the relevant intangibles and leading to modest but significant incremental modifications to existing national innovation surveys.

BEDA

Investment

A mapping and review of the European design promotion sector across Europe in order to identify areas for growth and further investment; to prevent erosion of the sector, to support coherence and co-operation between Member States in this arena and to propose standardised long-term policy guidance for national design policies.

BEDA

Policy advice

A long-term, EU-level, cross-sectoral, advisory group for design policy guidance engaging industry, business, the design industries and design promotion sectors and other key stakeholders in the European Knowledge Economy

Actions

Meeting with EU Vice-President and Commissioner
Günter Verheugen, Head of Enterprise & Industry
Directorate

21st January 2008

BEDA







COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, 13.9.2006
COM(2006) 502 final

**COMMUNICATION FROM THE COMMISSION TO THE COUNCIL, THE
EUROPEAN PARLIAMENT, THE EUROPEAN ECONOMIC AND SOCIAL
COMMITTEE AND THE COMMITTEE OF THE REGIONS**

Putting knowledge into practice: A broad-based innovation strategy for the EU

The following **10 actions** are of particularly high political priority as part of the Lisbon strategy for growth and jobs:

Action 1 : Member States are invited to significantly increase the share of public expenditure devoted to education and to identify and to tackle obstacles in their **education systems** to promoting an innovation friendly society. In particular, they should implement the

¹⁸ Communication from the Commission “Investing in research: an action plan for Europe”, COM(2003) 226 final/2, 4.6.2003.

EN

EN

recommendations included in the Communication “Delivering on the Modernisation Agenda for Universities”¹⁹ for better education and innovation skills.

Action 2 : A **European Institute of Technology** should be established to help improve Europe's innovation capacity and performance. The Commission intends to put forward a proposal in October 2006 and the EIT should be operational by 2009.

Action 3 : The Community and Member States should continue to develop and implement a strategy to create an open, single, and competitive European **labour market for researchers**, with attractive career prospects, including possible incentives for mobility.

Action 4 : In order to address the poor up-take of research results in Europe, the Commission will adopt a Communication in 2006 - including voluntary guidelines and actions of Member States and concerned stakeholders - to promote **knowledge transfer between** universities and other **public research organisations** and industry.

Action 5 : The EU's **cohesion policy** for the period 2007-2013 will be mobilized in support of regional innovation. All Member States should seek to earmark an ambitious proportion of the 308 billion € available for investing in knowledge and innovation.

Action 6 : A new framework for **State aid** to research, development and innovation will be adopted by the Commission before the end of 2006, to help Member States better target State aid on market failures preventing research and innovation activities. Member States should re-

other **public research organisations** and industry.

Action 5 : The EU's **cohesion policy** for the period 2007-2013 will be mobilized in support of regional innovation. All Member States should seek to earmark an ambitious proportion of the 308 billion € available for investing in knowledge and innovation.

Action 6 : A new framework for **State aid** to research, development and innovation will be adopted by the Commission before the end of 2006, to help Member States better target State aid on market failures preventing research and innovation activities. Member States should re-orient their State aid budgets to target these objectives, in full respect of their overall commitment to "less and better targeted aid". The Commission will also present a communication later in 2006 with detailed guidance for the design and evaluation of generally applicable **tax incentives for R&D**.

Action 7 : Drawing on the recent public consultation, the Commission will present a new **patent strategy** before the end of 2006 and prepare a more comprehensive **IPR strategy** in 2007, facilitating inter alia the circulation of innovative ideas.

Action 8 : Building on its review of the copyright acquis, the Commission will continue its work to ensure that the legal framework and its application are conducive to the development of new **digital products, services and business models**. In particular, it will bring forward an initiative on "copyright levies" before the end of 2006.

Action 9 : The Commission will test in 2007 a strategy to facilitate the emergence of innovation friendly **lead-markets**. In this context, it will conduct, after a public consultation including in particular the Technology Platforms and the Europe INNOVA innovation panels, a detailed analysis of potential barriers to the take-up of new technologies in a limited number of areas. In parallel, using this experience, the Commission will prepare a comprehensive lead-markets strategy.

Action 10 : The Commission will publish and distribute a Handbook on how pre-commercial and commercial procurement can stimulate **innovation** by end 2006 to support Member States in availing themselves of the opportunities offered by the new procurement Directives.

¹⁹ Delivering on the Modernisation Agenda for Universities: Education, Research and Innovation - COM(2006) 208, 10.5.2006.



COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, 19.6.2008
COM(2008) 394

**COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN
PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL
COMMITTEE AND THE COMMITTEE OF THE REGIONS**

“Think Small First”

A "Small Business Act" for Europe

{SEC(2008) 2101}
{SEC(2008) 2102}

To translate this principle into practice:

the Commission:

- is promoting entrepreneurial culture and facilitating exchanges of best practice in enterprise education
- will launch a “European SME Week” in 2009 — an umbrella for many campaign-type events that will take place throughout Europe
- is launching the “Erasmus for Young Entrepreneurs” initiative in 2008, which aims to promote exchanges of experience and training by giving nascent entrepreneurs the possibility to learn from experienced host entrepreneurs and improve their language skills
- will establish an EU network of female entrepreneur ambassadors, promote mentoring schemes to inspire women to set up their own businesses and promote entrepreneurship among women graduates.

the Member States are invited to:

- stimulate innovative and entrepreneurial mindsets among young people by introducing entrepreneurship as a key competence in school curricula, particularly in general secondary education, and ensure that it is correctly reflected in teaching material
- ensure that the importance of entrepreneurship is correctly reflected in teacher training
- step up cooperation with the business community in order to develop systematic strategies for entrepreneurship education at all levels

A Communication of design?

One tool of many

What is important is the objectives and the impact

BEDA

A Communication of design?

One tool of many

What is important is the objectives and the impact

And a strong signal to Member States and our competitors

BEDA

BEDA Design Policy Survey

May / June 2008

Membership qualitative survey with questionnaire:

BEDA

1/ What is the added value of a European design policy?

BEDA

- 1/ What is the added value of a European design policy?
- 2/ What are the possible components of a European design policy?

BEDA

- 1/ What is the added value of a European design policy?
- 2/ What are the possible components of a European design policy?
- 3/ What are the possible actions arising out of a European design policy?

BEDA

4/ What would be the impact in your country of a design policy at the European level?

BEDA

- 4/ What would be the impact in your country of a design policy at the European level?
- 5/ What is the highest level at which support has been given or expressed for European design policy in your country?

BEDA

Replies from 16 countries

Czech Republic

Denmark

Estonia

Finland

France

Germany

Hungary

Latvia

Luxembourg

Norway

Poland

Portugal

Slovakia

Slovenia

Spain

Sweden

BEDA

1/ What is the added value of a European design policy?

The establishment of a vision for design at the European level

Increased efficiency of innovation policies

Increased competitiveness

Consistent and comparable evidence of design's impact across Europe to support policy making

BEDA

1/ What is the added value of a European design policy?

The work of national level design promotion organisations set within an EU Framework encouraging Member States to develop design policies

A stronger EU network of national design promotion organisations

BEDA

1/ What is the added value of a European design policy?

Linking of design more clearly to innovation

National governments awareness of importance of design raised and language embedded

Increased regional adoption of design support and promotion

BEDA

2/ What are the possible components of a European design policy?

‘Containers’:
Research
Evidence
Communication
Promotion
Support
Advice

BEDA

2/ What are the possible components of a European design policy?

Other aspects: Jobs

(Not in any order)

- Skills
- Talent
- Mobility
- Public Procurement
- Sustainability
- Business
- Entrepreneurship
- Education

BEDA

2/ What are the possible components of a European design policy?

Other aspects: Targets
Indicators
Feedback
Evaluation

BEDA

2/ What are the possible components of a European design policy?

Integration of design in the Directives on Innovation and Competitiveness

‘Upgrading’ of Member States lagging in design competence

Alignment of design policies with EU policies in Innovation, Research and Enterprise

BEDA

3/ What are the possible actions arising out of a European design policy?

More structured dissemination of the benefits of design thinking and the role of designers

Cross-border and interdisciplinary exchange of best practice across Europe

BEDA

3/ What are the possible actions arising out of a European design policy?

A design methods 'think tank' for future scenarios building and identifying action areas currently not benefiting from design

On-going development for indicators on design in CIS indicators and extract 2nd European Design Report

BEDA

3/ What are the possible actions arising out of a European design policy?

The 'Frascati Manual' for design

Mapping of the design resource of Europe

Clarify the role of design within the 8th Framework programme and seek areas of engagement

BEDA

3/ What are the possible actions arising out of a European design policy?

Raising the awareness of design in the citizens of Europe

Design Competitiveness Index for Member States
(linked to innovation structures)

BEDA

3/ What are the possible actions arising out of a European design policy?

Cross-border networking of professionals

A European level forum for national governments to exchange views and know-how on design policy-making

A European design policy unit to support evidence-based policy making

BEDA

- 4/ What would be the impact in your country of a design policy at the European level?
- 5/ What is the highest level at which support has been given or expressed for European design policy in your country?

BEDA

Some overarching insights

Not all Member States have a national Design Policy

Where there are none, it is cited that national governments do not recognise or understand design's value

BEDA

Some overarching insights

Where design is present it is often fragmented and spread across Ministries

A European design policy would encourage and stimulate national governments to embrace design as a strategic tool for competitiveness

BEDA

Thank you

BEDA