



Global Review of Innovation Intelligence and Policy Studies

Mini Study 05 – Design as a tool for innovation

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Annex: “Review of Design Policies”

A Project for DG Enterprise and Industry

October

2008



Programmes in operation
Past programmes

eCountry and policy framework	Awareness raising & promotion on the local and international scenes (contact & information / Events)	Education & Training	Research & networking	Grants & Tax incentives	Free and fee services to the private sector	Public consultations & open democracy mechanisms	Regulations & Norms	Evaluation mechanism and potential main results
<p>Australia</p> <p>Victoria State launched the Design Victoria Strategy in November 2007.</p> <p>The Victorian Government has identified design as one of Victoria's strategic capabilities in its 2002 Innovation Statement.</p>	<p><u>Design Institute of Australia</u></p> <ul style="list-style-type: none"> - States' and Australian awards - exhibition - events: Energise Enterprise 07 was hosted by the Victorian Government with the aim of providing inspiration, ideas and information to people starting, running and building their small business. - Western Australian Forum - members' service: designers directory <p><u>Design Victoria</u> (Victoria State) 'State of Design'</p> <ul style="list-style-type: none"> - Victoria's design festival - Victoria's Premier Design Award - Design Capital: business design conferences - Design Knowledge 	<p><u>Design Institute of Australia's</u> members services:</p> <ul style="list-style-type: none"> - Continuing Professional Development : conferences, seminars, workshops, authoring, teaching, mentoring, professional reading... - Practice networks / practice groups: address the interests of specific design disciplines. Practice Networks arrange separate meetings and events to focus on issues of unique interest or concern to their discipline group. <p><u>Design in Education Council Australia</u> : national organisation of design educators, teachers, design professionals and</p>	<p><u>Design Institute of Australia's</u> members services:</p> <ul style="list-style-type: none"> - networking services 		<p><u>Design Victoria 'Design ready'</u> program: Help firms be Design Ready through seminars & workshops. Topics include:</p> <ul style="list-style-type: none"> - Best practice in the use of design within business - Maximising export growth and competitiveness through design - Best practice in working with designers <p>Business Immersion: Owners of Victorian-based competitive industries can experience practical, facilitated design services. A facilitator brings together a business and a designer to solve a business challenge and to provide hands-on design experience</p>		<p>Designs Act 2003. Maximum term of 10 years, with a renewal fee payable at the 5th anniversary from filing</p>	<p>Programme just started. No indication about an evaluation strategy.</p>

<p>produces and distributes research findings that provide a better understanding of the economic, environmental and social impact of design</p> <p>- Design Sector Events Seminars and workshops for designers, in-house design teams and design firms, on: best practices in working with clients to generate innovative design solutions and business results; best practices in exporting design services and working with international clients; business performance benchmarks for design consultancies and in-house design teams.</p>	<p>individuals, groups and institutions interested in the role of design in education. Est. 1984.</p> <p>Objectives are to encourage and promote all facets of design in education:</p> <ul style="list-style-type: none"> - provide a national focus for all such activity - provide a national forum for the exchange of ideas for all people working in Australia on aspects of design in education - develop relationships with other national and international groups which promote similar aims. <p>DECA is concerned with developing an understanding of the design process as a general education strategy. DECA aims to encourage integrated and relevant approaches to learning that link all areas of the curriculum - early childhood, primary, secondary and tertiary - by design.</p>			<p>to SMEs in competitive industries.</p> <p>'Business Ready' Program: to increase the national and international competitiveness of Victorian designers, encourage greater engagement with industry and growth in design markets.</p>			
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<p>Austria</p>	<p><u>Design Austria :</u> - Joseph Binder Award - Adolf Loos Staatspreis Design - Romulus-Candea-Preis - Pro Carton Design Award - publications & periodicals - seminars (client acquisition, creative techniques, calculation, copyright) - lectures featuring international speakers, and excursions.</p> <p><u>DesignForum MQ:</u> - promotion of Austrian design (manifestations...) - meetings, seminars, scientific events</p>	<p><u>DesignForum MQ :</u> - Support to education and training in the field of creative economy</p>	<p><u>DesignForum MQ:</u> - Coordination of the various organizations concerned with design - Initiation of and Participation in research and publications in the field of design</p> <p><u>Design Austria:</u> - Jobfair for designers</p>		<p><u>Design Austria:</u> - counselling to member free lance designers (law, patent right, fiscal rules...)</p>		<p>Design can be protected in Austria under various legal dispositions: Geschmacksmusterrecht (aesthetic model right), author's right, patent right, competition right.</p> <p>The Geschmacks-muster right follows the EU regulation on Community design on design protection (design must be new and have proper features). A non registered design is protected for 3 years, whereas a registered design is protected for 5 years, and the term can be renewed within the limit of 25 years.</p>	
<p>Belgium – Flanders</p> <p>Design Flanders is under the competence of the Flemish Minister for Economy, a VLAO unit.</p> <p>VLAO -Flanders Enterprise is the merger of the business consultancy departments of the</p>	<p><u>Design Flanders</u> - organises exhibitions, colloquiums, lectures, workshops, international competitions, - presents the "Henry van de Velde Awards & Labels", - organises the Design Triennial, - develops a Design Library.</p>	<p>Design schools</p>	<p><u>Design Flanders</u> - works throughout the world via numerous international networks: European Design Forum (EDF), Bureau of European Design Associations (BEDA), International Council of Societies of Industrial Design (ICSID), World</p>	<p><u>Design Flanders</u> - subsidises designers who do research in a creative way, - subsidises projects that stimulates design in an economic manner.</p>	<p><u>Design Flanders</u> - supports companies in their search for designers - guides managers who use design in their company by means of workshops in design management, company visits and contact days, - advises individual designers and</p>		<p>EU Regulation on Community Design (Office for Harmonisation in the Internal Market, Alicante).</p>	<p>Studies on the impact of design on Flemish companies: 2003 and 2007.</p> <p>+ Design in Figures 2006</p>

<p>Regional Development Agencies (GOM) & the business advisors of the Flemish Institute for Self-Employed (VIZO). Its aim is to be the Flemish Government's unique point of contact for all companies located in Flanders .</p>	<ul style="list-style-type: none"> - inventories the field of contemporary design in Flanders in the broadest sense of the word, - provides topical and accurate information via the database on its website, - publishes a topical magazine called Kwintessens and a newsletter, - shows companies' new products in its gallery and stimulates them to participate in fairs - looks for new talent during its Spring and Autumn Selections, selects and promotes designers working in a contemporary and high-quality manner with crafts and graphic and industrial design, 		<p>Crafts Council (WCC), European Textile Network (ETN) and Design Management Institute (DMI).</p> <ul style="list-style-type: none"> - During the International Research Meetings, Design Flanders tries, together with its partners, to tune all the national and regional studies and to make them comparable. - Design Flanders is working with design organisations from other countries to co-ordinate research carried out on business use of design. 		<p>offices starting up their studios.</p>			
<p>Canada</p> <p>The federal government of Canada is developing its productivity agenda, in which design should play a central role.</p>		<p>At least 17 institutions proposing design studies</p>	<p><u>Canadian Design Research Network:</u> consortium of academic institutions and industrial partners working to improve health and prosperity in Canadians through research in design.</p>	<p><u>Québec - Ministère du Revenu</u> Design Tax Credit This tax credit promotes the use of design to stimulate the development, mass production and marketing of distinctive quality products</p>			<p>Canada's industrial design act: 10 year protection to registered industrial designs. Design/ industrial design, as of the <i>Industrial Design Act</i> (R.S., c. I-8): <i>features of shape, onfiguration,</i></p>	

<p>Researchers at the Canadian Design Research Network (CDRN), a Vancouver-based national research consortium, say that Canada needs a national design strategy to be competitive in the 21st century (report released in October 2007 by the Asia Pacific Foundation of Canada.)</p>			<p>Includes over 100 researchers working at architecture and design schools across Canada.</p> <p>CDRN proposes that design centres be created in all Canadian regions to enhance productivity in 4 critical areas: construction, industrial design, interactive technologies for design, and the alternative energy industry. In these centres, researchers and private sector firms would showcase and share innovative applications, tools and expertise. Each centre would focus on a theme such as advanced construction techniques, digital design and communications tools, advanced manufacturing, multi-disciplinary product design, advanced materials or sustainability.</p>	<p>with high value added. Since June 13, 2003, the rate of the credit has varied between 15% and 30%, depending on the corporation's assets for a given taxation year. This change applies to qualified design activities carried out as of June 13, 2003.</p> <p>Fashion Design Tax Credit Revenu Quebec (RQ) can grant a company or partnership that holds a Certificate of Eligibility for a fashion design activity (in-house or external) issued by the Ministère du Développement économique, de l'Innovation et de l'Exportation, a fashion design tax credit for payroll expenses incurred for one or more fashion designers or pattern maker for fees and/or royalties under a contract with a fashion designer or pattern maker (consultant).</p> <p>Industrial Tax Credit</p>			<p><i>pattern or ornament and any combination of those features that, in a finished article, appeal to and are judged solely by the eye.</i></p> <p>During the existence of an exclusive right, no person can "make, import for the purpose of trade or business, or sell, rent, or offer or expose for sale or rent, any article in respect of which the design is registered."</p>	
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				Revenu Québec (RQ) can grant a company or partnership that holds a Certificate issued by the the Ministère du Développement économique, de l'Innovation et de l'Exportation an industrial design tax credit for payroll expenses incurred for one or more industrial designers or for the fees of a designer consultant.				
China (mainland)	- China Industrial Design Week / Wuxi - Shanghai Design Biennial	<u>Hunan University</u> opened China's first school of design in Changsha [26] years ago, [and] the discipline has taken off. <u>Beijing's Tsinghua University</u> is opening a new 60,000-square-meter design building, and in <u>Guangzhou the Academy of Fine Arts</u> just moved to a new eight-story facility with enough space for 3,000 industrial design students - five times its current capacity. Today, China has some 400 schools	- China Industrial Designers Association - Beijing Industrial Design Center				Industrial design is protected under China's patent law , enforced by the State Intellectual Property Office. A design has to be registered in order to be protected.	

		<p>offering design classes that together graduate some 10,000 industrial designers annually, up from just 1,500 or so five years ago. [...]</p> <p>Beijing has introduced into the national curriculum a new course called Technology and Design in which students learn about the history of design and what constitutes good design.¹</p>					
<p>Czech Republic</p> <p>DESIGN program - me for SMEs in support of design (2005-2006)</p> <p>National Innovation Strategy (2004-2015) strategic document dealing with the effective use of research for promoting innovation, building innovation culture, etc. This strategy is followed by regional innovation</p>	<p><u>Design Centre of the Czech Republic</u> (DCCR)</p> <ul style="list-style-type: none"> - exhibitions - competition - Excellent product of the year - promotes new well-designed products: product design, interior decoration design, graphic design, design promotion. <p>The DCCR was suppressed in 2007. Design support activities were transferred to <u>CzechTrade</u> -</p>	<p><u>DCCR</u> - students programmes</p> <p>Programs specialising in product design or industrial design can be studied in Master or Bachelor programmes:</p> <p><u>University of Technology</u> Brno – Faculty of Mechanical Engineering <i>Industrial design in mechanical engineering.</i></p>	<p>In the mid 90s a new R&D strategy was adopted based on the “demand pull” model that emphasises closer co-operation between academic & applied research and supports combined financing of R&D activities. This model is in line with modern European strategies. However, its realisation still face problems of low public investment & underdeveloped capacities for</p>	<p><u>DCCR</u> covers part of the financial costs of the producing an original design</p> <p>State environmental policy system of financial support for enterprises</p>	<p><u>DCCR</u>: support SMEs in incorporating design into business strategies, help select designers, create conditions for cooperation between designers and SMEs.</p> <p><u>CzechTrade</u>: - Supplier search in the Czech Republic - industrial partner search - business visits - implication of international offices in design projects</p>	<p>EU Regulation on Community Design (Office for Harmonisation in the Internal Market, Alicante).</p>	

<p>strategies. Programmes supporting innovations & innovative business activities are administered by the Ministry of Industry and Trade, Ministry for Regional Development and Regional development agencies .</p> <p>State Environmental Policy of the Czech Republic for the years 2004 to 2010</p> <p>It proposes continuous elaboration of new approaches and instruments to reduce negative environmental impacts and increase the competitiveness of Czech products and services.</p> <p><i>Transfer of knowledge in the field of ecodesign</i> (project in cooperation with Latvia, Lithuania, Estonia, the Netherlands and Portugal)</p> <p>Sustainable</p>	<p><u>National Trade Promotion Agency</u></p>	<p><u>University of Tomáš Bata Zlín</u> – Faculty of Multimedia Communications <i>Industrial design.</i></p> <p><u>Academy of Arts, Architecture and Design</u> Prague – Department of design <i>Product design</i></p> <p><u>University of West Bohemia in Pilsen</u> – Department of Mechanics <i>Industrial design</i></p> <p><u>University of Jan Evangelista Purkyně Ústí nad Labem</u> – Faculty of Applied Arts and Design <i>Industrial design</i></p> <p>Vocational training Some of these universities mentioned above provide courses within the lifelong learning scheme that include different types of design studies.</p> <p><u>University of West Bohemia in Pilsen</u> – Basics of industrial product</p>	<p>company R&D.</p> <p><u>Technology Centre of the Academy of Science CR</u> plays the role of the national coordinator for European research, works on analytical & prospective studies in the field of research, development and innovation.</p>		<p>(Ireland, Belgium)</p> <p><u>Association of Innovative Entrepreneurship (AIE).</u> Main objective: create the prerequisites for development of innovative entrepreneurship: research, development & innovations, technology transfer, new materials & technologies, building of science and technology parks and support of activities of innovative firms. AIE members include Science & Technology Parks Association of the CR, Society for Technology Transfer Support and Czech Society for New Materials and Technologies .</p>			
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<p>Development strategy of the CR adopted in 2004</p>		<p>design – open public course.</p> <p><u>University of Economics Prague</u> – Faculty of Economics and Business Administration. <i>Environmental Strategy in Company</i></p> <p><u>University of Technology Brno</u> – Faculty of Mechanical Engineering <i>Industrial design including environmental design</i></p>						
<p>Denmark</p> <p>1997: “Icebreaker” policy (co-funding of Danish firms’ investment in design)</p> <p>Second Danish Design policy (from 2000) onwards</p> <p>Denmark in the Culture & Experience Economy – Design section (2003-2006)</p> <p>Initiative stemming from the 4 ministries of Culture, Business,</p>	<p><u>Danish Design Centre (DDC)</u>- independent, partially publicly funded, but clear budget cut in 2004: - shows & fairs - Danish Design Award - shop - information about new government support programmes for firms and educational initiatives - newsletter, webtools, design portal - International design events</p>	<p><u>Denmark’s education policy</u> favours a broad understanding of design studies, encompassing craft-skills, but also organisational, strategic skills. Enforced notably in institutions managed by the Ministry of Culture (Denmark’s Design School, Designskolen Kolding).</p> <p><u>Centre for Design Research</u> (opened in September 2004):</p>	<p><u>Danish Design Centre (DDC)</u>- - networking activities</p> <p><u>Centre for Design Research</u> (opened in September 2004) - coordinates ongoing research at the institutions - initiates new research.</p> <p><u>INDEX: Design to improve life</u> - networking activities</p> <p><u>Research programme for user-driven</u></p>	<p><u>Centre for Design Research</u> - Merit internship scheme established for design students at the schools of design & the 2 schools of architecture</p>	<p><u>Danish Design Centre (DDC)</u>- provides a range of direct support services for the design industry (on the behalf of the National Agency for Enterprise and Construction)</p> <p>- Improvement of enterprises’ use of design through a fee system, nationwide - In-service design management training - Design:PARTNER (partnerships DDC - Danish cics that</p>		<p>ISO Designer: quality control norm for design</p> <p>EU Regulation on Community Design (Office for Harmonisation in the Internal Market, Alicante).</p>	<p>Early 2004 industry assessments (no proper evaluation): Increased DDC awareness in the Danish industry from 54% to 59%. Increased used of design in companies’ processes and strategies.</p>

<p>Education & Research.</p> <p>+ DesignDenmark white paper (2007) to set the main objectives of Denmark's design policy:</p> <ul style="list-style-type: none"> - Danish Design Centres activities to be made industry-specific and regionalised - Design of public sector services - Development of Danish fashion zones - Rights protection, including design, patent and trademark rights. <p>+ Government programmes for user-driven innovation (2007-2010) : strengthen the diffusion of user-driven innovation in the Danish business community and in the public sector. The Danish Enterprise & Construction Authority has allocated 13 m€/year to project that promotes user-driven innovation.</p> <p>+ research programme (2007-2009)</p>	<ul style="list-style-type: none"> - DDC's new orientation: be a national knowledge centre on design <p><u>INDEX: Design to improve life</u> (non-profit network organisation, with public fundings?):</p> <ul style="list-style-type: none"> - large-scale bi-annual events - INDEX: award (bi-annual also). - INDEX: publications 	<ul style="list-style-type: none"> - collaborative effort between the biggest design educational institutions under the Danish Ministry of Culture. - increases the collaboration between the educational institutions and industry <p>Anthropology and People-Centered Business Education</p> <p>The Ministry of science, technology and innovation has approved the new elite education Anthropology and People-Centered Business at the University of Copenhagen.</p>	<p><u>innovation</u></p> <p>To stimulate research in the area of user-driven innovation the Danish Council for Strategic Research (DSCR) has allocated 12 million EURO annually to research in user-driven innovation for three years starting in 2007.</p>		<p>seek to invest in an aggressive strategy drawing on new methods for dealing with design as innovation)</p>			
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<p>Estonia</p> <p><i>'Establishing the basis for the elaboration of the Estonian design policy measures 2003'</i> (proposal from the Danish Ministry of Economic and Business Affairs)</p>	<p><u>Design Innovation Centre</u> (est. 2004) DIC is an organic structural unit of the Estonian Academy of Arts. Objectives: develop and manage innovative ideas, find the necessary financing and partners, draw up and coordinate projects, engage in its activities specialists and experts from the public sphere & from private enterprise, develop cooperation projects with various interest groups in Estonia and abroad.</p> <p>The Centre secures the availability of design-related information to all interest groups by organising courses and seminars, publishing books and information materials, etc.</p> <p>The Centre develops and offers the Academy's staff and students information & assistance regarding: - intellectual</p>		<p><u>DIC:</u> Research: the aim of the Centre is to - participate in local and international projects - conduct research independently as well as in cooperation with other design centres, institutions of higher education, etc.</p>				<p>Industrial design protection act on the basis of EU Regulation on Community Design (Office for Harmonisation in the Internal Market, Alicante).</p>	
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	<p>property protection - financing of ideas - drawing up projects and business consultation. For the staff and the students of the Estonian Academy of Arts the services are free of charge.</p>							
<p>Finland</p> <p>Design 2005! industrial design technology progr. (TEKES - launched in 2002 – completed in 2005) Objective: 'making industrial design an important part of international competitiveness'. Initiative: Ministry for Trade & Industry, National Fund for Research & Development, Min. of Education, of Foreign Affairs & Culture.</p> <p>Industrial Design Research Programme 2003-2006 (Academy of Finland – was integrated to Design 2005! In 2004 and continued after the completion thereof)</p> <p>Design Forum</p>	<p><u>Design Forum Finland:</u> - Exhibitions - competitions and prizes (Kaj Franck Design Prize, Fennia Prize - earlier Pro Finnish Design prize - Young Designer of the Year, Estlander Prize) - Design Forum Shop - "100% Finlande – en France Printemps 2008" : Design Forum Finland will produce a series of design events as part of the Finnish cultural season in France in 2008. (design exhibitions, fashion show and seminar on the impact of design on competitiveness and innovation...) Design Museum</p>	<p><u>Lahti University of Applied Sciences</u> – Institute of Design - Film & Television - Graphic Design - Multimedia - Production - Photography - Furniture Design - Package Design / - Product Graphic Design - Interior Architecture - Industrial Design - Fashion Design - Jewellery & Object Design - Design Pedagogy</p>	<p>Design Research programme: raise the standard of design research & use design expertise in corporate product development & business strategy; develop the services provided by design firms. Was integrated to the Design 2005! Programme.</p> <p>Industrial Design Technology Programme (TEKES + Academy of Finland): support corporate product dev., from the perspective of industrial design; collaboration betw. corporations, designers, universities & research centres - Fact finding missions to Japan & the USA</p>		<p>Design 2005 enterprise projects: With selected companies: - Strategic utilisation of design in companies - Development of design resources (organisation, people, expertise, tools...) - Identifying and anticipating user needs. - Refining design firm concepts into products, defining new procedures</p> <p><u>DesignStart:</u> (for all companies) company-specific consulting between the DesignStart expert and the company's management. Structures in charge: regional Employment & Economic Development Centres (TE</p>		<p>Specific design protection law enforced by the <u>National Board of Patents and Registration</u>. (effective only in Finland). Registration of a design is valid for five years, starting from the day on which the application for registration was made, and it may be renewed for four further periods of five years. Thus, the maximum term of protection is 25 years.</p> <p>EU Regulation on Community Design (Office for Harmonisation in the Internal Market, Alicante).</p>	<p><u>Design 2005! Full evaluation report (2006 probably) available only in Finnish.</u></p> <p>Interim evaluation was conducted at mid-term (2004) but no radical change induced. Design 2005: 73 projects implemented Academy industrial design research programme: 8 projects funded Total: 100 companies involved Research programme: 100 researchers involved, new research community. 20 doctoral dissertations (not all completed at evaluation time)</p> <p>The programme played a key role in increasing</p>

<p>Finland: Strategy 2006-2010</p>	<p>Helsinki Design Week and design district.</p> <p>Presentations of Design 2005! research results:</p> <ul style="list-style-type: none"> - ABC seminars (Academics, Business, Consultants) - Technology Industries of Finland publications - Designfacts gazettes (2005 & 2006) 		<p>- Bi-annual seminars</p> <p><u>Design Forum Finland.</u> "CSR-driven innovation". Joint Nordic research and development project addressing responsibility driven innovation and design. The project and the implementation of the research results among SMEs are coordinated in Finland by Design Forum Finland.</p>		<p>Centres)</p> <p><u>Design Forum Finland</u>:- Media and sales promotion services for enterprises</p>			<p>awareness of the function of industrial design, and succeeded in creating co-operation in a branch that comprises many different players. The benefits have best been realised in the collaborative work between various research bodies. Fostering the emergent cluster and research know-how is, however, a central challenge for the future.</p>
<p>France</p>	<p><u>Agence Pour la Création Industrielle (APCI)</u>:</p> <ul style="list-style-type: none"> - exhibitions - prizes <p>Next opening of the '<u>Cité de la Mode et du Design</u>' in Paris</p> <p><u>APCI / Centre du Design Rhône-Alpes</u> :</p> <ul style="list-style-type: none"> - documentation centre - publications - study trips - conferences - enquiries / researches 	<p>Various design studies in various types of institutions (notably ENSCI, ENSAD)</p>		<p>Two tax credit mechanisms, integrated in the Research Tax Credit scheme.</p> <ul style="list-style-type: none"> - Collection tax credit. Granted to textile – clothing and leather Industrial companies for the setting up of a new collection. - Creation & art work tax credit: created in 2006 and prolonged until 2010. 	<p><u>APCI / Centre du Design Rhône-Alpes / Design France regional centres</u> :</p> <p>Services to business (use of design, technical counselling...)</p>		<p><u>National Institute for Intellectual Property (INPI)</u></p> <p>Various legal frameworks can protect design: patent right, author's right, trademark right...</p> <p>EU Regulation on Community Design (Office for Harmonisation in the Internal Market, Alicante).</p>	

	<p>In cooperation with the Ecole Supérieur d'Art de Design St Etienne & Cité du Design; participation in the European Admire project: - Annual awards - updated documentation and good practices database - seminars, conferences...</p> <p>Ministry of Industry: - studies, documentation...</p>							
<p>Germany</p> <p>Design Initiative of the German Industry (Design-Initiative der deutschen Wirtschaft). was called into life in 1995 by representatives of the Bundesverband der Deutschen Industrie e.V. (BDI), Deutsche Industrie- und Handelstages (DIHT), the Markenverband e.V., the Zentralverband des Deutschen Handwerks (ZDH), the Fed. Min. for Economic Affairs, Economics Min. of the states and of professional, regional & national</p>	<p>Design award of the Federal Republic of Germany (Federal German Ministry of Economics and Technology / German Design Council)</p> <p><u>German Design Council</u> (partially funded by the Ministry for Economy) - Information service - 3 specific design awards - Media relationships... - intl presentations of German design - exhibitions - topical information about design study</p>	<p>Germany Arts & Design School + other institutions</p>			<p><u>German Design Council</u> companies services: - trend and theme-related studies - strategy workshops - networking - development of communication concepts & publications - conducting audits & organising competitions, conferences and exhibitions.</p> <p>+ regional design centres</p>		<p>Under German law, the Geschmacksmuster ("aesthetic model") is a form of intellectual property that extends industrial design rights over the visual design of objects that is not purely utilitarian. The term of a <i>Geschmacksmuster</i> is twenty years, compared to twenty-five years for a community design.</p> <p>EU Regulation on Community Design (Office for Harmonisation in the Internal Market, Alicante).</p>	

<p>design institutions.</p> <p>Goals: increase the design awareness of the companies, especially medium-sized and improve their competitiveness in national & international markets; inform the public about the importance of design as an economic factor, sensitize the political decision makers for the role of design as a locational factor.</p>	<p>- opportunity to commission extensive research into specific subjects...</p> <p>+ 16 "regional" design centres in each of the 16 Länder.</p> <p><u>Design Zentrum Nordrhein Westfalen</u> Red Dot awards: - design product - Communication design - Design Concept Events in the red dot museum</p> <p><u>Design Center Stuttgart</u> is the only design centre in Germany that is officially linked to a Land administration. Aim: provide SMEs with a platform for professional product design, in order to increase their competitiveness on the international market - International competitions (incl. International Design Prize Baden-Württemberg) - Exhibitions - events</p>							
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	<p>+ Design Annual (annual design fair in Frankfurt)</p> <p>Red Dot : - publications - trend reports</p>						
<p>Hong-Kong</p> <p>Design Smart Initiative (duration?)</p> <p>Objectives: strengthen support for design & innovation, instill into industries high value-added, high intellectual property and creativity content, and turn Hong Kong into a focal point of design excellence in the region. - Design Support Programme - InnoCentre - General Support Scheme</p>	<p><u>Hong Kong Design Centre (HKDC)</u> - 4 design awards - "9707" project to honor the achievements & development of Hong Kong's design industry over the past ten years (creation / image / design categories) - Business Of Design Week: Asia's leading international conference dedicated to design, brand and innovation. - Reinventing with design: annual programme of activities (conferences, masterclasses, forums...) Participants learn the value and application of design through interactions with local and international design masters and</p>	<p>DesignSmart Initiative Professional continuing education scheme: caters for the development of new professional continuing training courses that contribute to design capability building and nurturing of talents as well as appreciation and understanding of design by industry.</p> <p>Hong Kong Polytechnic University School of Design</p>	<p>HKDC design related research</p> <p>DesignSmart Initiative: Design Research Scheme supports research-based activities in design or branding-related areas (for greater awareness and knowledge to the effective utilization and deployment of design in mainstream industrial or business processes).</p> <p><u>InnoCentre:</u> aims to cultivate a cluster of high-value added design activities among design professionals and user industries.</p>	<p>DesignSmart Initiative: Design-Business Collaboration Scheme Funding support to promote the interest and investment of SMEs in utilizing design and transforming design activity into tradable deliverables (may comprise patent, copyright, trademark or industrial design).</p> <p>Repeated calls from the <u>Federation of Hong Kong Industry</u> to the government to establish a "triple tax incentive" (Innovation, design and brand development).</p>	<p>HKDC services to members: Cies members - counselling - how to select a suitable design company - how design can improve the image or your company, add value to your products and enhance overall sales - design trends and new business opportunities - Exclusive design events and activities for businesses Individual members - Learn from the masters on how to improve design - how to run a successful design practice - industry trends and new opportunities - workshops and seminars</p>		<p>According to Hong Kong law, a registered design is the protection of the appearance, shape and configuration of a product. In order for a design to be considered registerable, it must be novel or new. The owners of a registered design have the right to prevent others from selling, using, or manufacturing the product with the registered design for a period of 25 years, renewing it every 5 years.</p>

	<p>business gurus.</p> <p>General Support Scheme: caters for projects that contribute to fostering the culture, appreciation and adoption of design, and honouring excellence in design in Hong Kong (conferences, seminars, exhibitions, competition, awards...)</p> <p><i>“China business for designers”</i> free manual</p>							
<p>Hungary</p>	<p><u>Hungarian Design Council:</u> - Hungarian Design Award</p> <p><u>Annual Design Week:</u> - exhibitions - conferences - award grant</p>	<p>The Moholy-Nagy University of Art and Design</p>					<p><u>Hungarian Patent Office:</u> design protection dispositions . 5-year protection. Upon request, this term can be renewed for further periods of five years each, four times at the most. After expiration of twenty-five years from the filing date of the application, the protection shall not be renewable any more.</p> <p>EU Regulation on Community Design (Office for</p>	

<p>India</p> <p>Industrial Policy Resolution in 1953</p> <p>Creation of the Institute of Design by the Indian Government in 1961 as an autonomous national institution for research, service and training in Industrial Design and Visual Communication.</p> <p>National Design Strategy approved in Feb. 2007</p>	<p><u>National Institute of Design & Urban Design Research Institute</u> - publications</p> <p>National Design Strategy objectives - Setting up an India Design Council - setting up Design Centres/Innovation Hubs in selected locations/industrial clusters/backward states, particularly in the North East. - recognizing and awarding industry achievers in creating a brand image for Indian designs through the award of a India Design Mark on designs.</p>	<p><u>National Institute of Design,</u> Ahmedabad - Design studies (graduate and post-graduate + professional studies) - NID graduates placement</p> <p>National Design Strategy objectives: - Offering design at the vocational education and at school levels - up-grading existing design institutes and faculty resources to international standards, particularly the National Institute of Design (NID) and its new campuses/centres. - set up of 4 more National Institutes of Design on the pattern of NID in different regions. The public-private partnership mode could also be an option. - Initiation of action to seek "Deemed to be University", or</p>	<p><u>National Institute of Design,</u> - research chairs & research associateship programmes</p> <p><u>Urban Design Research Institute</u> (Mumbai) - research projects - research & resources centre</p> <p>National Design Strategy objectives: - Setting up of specialized Design Centres of "innovation Hubs" for sectors such as automobile and transportation, jewellery, leather, soft goods, electronics/IT hardware products, toys & games which will provide common facilities and enabling tools like rapid product development, high performance visualization, etc. along with enterprise incubation as well as financial support through mechanisms like</p>		<p>National Design Strategy objectives - Encouraging Indian firms and institutions to develop strategic alliances with design firms and institutions abroad to gain access to technology and know-how improving Indian design. - mechanisms for sustainable quality improvement in designs in India. - Upgrading quality of engineering design, machinery design, process design, design materials, environmentally sound and socially and culturally relevant designs. - workshops and seminars to create more awareness than at present among industrialists, particularly in small scale and cottage sectors, in different parts of India especially on the intangible aspects of design</p>		<p>Harmonisation in the Internal Market, Alicante).</p> <p><u>NIPO (Indian IPR foundation)</u> The Indian law of designs is enshrined in the Designs Act, 2000. The Act seeks to provide for the registration of designs in India. The rights granted under the Act are operative in the whole of India. The term of a design registration is initially for a period of ten years. The renewal is possible for further period of 5 years.</p>	<p>National Design Strategy objectives: - Between 5000 and 8000 design graduates of all kinds / year with an annual growth rate of 10 to 20%. - Expansion of the National Institute of Design + joint Autodesk-NID research Chair for Design Education & Innovation</p>
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		<p>'University' status for the NIDs, so that they can award degrees of B.Des and M.Des. instead of just diplomas.</p> <ul style="list-style-type: none"> - establishment of departments of design in all the Indian Institutes of Technology (IITs) and all the National Institutes of Technology (NITs) as well as in prestigious private sector Colleges of Engineering and Architecture. - Encouraging the teaching of design in vocational institutes oriented to the needs of Indian industry, especially small scale and cottage industries, in primary and secondary schools as well as tertiary educational institutions. - Introducing short-term training courses and continuing education programmes by NID and other design institutes targeting on needy sectors and catering to the diverse sectors 	<p>venture funding, loans and market development assistance for start-up design-led ventures, and young designers' design firms/houses.</p>		<p>processes.</p> <p>National Institute of Design:</p> <ul style="list-style-type: none"> - Design consultancy services : NID undertakes consultancy projects both from Industrial Design, (Product Design, Furniture Design, Ceramics and other materials) , Communication Design (Graphic Design, Exhibition Design, Animation, Short Films, Video Programmes, Audio Visuals & Photography) and Textile / Apparel Design. - NID's Outreach Programmes bring the Institute's experience and training facilities to the service of those outside its regular education and client service activities. Workshop and training programmes are tailored to the specific needs of particular groups, aimed at assisting them to put design awareness in schools, at primary 			
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		<p>including agricultural and artisanal sectors.</p> <p>- training of trainers and for organizing training programmes in specific processes/areas of design and continuing education programmes for practicing designers from Design Centres/Innovation Hubs.</p>			<p>and secondary levels.</p> <p>- The Industry Programme & Projects (IP&P) is offered to serve the Indian Industry through sharing of NID's design education, knowledge, skills, research, innovation and culture. IP&P conducts short duration programme/workshops to create awareness and sensitize the participants (Professionals, Organizations and Institutions) to the role of design and its contribution in translating innovative ideas/concepts/technology into market success, by developing a holistic approach of design process to utilize it as a strategic tool.</p>		
<p>Ireland</p> <p><i>Opportunities in Design:</i> Strategies for Growth in the Irish Design Sector (Enterprise Ireland, 1999) – no</p>	<p><u>Enterprise Ireland's Design Service:</u></p> <p>- Writing an effective Design Brief</p> <p>- Regional Design showcase events</p>	<p><u>Enterprise Ireland's</u></p> <p>- Design Education</p> <p>Skillnets programme – Design Ireland Skillnet</p> <p>Skillnets is an</p>	<p><u>Enterprise Ireland's</u></p> <p>- developing closer links between design colleges and industry</p>		<p><u>Enterprise Ireland's Design Service:</u></p> <p>assists client companies gain competitive advantage through the Design process.</p>		<p>EU Regulation on Community Design (Office for Harmonisation in the Internal Market, Alicante).</p>

<p>information found on the web so far</p> <p>Regional Innovation Strategy for the Shannon Region (1997-1999): Identified design issues as central to innovation and recommended further investigations in this area.</p>	<p>Creative Ireland jobdesk and design directory</p>	<p>enterprise-led support body dedicated to the promotion and facilitation of learning as a key element in sustaining Ireland's national competitiveness. Skillnets supports networks of enterprises to engage in training under the Learning Networks Programme. These Learning Networks, 'Skillnets', are led and managed by the enterprises themselves and have created and delivered training programmes across a broad range of industry and service sectors nationwide.</p> <p><u>Design Ireland Skillnet:</u></p> <ul style="list-style-type: none"> - Made up of Architecture, Graphic Design, Visual Communications, Product Design, Fashion and Textile Design companies. - 2 clusters: "Continue Business Development" and "Trade Internationally". - The focus these 			<ul style="list-style-type: none"> - Branding & the Brand Development - New Product Development & Product Enhancement - Marketing Communications - Website Design - Locating the most suitable Designer or Design Consultant - Product Design and Marketing Communications for Overseas Markets - Sectoral Design & Market Trend Forecast - Sectoral Design Study Visits to relevant international trade fairs <p><u>Design Shannon</u> (Shannon region): Devises tailor - made programmes aimed at the SME and micro-industry sectors within and outside of the Shannon Region in Ireland. Also provide seminars and programmes to the design sector including design practices.</p> <ul style="list-style-type: none"> - Product 			
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		clusters is to help Designers reduce costs, achieve economies of scale, scope and speed, enhance competitiveness in both domestic and international markets, increase sales and turnover, reduce isolation, learn from others and identify and absorb best practice, through training and networking events.			Development - Design management consultants - Branding Consultants - Graphic designers - Web Designers & Multimedia - Marketing Consultants + Participation in the skillnets programme.		
Italy	<p><u>Design Italia:</u></p> <ul style="list-style-type: none"> - exhibitions - awards - information portal (2006) - design library - publications <p><u>ADI - associazione per il disegno industriale</u> (19 territorial delegations in the 19 regions)</p> <ul style="list-style-type: none"> - publications - events - exhibitions - design directory 	<p><u>Domus Academy:</u></p> <ul style="list-style-type: none"> design studies masters programmes - fashion & accessories design - interior & living design - urban design - car design & mobility - i-design - business design 	<p><u>Design research at Polimi</u> (Politecnico di Milano) on the Lombardy and Milano region.</p>			<p><u>ADI:</u></p> <p>Cooperation with the government on patent rights and intellectual protection issues.</p> <p>EU Regulation on Community Design (Office for Harmonisation in the Internal Market, Alicante).</p>	
Japan Design policy 2003	<p><u>Japan Industrial Design Promotion Organization</u> (JIDPO)</p> <ul style="list-style-type: none"> - Good Design Awards - Design & Business Forum - Annual Design 	<p><u>Japan Design Foundation:</u></p> <ul style="list-style-type: none"> - Design Study Program, Comprehensive Study of Design in the Asia-Pacific Region 	<p>Establishment of the "<u>International Design liaison centre</u>" - as a base for linkage between foreign academic institutions that receives high acclaim</p>		<p><u>Japan Design Foundation</u></p> <ul style="list-style-type: none"> - Storm Consortium Project (support for new product development): In conjunction with the Industrial Cluster Project initiated by 	<p>Article 1 of the Japanese Design Law states: "<i>This law was designed to protect and utilize designs and to encourage creation of designs in order to</i></p>	

	<p>Day on October 1st - publications</p> <p><u>Japan Design Foundation</u> - international design competitions - corporate design strategy forum - Asian Design Business Showcase Program</p> <p><u>Tetsuson</u> : design students association. Organizes large exhibitions</p>	<p><u>JIDPO</u>: - Development Centre: involved in activities in coordination with professional and academic bodies intended to train designers on an ongoing basis and to create an environment capable of continuous growth primarily through the medium of economic activities</p>	<p>internationally, industries of Japan, and designers</p> <p><u>Japan Design Foundation</u>: - Research project - International Design Management Study Group. design management seminars to promote effective design management practices among promising SMEs, as well the design educational circle. The seminars will spotlight case studies of advanced overseas enterprises.</p> <p><u>JIDPO</u>: - Tokyo Design Market: connexion platform for manufacturers, designers and design firms.</p>		<p>the Ministry of Economy, Trade and Industry, the JDF collaborates with design, technology and marketing experts to offer support to medium and small manufacturers based in Osaka City and the surrounding Region in the effort to improve competitiveness by building effective systems for creating new products that integrate technology and good design and target both domestic and international markets.</p>		<p><i>contribute to industrial development'</i>. The protection period in Japan is 15 years from the day of registration.</p>	
<p>Netherlands</p> <p><i>Shaping new attitudes</i> policy plan 2005-2008 + '<i>Designwereld</i> 2009-2012 (submitted to the gov. by Premsele – only in Dutch)</p>	<p><u>Premsele</u>, design promotion: - lectures, debates - exhibitions - information - awards - studies and authors publications - survey of the design sector</p>	<p>Masters studies in product design and architecture</p> <p><u>Delft University of Technology</u>, Faculty of Industrial Design Engineering.</p> <p><u>Eindhoven University of</u></p>	<p><u>Premsele</u> Academic networking</p> <p><u>Streetlab</u>: a platform for young creators of street art and fashion</p>		<p><u>Premsele</u> design incentive plan</p>		<p>EU Regulation on Community Design (Office for Harmonisation in the Internal Market, Alicante).</p>	

	<p><u>Design.nl</u>: international portal for the promotion of Dutch design</p>	<p><u>Technology, Department of Industrial Design.</u></p> <p><u>The Stan Ackermans Institute.</u> Master of Technological Design</p> <p><u>Technical University Twente.</u> Faculty Industrial Design Engineering.</p>						
<p>New Zealand</p> <p><i>Better by Design strategy</i> 2005-2008</p>	<p><u>Designers Institute of New Zealand</u> awards</p>	<p>Design education initiative by the government:</p> <ul style="list-style-type: none"> - development of design management courses and modules - managed industry internships for recent graduates 		<p>Design Integration Funding: Available to firms who have completed the assessment and planning stages of the Design Integration Programme. Specifically designed to help support new design projects and design integration activity.</p>	<p>Design Enable Initiative: includes a design audit and mentoring program</p> <p>Design Project Number 1: assists businesses carrying out their first design project.</p> <p>Design Integration Programme: This six-stage programme provides practical support and assistance to help firms integrate design more effectively. 6 stages: selection, assessment, planning, resourcing, execution, extension.</p>		<p>Protection is provided to designs through the Designs Act 1953</p> <p>A registered design is used to protect the external appearance of a manufactured article, rather than the article itself. A design is initially registered for five years. Renewal fees are charged at five years and ten years from the application date. The full term of fifteen years cannot be extended.</p> <p>In New Zealand, designers have tended to rely more on copyright protection under</p>	

					<p>Design Integration Workshops: aim to equip firms with the knowledge to establish a fundamental design culture and effective design process within businesses.</p> <p>Design Internships: Bringing together the best, fresh design talent with companies that recognise the value of design.</p>		<p>the Copyright Act 1994 than on registering designs under the Designs Act 1953.</p>
<p>Norway</p> <p>2002-2010 Policy Plan</p> <p><u>Norsk Form / NDC:</u> Est. 1992 by the Ministry of Culture. Though they are separate organisations with different funding streams, Norsk Form and Norwegian Design Centre occupy the same building in Oslo. Norsk Form works to raise awareness of the value of design and architecture.</p> <p>+ National Design Campaign 2002-</p>	<p><u>Norwegian Design Council:</u> - Annual Award for Design Excellence - Exhibitions - Conferences & European business conferences - Annual design day</p> <p><u>Norsk Form:</u> - exhibitions - publications - conferences - study tours - competitions - workshops for children and adolescents.</p> <p><u>Innovation Norway:</u> promotes nationwide industrial development, and</p>	<p><u>The Oslo School of Architecture and Design</u> is divided into institutes of architecture; form, theory and history; urbanism and landscape; and industrial design.</p> <p><u>The Oslo National College of the Arts (KHIO)</u> has a Faculty of Design, with three undergraduate programmes: Interior Architecture and Furniture Design, Fashion Design and Costume Design, and Visual</p>		<p>NDC has an agreement with the <u>Norwegian Industrial and Development Fund (SND)</u> to promote design as a competitive tool through all regional SND offices. SND provides financial support to viable commercial enterprise projects in all parts of Norway. The agreement paves the way for companies throughout Norway to gain access to design and product development support.</p>	<p><u>Norwegian Design Council</u> : consultants are available for companies who want to use design in: - Product and service development - Market communications (packaging design, branding, corporate identity projects etc).</p>	<p>Norwegian Green Public Procurement Programme 2005-2009. Commissioned, developed and mainly financed by the Norwegian Ministry of the Environment. Enforced by GRIP, an independent foundation est. by the Norwegian Ministry of the Environment in the mid 1990s. GRIP's objective is to promote sustainable production and consumption in Norwegian private and public organisations.</p>	<p><u>The Norwegian Industrial Property Office</u> : registers design. A design registration is valid for one or more periods of five years. Registration can be renewed for one or more periods of five years each, up to a total term of 25 years from the date of filing.</p>

<p>2005 + 2005 <i>Year of Design</i></p>	<p>helps release the potential of different districts and regions by contributing towards innovation, internationalisation and promotion.</p>	<p>Communication. <u>Akershus University College</u> offers a 3-year undergraduate degree in Product Design. <u>Agder University College</u> offers a 3-year undergraduate degree in Multimedia Technology and Design.</p>				<p>GPP program is aiming to achieve:</p> <ul style="list-style-type: none"> • Criteria development & environmentally adapted tender documents • Increased availability of counselling, courses & seminars for competence building • Environmental competence in the suppliers marketing and sale activities • Eco design high on the agenda during design and development of products • Environmental management systems implemented in a large number of organisations • Greater availability of environmental information <p>Special emphasis is given to the following areas/product groups:</p> <ul style="list-style-type: none"> • Cars and mobility • Buildings & tenancy agreements • Textiles • Paper and printing services • PCs & information 		
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						technology • Net-based conferencing & collaboration		
<p>Portugal</p> <p>The Ministry of Economics supports the Centro Português de Design</p> <p>Website in Portuguese only...</p>	<p><u>Centro Português de Design</u></p> <ul style="list-style-type: none"> - Events: exhibitions, shows, seminars... - Awards & contests - Project management for public entities (public information campaigns...) - Sector studies, analysis. 	<p><u>CPD:</u> support programmes for young design graduates internships in companies</p>	<p><u>MIT Portugal</u></p> <p>Large-scale international collaboration involving MIT and government, academia, & Industry in Portugal to develop education & research programs related to engineering systems (incl. design engineering), in order to strengthen the country's knowledge base through an investment in human capital and institution building.</p>		<p><u>CPD:</u></p> <ul style="list-style-type: none"> - Design diagnostic: counselling for improvement and recommendations - Assistance in designers' selection, designers directory - Counselling in the field of design (contracting, patent right, ...) 		<p>EU Regulation on Community Design (Office for Harmonisation in the Internal Market, Alicante).</p>	
<p>Singapore</p> <p>2003-2008 <i>DesignSingapore</i> Initiative</p> <p>DesignSingapore Generation 2 in the planning stages</p>	<p><u>DesignSingapore Council</u></p> <ul style="list-style-type: none"> -Competitions & awards (President's Design Award) - Design to improve life : intended to encouraging design that "improves quality of life and enhances human potential and national competitiveness". - Conferences & exhibitions - Singapore design festival - events & show cases organized in 	<p>2005: <u>government</u> announced the creation of 10 new specialty institutes</p> <p>'Many ways of seeing': Awareness raising programs among school children.</p>	<p><u>DesignCouncil:</u></p> <p>Blue Print 2008. a cross collaborative project between young emerging fashion and product designers at the Singapore Fashion Festival 2008</p> <p>Design R&D is a programme to explore new design paradigms, creating new design knowledge, processes & applications through design R&D, forecasting future needs &</p>	<p>Design R&D administered by DesignSingapore Council provided a Design Research and Development co-funding grant up to 50% of the project cost prior to commercialisation for +/- 8 projects from open call for proposals in FY07-08 years.</p>	<p><u>Economic Development Board</u></p> <p>Capability Development services for SMEs, including:</p> <ul style="list-style-type: none"> - Brandpact: branding training - Business excellence: improvement of management systems & processes - Customer Centric Initiative... - Local Enterprise technical assistance scheme: 	<p>10Touchpoints: for the improvement of the design of the public realm. For the quality of life in Singapore (transportation, health, environment, street furniture...)</p> <p>Introduction of a design focus to the government's procurement practices & projects (Urban Redevelopment Authority:</p>	<p>Registered designs act</p> <p>The registration of a design is valid for an initial period of five years from the date of filing the application. Thereafter, the registration may be renewed every five years up to a maximum of 15 years, subject to the payment of renewal fees. The design must be new and industrially applied onto a product (at least 50</p>	

<p>Europe (London 2005, Italy 2006) - studies, study missions, case studies - industry & awareness surveys</p> <p><u>DesignSingapore / Red Dot Academy:</u> Evening sessions on design & business. Series of evening talks that cover topics relevant to design and business: Design for Manufacturing and Assembly, Design Intellectual Property protection for your designs , From concept to commercialisation: De-bunking the myths of marketing and building a sustainable value preposition.</p> <p>20/20: an ongoing documentation of Singaporean creativity.</p> <p><u>International Enterprise (IE) Singapore:</u> The 'Iconic Design Initiative' is an extension of the "Design for Internationalisation" Programme. Aims</p>		<p>spinning new industries. The focal areas for the Design Futures Programme include designs for: - a sustainable city - The Greying Population - Inclusive Design - Personal Mobile Cooling - Urban Mobility - Alternative Transportation - Interactive Digital Media User Interface</p>		<p>hire external experts to improve management and operations...</p>	<p>international design competitions for good design)</p>	<p>copies)</p>	
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	<p>to help Singapore-based firms develop iconic products to enhance their competitiveness in the global marketplace as well as integrate a design process as part of the companies' product management and business strategies.</p> <p>Design Pioneer Programme (2004): promotion program to develop the capabilities of targeted local enterprises to use design as a strategy.</p> <ul style="list-style-type: none"> - seminars - workshops (packaging, revamping...) - assistance in selecting design consultants + funding support 							
<p>South Korea</p> <p>3rd 5-year design plan 2003-2007 Main objectives:</p> <ul style="list-style-type: none"> - broaden the base of design industry - take measures for the education of "star" designers - establish local design innovation 	<p><u>Korean Institute of Design Promotion (KIDP)</u> + <u>3 regional design centres</u> + <u>16 Design Innovation Centres</u></p> <ul style="list-style-type: none"> - Korea Design Award - Design database: Designdb.com portal - awareness raising 	<p>Knowledge-based design experience: a program for international design training (Training the new generation of designers through exchange & education program in product design, visual design, digital</p>	<p><u>KIDP:</u> "Capstone design programme" links firms & Universities design departments to carry out joint projects.</p> <p>Design Executive Program for CEOs in cooperation with universities</p>	<p>Favourable tax incentives for design R&D in firms.</p>	<p>Design Consulting Initiative</p> <p>'one-stop service programme' to help companies commercialize and market promising design</p>	<p><u>KIDP:</u> design programme for</p> <ul style="list-style-type: none"> - street furnitures - mass transportation - public documentation <p>Introduction of a design focus to the government's procurement practices & projects</p>	<p>Design Law</p> <p>Under the Design Law, a "design" is defined as the shape, pattern or color of an article or a combination thereof which creates an aesthetic feeling through the sense of sight.</p>	<p>Report on the National Design Policy in Korea 2004: less an evaluation report than a roadmap for future actions.</p> <p>Methodology Working Group named 'Design Industry Development</p>

<p>systems - streng-then de- sign R&D capabilities - innovate national image of Korea - expand international design exchange & streng- then coo-peration in Northeast Asia</p> <p>Former plans: 1993-1997 1998-2002</p>	<p>courses for municipalities - TV programs on design - forum for design management every month for business managers and professional designers.</p>	<p>motion picture design, web multimedia design etc)</p> <p>e-Design Academy created to meet the demand by business for design education and training in the digital era. on-line and off-line education, to nurture digital design expertise and to re-train designers.</p> <p><u>Korean International Design School for Advanced Studies</u></p>				<p>(projects in the public health sector)</p>		<p>Planning Team' formed in 2004 (industry + academy and research centres). Meets regularly to review and refine the national strategy.</p> <p>2nd 5-year plan (1998-2002): - Establishment of design infrastructures (Korea Design Centre and nationwide Design Innovation Centres + 3 Regional Design Centres + International Design Trend Centre) - information portal designdb.com + education site. - Design Innovation Support: design consulting for SMEs (4676 projects conducted) + low interest long term loans from the Technology Development Fund. - Design Venture Fund - International cooperation with Italy and France + international events - Number of design graduates increased by 27%</p>
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								to 36 397. - As of 2002, 66.5% of SMEs had design workforces, up from 50.1% in 1997.
<p>Spain</p> <p>Operative Programme I+D+i 2007-2013 co-financed by structural funds</p> <p>National Plan I+D+i 2008-2011</p> <p>Design for Business programme (2007-2013)</p> <p>+ Regional design centres</p>	<p><u>DDI – National society for the development of design and innovation.</u> Publicly funded, linked with the Ministry of Industry, Tourism and Commerce via the SMEs direction.</p> <ul style="list-style-type: none"> - design promotion and dissemination activities - SMEs' sensitization to the strategic value of design in terms of competitiveness - national design prizes / Prince Felipe prize for entrepreneurial excellence - exhibitions - design directory - publications <p>Promotion of design for SMEs Design promotion and information activities (publications, promotion supports, exhibitions...)</p> <p>+ <u>Regional Design Centres</u></p>	<p><u>DDI</u> Training programme to consolidate SMEs in the design field.</p> <p><u>Design Centre la Rioja:</u> Organisation of a Design, Marketing and Competitiveness class in the Rioja University (3rd edition)</p> <p><u>Design Centre Barcelona:</u> continuing training workshops aimed at SMEs</p>			<p><u>DDI</u> - Gana con calidad 2005 (gain through quality) pilot project aimed at the implementation in 6 enterprises of a certified quality and eco-management scheme.</p> <p>Promotion of design for SMEs Set of actions forming an « itinerary toward s innovation & design »</p> <p>Objective: help SMEs get familiar with innovation issues in a strategic perspective, in order to attain effective design and innovation management.</p> <p>InnoEmpresa (2007-2013) Supports actions aimed at increasing SMEs' competitiveness. Main support lines are: 1. Organisational Innovation and</p>	<p>In addition to existing protecting schemes, the Barcelona Chamber of Commerce and the Barcelona Design Centre have launched "Re-crea", a creations registry, with the objective of easily, quickly and confidentially offering a guarantee of origin to ideas' or creations' authors.</p> <p>EU Regulation on Community Design (Office for Harmonisation in the Internal Market, Alicante).</p>		

	<p>Centro de diseño Castilla-La Mancha Innovation Agency in Euskadia Barcelona Design Centre Integral design centre in La Rioja...</p> <ul style="list-style-type: none"> - information - publications - exhibitions - specific projects... 				<p>Advanced Management. 2. Techological innovation and quality 3. Innovation projects in collaboration or within Consortiums.</p> <p><u>DDI / Institute for Foreign Trade (ICEX)</u> DDI participates in the Learning to export programme by insights concerning design. The programme includes sensitization and information actions, dedicated diagnostic and dedicated assistance to internationalisation during the 1st year.</p> <p>+ sectoral support programmes (shoes, furnitures, ceramics...)</p>			
<p>Sweden</p> <p><i>Förslag till verksamhetsinriktning för SVID</i> 2006-2010</p> <p><i>Design for all</i> 2006-2008 (EIDD)</p> <p><i>Design as a force for development</i> 2003-2005</p>	<p><u>Svensk Form</u> - exhibitions - library - Year of Design 2005</p> <p><u>Design Forum</u></p> <p><u>Swedish Industrial Design Foundation (SVID):</u> - Competitions - Network building</p>	<p><u>SVID:</u> - Competence development</p>	<p><u>SVID:</u> - Consulting and network-building - Research and education - Leading collaboration projects</p> <p>Regional development: awareness raising actions towards research institutes.</p>	<p><u>SVID:</u> - Scholarships for design studies and research...</p>	<p><u>SVID:</u> - Support to Swedish industries</p> <p>Design as a force for development (SVID): 9 targeted projects (could be classified under several categories of this table): - Employees & cics</p>	<p>Design as a force for development InterDesign Workshops – City Move Inter Design: international problem-solving workshops, through design.</p> <p>Design för alla. EIDD Sweden + SVID + Handisam</p>	<p>EU Regulation on Community Design (Office for Harmonisation in the Internal Market, Alicante).</p>	<p>Design as a force for development was completed on December 31, 2005 and was evaluated by Växjö University, School of Management and Economics (full report only in Swedish).</p> <p>Summary</p>

<p>Forum for design information exchange</p> <p>Design för Innovation</p>	<p>- Seminars and conferences</p> <p>Swedish Design Award</p>		<p><u>Royal Institute of Technology</u></p> <p>In 2005 the government decided to invest funds in starting up a national research school for design. 19 institutions of higher education joined forces in the Swedish Design Research Network and launched a research college, based at the Royal Institute of Technology in Stockholm, in the autumn of 2007.</p>		<p>in good shape</p> <ul style="list-style-type: none"> - Design for business enterprise - Design for export of medical technology - Design for small & large communities - Design for services - Design for the vehicle industry suppliers - Packaging as a value creator - The Summer Design Office - The outdoor environment – design for the educational experience <p>+ Regional Development: 7 regional and 15 local offices. Guidance, information & different development projects to raise the awareness on the importance of design.</p>	<p>(Swedish Agency for Disability Policy Coordination) & HSO (The Swedish Disability Federation): show the potential of the Design for All philosophy to be applied within different areas of society. Target areas:</p> <ul style="list-style-type: none"> - sustainable development - the urban environment - industrial design - public transport - culture - working life 		<p>published by SVID, in English.</p> <p>Participation : Design Initiative during a period of 3 years included</p> <ul style="list-style-type: none"> - 498 businesses, - 66 municipalities or municipality-owned businesses - 150 designers. <p>The results in brief:</p> <ul style="list-style-type: none"> - + than 150 new jobs created. - Increased sales related to design for cies within the programme, amounted to at least 300 MSEK. - financial success of 10 % of the cies in the programme motivates the total investment made by the government. - 2/3 of the cies in the programme will increase their future use of design.
<p>Switzerland</p>	<p>Federal Office for Culture (active since 85 years) du design.</p> <ul style="list-style-type: none"> - Federal Design Prizes (Ministry for Culture) - Publications - Exhibitions 	<p>Various design schools (Basel, Bern, Biel, Lucerne...)</p>					<p>Swiss Registered Design Act</p> <p>The design must be new, it must be distinctive from existing designs, and it must not be contrary to public morals or against the law.</p>	

							Swiss Design Act grants no protection for unregistered designs	
<p>Taiwan</p> <p><i>Cultural and Creative Industries Development Plan, part of Challenges 2008!</i></p>	<p><u>Taiwan Design Centre</u></p> <ul style="list-style-type: none"> - library - exhibitions - conferences 	<p><u>TDC:</u></p> <ul style="list-style-type: none"> - Enabling overseas studies 	<p><u>TDC:</u></p> <ul style="list-style-type: none"> - Conducting research into fundamental, trends and applied technologies with international research units 		<p>TDC:</p> <p>Multi-faceted and multi-disciplinary support mechanisms to industry in 4 design sectors:</p> <ul style="list-style-type: none"> - Information - source materials - knowledge - energy 		<p>New Patent Act effective as of July 1, 2004</p>	
<p>UK</p> <p><i>Designing Demand for Businesses:</i> launched 2002, fully funded until 2010 (by Design Council & Regional Agencies)</p> <p>Dott 07 - Design of the times (Design Council national initiative + North East regional agency –all regions within the 8 coming years)</p> <p>RED programme (Design Council) set up in 2004 to tackle social and economic issues through design-led</p>	<p><u>UK Design Council (+regional development agencies):</u></p> <ul style="list-style-type: none"> - website + online research publications on design issues - Design in Business Week publications - Student awards and annual - Advertising and Design Workshops - Millenium products - President’s lectures - Design in Education week (sensitization) and Designers into schools <p>Dott 07 (Design of</p>	<p><u>British Council – Design Department</u> Study programmes in the UK for overseas visitors.</p> <p><u>British Design & Art Direction</u></p> <ul style="list-style-type: none"> - Training and developments for young creatives <p><u>Design Business Association:</u></p> <ul style="list-style-type: none"> - training 	<p>British Design Initiative: not for profit membership organisation, whose services and professional membership reflect the increasing focus on open & collaborative innovation by designers, industry, universities and dealmakers.</p> <ul style="list-style-type: none"> - portal in all nine English regions, plus Scotland, Wales and Northern Ireland. - ‘Shared Risk Shared Reward Guide’: has an impact on strategic design firms and SME’s who seek to 		<p>Designing Demand: is the only national design support programme offering (managed by the Design Council and enforced by the 9 regional development agencies)</p> <ul style="list-style-type: none"> - Workshops for enterprises: practical introduction to what design can do - Business growth services: generate (run a design project with a design expert) - Business growth services: innovate (support for ventures commercialising 	<p>Dott 07 Community projects -> how can design improve life? along 5 core themes : school, community, health, food and the environment – including an initiative on public services</p> <p>RED programme: Focus on</p> <ul style="list-style-type: none"> - health - ageing - democracy - citizenship - transformation design. <p>RED relies on an interdisciplinary team of designers, policy analysts and</p>	<p><u>UK Intellectual property office</u></p> <p>Two regimes: UK registered design and UK Design right.</p> <p>Design right is an intellectual property right which applies to original, non-commonplace designs of the shape or configuration of products. Design right is not a monopoly right but a right to prevent copying.</p> <p>UK registered design: monopoly for 25 years, renewable.</p> <p>UK residents can</p>	<p>Designing Demand</p> <p>The programme has been trialled with more than 600 businesses across the UK since 2002. Participating companies saw turnover and profit rise and investment increase. Positive feedback: 97% of participants found the workshops ‘good’ or ‘excellent’ and 88% of businesses carrying out strategic design projects said they were critical to success. 33% of businesses say they invest money in design</p>

<p>innovation. RED team works with gov. depts, local authorities, frontline providers, the voluntary sector & private firms.</p> <p><u>Design Council objectives:</u> Driving competitiveness in industry, improving innovation in public services, supporting growth in the creative eco.</p> <p>Creative Economy Programme (launched in November 2005): 1st step in Governments desire to make the UK the worlds creative hub. The initial work of the programme has been centred around 7 issues, all of important productivity drivers for the creative industries. For each of these issues working groups were formed, mostly from officials from DCMS NDPBs, other Government Departments and</p>	<p>the times) : 1st series of biennial design promotion programmes -> how can design improve life? Includes events in museums, exhibitions, free 12-day Dott 07 Festival</p> <p>Love & Money (British Council + UK Trade & Investment): worldwide exhibitions based on 20 projects & designers that balance business ambition and commercial success with the invention and experimentation for which Britain's creative industries are internationally renowned.</p> <p><u>Design Museum</u> in London</p> <p><u>British Council – Design Department</u> The Design team promotes British design through a range of activities and events including touring exhibitions, workshops,</p>		<p>work together utilising an equitable remuneration model.</p> <p>- Since January 2007: Open Innovation Challenge (OIC), a programme and series of events that brings together strategic designers with other innovation members from SME's to corporates to work together to solve business, social and environmental issues.</p> <p>Designing for the 21st century research project (2005-2009): <u>Engineering & Physical Sciences Research Council (EPSRC) and the Arts & Humanities Research Council (AHRC)</u></p> <p>- Promoting the formation of new communities & networks of design researchers, practitioners & end-users of design</p> <p>- Building shared understanding of theoretical concepts, cultures,</p>		<p>new technology)</p> <p>- Business growth services: immerse (intensive strategic workout for mature businesses).</p> <p><u>Design Business Association:</u> DBA promotes professional excellence through productive partnerships between commerce and the design industry to champion effective design which improves the quality of people's lives.</p> <p>Three major drivers: - Bringing Business to Design - Bringing Design to Business - Bringing Design to Government</p>	<p>social scientists, who bring frontline workers, service providers & experts together to design, prototype and implement new types of public services.</p> <p>In 5 years, RED has run projects focusing on preventing ill health, managing chronic disease, reducing carbon emissions from homes, strengthening citizen-ship, reducing re-offending by prisoners, and improving learning at school.</p> <p><u>Design Council</u> : what can design do for education ?: toolkit on designmyschool.com</p>	<p>also use the European Community Designs regime (OHIM in Alicante, Spain).</p>	<p>(52% in the manufacturing sector). Design would contribute 1% to GDP more or less.</p> <p>Dott 07: 12-day festival + 7 community projects led: Urban Farming, Low Carb Lane, DaSH (Design and Sexual Health), Move Me, OurNewSchool, Alzheimer100 and New Work.</p>
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<p>the RDAs. 7 groups: education and skills, Competition and Intellectual Property, Technology, Access to finance & business support, Diversity, Infrastructure, Evidence & Analysis.</p>	<p>seminars, and conferences overseas led by British designers. <u>Design Business Association:</u> - events - information on all aspects of the design industry. <u>British European Design Group:</u> Since 1991 the BEDG has taken more than 2600 British companies, institutions and individuals in the creative industries to exhibit their products and skills in key export markets around the world.</p>		<p>languages and methods within different design communities - Stimulating new ways of design thinking that will meet the challenges of designing for 21st Century Society - Supporting leading edge research that is self-reflective, socially aware, economically enterprising and internationally significant</p>					
<p>UK Scotland</p>	<p><u>Lighthouse : Scotland's Centre for Architecture and Design</u> - The Six Cities Design Festival is a £3 million initiative aimed at celebrating and raising awareness of the value of design and creativity in all six of Scotland's cities. - events & conferences. - Interactive Glasgow: a virtual</p>	<p><u>Lighthouse:</u> The education Programme comprises on and off-site as well as virtual learning opportunities for students and teachers from both the formal and informal education sectors. It is Scotland-wide and European in scale and reach. REAL creative learning: Using understanding</p>	<p><u>Lighthouse :</u> Creative Entrepreneurs Club: networking events</p>			<p><u>Lighthouse :</u> MPsix: The Lighthouse is working with young people aged 15-17 and a number of local partners in the 6 cities, to create city guides in the form of audio pod casts. Design for Learning: 21st Century Schools' The project aims to promote new ideas about how school buildings should be</p>	<p>EU Regulation on Community Design (Office for Harmonisation in the Internal Market, Alicante).</p>	

	<p>tour of Glasgow</p> <ul style="list-style-type: none"> - SUST: on sustainability. A new and ground breaking campaign which aims to raise awareness of sustainable design in the built environment. - ACCESS to architecture: A range of educational materials, ideas and case studies based around the "Built Environment" that can enrich learning and teaching across the entire curriculum. <p>ScottishArchitect ure.com: A national resource for information, communication and outreach within the field of Scottish architecture and the built environment as a whole.</p> <ul style="list-style-type: none"> - ECMADE An online platform will make information about architecture, design and the city accessible to the general public, educational institutions and professionals alike. 	<p>gained from research, the aim is to help young people develop practical tools and positive approaches to creativity, to engage young people in learning, helping to equip them with the kind of competencies and skills needed in the employment sector.</p>				<p>built, renovated and used in order to raise educational achievement, promote sustainable development and support a culture of lifelong learning and local communities.</p> <p>Urban Learning Space: Urban learning Space is a learning lab equipping the people of Scotland with the capabilities to face the challenges of 21st century life.</p>		
<p>UK Wales</p>	<p><u>Design Wales</u> - Support for an</p>		<p><u>The National Centre for Product</u></p>		<p><u>Design Wales</u> Design support for</p>		<p>EU Regulation on Community</p>	

<p>emerging Design Forum for Wales - Support for the Cardiff Design Festival - development and distribution of design case study material to secondary schools in partnership with Technology Alliance Wales - Annual competition for design students in Wales – the Ffres Awards</p> <p>On-line design directory of design expertise in Wales</p>		<p><u>Design and Development Research</u>, combines leading edge research, the latest technology and award winning staff to provide practical, commercial, award winning solutions to industry for nearly 15 years</p> <p><u>Wales Institute for Research in Art & Design</u></p>		<p>businesses in Wales with 4 levels of service:</p> <ul style="list-style-type: none"> - Level 1: Tel. & email advice lines to answer specific design-related enquiries - Level 2: regular and regional brand workshops to provide the basic skills needed to understand target markets, increase the awareness of the design process required to create and implement an identity, including how to source, brief and manage external design expertise. These workshops are designed for start-up and established companies. - Level 3: Industry sector-specific support to increase the profile and effective use of design in specific industry sectors: Branding and packaging for the food sector ; colour & trend prediction for the fashion & textiles industry; New product development in the manufacturing 		<p>Design (Office for Harmonisation in the Internal Market, Alicante).</p>	
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					sector. - Level 4: 1-to-1 advice from specialist design advisors who can help companies either during a specific design project or to explore how design might be implemented within their business.			
<p>USA</p> <p>“American with Disabilities Act”</p> <p>+ private actions</p>	<p><u>Design Management Institute:</u> international non profit organization that seeks to heighten awareness of design as an essential part of business strategy. - publications - 3 professional education conferences / year in the world</p> <p><u>IDSA (Industrial Designers Society of America):</u> - website: information, documentation, resources - Studies on compensations and business metrics</p>		<p><u>Design Management Institute:</u> - International promotion and networking activities (members in 44 countries) - research programme</p> <p><u>Corporate Design Foundation</u> : a non-profit education and research organization whose mission is to improve the quality of life and the effectiveness of organizations through design</p> <p><u>Rehabilitation Engineering Research Center on Universal Design</u> The RERC-UD is a partnership between the IDEA</p>	<p>Tax incentives for improving accessibility under the “American with Disabilities Act” 2 tax incentives are available to businesses to help cover the cost of making access improvements.</p> <p>Renewable energy production - Business owners can take advantage of this tax credit. Allows to get a per kilowatt-hour tax credit for the energy a business produces using qualified technology. Energy types include: wind, biomass, geothermal, small irrigation power, and landfill gas.</p>	<p><u>DMI:</u> design techniques, skills & strategy seminars</p>	<p><u>US Access Board</u> : The Access Board is an independent Federal agency devoted to accessibility for people with disabilities. The Board develops & maintains design criteria for the built environment, transit vehicles, telecom-communications equipment, & for electronic & information technology. - trainings - technical assistance - resources - enforcement</p>	<p><u>U.S. design patents:</u> 14-year protection from the date of grant. Cover the ornamental aspects of utilitarian objects.</p> <p><u>The Leadership in Energy and Environmental Design (LEED) Green Building Rating System™</u> encourages and accelerates global adoption of sustainable green building and development practices through the creation and implementation of universally understood and accepted tools and performance criteria.</p> <p>LEED is a third party certification</p>	<p><u>US Access Board:</u> Reports made on a yearly basis. 'US Access Board 2007 annual report'</p> <p>Training: In 2007, 78 sessions conducted and training provided to over 5,700 people.</p> <p>Technical assistance: 14,400 technical inquiries answered in 2007.</p> <p>Resources: by the end of 2007 the site logged over 62.3 million hits and + than 3.4 million user sessions. The Board sent out over 7,600 copies of its publications.</p> <p>Enforcement: In 2007, the Board advanced 177 investigations and closed 43 cases.</p>

			<p>Center, the Ontario Rehabilitation Technology Consortium (ORTC) and representatives from the design and disability communities nationwide. The Center researches and develops critical tools for advancing the field of universal design and apply those tools to develop exemplar products and places through industry partnerships. Education and dissemination activities increase awareness of the RERC activities and universal design in general as well as improve capacity in research and practice. All these activities are founded on and guided by a model of "evidence based practice."</p>	<p><u>Maryland</u> <i>Income Tax Credit for Green Buildings</i>, establishes a tax credit for new buildings or substantial renovations that meet certain green building standards.</p> <p><u>New York</u> The New York State Energy Research and Development Authority offers an incentive for design teams of any New York State building that achieves a LEED rating.</p> <p>The <u>New York State Green Building Tax Credit program</u> provides a tax incentive to commercial developers who apply green building standards, similar to a high-level LEED rating, to construction projects with at least 20,000 square feet of interior space. To view the tax incentives, click here.</p> <p><u>Oregon</u></p>			<p>program and the nationally accepted benchmark for the design, construction and operation of high performance green buildings. LEED promotes a whole-building approach to sustainability by recognizing performance in five key areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality.</p>	
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				<p>Sustainable Building Tax Credit. The minimum standard to obtain the tax credit is a LEED silver rating.</p> <p><u>Pennsylvania</u> financial incentive to public school districts that achieve LEED silver certification.</p>				
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Programmes in operation
Past programmes

ⁱ Rocks, D. *China Design – How the mainland is becoming a centre for hot products.* In: Business Week, November 1 2005.
http://www.businessweek.com/magazine/content/05_47/b3960003.htm