Design Action Cards
Design Sector
Create accelerator programme for design businesses. [DK]
Attract international companies and facilitate investment in design businesses. [DK]
Improve business skills of design entrepreneurs. [DK, FI]
Improve export advisory and internationalisation services for design sector. [DK, EE, FI, LV]
Conduct research on design sector, design use in businesses and measure the economic impact of design. [EU, EE, LV]
Initiate a dialogue on the future of the labour market within design. [DK]
Establish partnerships between design agencies and leading companies. [DK, EE, FR]
Increase scale and competitiveness of design sector – develop a mechanism for coherent representation and collaboration between design disciplines. [IE, IS]
Support growth in the engineering design sector. [IE]
Promote females in design roles. [IE]
Develop a quality compliance system for design. [LV]
Promote the role of designer, implement actions recognising work of designers and enhancing the status of designer. [FR]
Involve business environment institutions in defining good conditions for growth in design sector. [DK]
Create a system of occupational standards for designers and clear career paths. [EE, IE, LV]
Design Action Cards
Education & Research
Increase design literacy through early childhood education. [FI, FR]
Develop teaching programmes and materials for design education in primary and secondary education.
[FI, IE, LV, FR, IS]
Review design education programmes at all levels to ensure that they are up to date, fit for purpose and reflect the career opportunities. [IE, FR, IS, LV]
Assess opportunities of including design education in study programmes of other fields and determine costs of such measures. [FI, IS, LV]
Establish a design education think tank. [EE]
Attract more foreign design students. [FI]
Develop an internationally competitive doctoral programme in design. [LV]
Strengthen design research and improve the application of research results important growth sectors. [DK, FI, LV, FR, IS]
Strengthen international cooperation and exchange of both students and academics with educational institutions and research institutes. [FI, DK, FR]
Enhance students’ interdisciplinary innovation skills. [DK]
Improve the design graduates’ labour market readiness through more practical education, involvement of entrepreneurs and system of internships. [DK, FI, LV, FR]
Apply design methods in multidisciplinary research and innovation programmes that address complex challenges. [EU, LV]
Develop competencies for design-driven innovation and provide continuing education for teachers and trainers. [EU, FI, IS]
Increase provision of continuing education for design professionals. [FI, FR]
Increase success rate of applications for EU’s research and innovation funding. [FI]
Establish national design and innovation research community. [FR, FI]
Design Action Cards
Promotion & Awareness
Create a ‘Designed in …’ brand. [FR]
Publish ‘ABC of Design’ guide to ensure common language. [EE]
Market the country as a ‘design nation’ (e.g. host international design events, conduct PR campaign).

[DK, EE, LV, FR]
Establish a design promotion centre/museum to showcase the best design. [DK, FI, IS]
Develop a design award scheme. [LV]
Introduce ‘best design’ category in business awards competitions. [EE]
Strengthen collaboration between design ecosystem actors through awareness-raising and use of structural funds. [FI, FR]
Create a single and coherent national design identity and promote national design in public institutions in country and abroad. [LV, IS]
Create sectoral clusters/think tanks for increased use of design. [EE, FI, FR, DK]
Create an interdisciplinary cooperation/networking platform for companies, creatives and academics. [LV, FR, EE]
Promote understanding of design and its added value through PR campaigns and trainings. [FI, LV, FR]
Organise/support design exhibitions.

[LV, FR]
Support representation of national design in prestigious international design events and competitions [LV, IS]
Promote national design in public and municipal institutions, embassies and other representative offices abroad [LV, IS]
Promote exports of products with value-added design. [LV]
Establish a national contact point to coordinate and inform about design initiatives. [LV]
Design Action Cards
Promote peer learning and cooperation among public-sector actors looking for design-driven solutions. [EU, FI]
Review public procurement process to ensure access to innovative design. [DK, LV]
Establish multidisciplinary policy lab, practicing co-design of public policies and services with citizens [FI, FR]
Build the capacity of public sector administrators to use design methods and to procure design effectively. [EU, FI, LV, FR]
Enhance and promote R&D of design-driven innovation for efficient and user-friendly public services. [EU, FI]
Promote design as a competitive advantage in municipal/local/regional development strategies. [EU, FI, FR]
Promote design’s role in new collaborative innovation strategies. [EU, FI]
Establish a national body to facilitate dialogue among key stakeholders of design-driven innovation policy and to ensure implementation. [EU, FI, LV]
Develop new design policy focusing on sustainability, internationalisation and growth. [DK]
Integrate design in other related policies (e.g. circular economy). [FI]
Create a legal framework for design that strengthens understanding and use of design (e.g., design integrated in legal bills and regulations). [LV]
Encourage the ministries and municipalities to incorporate design into their service standards. [FI]
Ensure ministries and governmental agencies are involved in user research to get to know the needs of the citizens. [FI]
Create a public and private partnership cooperation model which would promote the use of design for well-being of society [DK, LV]
Monitor and benchmark design policy implementation against other countries. [FR]
Include designers in the policy teams and promote experimentation in the public sector.

[FR, FI]
Design Action Cards
Support & Funding
Simplify funding application procedures and improve access to financing. [DK]
Create capacity for design-driven innovation within business environment institutions to ensure take-up of support programmes. [EU, FI]
Campaign for EU funding for design-driven innovation. [DK]
Conduct investigation of design support needs. [FI]
Establish one-stop shop for information on design funding and support. [LV]
Implement a programme for better protection and commercial exploitation of IPR. [DK, FI, LV]
Create a network of companies that invest in design as a competitive asset. [EU]
Promote and support new creative business models. [EU, DK]
Develop a design training module for senior managers. [EE]
Implement a design audit programme for businesses. [EE]
Provide infrastructure and technological support for new product development, prototyping and testing. [EE, LV]
Include design services into the innovation support schemes. [EE, FI, IS]
Include design criterion into the conditions for business support measures. [EE]
Implement SME-focused support for strategic use of design. [EU, LV]
Identify synergetic areas (e.g. ICT, circular economy) and opportunities for design support in those areas. [DK, FI]
Implement support programme for design application in business / collaboration between designers and companies. [EE, FR, IE, IS]
Offer support for continuous professional development in design and innovation for SMEs’ staff. [LV]
Investigate the need to update the protection of the intellectual property rights for design. [EU, DK, LV]