Agenda | 20th November

15:00  Registration & Coffee

15:30  Welcome by BEDA President
       Bart Ahsmann, CLICKNL Director

15:40  An Exploration on Design Action
       Plans in Europe – Anna Whicher, PDR
       Global perspective on design policy
       with contributions from:
       Agnes Kwek, Design Ambassador
       for DesignSingapore Council
       David Sung, CEO, Taiwan Design Center
       Edmund Lee, CEO, Hong Kong Design Centre

17:00  Roundtable discussion

17:20  Activity: What’s next for Design Action Plans?

18:00  Networking drinks

19:00  Close

#designpolicy #d4iforum2018
An Exploration on Design Action Plans in Europe

Anna Whicher, PDR

#designpolicy #d4iforum2018
BEDA EUROPEAN DESIGN FORUM
Design Action Plan for Europe 2.0?
Workshop Transcript
Thessaloniki, 04.06.18

#designpolicy #d4iforum2018
Estonia, Denmark, Finland, France, Netherlands, European Commission, Iceland, Ireland, Latvia, Hungary, Malta, Slovenia, Sweden

2012 2013 2014 2016 2017 2018

#designpolicy #d4iforum2018
Design Action Plans
166 actions

Denmark - 27 actions
Estonia - 20 actions
Finland - 29 actions
France - 19 actions
Ireland - 6 actions
Latvia - 50 actions
European Commission - 15 actions

#designpolicy #d4iforum2018
Stakeholder groups

- Business: 26%
- Designers: 24%
- Education: 18%
- Public sector: 18%
- Design support bodies: 8%
- General public: 7%
- Third sector: >1%

#designpolicy #d4iforum2018
Mechanisms

- Support & funding: 25%
- Promotion & awareness: 24%
- Training, education & research: 23%
- Policy & governance: 20%
- Design supply: 8%
Examples of actions

Support & Funding

Simplify funding application procedures and improve access to financing [DK]

Improve export advisory and internationalisation services for design sector [DK, EE, FI, LV]

Extend the innovation voucher to design services from designers and design studios [EE]

Improve business and innovation skills of designers [DK, LV, FI]

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Support exhibitions/trade missions to promote design [LV, FR]

Marketing of Denmark as a leading design nation, possible host of World Design Capital [DK]

Giving an award in the best design use category as part of the "Enterprise Award" competition [EE]

Promote design products and services in public and municipal institutions, embassies and other representative offices abroad [LV, IE, IS]

Examples of actions

Promotion & Awareness

#designpolicy #d4iforum2018
Examples of actions

**Education & Research**

Conduct mapping of design education programmes in study programmes at all levels, and include design content in various education programmes [LV]

Develop teaching programmes and materials / include and promote design education in primary and secondary education [FI, IE, LV, FR, IS]

#designpolicy #d4iforum2018
More females in design roles [IE]

Examples of actions

Design sector

Creating a system of professional qualifications for designers [EE]

Initiate a dialogue on the future of the labour market within design [DK]

Conduct research on design sector, design use in businesses and measure the economic impact of design and its role alongside other intangible assets in value creation [EU, EE, LV]

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Examples of actions

**Public Sector & Government**

Integrate design in other related policies (e.g. circular economy/sustainability) [DK, FI, LV]

Better protection and commercial exploitation of IPR [DK, FI, LV]

Advocate design’s role in innovation to policy-makers [EU, FR]

Build the capacity of public sector administrators to use design methods and to procure design effectively [EU, FI, LV, FR]

#designpolicy #d4iforum2018
To what extent are these actions implemented? Are they monitored and evaluated?
Good practice:
SME e-wallet – effective business support programme from Flanders
SUPPORT LANDSCAPE + DESIGN

SOFT SUPPORT

Design Support
- Building Designers Capabilities
- Service design
- Clear values & shared purpose
- General Support & Awareness
- Writing a design brief
- Advice on IP
- Hiring a designer
- Qualitative research & Insights
- Concept ideation
- Prototyping & testing
- Developing a Design Brief
- Designer & SME Matchmaking

Business Diagnostic Tool
- Design Recognition & Awards
- Event finder
- Funding & support routes

Connect with Ecosystem
- SME & academia collaboration
- B2B collaboration
- Cluster / network building
- Creative framing of challenges

FUNDING
- Design services, integrating with existing support
- Grants / subsidies for accessing design services

PHYSICAL INFRASTRUCTURE

#designpolicy #d4iforum2018
Lessons from Design Action Plans

- Appoint a steering committee to provide expertise and become champions for implementation.
- Analyse the Design Ecosystem to identify barriers and opportunities taking account of the needs of different sectors, regions, levels of governance, demographic diversity.
- Define clear actions with quantifiable targets linked to an implementation plan, specific delivery actors and funding.

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Lessons from Design Action Plans

• Practise what they preach and use design methods to engage a wide stakeholder group in developing policy for design.

• Secure ministerial endorsement and promotion.

• Promote the design policy as part of a national campaign (e.g. Helsinki World Design Capital 2013 or Year of Irish Design 2015).

• Ensure actions are complementary and connected to wider the innovation policy and ecosystem.

• Prioritise a smaller number of high impact actions to ensure implementation.

#designpolicy #d4iforum2018
The Craft of Innovation

Presented by Karen Hennessy,
Chief Executive of the Design & Crafts Council of Ireland
Milestones to date

ID2015 Reaching Goals

- **Generate 200 new design-led business start-ups**
  - 2015: 370
  - 2016 onwards: 370

- **Facilitate 150 companies at international trade missions and design-based trade events**
  - 2015: 469 companies - 6,486 designers
  - 2016 onwards: 469 companies - 6,486 designers

- **Generate an additional €10m in design-based exports**
  - 2015: €24.18 m +
  - 2016 onwards: €24.18 m +

- **Support 50 SMEs to undertake design training**
  - 2015: 50 SMEs - 1,851 professionals
  - 2016 onwards: 50 SMEs - 1,851 professionals

- **Generate €10m in PR value**
  - 2015: €22.1 m
  - 2016 onwards: €22.1 m

- **Engage with an audience of 3m at home and abroad**
  - 2015: €28.5 m +
  - 2016 onwards: €28.5 m +

- **2 Design Accelerators by 2016**
  - 2015: 3
  - 2016 onwards: 3
ID2015 Direct Economic Impact

€5M $\rightarrow$ €55M
Liminal – Irish design at the threshold at Milan, New York and Dutch Design Weeks
New Horizon _architecture from Ireland_ London Architecture Festival
Design Island at DAA
The Ogham Wall in collaboration with the V&A
Platinum - Dublin recognised as World Design Hub by IAD
Policy Framework for Design in Enterprise in Ireland

Published by DBEI based on research undertaken during 2015 which shows that:

• The Design sector accounts for €38bn in exports or 20% of total exports

• 48,000 people or 2.5% of the workforce are employed in design roles in Ireland

• Between 80% and 90% of firms cite the importance of design to innovation, customer service and profit

• Ireland’s design-sector exports are higher relative to the UK.
Policy Framework for Design in Enterprise in Ireland:
6 Key Opportunities

1. Increased use of Design-Driven Innovation in the Wider Enterprise Base
2. Building Scale in the Design Sector
3. A Step-Up in the Engineering Design Sector
4. Supporting Entrepreneurship in the Design Sectors
5. Develop Skills and Talent in Design
6. More Females in Design Roles
Key Themes:

- Policy & Promotion
- Research & Innovation
- Education through to Enterprise
- Society, Culture & Collaboration
National Design Forum

- Objective: to provide a platform for a structured engagement between the design sector, the business sector, the education sector and relevant Government Departments and agencies.
National Design Centre

Showcasing the best of national and international design and innovation in Ireland, delivering programmes that improve performance in existing businesses, boosts the creation of new high value companies, creates jobs and attracts investment.
Pillar 1

Experience & Engage
- Showcase
- Exhibit
- Reputation Building
- Awareness Building

- Galleries
- Concept Store
- Café
- Conference Facilities
- Networking Facilities
- Education Space

Phase 1 – Focused in Now

Pillar 2

Capacity Building
- Programmes & Content Delivery
- Design Leadership Academy
- Public Sector Design Innovation Programme
- Design Innovation Lab
- Design Thinking Events, Workshops & Conferences
- SME Design Innovation Accelerator
- Hot desk & Incubation Facilities

Pillar 3

Research & Skills
- Technology Centre
- Key Central Design Resource
- EU Research Projects
- Innovation Partnerships
- Concept & Speculative Design
- Industry-led Design Research
- New Product & Service Development

Phase 2 – Future Focused
A CITY OF DESIGN, BY DESIGN

SINGAPORE

DESIGN SINGAPORE COUNCIL
Singapore's vision for design is to be an innovation-driven economy and a loveable city by design, by 2025.

The 5 ways to do this means that design needs to be everywhere - national policies, business, community, education and our brand.

1. Develop the Singapore Design brand
2. Expand role of design in businesses and government
3. Strengthen the competitiveness of design firms
4. Bring design into the community
5. Infuse design into our national skillset
"WITH DESIGN THINKING, WE TURNED ADVERSITIES INTO OPPORTUNITIES, EVEN STRENGTHS"

1. POLICY AUTHENTICITY

- Role of design in history and culture

- Relevance to current stage of economic development
DESIGN IS A CORE ELEMENT OF OUR NATION-BUILDING. SINGAPORE IS A NATION BY DESIGN. NOTHING WE HAVE TODAY IS NATURAL, OR HAPPENED BY ITSELF.

PRIME MINISTER LEE HSIEN LOONG

5 APRIL 2018
Design for Singapore is about system-level innovation

**DESIGN THINKING ACROSS MAJOR POLICY AREAS**

### #1 AIRPORT IN THE WORLD

The team at Changi Airport used Service Design to map the entire traveller's journey in Terminal 4 (above), resulting in innovations in the security experience. Singapore cultural elements are proudly on display throughout.

### PUBLIC HOUSING FOR 80%

Public housing is of high quality at affordable prices. The Skyville@Dawson (above) connects 47 stories, 960 homes, through 12 community gardens in the sky.

### WATER SUSTAINABILITY

From almost no natural water resources, Singapore became self-sustainable in water. Design made reservoirs loveable and accessible for play, so that people form emotional bonds to this precious resource.

### HEALTHCARE FOR AGING

The Aging-In-Place programme received the United Nations Public Service Award for designing a holistic care system with the community, reducing the strain on emergency services.
2. CONNECT THE ECOSYSTEM

SAVVY USERS OF DESIGN = BETTER PAY = BETTER TALENT = STRONGER ECOSYSTEM
Vibrant base of MNCs innovation hubs
A MIX OF R&D, DESIGN, TECHNOLOGY, DIGITAL, MARKET INSIGHTS

IBM
IBM's Experience Centre is multidisciplinary studio that uses design and design thinking. The centre hires artists, coders, architects, designers, engineers.

Visa
Visa's Innovation Centre is a collaborative space for Visa to work with partners to create new payment and commerce solutions, particularly for mobile and digital platforms.

Accenture
Accenture's Digital Hub Uses digital and design to solve client's challenges, re-imagine customer experience, develop and test prototypes.

Dyson
A USD$421M R&D facility in Science Park, with staff strength of 1,100. The company aims to grow the Singapore engineering and design team by 50%.

UBS
The Evolve Centre uses design thinking to create new wealth management tools and products. It works with academics, industry experts and clients.

Siemens
Siemens Digital Factory Manufacturing Design Consultancy helps companies optimise their manufacturing process and digitise their assets, and use analytics to better manage operations.

PayPal
Its Innovation Hub collaborates with start-ups, small-medium enterprises, government to build innovation and R&D talent.

McKinsey & Company
McKinsey Digital and Innovation Campus is the hub for the company's expertise in Asian consumer insights and design arm.
Invest in design skills in all Singaporeans, across all levels

DEVELOPING DESIGN LEADERS
By 2018, the Council has sent 55 scholars for undergraduate and post graduate degrees overseas in prestigious design schools.

STARTING EARLY
The DesignThink@Schools programme supports school principals and teachers to inject Design Thinking into their classrooms.

TRANSITING MID-CAREER
It is never too late to start a design career. The Skillsfuture Study Award, a SGD$5000 grant, helps pay for design courses.
3. POLICY IS IMPLEMENTATION

ORGANISATIONAL CHANGE
DATA AS EVIDENCE
AGILE POLICY
Companies which invest more in design showed an average increase of 4.8% in profit margins.

We tracked 100 companies across 2 years on various indicators.

<table>
<thead>
<tr>
<th>2014</th>
<th>2016</th>
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<tbody>
<tr>
<td>1.3% Design spend as % of revenue</td>
<td>1.7% Design spend had increased or maintained despite a worse market</td>
</tr>
<tr>
<td>12% # of companies with a senior design champion</td>
<td>32% # of companies with a senior design champion</td>
</tr>
<tr>
<td>12% # of companies where design is part of strategy</td>
<td>26% # of companies where design is part of strategy</td>
</tr>
</tbody>
</table>
Demand for designers is growing and changing

There are 58,000 designers employed in the workforce, about 40% are in non-design companies.

Number of Design Jobs

The demand for designers is expected to grow at an annual compounded rate of 4.24% to 71,400 by 2022.

Types of Design Jobs

Demand is the greatest in experience design and strategy, seen to bring value to companies through strategy or integration across functions.

Hirers of Designers

Demand is driven by non-design companies, in particular the services sector: technology, banks, consulting, healthcare and public sector.
NOW, WE NEED DESIGN MORE THAN EVER

1. AUTHENTIC
2. CONNECT THE ECOSYSTEM
3. OBSESSIVE IMPLEMENTATION
We are a UNESCO City of Design
@International Design Policy Roundtable in Brussels (Nov. 2018)

Experience sharing on promoting design

Dr Edmund Lee | Executive Director, Hong Kong Design Centre
Promoting design thinking in Hong Kong

Strategically embraced by HKSAR Government in 2017 Policy Address
HKDC design thinking workshops

1,000+ participants to date:
• civil servants
• senior healthcare leaders
• school management & teachers
• Top execs & mgt consultants
Policy support in Hong Kong

• Inject HK$ 1 billion of funding in Creative Smart Initiative (CSI)
• Earmarked funding for Hong Kong Design Centre, as the government’s strategic partner to promote design
• Encourage more activities that
  o Nurture a pool of creative people which form the backbone of our creative economy
  o Facilitate start-ups and development of creative establishments
  o Generate demand for innovation & creativity and expand local market for creative industries
  o Develop creative clusters in the territory to generate synergy and facilitate exchanges
  o Foster a creative atmosphere within the community
  o Promote Hong Kong as Asia’s creative capital
Strategic leadership & C-suite Roundtables
Challenges in shaping change with design

Paramount to have top-down stewardship

• carry through the whole change journey with encouragement & reinforcement
• equip users with strategic understanding on the power of design
• be the internal champion on change for citizen(user)-centred innovation

Implementing a citizen(user)-centred culture to enhance service delivery

• users’ need not administrators’ needs
• change leadership at different levels to learn & apply design thinking
• need boardroom skills and business-savvy DT facilitators for planning, convening, facilitating & project management

Intently opening up innovation spaces for adopting DT

• put together design/innovation champions & team with growth mindset to pilot development
• new procurement approaches to enlist partners (vs. arms-length management on vendors)
• learn through doing (in partnership with design facilitators) with pilot opportunities
• in particular, plan with time & resources to walk the “first diamond” of the double diamond design framework
Common encounters

1. DT is not theory; requiring good convening, language & facilitation skills to connect diverse stakeholders across sectors, professions, industries and age groups;

2. DT is not about beautification or beautifying pre-set intents

3. DT is not just about running stakeholder engagement meetings

4. View DT as a plug-in step to substantiate intent / prescribed action

5. Lower DT action priority if government tenders are already planned for imminent implementation

6. Higher DT action priority if space and resources for walking the ‘first diamond’ could be created and with top-down stewardship (particularly involving multiple bureaux & depts), and co-steering with DT partners
Expand the market of good design

Designers’ Ex 2018: Bangkok, Melbourne, Dubai, Tokyo… + DFA Awards tours to PRC & ASEAN cities
Deepen design culture in the community
Hot pitches 4 more pilot projects
... and this in Hong Kong

Cornwall Street Park
Dr Edmund Lee
Executive Director
Hong Kong Design Centre
edinm.lee@hkdesigncentre.org
edmundlee

Dank u (thank you)!
Design in Action
LATVIA’s Experience

Lilita Sparane
Dita Danosa

Lilita.Sparane@km.gov.lv
Dita.Danosa@gmail.com
How its started...

**Creative Industries**

- **2005** – CI kick off in Latvia (Ministry of Culture supported by the UK and Nordic countries)
- **2006** – CI development policies included in cultural policy guidelines “National State” (2006-2015)
- **2010** – CI recognized in state long-term sustainable development planning strategy “Latvia 2030”
- **2014** – CI support measures in the National Development Plan 2014-2020
How it started...

1988 – Latvia's Designers Society established

2004 – Design Information Centre established, which next 7 years was main player of Latvia's design initiatives - organized design week, seminars, workshops alone and with international partners

2005 – other design formations established and act - Latvian Art Directors Club (2005), Sampling (2010), Forum of Latvian Design (2010), HUB Riga Creative Andrejsala

2005 - Export & Innovation Award (since 2005)
Latvian Investment and Development Agency
– Contribution of International organisations - Danish Design Centre, British Council, Nordic Council of Ministers
How its started...

Design Industry

2007-2009 – Design Council Established
2008 Latvia's Designers Society Design Award launched, latter supported by exhibition “Design Isle”
2010 – CI recognized in state long-term sustainable development planning strategy “Latvia 2030”
2010 – CI recognized in state long-term sustainable development planning strategy “Latvia 2030”
2010 – Latvia’s Creativity week RADI launched
2013 – Design Council Re - Established
2014 – Start point for Latvian Design Strategy
2014 – CI support measures in the National Development Plan 2014-2020
......
DESIGN COUNCIL

Consultative body of the Ministry of Culture

The purpose is to coordinate and facilitate cooperation of the State institutions and professionals of the sector in strategic matters related to development of the design sector and creation of high quality cultural environment in Latvia.
Massive design awareness increase activity in 2015

Main goal in the simple and appearing way to show the diversity of the design and benefits to the general public.

DESIGN MANIFESTATION
The Latvian contemporary design exhibition cycle representing the best design performance in Latvia over the last 15 years

Exhibition INFORMATION
curators team – Inguna Elere, Holgers Elers, Barbara Ābele and Dita Danosa
State recognized National Design Award

National Design Award of Latvia 2018
DIGITAL DESIGN

INFOGRAM

https://infogram.com
Integration of the Latvian design into business

**Latvia** (Latvian Investment and Development Agency) as a partner in INTERREG Europe project "Design for Innovation"

Initiated by the PDR (the International Design and Research Centre)

Design Policy Action Plan

https://www.interregeurope.eu/design4innovation/
Latvia has fully used the diverse opportunities and innovative potential offered by the design sector, using design as a strategic instrument in the growth of the national economy, for well-being of individuals and society, as well as for the formation of the cultural identity and creation of the nation image.
Design promotes economic breakthrough, well-being of society and environmental sustainability of Latvia.
The concept of design is improving along with the development of the field as a whole and is currently related to the creation of both material and immaterial values. Nowadays, the interdisciplinarity of design is especially explicit and the borders between the material and immaterial are often indefinite.
Adopted from Anna Whicher (2016) Benchmarking Design for Innovation Policy in Europe and Design for Innovation
Design and Society

The aspect of design is included in the selection criteria of public purchases, providing the choice of the most appropriate solution for the user.

The majority of everyday products and services are directed towards consumers’ (individual and society) comfort, meaning that they are designed.

Design competencies are included in construction and planning of public environment. It ensures comfort and accessibility to everyone, as well as increases the value of public environment.
Rights for design

“A discussion about everyone’s rights for design should be encouraged when it comes to the idea of design rights. It is the right of every individual, entrepreneur, municipality and state to have quality in the widest sense of the word. It is the right to use design in every field – private or public, social or business. Because everyone has the right to live in a better world, no matter their place, time, age, gender etc.”

*Design manifestation*
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<tr>
<td>1.</td>
<td>Enhancing quality and visibility of the Latvian design</td>
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<td>2.</td>
<td>Integration of the Latvian design into business</td>
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<tr>
<td>3.</td>
<td>Improvement of design management - institutional, legal and research</td>
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INCREASING AWARENESS of DESIGN

Toolkit “Latvian Design 2020”
Series of Discussions

DESIGN & Governance
DESIGN & Entrepreneurship
DESIGN in Education
DESIGN & State Reputation
Service Design in Public Sector

Design Thinking as a TOOL or Door-Opener

State Chancellery  - Training for High level management
  - OECD project –> Innovation Lab etc.

State Administration School
  Training for civil servants (local trainers)
  Train the Trainer (international experts – pdr.
http://pdronline.co.uk/about/staff-list/anna-whicher)
Establishment of the Latvian Design Centre

To ensure the establishment and operation of a design contact point in order to promote the long-term development of the Latvian design sector and involve the widest possible range of design ecosystem participants.
To stimulate interaction and engagement of different fields to foster use of design as a strategic instrument in the growth of the economy, for well-being of individuals and society.
DITA DANOSA

Dita.danosa@gmail.com

Mag., oec., assist.prof. BA School of Business and Finance
Head of the Latvian Design Centre
Head of the Latvian Fashion Chamber
Creator / CEO, Latvian Design store “Taste Latvia”
Design Strategy -> **Action Plan**

- Design Statistics
- Design Vouchers
- Design Education & Design in Education
- Design & Cross-overs
- Design & Policy development
- ……
Integration of the Latvian design into business

Creative Industries Incubator + 14 regional Business Incubators

with emphasis on interdisciplinary competencies and use of design as source of innovation
Integration of the Latvian design into business

Creative Business Cup

Latvia’s delegation 2017, Copenhagen

Foto:GiGi bloks, SILVER 2014
Improvement of design management- institutional, legal and research

National Centre for Education implemented project "Competency approach in learning content" and design integration into the new educational model – Education for contemporary expertise

Compulsory subject “DESIGN AND TECHNOLOGY”

1 h per week in all 12 grades
Improvement of the sectoral qualification system in secondary and higher education

Improvement of the design education system

Mapping professional education
Redefining professions and standards
educational program inventions and refinement
Improvement of the design education system

For more than 200 000 Latvian kids - to make their learning process more contemporary, to strengthen their national awareness, and reduce social inequality

"School Bag" will contain a variety of professional art and cultural events experience which we will be a present to our children and young people.
“It is a meditation on architecture and technology’s interaction with nature and was inspired by the importance of socially responsible and environmentally-friendly design.”

Biennale’s subject - Emotional States
Arthur Analts’ was inspired by his native city - Riga. Due to its proximity to the Baltic Sea, Riga has its own unique climate, with a constant humidity that often leads to condensation.
SUCCESS STORIES OF LATVIA

Red Dot Award
Organisers: Design Zentrum Nordrein Westfahlen
Since 1955 + Red Dot Design Yearbook

2016 – more than 17 000 applications from 70 countries
Design Concepts - 4680 applications from 61 countries

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Arts Nīmanis
Stikla kolekcija. OEO trauki
red dot design award 2013: product design

RIGA ChAIRTM
Aldis Ģircenis
Siguldas dzelzceļš
if product design award 2012
German Design Award: Special

RIGA ChAIRTM
Aldis Ģircenis
Kreklaines Aizkraukle
red dot design award 2012: product design

Flow Design
Georg Dvorscheit, Jānis Kārķīns
Pakarums. City. Premium
red dot design award 2014: product design

Maija Rozenfelde
Produkta iepakojums. Mighty nuts
red dot design award 2014: packaging design
Dieline Packaging Design
SUCCESS STORIES OF LATVIA
NEWCOMERS’ 2016

Exhibition Stories about man and power in 10 objects
Design Studio H2E

MILZU! BIIIO fakes
Design Agenecy DPJN

Latvian Contemporary Design exhibition INFORMATION
Inguna Elere, Holgers Elers, Barbara Abele, Dita Danosa

red dot design award 2016: communication design
A' Design Silver Award 2015- 2016
SEGD Honor Award 2016
PRODUCT DESIGN

an&angel
INTERNATIONAL ARENA

MAISON &OBJET PARIS

September, 2018, PARIS

KANTTARI
INTERNATIONAL ARENA

TRADE FAIR KIND+JUGEND, Cologne

September, 2018

National stand
Furniture, apparel, toys

Hebe
Wooly organic
Nordi furniture
Dip-dap
INTERNATIONAL ARENA

NATIONAL STAND

DESIGN EXHIBITION Habitare 2018, HELSINKI

Nordi Furniture
Plycollection
Vaidava Ceramics
Maffam Freeform

ORGANIZED BY LIAA
PRODUCT DESIGN

Stockholm Furniture Fair, February, 2018

MINT Furniture

Brussels Furniture Fair, November, 2017

HEAVENS (Nakts mēbeles)
PRODUCT DESIGN

NATĀLIJA JANSONE

BAIBA LADIGA

ONE WOLF

KETA GŪTMANE
PRODUCT DESIGN

HEBE
LAZY FRANCIS
ARISTOCRAT KIDS
LENY TOMY FACTORY
PAADE MODE
Bea World SILVER AWARD

Agency «SKUDRAS METROPOLE»

Gundega Skudriņa / Mārcis Ziemiņš

Meal +Design

Bea World is an initiative that recognises and promotes excellence in events and live communication across the whole world and takes place in the context of Bea World – The International Festival of Events and Live Communication.
INCREASING AWARENESS of DESIGN

Creativity Week radi!

- Design Thinking and cross-sectorial partnerships
- Regional focus
- Creative Education
- Creative Bureucracy

www.radilatvija.lv
Implementing Design

International Design Policy Roundtable, Brussels 2018
“For New Zealand, and its businesses, to be operating at the top of their economic potential, we must strengthen links between our highly competent designers and our innovative businesses.”

Success by Design, 2003
Better by Design Ecosystem

CEO Summit

U.S. Study Tour

Customer Insights to Action
Then...·

D360 Audit

Experience Design Thinking

Design Integration

...· Now

Customer Insights to Action
Module 1: Understand your Customer

Discover  Define

Module 2: Insights to Action

Develop  Deliver
Our Successes

• Specific business challenges
• International market focus
• Multi-sector
• Building capability
• Tangible, measurable outputs

Our challenges

• Prototyping
• Scaling
• Education
The Value of Design

Contribution to New Zealand economy approximately $10.1b in the year to March 2016, which equated to 4.2%* of New Zealand’s GDP.

UK $71.7b in 2013, equivalent to 4.1% of UK’s GDP.

Contribution to the NZ economy would be larger than agriculture ($8.1b), on par with retail trade ($10.6b) and food, beverage and tobacco product manufacturing ($10.6b).*
Creative Industries Lead
Silvia Draghi
Unit F4 Tourism, Emerging and Creative Industries
Directorate General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW)
Our mission

• **Promote competitiveness, innovation, entrepreneurship, sustainability in the fashion, design, high-end, and cultural-creative industries**

• **Promote and strengthen links between creative industries and other industrial sectors to stimulate creativity and innovation in the wider European economy**
REPORT

on a coherent EU policy for the cultural and creative industries

Commission on Industry, Research and Energy
Commission on Culture and Education

Commissioner of the European Commission

10.10.2014

Section 1: Context

The European Commission’s 2012 communication, ‘Promoting culture and creative sectors for growth and jobs in the EU’, presented a vision towards a Creative Europe programme, with the goal of supporting the creative and cultural industries in the EU. The communication focused on the importance of these industries for the EU’s economic growth and job creation, highlighting their role in promoting innovation and social cohesion.

Section 2: Objectives

The communication outlined the objectives of the Creative Europe programme, which included:

1. Supporting the development of the cultural and creative industries in the EU, with a focus on the cultural heritage, film, television, music, and performing arts sectors.
2. Enhancing the competitiveness of the creative industries through increased cooperation and knowledge transfer.
3. Promoting the social and economic benefits of the cultural and creative industries.

Section 3: Implementation

The communication highlighted the key actions required to implement the programme, including:

1. Strengthening the legal and policy framework for the cultural and creative industries.
2. Enhancing the visibility and promotion of the cultural and creative industries.
3. Providing financial support for projects and initiatives.

Section 4: Conclusion

The communication concluded by emphasizing the importance of the cultural and creative industries for the EU’s economic growth and job creation, and emphasized the need for a coherent EU policy to support these industries.
**Cultural and Creative Industries (CCIs)**

**Definition**
Cultural and creative industries are those industries that are based on cultural values, cultural diversity, individual and/or collective creativity, skills and talent with the potential to generate innovation, wealth and jobs through the creation of social and economic value.
Cultural and Creative Industries (CCIs)

- Creativity is the competitive advantage of Europe
- Creative sector is diverse, dynamic and exposed to global competition
- The injection of creativity into traditional companies help them to grow

Identified challenges and possible solutions

It is easy to copy or sale counterfeits in the digital era -> better IP protection;

Increasing shortages of skilled workers -> attracting talents, developing new skills;

Difficult access to finance -> dedicated financial instruments;

CCIs often struggle to keep the pace of innovation -> Facilitate cooperation between traditional companies, tech sector and creative people
WORTH Partnership Project (COSME) - 1

Budget € 3.5 million

- Share knowledge & competences between SMEs, designers and technology firms
- Promote design and creativity in value chains
- Upgrade and create higher value-added products

Team leader: aitex
WORTH Partnership Project (COSME) - 2

- 4-years project
- 150 partnerships between creatives and SMEs
- Financial support (10,000€/partnership)
- Coaching and advice (IPR, market analysis ...)

http://www.worthproject.eu/
Kokoon & Prisca Vilsbol: sleep enhancing headphones

✓ US Venture Capital funded Kokoon's participation in an acceleration scheme
✓ USD 2 million collected on kick-starter
✓ Foreseen product sales USD 1 million
Design-based consumer goods (COSME) – 1

✓ Shorten the time-to-market of innovative solutions
✓ Remove obstacles to wider application of creative solutions
✓ Create or enlarge markets for related products/services
✓ Improve competitiveness of European SMEs in world markets

10 awarded projects
EU-contribution: 50%
BETTAIR-LAMP (Buzzi & Buzzi and Fogliani Romania)

Breakthrough design-based lamp for safer indoor environments with anti-pollutant and anti-bacterial demonstrated proprieties

✓ Sustainable use of energy;
✓ Good in public spaces like schools or hospitals
European incubation network(s) for creativity-driven innovation (COSME)

Support to trans-national network(s) of business incubators and accelerators

Objectives:

 ✓ provide business support to SMEs and start-ups in fashion-tech and tourism sectors in integrating creativity, art and design skills with cutting-edge technology, science and other relevant expertise;

 ✓ creation, business development and scaling-up of companies in fashion-tech and tourism.
Our mission

• *Promote competitiveness, innovation, entrepreneurship, sustainability in the fashion, design, high-end, and cultural-creative industries*

• *Promote and strengthen links between creative industries and other industrial sectors to stimulate creativity and innovation in the wider European economy*
Dialogue with CCS stakeholders 2019

The *New Agenda for Culture* has set a new action: a permanent dialogue with CCS stakeholders to:

- strengthen the links between cultural and creative sectors, including design, and the industry in the overall framework of the *EU Industrial Strategy*;
- Investigate cross-innovation between CCIs, including design, and the wider economy;
- Investigate the social impact of these technologies ...
Thank you!
Activity: What’s next for Design Action Plans?
We have analysed eight existing design policies and action plans:

- Denmark (2013): Denmark at Work. Plan for Growth in the Creative Industries - Design;
- Finland (2013): Design Finland Programme. Proposals for Strategy and Actions;
- France (2013): Pour une Politique Nationale de Design;
Promotion & Awareness
Support & Funding
Education & Research
Design sector
Public Sector & Government

#designpolicy #d4iforum2018
• In your group, read the design actions. Rank them according to higher priority, lower priority, shorter-term, longer-term.

• Start with Support & Funding.

• Now think outside the box and identify gaps and new actions.
NETWORKING DRINKS

#designpolicy #d4iforum2018