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About ten years after the successful first edition of the European Design Report it is a great pleasure that during Austria's Presidency of the Council of the European Union in the second half of 2018, a new edition of the report is being launched.

As Federal Minister for the EU, Arts, Culture and Media I appreciate this initiative and would like to thank the Bureau of European Design Associations (BEDA) and designaustria as member and professional representative of Austrian designers in Brussels since Austria became part of the European Union, for the compilation and edition of the second European Design Report.

Not only is Austria well known for its arts and culture in the past but also for its contemporary artistic and creative activities and achievements. A wide variety of innovative, young designers experiment with new approaches and create our present and our future, designing and working on a high international level.

Design as creative industry is not only an important part of the economy and a major force to develop and realize ideas, but also plays an essential role in arts and culture. Within these measures the European Design Report provides a great overview of the design industry in facts and figures on the European level.

Gernot Blümel
Federal Minister for the EU, Arts, Culture and Media
Non-technological innovation, including design, as well as culture-based creativity, are important tools to boost the economy’s competitiveness and growth and thus improving the quality of life for the citizens of Europe.

Design as part of the creative industries plays a crucial role when it comes to the development, dissemination and marketing of products, processes, services and business models due to radical changes in society and the economy. The rapid development of digital networks and communication technologies have severe impacts on design: it changes the value-chain from producer to consumer and the work-processes resulting from the use of new tools.

As a consequence, the conventional borders between product design, production and the user are beginning to merge. Design as a driver of user-centered innovation contributes substantially to getting good ideas onto the market. It enhances agile and focused product and service development and facilitates the development of better, transparent and more effective public services.

I welcome the initiative and the commitment of the Bureau of European Design Associations for a second edition of the European Design Report and would like to thank its Austrian member association Design Austria to compile and present the report during Austria’s Presidency of the Council of the European Union.

Margarete Schramböck
Federal Minister for Digital and Economic Affairs
In this edition of the »European Design Report 2.0«, published more than 10 years after a first attempt that sought to map the European design industry, one can see that many achievements have been brought about; in many countries, new and improved data have been made available, and new countries appear on the map.

More or less all of the European Member States and acceding countries, as well as EEA countries and Turkey, are included in this edition – all in all 37 nations (compared to 2006, there were 27) and except Montenegro and the European microstates (Andorra, Liechtenstein, Monaco, San Marino, and Vatican with less than 0.1m inhabitants) all European countries are included.

To give a first survey in terms of size and economic performance, all countries are introduced with their number of inhabitants and their GDP (gross domestic product) per capita expressed in PPS (purchasing power standards). These data and figures were taken from Eurostat ec.europa.eu/eurostat.

On the following pages either received information/(last available) data and answers to a questionnaire or results of done research on available studies, surveys and polls conducted by official institutions and private interest organisations have been compiled and reproduced; no additional specific research on the individual countries was conducted on the editor’s side.

On the bottom of each page/country, the answers received on NACE code, design policy, innovation and/or creative industries strategy and design awards is documented; the specific answers »yes« or »no« are given in colour and bold (if something is neither highlighted nor bold, no answer has been received).

Still, measuring design as an industry and identifying design in official statistics is problematic. Design is no/not one sector, but has to be seen as transversal/transsectoral activity.

Although a lot has been achieved in the last 10 years (when the first European Design Report had been published), still, a lot has to be done in order to get reliable and comparable data. A first step and, as it seems, an easy exercise could be an aligned terminology and usage of NACE Code 74.10 in all European countries with the introduction of the same named subcategories for the different disciplines.

Thus, we would welcome NACE Code 74.10 »Specialised Design Activities« with (aligned) subcategories – up to now only in use in 17 (out of 37) countries – which allow more accurate measures, comparisons and benchmarking. And: Congratulations to 11 European countries which have a national design policy/strategy in place/use!
With great pleasure we present you the second European Design Report of national facts and figures from 37 European countries. These facts show again that design is an economic sector of importance in Europe.

These are exciting times for design. Leading global companies have a new appetite for design, while governments are coming to see that design can play a major role in solving the toughest social and environmental problems. More and more over the last fifteen to twenty years, design has been applied in a wider range of contexts, from services to understanding user and citizen needs to defining strategy and policy at the highest levels in both business and government. At the same time, in more established areas such as product and graphic design, design continues to be a vital differentiator and generator of value.

At a time of daunting challenges for Europe, there is, therefore, enormous potential for design to play a fundamental role in delivering solutions. Given the right conditions, it could help to grow Europe’s global competitiveness and make the connections between citizen and environmental needs and social responsibility.

BEDA is the only pan-European multi-disciplinary design association. We see design as a creative approach to problem-solving that can be applied across the private and public sectors to drive innovation in products, services, society and even policy-making. Our vision is for design to be embraced in Europe as a driver for growth and prosperity. The facts represented in this publication help us in proving that value.

Bart Ahsmann
President, Bureau of European Design Associations
BEDA and EU Design Policy

- The Lisbon Strategy for Jobs and Growth 2000
- Design for Future Needs
- DEEDS Project Education and Sustainability
- European Design Report
- Oct 2007 BEDA meets EC President Barroso
- June 2008 INNO-Grips WS Marseilles
- 2002
- 2003
- 2004
- 2005
- 2006
- 2007
- 2008

The BEDA Communication Series
Design Issues in Europe Today „The White Book”
Sept 2006 Broad-based innovation strategy for the EU
Jan 2008 BEDA meets Vice-President Verheugen
Since the publication of BEDA’s first EU Design Report in 2006 and its 2007 supplement, the landscape for design and design policy at the European level has changed dramatically.

BEDA’s lobbying of the EU, including its seminal meeting at the end of 2007 with the then EU Commission President, José Manuel Barroso and Commission Vice President Gunter Verheugen in early 2008, led in 2010 to the inclusion of design as a component of the European Commission’s »Innovation Union«, a flagship initiative of the Europe 2020 strategy. For the first time, design – with a key role as a user-centred driver of innovation in bringing ideas to the market – was recognised at the European level as a strategic contributor to Europe’s innovation agenda.

**Inputs**

As a consequence, the European Design Innovation Initiative was launched in 2011 to exploit the full potential of design-driven innovation and to reinforce the links between design, innovation and competitiveness. The European Commission acted further in establishing the European Design Leadership Board which published its Report 2.0 »Design for Growth and Prosperity« in 2012.

In 2013 the Commission published its European Design Action Plan to promote the understanding of design’s impact on innovation; its role in industry to strengthen European competitiveness, and its potential to drive renewal in the public sector.

Under the plan, six EU projects, co-financed through the Competitiveness and Innovation Programme, were delivered by a total of 46 organisations from 19 Member States. In addition to these, a larger co-financed project, ‘Design for Europe’ created a web-based platform supporting peer-learning, networking and partnerships and ran a significant programme of events promoting design-led innovation across Europe.

In 2016, the Commission launched the »Design for Enterprises« programme to deliver training sessions on the various possible applications of design methodologies in the day-to-day business of SMEs across Europe.

BEDA’s own capacity-building project, »Design Europe 2021«, which concluded at the end of 2018, was co-funded through »Creative Europe« – the European Commission’s EUR 1.4bn framework programme 2014–2020. BEDA Members continue to gain access to EU funded programmes with current successes including Design4Innovation (Interreg Europe – lead partner PDR Cardiff Metropolitan University) and »Human Cities« (Creative Europe – lead partner Cité du design, Saint-Etienne).
Outcomes
But what changes have emerged in the field as a consequence of all this activity?

In addition to outputs and outcomes triggered by the specific projects mentioned, it could be argued that spill-over effects include a wider consensus on the need for design policy.

For example, a number of Member States, including Denmark, Estonia, Ireland and Slovenia, have produced their own design action plans and two – Finland and Latvia in 2013 and 2018 respectively – have published national design strategies. These outcomes demonstrate the potential to mobilise the design agenda at the highest levels of government.

In recent years, design and innovation policy labs have also emerged as a tool to support the development of user-centred design policy and services. To cite only two of many, these include the Commission’s own EU Policy Lab, a collaborative and experimental space for innovative policy-making, and Northern Ireland’s iLab which aims to improve public services and policy by creating a safe space to co-create ideas, test prototypes and refine concepts with citizens, civil servants and stakeholders.
Comparable data

Much has been achieved since 2006. The great sweep of policies, strategies, action plans and activities of recent years could perhaps be likened to a flowing river. And a flowing river, even a large one, without the right conditions and with no nourishment, will dry up. For momentum to be maintained, Europe’s policy-makers must continually be reminded of design’s strategic and practical role in improving the lives of its citizens.

BEDA understands that a key nutrient, vital to the on-going development of design-led policy, is trustworthy, robust and comparable data. Without this, evidence-based policy-making cannot happen.

This Report 2.0 therefore offers a snapshot into design and the design industries across Europe. It is intended to offer insight to policy-makers and other key stakeholders engaged in the design-driven innovation agenda that is not available anywhere else.

BEDA will therefore continue to work towards still greater alignment of language used in the NACE code 74.10, specialised design activities. In particular, the intent is to introduce and harmonize across all Member States the naming and indicated content of subcategories of 74.10, to gain further knowledge of the economic importance of different design disciplines, and to ensure greater levels of comparability.

It seeks to maintain the momentum built up since 2006 and to support the increased recognition by policy-makers of design’s importance to Europe’s economy, culture and public-sector innovation.

Michael Thomson
Founder and Director, Design Connect | BEDA Vice President and President 2005–2009
Albania

There are approximately 350 registered designers/design studios in Albania. 120 to 150 are self-employed and 175 to 200 employed.

47% work in graphic and communication design as major design field, 35% in interior design, 10% in illustration, 5% in fashion and textile design, and 3% in product and industrial design.

The total annual turnover per professional designer is EUR 6,000. 15 to 20% of all Albanian designers work for international clients.

The average number of employees of a designer/design studio is 1 to 3; the around 15 established design agencies have 8 to 15 designers employed.

Albania has 4 design universities, where up to 50 people graduate annually.

### NACE code 74.10
(specialised design activities) existing | yes | no
with subcategories (like 74.11, 74.12, etc.) implemented: | yes | no

### Design policy
national | regional | local | exists
and is published. | yes | no

A national | regional | local
innovation | creative industries strategy exists
and is published. | yes | no

### Design award
national | regional | local | exists
and takes place annually | biannually. | yes | no

Source:
Universiteti POLIS – International School for Architecture and Urban Development Policies
Austria

31,300 designers professionally work in the country, 11,100 are self-employed 20,200 are employed.

The fields of design are
56% graphic and communication design,
23% product and industrial design,
8% environmental and interior design,
8% illustration, and
5% in fashion, textile and other design fields.

The total annual turnover of design activities is EUR 4.76bn.

The average annual turnover per designer comes up to EUR 137,600.

58% of all designers work for international clients;
17% earn more than 50% of their annual income from international contracts.
47% of all designers have 1 or more employees, the average is 1.8.

There are
31 design schools, of which
19 courses are at university level. There are approximately
1,300 graduates per year.

Source:
designaustria – knowledge center and interest organization & Kreativwirtschaft Austria (KAT – 7. Österreichischer Kreativwirtschaftsbericht)
More than 200,000 jobs in Belgian companies are related to design; by estimation around 15% (30,000) are professional designers. More than 6,200 of those work in Flanders, around 5,000 are self-employed.

In average every design company has 3.5 employees.

The fields of design activities are:
25% each in graphic and communication as well as product and industrial design,
15% in environmental and interior design,
15% in fashion and textile design,
15% in crafts, and
5% in illustration.

The total turnover of design activities is EUR 0.92bn (Flanders: EUR 0.6bn which makes 0.1% of the GDP).

There are 23 design schools, out of which 11 are universities/academies. More than 710 students graduate annually.

### NACE code 74.10
(specialised design activities) existing | yes | no
| with subcategories (like 74.11, 74.12, etc.) implemented: | yes | no

### Design policy
national | regional | local | exists and is published. | yes | no

A national | regional | local innovation | creative industries strategy exists and is published. | yes | no

### Design award
national | regional | local | exists and takes place annually | yes | no

Source:
Flanders DC, Wallonie Bruxelles Design Mode & Wallonie Design
600 to 700 designers work in Bosnia and Herzegovina, around 60 to 70% are self-employed, and 30 to 40% are employed.

The fields of activity in design are
35% graphic and communication design,
25% environmental and interior design,
20% product and industrial design,
8% fashion and textile design,
4% illustration, and
8% others.

The total turnover of design activities is EUR 10 to 30 m which constitutes 0.001% of the GDP.

In average a designer’s annual turnover is between EUR 5,000 and EUR 20,000.

1 to 3% work internationally, realizing a turnover between EUR 1 to 2 m.

2 to 10 is the average number of employees of a designer/design studio.

There are 8 high schools and 8 colleges, of which 6 are universities.

In high schools the number of annual graduates is 300, in colleges there are 20 to 30 graduates per year.

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**NACE code 74.10**
(specialised design activities) existing with subcategories (like 74.11, 74.12, etc.) implemented: yes | no

**Design policy**
national | regional | local | exists and is published. yes | no

A national | regional | local innovation | creative industries strategy exists and is published. yes | no

**Design award**
national | regional | local | exists and takes place annually | biannually. yes | no

Source:
ULUPUBIH – Association of Applied Artists and Designers of Bosnia and Herzegovina
Bulgaria

Around 1,200 designers work in Bulgaria, 800 of them are self-employed, 400 are employed.

Most of them, 40% work in graphic and communication design, 13% in illustration, 12% in fashion and textile design, 15% in environmental and interior design, 10% in product and industrial design, and 10% in other design fields.

40% work for international clients, making about 70% contribution to export.

The average number of employees of a designer/design studio is 3 to 7 persons.

The total annual turnover per designer is around EUR 12,000.

There are more than 20 private and public design schools of which 7 are universities. Each year approximately 500 students graduate in design.

**NACE code 74.10**
(specialised design activities) existing | yes | no
with subcategories (like 74.11, 74.12, etc.) implemented: | yes | no

**Design policy**
national | regional | local | exists and is published. | yes | no

A national | regional | local innovation | creative industries strategy exists and is published. | yes | no

**Design award**
national | regional | local | exists and takes place annually | biannually. | yes | no

Source:
Edge Project & Patent Office of Bulgaria
There are approximately **2,000** designers working in Croatia.

**3/4** of all industrial designers also work as graphic designers.

Around **85%** of all Croatian design companies employ less than **4** persons.

There are **6** design schools in Croatia; all of them higher education institutions (universities) with about **100** graduates per year.

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A **national** | regional | local **innovation** | creative industries **strategy** exists and is published. | yes | no |

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Source: Hrvatsko dizajnersko društvo (HDD – Croatian Designers Association) & ULUPUH – Association of Applied Artists and Designers of Croatia
Cyprus

Around 1,350 designers work in Cyprus. About 680 are employed; the majority as graphic and communication designers in advertising agencies.

Around half of the design community, i.e., 50% are in graphic and communication design, 28% in environmental and interior design, 11% in fashion and textile design, 4% in illustration, 3% in product and industrial design and 4% in other/Various design fields.

1% of all designers work for international clients.

The total turnover of design activities is EUR 7.5 m. The annual turnover per designer is EUR 11,100.

The average number of employees of a designer/design studio is 4.

There are 6 design schools, of which 4 are universities. Each year up to 120 students graduate.

### NACE code 74.10
(specialised design activities) existing with subcategories (like 74.11, 74.12, etc.) implemented: | yes | no
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### Design policy

| national | regional | local | exists and is published. | yes | no
---

A national | regional | local innovation | creative industries strategy exists and is published. | yes | no

### Design award

| national | regional | local | exists and takes place annually | yes | no
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Source:
University of Nicosia & Cyprus Designers’ Association
3,500 designers work in the Czech Republic, 2,000 are self-employed and 1,500 are employed.

Major fields of design they work in are:
- 20% environmental and interior design,
- 20% fashion and textile design,
- 15% graphic and communication design,
- 10% product and industrial design,
- 10% illustration, and
- 25% others.

The total turnover of design activities is EUR 87m, which is 0.049% of the GDP. For each EUR of turnover realized by a designer/design studio, EUR 61m follow on subsequent investment.

The annual turnover per head is EUR 20,000. The average number of employees of a designer/design studio is 3.

25% of all designers work for international clients. EUR 76m of turnover is realized with international clients, which means that 85% of designers' turnover comes from abroad.

52 design schools exist, of which 14 are universities. 500 students graduate annually.

### NACE code 74.10
(specialised design activities) existing
with subcategories (like 74.11, 74.12, etc.) implemented: yes ☑️ no ☐

### Design policy
national | regional | local | exists and is published: yes ☑️ no ☐

A national | regional | local innovation | creative industries strategy exists and is published: yes ☑️ no ☐

### Design award
national | regional | local | exists and takes place annually | biannually: yes ☑️ no ☐

Source: CzechTrade
Denmark

Around 9,000 designers work in Denmark, 5,000 are self-employed, and another 2,000 each are employed respectively part-time employed and self-employed.

25% work in graphic and communication design, 25% in product and industrial design, 15% in environmental and interior design, 15% in fashion and textile design, 2% in illustration, and 18% in other fields of design.

The total turnover is around EUR 0.9bn which constitutes 0.3% of the GDP. The annual turnover per head is EUR 100,000. The average number of employees of a designer/design studio is 2.

Over 40% of all Danish designers work for international clients, realizing a turnover of EUR 200m making design’s contribution to export 0.01%.

There are 15 public and private design schools in Denmark. 5 can be categorized as universities. The total number of graduates is up to 1,200 per year.

NACE code 74.10
(specialised design activities) existing | yes | no
with subcategories (like 74.11, 74.12, etc.) implemented: | yes | no

Design policy
national | regional | local | exists and is published. | yes | no

A national | regional | local innovation | creative industries strategy exists and is published. | yes | no

Design award
national | regional | local | exists and takes place annually | yes | no

Source:
Danish Design Centre & Steinar Valade-Amland
Estonia

Population: 1.3m
GDP in PPS: 75%

1,500 to 2,000 designers work in the country.  
1,000 to 1,200 are self-employed and  
500 to 800 are employed.

The major fields of design are  
30% graphic and communication design,  
25% environmental and interior design,  
20% fashion and textile design,  
15% product and industrial design,  
6% illustration, and  
4% others.

The total annual turnover per designer is in average EUR 24,000 (to a maximum of EUR 40,000).  
10 to 20% of all designers work for international clients making  
40 to 50% of their income through export.

The average number of employees of a designer/design studio is 2.

Estonia has  
6 design schools, of which  
2 are universities.  
Approximately 60 students graduate per year.

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A national | regional | local  
innovation | creative industries strategy exists and is published. | yes | no

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biannually.

Source:  
Estonian Association of Designers
9,000 professional designers work in the country. 60% of all designers are self-employed and 40% are employed.

Designers work 30% in product and industrial design, 30% in environmental and interior design, 20% in graphic and communication design, 5% in fashion and textile design, 5% in illustration, and 10% in other design fields.

The total turnover of design activities is EUR 3.23 bn, which is 1% of the GDP.

The number of employees of a designer/design studio is between 1 to 5; totaling some 19,420 people working full-time in the design sector.

Finland has 8 design schools, of which 2 are universities. 100 to 150 students graduate each year.

**NACE code 74.10**
(specialised design activities) existing with subcategories (like 74.11, 74.12, etc.) implemented: yes | no

**Design policy**
national | regional | local | exists and is published. yes | no

A national | regional | local innovation | creative industries strategy exists and is published. yes | no

**Design award**
national | regional | local | exists and takes place annually | biannually. yes | no

Source: ornamo – The Finnish Association of Designers
Around **35,000** designers professionally work in France. By including the position of design managers the number goes up to **40,000**. **45%** of all designers are self-employed, **55%** employed as inhouse designers, and **22%** as employees of design studios. The average number of employees of a designer/design studio is **2 to 3**.

**26%** work in product and industrial design, **16%** in graphic and communication design, **16%** in environmental and interior design, **1%** in fashion and textile design, and **41%** in other »new« design fields e.g. service design, interactive and digital design.

The total turnover per year is **EUR 3.5 to 8bn** which is **0.1 to 0.4 %** of the GDP. The total turnover per head is **EUR 106,000 to 242,000**.

**70%** of all French designers work for international clients, but **40%** realize less than **5%** of their turnover for these clients.

There are **68** design schools delivering diplomas at master level, around **10** of those are universities. Around **2,000** students graduate annually with a master degree.

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**NACE code 74.10**

| special design activities | existing | yes | no | subcategories | yes | no |

| implemented: | 74.11, 74.12, etc. | yes | no |

**Design policy**

| national | regional | local | exists | yes | no |

| and is published. | yes | no |

A **national** | regional | local **innovation** | creative industries **strategy** | exists | yes | no |

| and is published. | yes | no |

**Design award**

| national | regional | local | exists | yes | no |

| and takes place **annually** | yes | no |

**annually.**

Source:

Agence pour la promotion de la création industrielle
In 2016 there existed some 147,300 employed designers (in 2003 this figure was only 53,000), and another 94,600 self-employed.

Major fields of design activity are:
- 24% graphic and communication design,
- 19% environmental and interior design,
- 7% product and industrial design, and
- 50% other specialised design fields.

The total turnover of all design activities is EUR 19bn which makes 0.31% of the GDP (2.47% considering all creative industries).

The annual turnover per head is EUR 130,600.

22.1% of all designers work for international clients with a turnover of EUR 885.1m. Thus, design makes 4.8% of a contribution to export.

In Germany about 290 programmes in 120 design schools on tertiary level exist, of which around 15 are private institutions.

NACE code 74.10
| (specialised design activities) existing | yes | no |
| with subcategories (like 74.11, 74.12, etc.) implemented | yes | no |

Design policy
| national | regional | local | exists and is published | yes | no |
| A national | regional | local | innovation | creative industries strategy | exists and is published | yes | no |

Design award
| national | regional | local | exists and takes place annually | yes | no |

Source:
Bundesministerium für Wirtschaft und Energie, Büro für Kulturwirtschaftsforschung, Deutscher Designtag & German Design Council
There are about 10,000 designers working in Greece, 50% on an employed basis, 50% self-employed.

About 68% work in graphic and communication design, another 11% in environmental and interior design, 8% in fashion and textile design, 8% in illustration, and 5% in product and industrial design.

The average annual turnover per designer is about EUR 12,000.

65% work for international clients, 4% is the average number of employees.

There are 11 design schools in Greece, 5 of those are universities with around 350 graduates in total per year.

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**NACE code 74.10**
(specialised design activities) existing | yes | no
with subcategories (like 74.11, 74.12, etc.) implemented: | yes | no

**Design policy**
national | regional | local | exists | yes | no
and is published. | yes | no

A national | regional | local
innovation | creative industries strategy exists | yes | no
and is published. | yes | no

**Design award**
national | regional | local | exists | yes | no
and takes place annually | biannually.

Source: Design Federation & KEPA
Hungary

In Hungary there are around 5,000 professional designers working in the following fields of design:

35% graphic and communication design,
15% product and industrial design,
15% fashion and textile design,
10% environmental and interior design,
5% illustration, and
20% other.

25% of all designers work for international clients.

Annually, the total turnover of design activities per head is EUR 11,300.

Out of 11 design schools in the country 9 are universities.
There are about 840 graduates per year.

NACE code 74.10 (specialised design activities) existing | yes | no
with subcategories (like 74.11, 74.12, etc.) implemented: | yes | no

Design policy
national | regional | local | exists | yes | no
and is published.

A national | regional | local
innovation | creative industries strategy exists | yes | no
and is published.

Design award
national | regional | local | exists | yes | no
and takes place annually | biannually.

Source:
Office of the Hungarian Design Council
A total of 1,300 designers work in Iceland. They work in the following fields of design:
- 41% in threedimensional (architecture), environmental and interior design,
- 39% in graphic and communication design,
- 8% in product and industrial design,
- 8% in fashion and textile design, and
- 4% in illustration.

There are 3 design schools, of which 1 is an university.
Approximately 50 students graduate per year.

**NACE code 74.10**
(specialised design activities) existing
with subcategories (like 74.11, 74.12, etc.) implemented: | yes | no

**Design policy**

national | regional | local | exists and is published. | yes | no

A national | regional | local innovation | creative industries strategy exists and is published. | yes | no

**Design award**

national | regional | local | exists and takes place annually | yes | no

Source:
Hönnunarmiðstöð – Iceland Design Centre
In Ireland about **48,000** people work as professional designers, which means **1 %** of the Irish population. **11,040** are self-employed and **36,960** are employed.

**12** is the average number of employees of a designer/design studio.

Fields of design:

- **48 %** digital design,
- **21 %** crafts,
- **14 %** three-dimensional (architecture),
- **13 %** specialised design, and
- **4 %** engineering.

Design makes **21 %** of contribution to export.

There are **24** design schools, out of which **8** are universities. There are about **3,260** graduates per year.

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**NACE code 74.10**

(specialised design activities) existing | yes | no
with subcategories (like 74.11, 74.12, etc.) implemented: | yes | no

**Design policy**

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A **national** | regional | local
**innovation** | creative industries **strategy** exists | yes | no
and is published. | yes | no

**Design awards**

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<td>and take place <strong>annually</strong></td>
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Source:
Design & Crafts Council of Ireland

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Population: 4.8m
GDP in PPS: 183%
According to NACE code there are 29,201 design firms registered in Italy with 48,163 employed designers.

The total turnover per year is EUR 4.33bn with another EUR 1.9bn value added.

According to their specialised design activities there are 25.4% graphic and communication designers, 14.5% product and industrial designers, 5.4% working in threedimensional (architectural) design, 24.8% fashion designers, 7% digital designers, and 22% working in other design fields.

Italy has 89 design schools/institutes including 19 universities (not including high/er schools, technical and vocational institutes). Only 59 out of these 89 institutions grant diplomas. There are 7,094 graduates per year.

---

**NACE code 74.10**

(specialised design activities) existing | yes | no
with subcategories (like 74.11, 74.12, etc.) implemented: | yes | no

**Design policy**

national | regional | local | exists | yes | no
and is published. | yes | no

A national | regional | local
innovation | creative industries strategy exists | yes | no
and is published. | yes | no

**Design award**

national | regional | local | exists | yes | no
and takes place annually | biannually. | yes | no

Source:
Symbola – Fondazione per la Qualità Italiane

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Map of Italy with flag and population and GDP data.

**Population:** 60.6m
**GDP in PPS:** 97%
Approximately 700 designers work in Kosovo, 300 of them are self-employed and 400 are employed.

The major design fields are 40% graphic and communication design, 30% environmental and interior design, 15% fashion and textile design, 8% product and industrial design, and 7% illustration.

30% of all designers work for international clients.

There are 2 design schools (but no university) with about 150 graduates per year.

**NACE code 74.10**

(specialised design activities) existing | yes | no
with subcategories (like 74.11, 74.12, etc.) implemented: | yes | no

**Design policy**

national | regional | local | exists and is published. | yes | no

A national | regional | local innovation | creative industries strategy exists and is published. | yes | no

**Design award**

national | regional | local | exists and takes place annually | biannually. | yes | no

Source:
Kosovo Architecture Foundation
Latvia

More than 1,230 designers work in Latvia; most of them, more than 90% on an employment basis, and more than 60% in graphic and communication design.

The average number of employees of a designer/design studio is 2.

The annual turnover of design activities is EUR 25.54m.

There are 16 design schools in Latvia of which 10 can be classified as universities with about 360 graduates per year.

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<td>specialised design activities existing</td>
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A national regional local innovation creative industries strategy exists | yes | no |
| and is published | yes | no |

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<th>Design award</th>
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<td>national</td>
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<td>and takes place annually</td>
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</table>

Source: Bureau of Statistics & Ministry of Culture, Creative Industries Division
There are about 250 design companies and another 650 individual designers working in Lithuania.

Their total turnover annually amounts to EUR 32.84 m.

There are 9 design schools, of which 6 are universities. Approximately 400 students graduate per year.

**NACE code 74.10**
(specialised design activities) existing with subcategories (like 74.11, 74.12, etc.) implemented: | yes | no

**Design policy**
national | regional | local | exists and is published. | yes | no

A national | regional | local innovation | creative industries strategy exists and is published. | yes | no

**Design award**
national | regional | local | exists and takes place annually | yes | no

Source:
Lithuanian Design Forum & National Statistics Department
In Luxembourg approximately 3,000 designers work in 211 enterprises. This makes 4.1% of the creative industries sector.

About 2/3 of all designers work predominantly in the field of graphic design. The rate of self-employed designers is about 34.5%.

Designers in Luxembourg generate in average EUR 43.6m per year.

**NACE code 74.10**
(specialised design activities) existing with subcategories (like 74.11, 74.12, etc.) implemented: yes no

**Design policy**
national | regional | local | exists and is published.

A national | regional | local innovation | creative industries strategy exists and is published.

**Design award**
national | regional | local | exists and takes place annually | biannually.

Source:
Design Luxembourg & Luxembourg Creative Industries Cluster, Philipp Robin & Jan Glas

Population: 0.6m
GDP in PPS: 258%
Macedonia

More than 1,500 designers work in Macedonia.

There are 10 design schools, of which 6 are universities.
There are approximately 200 graduates annually.

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<td>yes</td>
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<td>national</td>
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</table>

Source:
State Statistical Office & European University of the Republic of Macedonia, Faculty of Art & Design
There are about 200 designers in Malta, about 50% working in interior design, and another 25% in graphic design.

The total turnover of design companies is EUR 240m of which EUR 80 is value added, equivalent to around 1% of the total GVA (gross value added) generated by the economy.

The turnover per employee of design firms is around EUR 93,000 and value added EUR 31,000.

3 is the average number of employees of a design enterprise.

There are 2 design schools of which 1 is the (only) University of Malta.

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**NACE code 74.10**

(specialised design activities) existing with subcategories (like 74.11, 74.12, etc.) implemented: | yes | no

**Design policy**

national | regional | local | exists and is published. | yes | no

A national | regional | local innovation | creative industries strategy exists and is published. | yes | no

**Design award**

national | regional | local | exists and takes place annually | yes | no

104,000 people work as part of the creative industries in the Netherlands; about 40% of them (41,600) in design. 45,000 are self-employed, and 59,000 are employed. Nearly 3,000 bigger studios/entities exist with an average number of 9 employees.

72% work in graphic and communication design, 18% in product and industrial design, and 10% in environmental and interior design.

6.5bn is the total turnover which is 2% of the GDP. The average turnover per head is approximately EUR 75,000.

37% of all designers work for international clients, making a 5% share of their annual turnover. 0.2% is design’s contribution to export.

There are 16 design schools, of which 3 are universities; but in around 35 institutions more than 100 design programmes exist. Approximately 960 students graduate per year.

NACE code 74.10
(specialised design activities) existing with subcategories (like 74.11, 74.12, etc.) implemented: yes no

Design policy
national | regional | local | exists and is published. yes no

A national | regional | local innovation | creative industries strategy exists and is published. yes no

Design award
national | regional | local | exists and takes place annually | biannually. yes no

Source:
Beroepsorganisatie Nederlandse Ontwerpers, CLICKNL & Statistics Netherlands (Central Agency for Statistics – CBS)
Around 10,000 designers work in the country, in studios the average number of employees is 3 to 4.

60% work in graphic and communication design, 28% in product and industrial design, 9% in environmental and interior design, and 3% in fashion and textile design.

The total turnover of design activities is 450m which makes 0.4% of the GDP.

The annual turnover per professional designer is EUR 45,000.

There are 10 design schools, of which 4 are universities. Around 270 students graduate per year.

**NACE code 74.10**

(specialised design activities) existing | yes | no
with subcategories (like 74.11, 74.12, etc.) implemented: | yes | no

**Design policy**

national | regional | local | exists | yes | no
and is published.

A national | regional | local 
innovation | creative industries strategy exists | yes | no
and is published.

**Design award**

national | regional | local | exists | yes | no
and takes place annually | biannually.

Source:
The Norwegian Centre for Design and Architecture
8,000 designers professionally work in Poland, 6,500 are self-employed, and 1,500 are employed.

Most of them, 35% are graphic and communication designers, 30% environmental and interior designers, 15% fashion and textile designers, 10% product and industrial designers, 5% illustrators, and 5% others.

The total annual turnover per designer is in average EUR 14,000 with another EUR 0.2 subsequent investment of each realized EUR of turnover.

10% of all designers work for international clients.

3 is the average number of employees of a designer/design studio.

There are 21 design schools, of which 9 are universities.
There are approximately 1,500 graduates per year.

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**NACE code 74.10**
(specialised design activities) existing | yes | no
with subcategories (like 74.11, 74.12, etc.) implemented: | yes | no

**Design policy**
national | regional | local | exists | yes | no
and is published. | yes | no

A national | regional | local innovation | creative industries strategy exists | yes | no
and is published. | yes | no

**Design award**
national | regional | local | exists | yes | no
and takes place annually | biannually.

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Source:
The Association of Industrial Designers (SPFP)
Approximately **25,000** designers work in the country, most of them, around **15,000** are self-employed, and **10,000** are employed.

Fields of design activities are defined in **4** areas according to Portuguese law (CPP 2010).

Thus, designers work **40%** in graphic and communication design, **30%** in product and industrial design, **20%** in environmental and interior design, and **10%** in fashion and textile design.

Around **5,000** designers (**20%**) work for international clients.

There is an average of **12** employees per designer/design studio.

In Portugal are **28** design schools/universities with around **1,000** students graduating per year.

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### NACE code 74.10

| (specialised design activities) existing | yes | no |
| with subcategories (like 74.11, 74.12, etc.) implemented: | yes | no |

### Design policy

| national | regional | local | exists | yes | no |
| and is published. | yes | no |

A **national** | regional | local

**innovation** | creative industries **strategy** exists | yes | no
| and is published. | yes | no |

### Design award

| national | regional | local | exists | yes | no |
| and takes place annually | yes | no |

**Source:**
Statistics Portugal (Classificação Portuguesa das Profissões) & Nuno Sa Leal
The GDP contribution of the creative industries in Romania is 7% of about 62,400 companies in total.

Excluding digital design (software, gaming) there are about 10,800 designers/design studios, the majority self-employed, with more than 28,200 employees in total; i.e. in average 2.6 employees.

Around 55% to 60% work for international clients, making 45% of their turnover with them.

The annual turnover is EUR 4.53bn (including software some EUR 3bn more).

The average annual turnover of a professional designer is EUR 21,200.

The annual labour productivity per employee in advertising is EUR 192,400.

The number of employees in design companies increased by 17% in the mid 2010s and is in average 3 to 5 in a design studio.

There are 9 design schools and 5 universities (top university centers are Bucharest, Cluj and Iasi) with about 1,500 students at bachelor level.

### NACE code 74.10

| (specialised design activities) existing with subcategories (like 74.11, 74.12, etc.) implemented: | yes | no

### Design policy

| national | regional | local | exists and is published: | yes | no

A national | regional | local innovation | creative industries strategy exists and is published.

### Design award

| national | regional | local | exists: | yes | no
Serbia

4.59% (79,189 persons) of the total number of employees in Serbia belong to the creative industries, contributing some 2.94% to GVA (gross value added).

23.18% (17,660 persons) thereof are employed in the design sector. About 40% of those, around 7,000 persons, are designers.

Nearly 2,500 entrepreneurs exist in design and creative services, employing in average 7 persons. Additionally there are some 700 self-employed designers – 2/3 in graphic design – as members of the national professional design association.

There are 6 design schools and 6 universities in Serbia with 80 to 100 graduates annually.

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A national | regional | local innovation | creative industries strategy exists and is published. | yes | no |

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<th>Design award</th>
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Source: Foundation Creative Economy Group & ULUPUDS – Association of Applied Artists and Designers of Serbia
There are about 1,250 designers in Slovakia, around 24% of them in graphic and communication design, 24% in interior and furniture design, 20% in product and industrial design, 16% in fashion and textile design, 12% in multimedia, and 4% in illustration.

More than 10% work for international clients, but around 20% leave the country to work abroad.

A majority of 75% of all designers are under 40 years of age, around 850 are employed, 400 self-employed.

More than 70 students graduate each year from 4 universities (3 technical ones and 1 Academy of Fine Arts and Design). Additionally there are about 50 secondary schools with design related specialisations.

**NACE code 74.10**

(specialised design activities) existing | yes | no
with subcategories (like 74.11, 74.12, etc.) implemented: | yes | no

**Design policy**

national | regional | local | exists | yes | no
and is published. | yes | no

A national | regional | local
innovation | creative industries strategy exists | yes | no
and is published. | yes | no

**Design award**

national | regional | local | exists | yes | no
and takes place annually | biannually. | yes | no

Source:
Slovak Design Center & Centre for Folk Art Production
About 2,770 designers are employed as commercial designers and decorators; another 970 are registered via NACE; 670 of those are self-employed and 300 are employed.

They work in the following fields of design: 27% in graphic and communication design, 20% in product and industrial design, 14% in decorative arts and crafts, 12% in interior design, 10% in photography and scenography, 9% in illustration, and 8% in fashion and costume design.

The total annual turnover of specialised design and photographic activities amounts to EUR 56.5m, with focus on industrial design it is EUR 8.2m.

The annual turnover per head is approximately EUR 27,800.

There are 4 design schools of which 2 are universities, and another 4 design departments/programmes existing. 140 students graduate per year in design schools, and another 80 students annually at university level.

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innovation | yes | no |
| creative industries strategy | yes | no |
| exists and is published | yes | no |

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and takes place annually | biannually | yes | no |

Source:
Designers’ Society of Slovenia, Institute for Economic Research (IER) & Regional Development Agency of the Ljubljana Urban Region (RRA LUR)
Spain

The total number of design companies and self-employed designers in Spain is **229,040**. About **3,780** design studios employing **15,775** people are situated in Catalonia.

The national annual turnover is EUR **73.64 bn** which is about **4.94 %** of Spain's GDP.

The total annual turnover per head is between EUR **30,000** to EUR **93,000** (in Catalonia).

The most export orientated region is Catalonia with more than **45 %** working for international clients which makes nearly **4 to 5 %** contribution to export.

In average **4.3** people work in Catalan design companies, **2.7** of them being designers.

There are **104** design schools in Spain (about **1/3** of them, **35**, in Catalonia) including **39** universities with nearly **30,000** graduates a year.

**NACE code 74.10**
(specialised design activities) existing with subcategories (like 74.11, 74.12, etc.) implemented: | yes | no
| yes | no

**Design policy**
national | regional | local | exists and is published. | yes | no
| yes | no

A national | regional | local
innovation | creative industries strategy exists and is published. | yes | no
| yes | no

**Design award**
national | regional | local | exists and takes place annually | yes | no
| yes | no

Source:
Barcelona Centre de Disseny, Filmac Centre, Observatorio Espanol del Diseno & Surgenia
There are approximately/more than 19,570 designers active in Sweden, more than 3,230 of them working in industrial design.

The whole industry, dominated by small to medium-sized firms, is responsible for more than EUR 1bn of turnover; the turnover of design activities in industrial design only is EUR 382m.

The annual turnover per industrial designer is in average EUR 87,000.

3/4 of all design firms are located around Stockholm, Gothenburg, and Malmo.

There are 30 public and private design schools of which 13 are universities with around 4,000 graduates annually, but only 300 with a degree.

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**NACE code 74.10**

(specialised design activities) existing | yes | no
with subcategories (like 74.11, 74.12, etc.) implemented: | yes | no

**Design policy**

national | regional | local | exists and is published. | yes | no

A national | regional | local innovation | creative industries strategy exists and is published. | yes | no

**Design award**

national | regional | local | exists and national place annually | yes | no

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Source:
Swedish Industrial Design Foundation (SVID)
The Swiss design industry counts some 8,600 design businesses with an average number of 1.8 employees. Divided into sectors there are 5,600 businesses in graphic and communication design, 2,000 in interior and spatial design, 900 in industrial and product design, and 100 in fashion and other design fields.

A total workforce of 15,600 are responsible for a total turnover of EUR 1.9bn. Some further 17,000 employed designers work outside the creative industries.

The average turnover in the design industry amounts to EUR 390,000 per business and the average turnover produced per employee comes up to EUR 160,000.

Looking at the design industry in product, graphic and fashion design 62% are male, 61% are self-employed, and 51% have a tertiary education.

There are 20 public and private design schools of which 7 are universities. The numbers of tertiary graduates amount to 680 bachelors and 225 masters of arts.

### NACE code 74.10
(specialised design activities) existing | yes | no
with subcategories (like 74.11, 74.12, etc.) implemented: | yes | no

### Design policy
national | regional | local | exists | yes | no
and is published. | yes | no

A national | regional | local innovation | creative industries strategy exists | yes | no
and is published. | yes | no

### Design award
national | regional | local | exists | yes | no
and takes place annually | biannually. | yes | no

Source:
CreativeEconomies and Zurich University of the Arts, ZHdK (Kreativwirtschaftsbericht Schweiz) & Swiss Design Association (sda)
There are 140,000 designers working in Turkey, around 45% (64,000) in Istanbul.

Most of them, 42% work in graphic design and advertising, 10% in publishing, 4% in product and industrial design, and 44% in other parts of the creative industries.

The average number of employees is 1.4 to 2.

The average annual salary of a designer is EUR 3,400.

There are 76 universities, 59 with graphic design, 17 with industrial design programmes; 7 of them with 13 faculties in Istanbul, and additionally 41 two-year-degree schools with around 4,600 graduates in Istanbul only. 800 of them are trained in product and industrial design.

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**NACE code 74.10**

(specialised design activities) existing with subcategories (like 74.11, 74.12, etc.) implemented: | yes | no

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**Design policy**

national | regional | local | exists and is published. | yes | no

A national | regional | local innovation | creative industries strategy exists and is published. | yes | no

---

**Design award**

national | regional | local | exists and takes place annually | biannually. | yes | no

---

Source: Design Turkey & Industrial Designers Society of Turkey
1,693.200 designers work in the UK,
36.9 % directly employed in the design industry,
63.1 % working in other sectors.

39 % work in digital design,
22 % in architecture and environmental design,
12 % in product and industrial design,
9 % in graphic and communication design,
9 % are multidisciplinary,
8 % in graphic and communication design and advertising, and
1 % in fashion and textile design.

The total annual turnover of design activities is EUR 95.4bn which is
7 % of the GVA.
The annual output (GVA) per person is EUR 56,300.

Design makes
7 % contribution to export.

There are
232 design schools, where
166,930 students graduate annually.

**NACE code 74.10**
(specialised design activities) existing
with subcategories (like 74.11, 74.12, etc.) implemented: yes no

**Design policy**
national | regional | local | exists and is published.
A national | regional | local
innovation | creative industries strategy exists and is published.

**Design award**
(inter)national | regional | local | exists and takes place annually | biannually.

Source:
Design Council & Design Business Association (DBA)
about BEDA

The Bureau of European Design Associations (BEDA) was formed in 1969 as the representative body for professional design associations within the European Union.

BEDA today boasts 46 members from 28 Member States in Europe. Members can be design promotion centres and other publicly funded organisations that promote design national or regional, as well as professional and trade associations for designers from across Europe. These professional associations represent some 400,000 designers from across Europe in every discipline of work from industrial and interior design to digital design and branding.

BEDA provides a platform where members can pool knowledge, awareness and strength. BEDA represents designers’ interests with the legislative, legal, financial and other bodies within the EU. BEDA also works towards harmonizing professional design qualifications and raising and maintaining standards within the EU. As a result of years of successful lobbying in Brussels, design is today part of the innovation policy for Europe, called Innovation Union 2020.

about designaustria

Founded in 1927, designaustria is Europe’s third oldest design association. Today, designaustria has about 1,300 members from all design disciplines. designaustria represents the Austrian design scene on both national and international levels, seeking to highlight its achievements through numerous exhibitions, conferences, publications, competitions, and workshops. designaustria organizes the Joseph Binder Award and the Romulus Candea Prize and since 2001 has been entrusted by the Federal Ministry for Digital and Economic Affairs with conducting the National Design Prize. designaustria is excellently connected to all of the relevant schooling and training facilities and partner organizations in Austria and is represented in numerous advisory boards and commissions. Similarly, designaustria can resort to a large global network through its collaboration with international associations and institutions.
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