

Agenda | 20th November

| 15:00 | Registration & Coffee | | Lilita Sparāne, Head of Creative Industries Division, Ministry of |
|-------|----------------------------------------------------------|-----------------------------------|--------------------------------------------------------------------------|
| 15:30 | Welcome by BEDA President Bart Ahsmann, CLICKNL Director | Culture of the Republic of Latvia | |
| | | | Alicia Grimes, Manager, Better by |
| 15:40 | An Exploration on Design Action | | Design, New Zealand Trade and |
| | Plans in Europe – Anna Whicher, | | Enterprise |
| | PDR | | Silvia Draghi, Policy Officer - |
| | Global perspective on design policy | | Tourism, Emerging and Creative |
| | with contributions from: | | Industries, DG GROW, European |
| | Agnes Kwek, Design Ambassador | | Commission |
| | for DesignSingapore Council | | |
| | David Sung, CEO, Taiwan Design Center | 17:00 | Roundtable discussion |
| | Edmund Lee, CEO, Hong Kong | 17:20 | Activity: What's next for Design |
| | Design Centre | | Action Plans? |
| | | 18:00 | Networking drinks |
| | | 19:00 | Close Desig |
| | | 17100 | - 0 (0) |







BEDA EUROPEAN DESIGN FORUM

Design Action Plan for Europe 2.0?

Workshop Transcript Thessaloniki, 04.06.18











DESIGN EUROPE 2021

- Art Directors Club of Europe
- BEDA Members
- · Design Management Institute
- Ico-D
- · World Design Organisation

- Design Ecosystem Europe
- EACEA / Creative Europe programme
- ECIA European Creative Industries
- ENCATC The European network on cultural management and policy
- EU funded projects: Design4Innovation, WEARsustain, Human Cities, EcoDesign Circle, Ecosign Project, WORTH, etc.
- European Creative Hubs Network
- National programmes to support Creative and Cultural Industries
- Professional standards for design
 - Design Awards
 - Design for Europe
 - Design Museums
 - Design Weeks
 - ERRÍN EU Design Days
 - · European Design Innovation Initiative
 - Ico-D
 - Media (Design Magazine, Design Milk, Design Week, Designboom, Dexigner, etc.)
 - UNESCO Cities of Design
 - World Design Event (Dutch Design Foundation)
 - · World Design Organisation
 - World Design Summit Organisation
 - World Design Weeks Organisation

- Cumulus
- · Design History Society
- Design Research Network
- Design Research Society
- ERRÎN
- VIA
- Nesta the innovation foundation

- · Audiovisual Foundation for Arts and Design
- BusinessEurope
- Creative and Cultural Industries
- Culture Action Europe
- Cumulus
- Design Management Europe
- ECIA European Creative Industries Alliance
- EIDD Design for All
- ENoLL
- ERRIN the European Regions Research and Innovation Network
- European Creative Business Network
- European Forum for Manufacturing
- European Network of Ecodesign Centres
- · Ico-D
- IxDA

- COSME
- Creative Europe

EDUCATION

- Crowdfunding for Culture
- · EDII
- ERDF / ESF
- Horizon 2020
 - Interreg

- Action Plan for Design European Commission, 2013
- Ecodesign Directive European Commission, 2009

PROMOTION

EU Institutions

POLICY

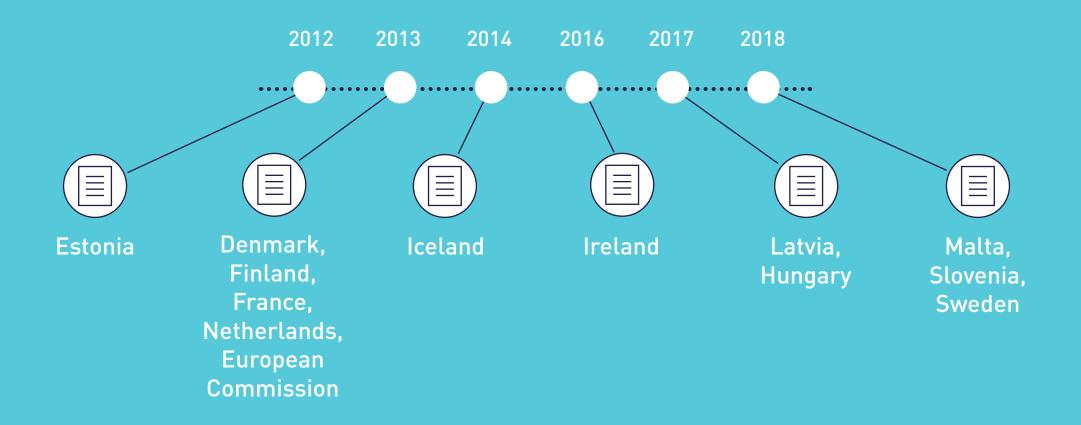
- EU Policy Lab Joint Research Centre
- · EUIPO EU Intellectual Property Office
- European Commission DG EAC
- European Commission DG GROWTH
- European Commission Inter-Service Group on Design-Driven Innovation
- European Design Leadership Board
- European Economic and Trade Office (EETO)
- Innovation Union European Commission, 2010
- KEA European Affairs
- RIS3
- WIPO

- JAM Today
 - Private sector companies using design strategically
- Public sector National government investment in design
- Regions and Cities
- Service Design Network
- UITP
- · World Design Organisation
- European Association of Development Agencies (EUPADA)
- European Association of National Innovation Agencies (TAFTIE)
- European Business and Innovation Centres Network (EBN)
- Technology Innovation International (TII)

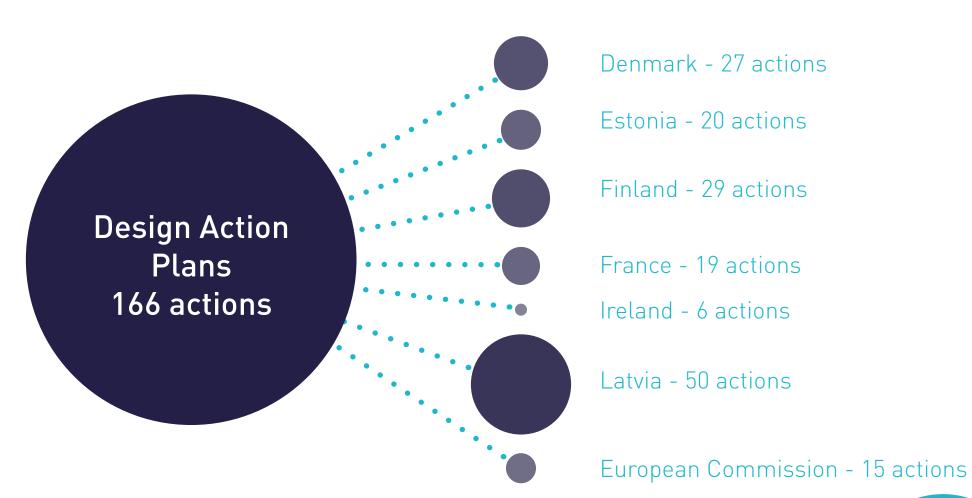


#designpolicy

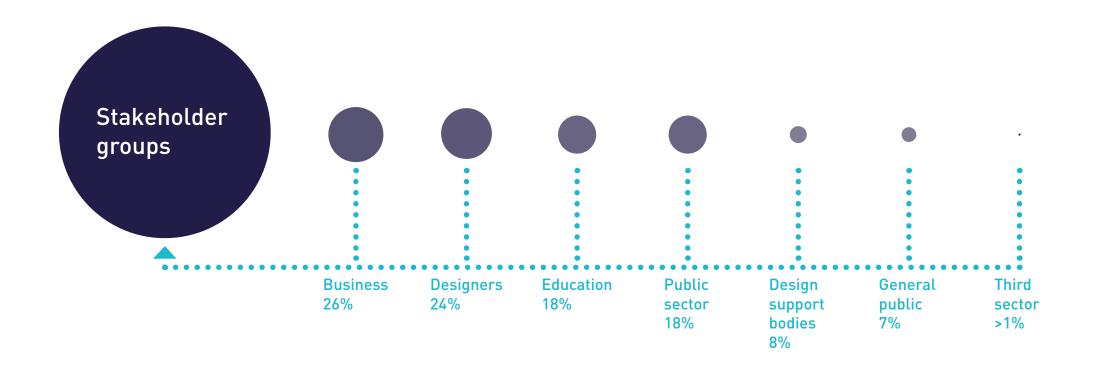
PUNDING



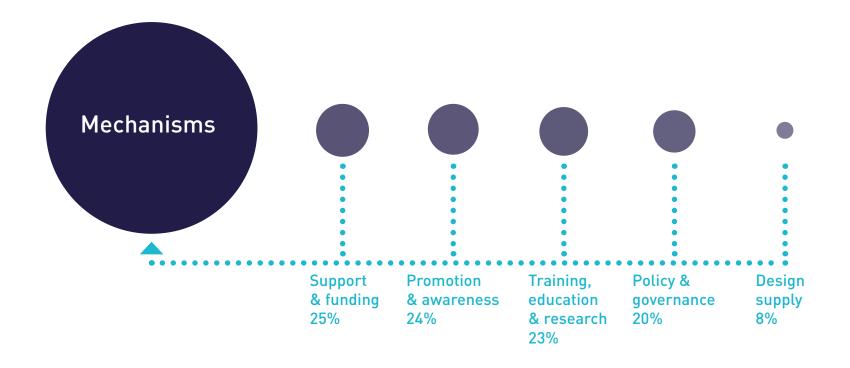




Design 4
Innovation
Interreg Europe











Design 4 Innovation

#designpolicy #d4iforum2018

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

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

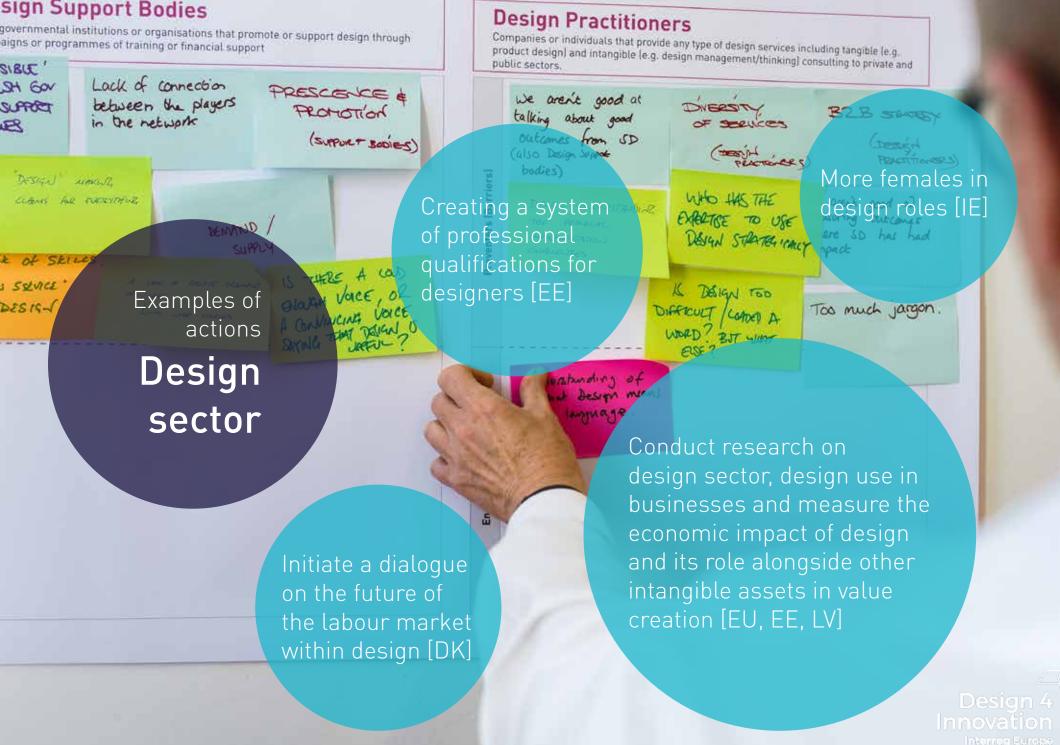
Examples of actions

Promotion & Awareness

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]

Design 4





and Actions for Wales

Examples of actions

Public Sector & Government

How

overcome a barrie

ow do

To Whom
Who is going to benefit?

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

Advocate design's role in innovation to policy-makers

[EU, FR]

- HOW TO PROCEED

DESIGN & WEST

A DESIGN RUID the

IN PRIVITE &

PUBLIC SECTORS.

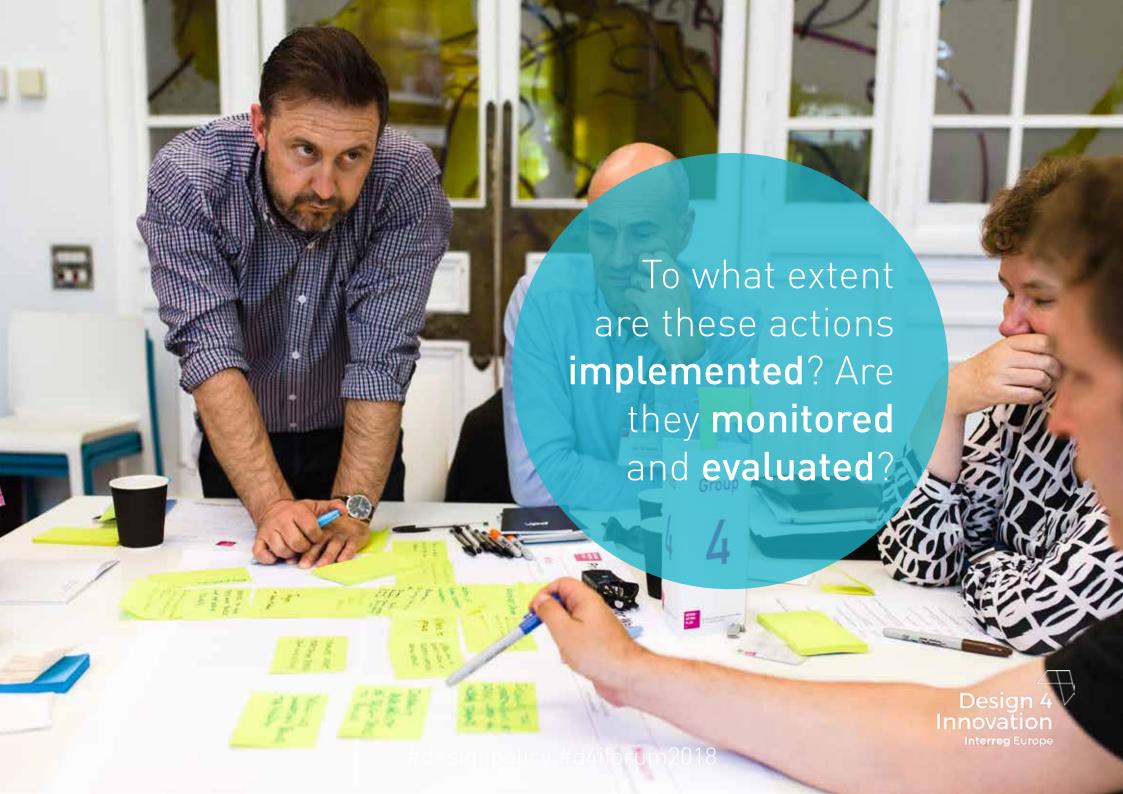
Integrate design in other related policies (e.g. circular economy/ sustainability) [DK, FI, LV]

implemer

DR

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

Design 4
Innovation



Design 4 Innovation

Interreg Europe



European Union European Regional Development Fund





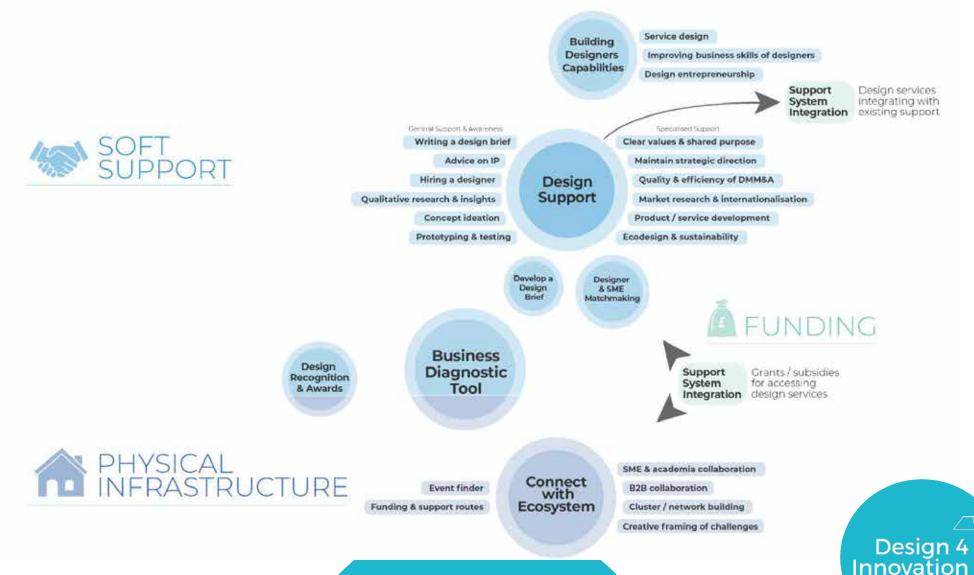








SUPPORT LANDSCAPE + DESIGN



#designpolicy #d4iforum2018

Interreg Europe



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.



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.



The Craft of Innovation

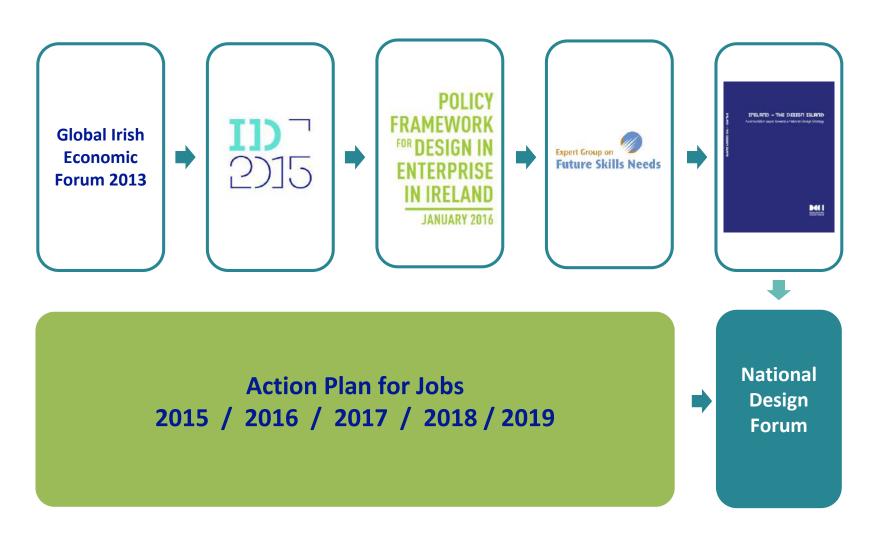
Presented by Karen Hennessy,

Chief Executive of the Design & Crafts Council of Ireland





Milestones to date



ID2015 Reaching Goals

| | ID2015 | targets | 2016 onwards |
|----------------------------------------------------------------------------------------|------------------------------|---------|--------------|
| Generate 200 new design-led business start-ups | 370 | | |
| Facilitate 150 companies at international trade missions and design-based trade events | 469 companies - 6,486 desig | ners | |
| Generate an additional €10m in design-based exports | €24.18 m + | | |
| Support 50 SMEs to undertake design training | 50 SMEs - 1,851 professional | | |
| Generate €10m in PR value | €22.1 m | | |
| Engage with an audience of 3m at home and abroad | €28.5 m + | | |
| 2 Design Accelerators by 2016 | 3 | | |

ID2015 Direct Economic Impact

€5M → €55M





Liminal – Irish design at the threshold at Milan, New York and Dutch Design Weeks



New Horizon_architecture from Ireland London Architecture Festival





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



Policy Framework for Design in Enterprise in Ireland: 6 Key Opportunities

- 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



Ireland - the Design Island

a consultation paper towards a National Design Strategy

Key Themes:

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

IPELAND - THE DESIGN ISLAND

A consultation paper towards a National Design Strategy

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

Pillar 2

Pillar 3

Experience & Engage

- Showcase
- Exhibit
- Reputation Building
- Awareness Building
- Galleries
- Concept Store
- Café
- Conference Facilities
- Networking Facilities
- Education Space

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

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 1 - Focused in Now

Phase 2 – Future Focused



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.



"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 for Singapore is about systemlevel 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.

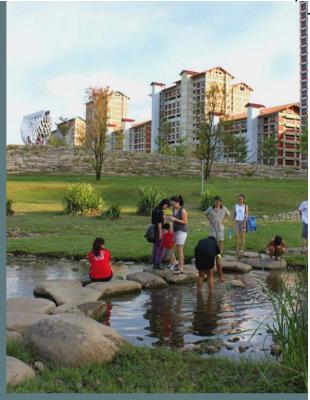


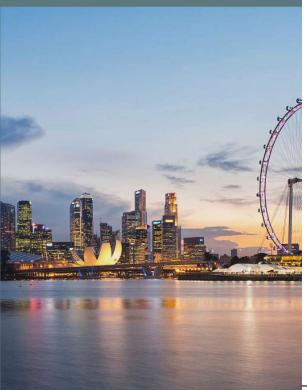
HEALTHCARE FOR AGING

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



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



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.





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.

2014

1.3%

Design spend as % of revenue

12%

of companies with a senior design champion

12%

of companies where design is part of strategy 2016

1.7%

Design spend had increased or maintained despite a worser market

32%

of companies with a senior design champion

26%

of companies where design is part of strategy

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 NONDESIGN COMPANIES, IN
PARTICULAR THE SERVICES
SECTOR: TECHNOLOGY, BANKS,
CONSULTING, HEALTHCARE AND
PUBLIC SECTOR

DESIGN INDUSTRY LANDSCAPE AND MANPOWER OUTLOOK REPORT, SINGAPORE | MARCH 2017



NOW, WE NEED DESIGN MORE THAN EVER

- 1. AUTHENTIC
- 2. CONNECT THE ECOSYSTEM
- 3. OBSESSIVE IMPLEMENTATION

We are a UNESCO City of Design





United Nations • Educational, Scientific and • Cultural Organization •



Designated

UNESCO Creative City

in 2015





@International Design Policy Roundtable in Brussels (Nov. 2018)

Experience sharing on promoting design

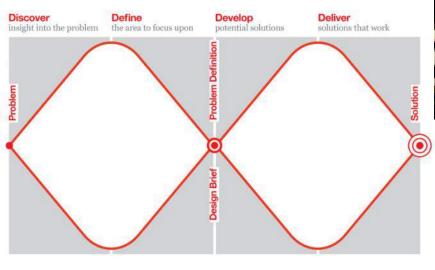
Dr Edmund Lee | Executive Director, Hong Kong Design Centre



Promoting design thinking in Hong Kong

Strategically embraced by HKSAR Government 2017 Policy Address

in









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 governments strategic partner to promote design
- Encourage more activities that
 - Nurture a pool of creative people which form the backbone of our creative economy
 - Facilitate start-ups and development of creative establishments
 - Generate demand for innovation & creativity and expand local market for creative industries
 - Develop creative clusters in the territory to generate synergy and facilitate exchanges
 - 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 businesssavvy 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





DXHK MELBOURNE POCKET WORLDS

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













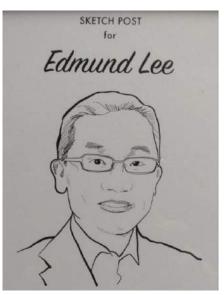


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Dr Edmund Lee Executive Director Hong Kong Design Centre

- edmund.lee@hkdesigncentre.org
- in 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

- CI kick off in Latvia (Ministry of Culture supported by the UK and Nordic countries)
- CI development policies included in cultural policy guidelines "National State" (2006-2015)
- CI incorporated in state middle-term policy planning "National Development Plan" (2007-2013)
- CI recognized in state long-term sustainable development planning strategy "Latvia 2030"
- CI support measures in the National Development Plan 2014-2020

How its started...

Design Industry

- 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

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2007-2009 – Design Council Established
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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"

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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

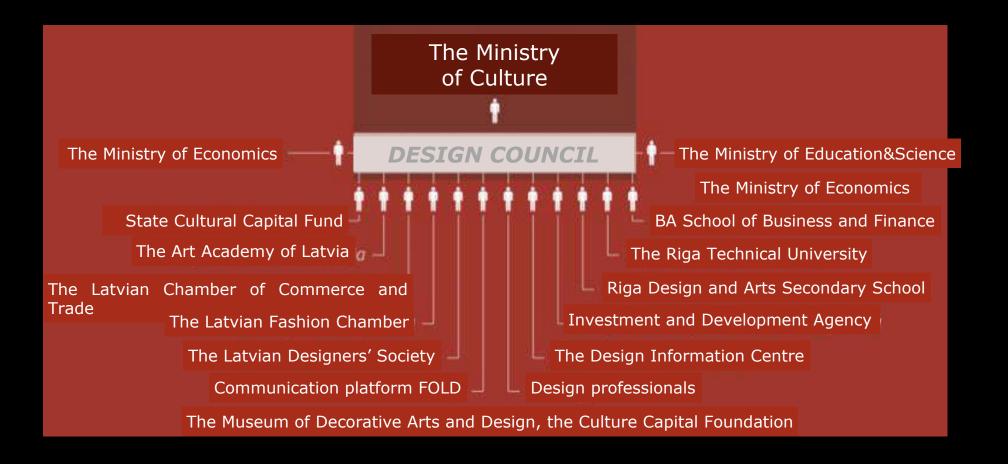
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DESIGN COUNCIL

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.

DESIGN COUNCIL since 2013



Massive design awareness increase activity in 2015



DESIGN MANIFESTATION

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

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



Exhibition INFORMATION

curators team – Inguna Elere, Holgers Elers, Barbara Ābele and Dita Danosa





State recognized National Design Award

Wational Of Lathia 2018

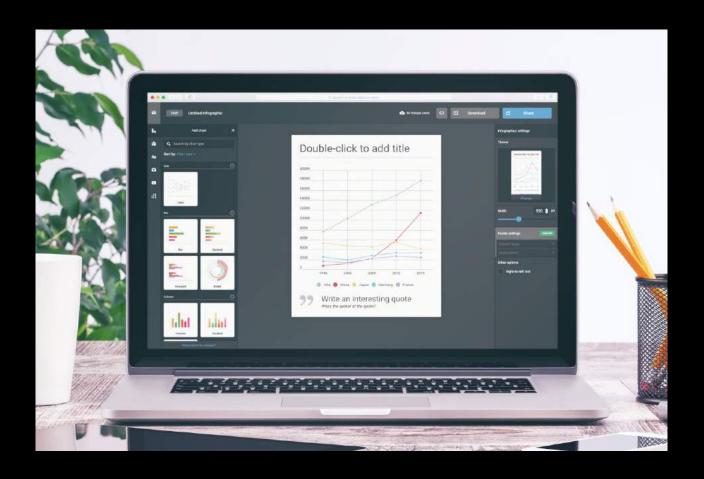
Alward of Lathia 2018



DIGITAL DESING

INFOGRAM

<u> https://infogram.com</u>



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/de sign4innovation/

DESIGN POLICY LATVIA 2020

Long-term vision

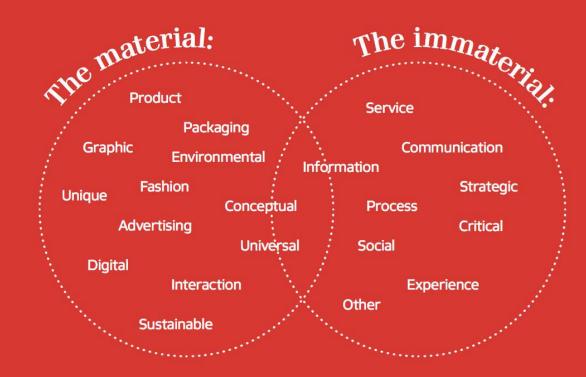
Latvia has fully used the diverse opportunities and innovative potential offered by the design sector, using design as a strategic instrument in the growth of the national economy, for well-being of individuals and society, as well as for the formation of the cultural identity and creation of the nation image.

DESIGN POLICY LATVIA 2020

GOAL

Design promotes economic breakthrough, well-being of society and environmental sustainability of Latvia.

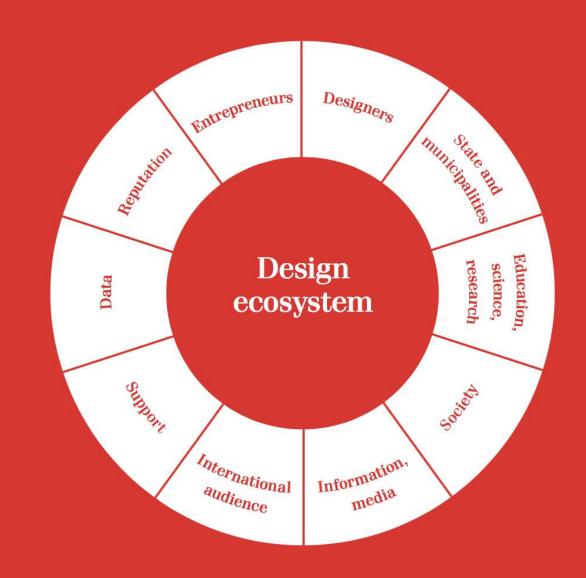
What is design?



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 ecosystem in Latvia



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.

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*

DESIGN POLICY LATVIA 2020

3 MAIN DIRECTIONS

1. Enhancing quality and visibility of the Latvian design

2. Integration of the Latvian design into business

3. Improvement of design management- institutional, legal and research

INCREASING AWARENESS of DESIGN

Toolkit "Latvian Design 2020"





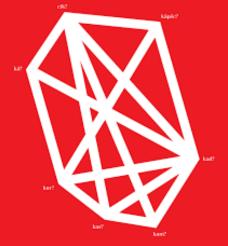


Series of Discussions

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.

<u> http://pdronline.co.uk/about/staff-list/anna-whicher)</u>

DESIGN POLICY LATVIA 2020

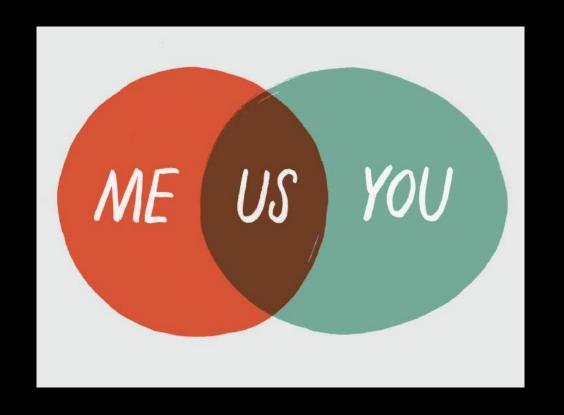
Further focuses

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

Latvian Design Centre

To stimulate interaction and engagement of different fields to foster use of design as a strategic instrument in the growth of the economy, for wellbeing of individuals and society.



LATVIAN DESIGN CENTRE



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 design education system

Improvement of the sectoral qualification system in secondary and higher education

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.

INTERACTIVE INSTALATION

ARTURS ANALTS (VARIANT STUDIO)

"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 Sates

"MATTER TO MATTER"

Best Design Medal



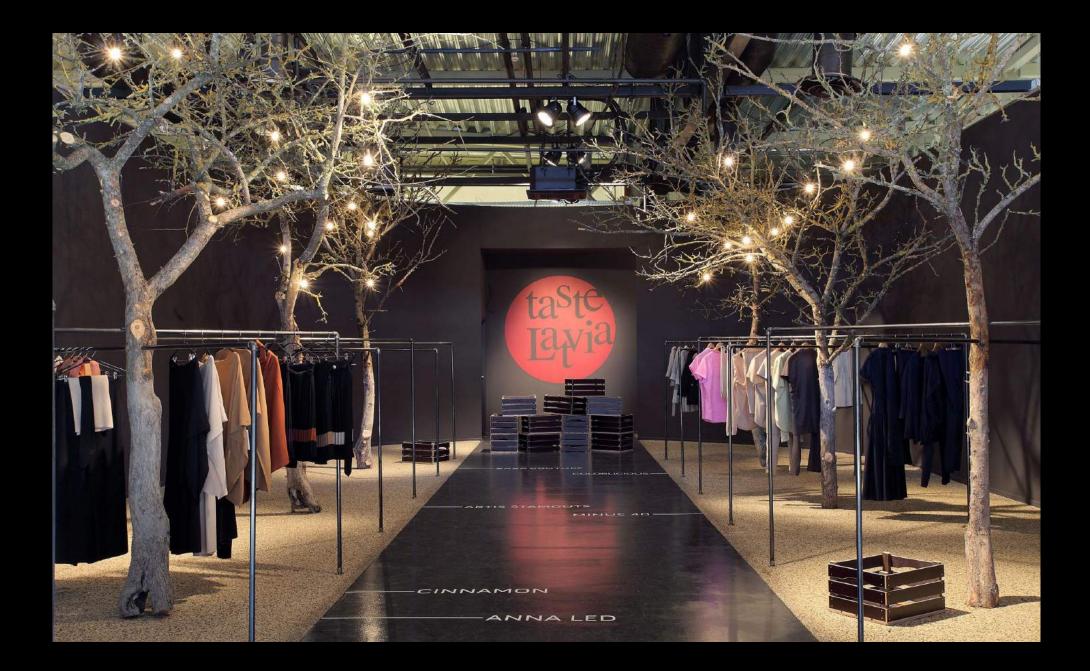


Best Design Medal BIEN



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 Nordhrein Westfahlen Since 1955 + Red Dot Design Yearbook

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



an&angel

Artis Nimanis

Stikla kolekcijas DECO trauki red dot design award 2013: product design



RIGA ChAIRTM

Aldis Circenis Šūpulzirdzinš *Roo*

iF product design award 2012 German Design Award: Special



RIGA CHAIRTM

Aldis Circenis Keblitis Bloom red dot design award 2012: product design



Flow Design

product design

Georg Dwalischwil, Jānis Kārkliņš Pakaramais Cliq Premium red dot design award 2014:



Maija Rozenfelde

Produkta iepakojums Mighty nuts red dot design award 2014: packaging design Dieline Packaging Design



SUCCESS STORIES OF LATVIA NEWCOMERS' 2016



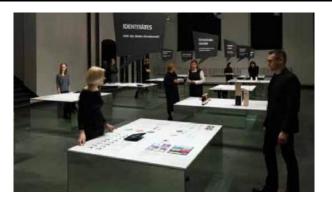
Exhibition Stories about man and power in 10 objects

Design Studio H2E



MILZU! BIIO fakes Design Agenecy DPJN "

Design Agenecy DPJN "



Latvian Contemporary Design exhibition INFORMATION

Inguna Elere, Holgers Elers, Barbara Ābele, Dita Danosa

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

RIGA CHAIR FACTORY

RIGA ChAIR











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 EXHBITION Habitare 2018, HELSINKI

Nordi Furniture Plycollection Vaidava Ceramics Maffam Freeform



ORGANIZED BY LIAA

Stockholm Furniture Fair, February, 2018





Brussels Furniture Fair, November, 2017 HEAVENS (Nakts mēbeles)

NATĀLIJA JANSONE

BAIBA LADIGA

ONE WOLF

KETA GŪTMANE



NATĀLIJA JANSONE

HEBE

LAZY FRANCIS

ARISTOCRAT KIDS

LENY TOMY FACTORY

PAADE MODE







EXPERIENCE DESIGN

Bea World SILVER AWARD

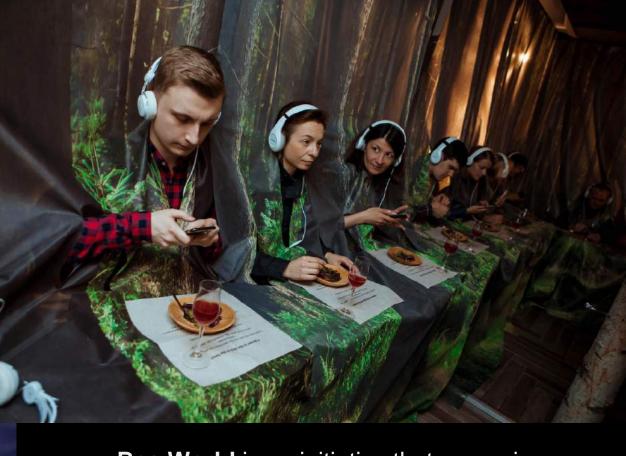
Agency «SKUDRAS METROPOLE»

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**.

EXPERIENCE DESIGN





INCREASING AWARENESS of DESIGN

Creativity Week radi!

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





www.radilatvija.lv

Implementing Design

International Design Policy Roundtable, Brussels 2018

Better by Design



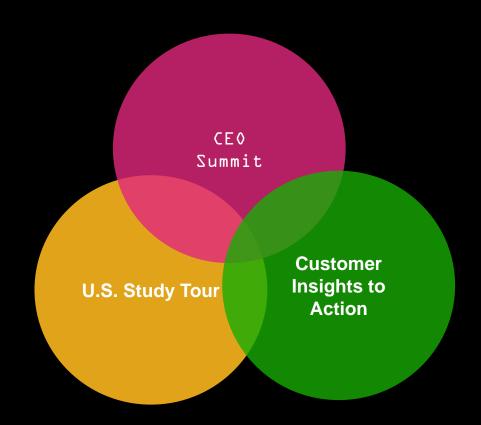
TRADE & ENTERPRISE
Te Taurapa Tühono

"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

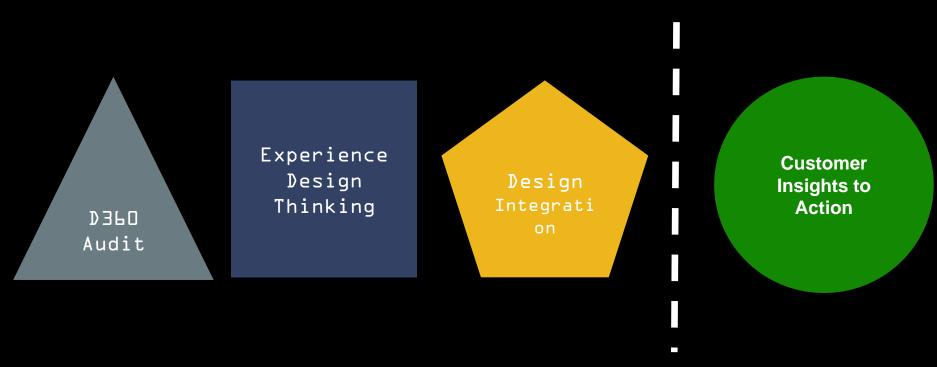


Better by Design Ecosystem



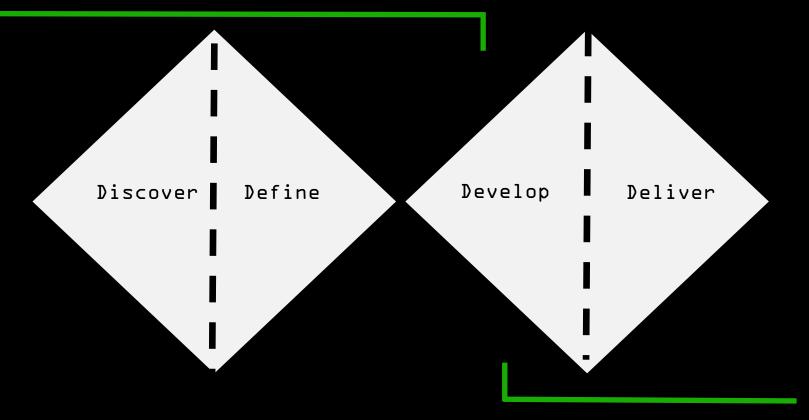


Then... • ... • Now





Module 1: Understand your Customer





Module 2: Insights to Action

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 2013₁ equivalent to 4.1% of UK's GDP

Contribution to the NZ economy would be larger than agriculture $($\pm 8.1b)_1$ on par with retail trade $($\pm 10.6b)$ and food, beverage and tobacco product manufacturing $($\pm 10.6b)*$



\$1431m 14% Graphic Design

\$2273m

\$1169m 12% Strategy

\$844m

8% Motion

\$434m

\$354m

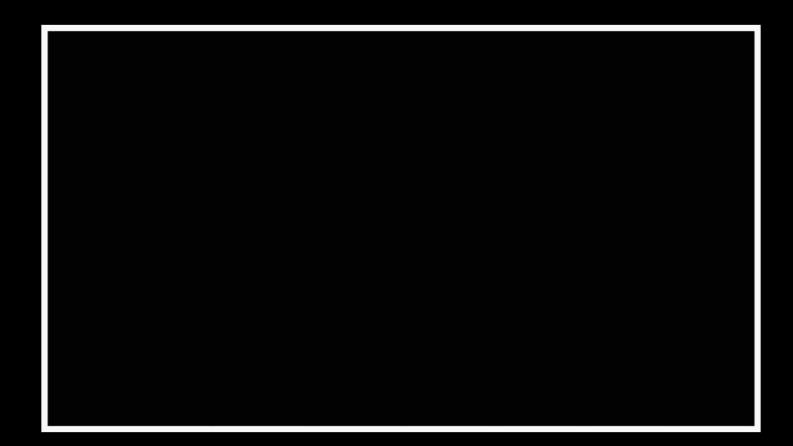
\$268m

3% Innovation/Invention

4% Design Education

4% Service Design

| \$445m 4% Logistics Industry | \$269m 3% Engineering Industry (excluding Civils) | \$378m 4% Food & Beverage Industry | \$607m 6% Construction | \$467m 5% Agriculture | \$261m 3% Digital & Creative Industry | \$7 57m 7% Financial | \$2691m 27% Manufacturing Industry |
|-------------------------------------------|------------------------------------------------------------|---------------------------------------------|------------------------------|-----------------------------|------------------------------------------------|-----------------------------------|------------------------------------------|
| \$651m 6% Environmental Industry | \$428m 4% Other Public Sector | \$298m 3% Defence Industry | | | \$432m 4% Retail Industry | | |
| | \$1518m 15% Other market verticals | | | | \$895m 9% Human Health | | |







TRADE & ENTERPRISE
Te Taurapa Tühono



BEDA -Insight Forum 20th November 2018

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 culturalcreative industries
- Promote and strengthen links between creative industries and other industrial sectors to stimulate creativity and innovation in the wider European economy

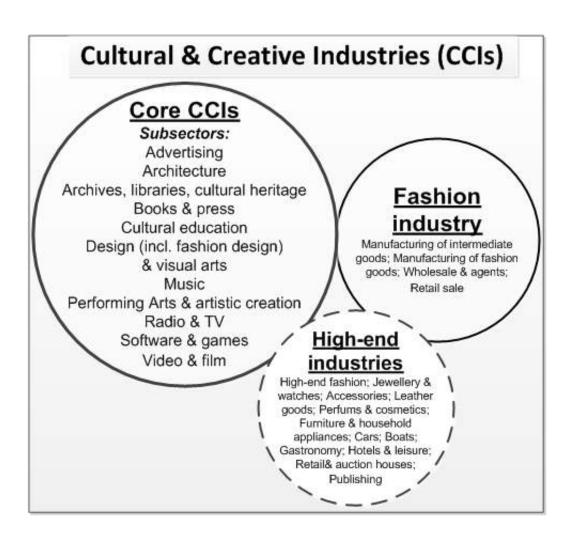






Cultural and Creative Industries (CCIs)

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;

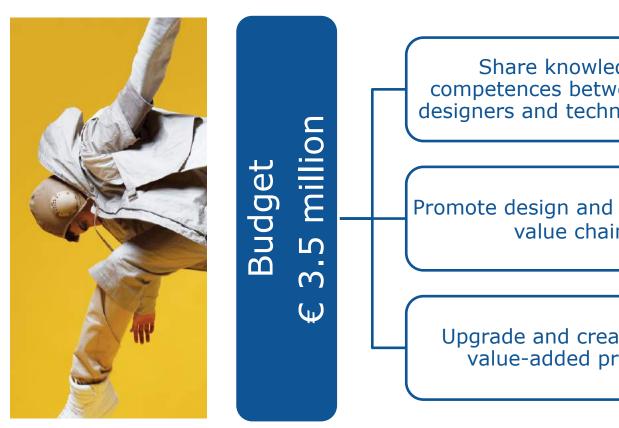
Increasing shortages of skilled workers -> attracting talents, developing new skills;

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



Share knowledge & competences between SMEs, designers and technology firms

Promote design and creativity in value chains

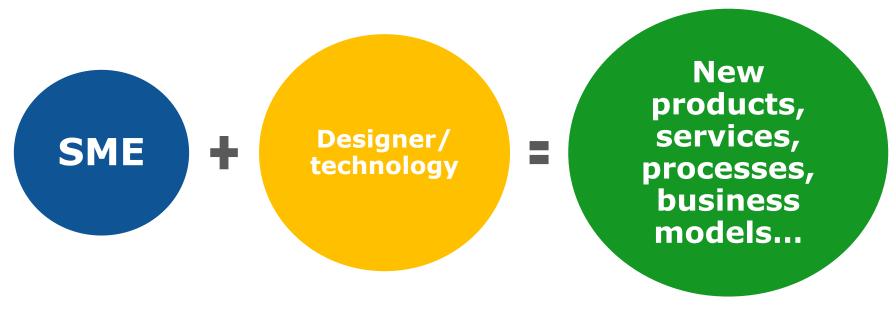
Upgrade and create higher value-added products

Team leader:





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/



WORTH Partnership Project (COSME) - 3

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



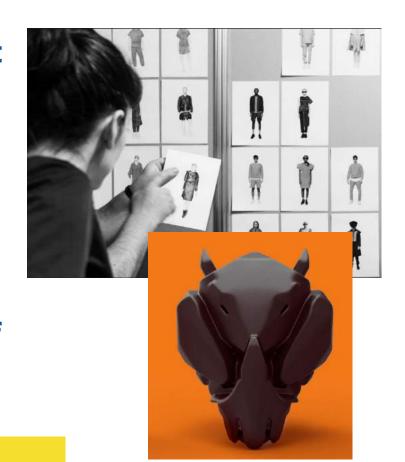




Design-based consumer goods (COSME) - 1

- ✓ 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%





Design-based consumer goods (COSME) - 2

BETTAIR-LAMP (Buzzi & Buzzi and Fogliani Romania)



Breakthrough design-based lamp for safer indoor environments with antipollutant 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 culturalcreative 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 ...

European Commission Directorate General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW)

Unit F4 Tourism, Emerging and Creative Industries

GROW-F4@ec.europa.eu

Thank you!



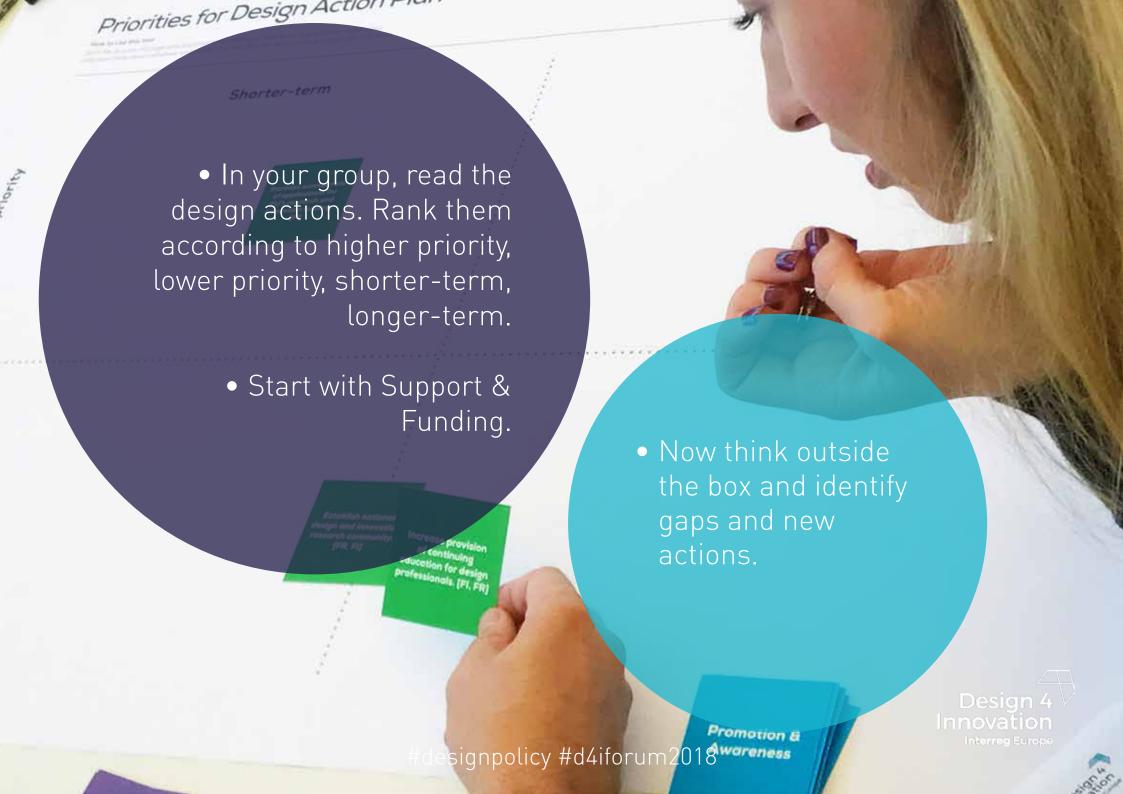


We have analysed eight existing design policies and action plans:

- Estonia (2012): National Action Plan for Design 2012- 2013;
- 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;
- Iceland (2013): Design as a Driver for Future. Icelandic Design Policy 2014–2018;
- European Commission (2013): Implementing an Action Plan for Design-Driven Innovation;
- Ireland (2016): Policy Framework for Design in Enterprise in Ireland;
- Latvia (2017): Design of Latvia 2020.













BEDA Insight Forum in collaboration with Design4Innovation

Next practice in Design Action Plans









The Bureau of European Design Associations



#designpolicy #d4iforum2018