



Design 4 Innovation

Design Action Plan:
Marshal's Office of
Silesian Voivodeship, Poland



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Regional Context

Partner organisation

Marshal's Office of Silesian Voivodeship

Country

Poland

NUTS2 region

Województwo Silesian / Silesian Voivodeship

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Silesia

Policy Context

In Silesian, the action plan will focus on the initial policy documents. It will address Regional Operational Programme (ROP) as well as Regional Innovation Strategy (RIS). The activities and lessons stemming from Design4Innovation project has already impacted the introduction of a new support scheme implemented under the ROP. SMEs can now enjoy the purchase of pro-innovative services. Also, the good practices provided by the project allowed for more informed revision process of regional smart specialisations. As a result, two new smart specializations have been added to RIS, i.e. green economy and emerging industries which include creative industries. That clearly proves that the Design4Innovation project has already been generating significant stimuli for the regional innovation policy based on entrepreneurial discovery process. Not

only it is supported by the project knowledge but also implemented by more knowledgeable stakeholders of the regional innovation ecosystem.

The Action Plan aims to impact

Investment for Growth and Jobs programme
and
Other regional development policy instrument

Name of the policy instruments addressed

Regional Operational Programme of Silesian
Voivodeship 2014-2020
Regional Innovation Strategy of Silesian Voivodeship
2013-2020

The 2017 economy of the Silesian Voivodship shows almost 469.9 thousand entities of the national economy with the average employment in the enterprise sector amounting to 756.9 thousand people. Certainly, it gives significant opportunities for creating economic development for all sectors of the economy concentrated in the region. The Silesian Voivodeship positions itself into the second place in terms of the number of entities in the economy and the number of employees, straightaway after the Mazovian

Voivodeship, the GDP regional leader. However, in 2010-2016, the dynamics of the growth measured by the number of business entities in the Silesian Voivodeship was below the national average. For the Silesian Voivodeship it amounted to 108.4% whereas the national level reached 113.6%. According to the Innovation Scoreboard, the Silesian Voivodeship has been positioned in the group of moderate innovators (with a negative tendency). Between 2010 and 2016, the rate of increase of expenditure for innovative activity in the Silesian Voivodeship was below national average and amounted to 83.5% as compared to 112.9% in the country. More than 10% of the revenues from sales in the Silesian Voivodeship is generated by innovative products. As a matter of fact, the region enjoys one of the highest rates of revenues generated from sales of innovative products in Poland (in general). On the other hand, the region is characterised by low level of implementing new and improved products (10.2% of companies) and processes as well (10.9% of companies) by industrial companies. Only 6% of industrial companies implemented at least one product innovation or significantly advanced innovation on the market. The analyses provided by the Network of Regional

Specialised Observatories show that our companies most frequently undertake the simplest form of an innovative activity, i.e. purchase of specific machines, devices or software. In the context of involvement into the innovative activity, the companies in the region also show constraints in access to the competent human capital. This picture shows a need to build a more supportive system and deliver more value. Design driven innovation is the most competitive way for SME. There are many examples that commercial benefits of designing great products and services is a must. At the same time this goal is notoriously hard and it will be getting even harder. We need to understand that it is only the very best designs that can stand out from the crowd. Therefore, companies need stronger design capabilities than ever before. And by the design, we should mean more than simply the process of getting a better line of the product. It starts with the internal business processes and involves the creation of the product or service that the user will maximise her/his benefits from. In other words, we should place the user at the heart of business decisions in a way that design leaders have long craved. However, unfortunately, many companies have been slow to catch up.

The first policy instrument - a multi-fund ERDF/ESF Regional Operational Programme of Silesian Voivodeship 2013-2020 (ROP) aims to increase the competitiveness of the region, ensuring in parallel the improvement of the living conditions of its inhabitants. The programme itself provides for support on all 10 thematic objectives, but focuses the resources mainly to supporting research and innovation, provision of support to SMEs as well as a shift to a low-carbon economy, energy efficiency and transport infrastructure. On the other hand, the ESF contributes mostly to employment, workers' mobility, and adaptability of enterprises to change. It also appears in the OP in priority investment 3a on promoting entrepreneurship: "Support will be provided for enterprises located in incubators providing the necessary infrastructure to conduct business and effective training and consulting in strategic management and business monitoring, user-oriented innovation and design, international expansion according to the specific needs of SMEs, as well as advisory support and training in running an innovative business". With the goal set in the increase of enterprises' R&D expenditure and increase of SME innovation, there has been no specific measure

addressing the design for innovation process. However, as a result of D4I project team activities, new support scheme 'Purchase of pro-innovative services by SMEs' has been introduced helping the SMEs to get funding for services that power up their innovativeness, including the support for design. Basically, the ROPs' funds are available for leveraging the economy built around smart specialisation domains including energy, IT, medicine, green economy and emerging industries (including creative sector with the main role of design). Even though the design itself has been somehow rather shy in the ROP, it is seen through the lens of the other document as key innovation enabler.

For the whole innovation ecosystem in the Silesian region, there is a clear understanding of a need to boost the culture of designing for innovation. Thus, Regional Innovation Strategy of the Silesian Voivodeship for 2014-2020 (RIS) sets up six strategic challenges of the regional development. Namely, we have been facing the challenge of innovative development within the areas of:

- risk management in financing innovative activity of businesses,

- stimulating innovative potential of capital groups and industrial corporations,
- information asymmetry elimination and knowledge management in public innovation support system,
- diffusion of innovation concentrated on the user in public services sector, knowledge economy infrastructure development,
- creating smart markets for future technology and, last but not least
- designing innovation culture.

Design has been identified in the Silesian Regional Innovation Strategy as the innovative method to develop better products and services in smart specialization sectors. In order to meet the challenge specific to the D4I, RIS offers the metameasure called Design for Innovation. The very nature of this metameasure is laid in applying the potential of cooperation with neighbouring regions for generating returns to scale and facilitation of the propagation of selected technological solutions on a larger, highly or relatively highly urbanized and densely populated territory. The process should integrate the Małopolskie Voivodeship and the Opolskie Voivodeship

as well as the Moravian-Silesian Region in the Czech Republic and the Žilina Region in Slovakia. The core of the activities is built around the quadruple helix networking, internationalisation of SMEs, multiplication of knowledge and competences for the benefit of the ecosystem and supporting new infrastructure of smart growth. The Technology Development Program of the Silesian Voivodeship for 2019–2030 is part of a wide range of activities implemented under the Regional Innovation Strategy. It is a strategic plan for the technological development of the region. It aims to identify the region's potential allowing to:

- strengthen its technological advantage,
- diffuse knowledge and technology in industry and services through application of new solutions in industry and services,
- increase business interactions for the development of technology and
- implement an effective system of support and monitoring the needs of enterprises.

Support system should have the whole value creation chain starting with basic examination on products development and ending on business. Monitoring

and evaluation is an important element of regional innovations system for development of the most prospective technological areas of the region. The Network of Regional Specialised Observatories (SO RIS) integrates the actors of the innovation ecosystem around development challenges of regional areas of specialization. The role of Observatories is to:

- support and improve regional development management of regional scientific and technological potential,
- position key technological areas and
- evaluate the effectiveness of activities aimed at creating regional policy of pro-technological development of the Silesian Voivodeship
- strengthen regional specialisation,
- strengthen regional adaptive potential,
- enhance regional market for research services and
- network regional personnel by building relations between the R&D sector, enterprises, BSIs and regional authorities, development of knowledge, competence and exchange of experience.

Since 2017, the following Observatories have been operating in the Silesian Voivodeship:

- Specialized Observatory in the area of Technologies for Medicine,
- Specialized Observatory in the area of Technologies for Energetics,
- Specialized Observatory in the area of Information and Telecommunications Technologies,
- Specialized Observatory in the area of Technologies for Environmental Protection,
- Specialized Observatory in the area of Production and Materials Processing,
- Specialized Observatory in the area of Technologies for the Aviation Industry,
- Specialized Observatory in the area of Nanomaterials and Nanotechnologies.

Institutions associated within the Network of Regional Specialized Observatories have signed the partnership agreement. Marshal's Office of the Silesian Voivodeship leads the Network.

The Action Plan - D4I: Silesia operates basically on a two-time horizon.

The first one is directly linked to the current programming period and allows for the integration of actions into the existing measures. Certainly, it should help to better address the needs of the business and support the value of the implemented innovation policy. Here, we are focusing on the one hand on the instruments supporting SMEs as described in Action 1 (introduced to ROP) and on the other hand, the set-up of D4I regional observatory that is in line with the RIS-based Network of Regional Specialised Observatories (Action 2). Finally, there has been some modifications of the approach to improving the quality of services provided by Business Support Organisations under the ROP. This action has been well-developed in this document and will continue its modifications. Even if there are a few specific measures / support schemes that are addressed by this action in the ROP, Action 3 basically should serve as reference to evaluation of the processes already initiated by ROP measures.

The second one, is built with the remaining actions 4-6 of the Action Plan. Here, we are advancing the future horizon, i.e. 2021-2027 EU perspective. The stakeholders are convinced that the value of the actions is complementary to Actions 1, 2 & 3, even if we need to pursue for good practice enhancing its future development. The grounding and maturing of the actions should be initiated as soon as possible, preferably with the current perspective.

Actions 1 and 2 are the core of the Action Plan and they were built on the learning experience of D4I good practices. They target ROP and RIS directly. Action 3 is the gate to benchmarking on the already implemented measures under the ROP. Actions 4-6 supplement the Action Plan with a clear aim to better integrate the D4I Silesian ecosystem and connect civic and public sectors even more and with the outlook for the future perspective. The PDR activity has been the source of inspiration here.

The inputs for the Action Plan were collected thanks to a moderated discussion that was conducted as part of

the workshop on December 2-3, 2019. The lessons learned (good practices) of the D4I project have been offered to participants as a source of inspiration with the clear question of their transferability. The participants of the meeting represented design companies, entities implementing projects supporting the idea of Design 4 Innovation, and administration of local and regional level.

The first day was devoted to a detailed analysis of the potential of the broadly understood design sector as well as identifying key challenges. While defining the challenges, it was assumed that they must relate to: a) entities and offers forming the supply side, b) recipients of the D4I offer, and c) external conditions affecting design processes in the Silesian Voivodeship. On the second day, good practices were discussed and key activities were collectively identified. The participants engaged in mastering actions recommended for strengthening the design and boosting innovation in the Silesian Voivodeship.

Key challenges to be taken in the D4I ecosystem in the Silesian Voivodeship are:

1. Strengthening the competence and influence of design companies and entities supporting D4I in the Silesian Voivodeship. [keywords: recognizable implementations / products successfully completed on the market, interdisciplinarity, business competences, high market competitiveness]
2. Shaping awareness of what design is (including D4I) and its importance for creating the competitiveness of companies and the quality of actions of public sector entities. [keywords: definition, organizational culture, usability]
3. Cooperation of entities for strengthening the D4I ecosystem. [keywords: synapses, coordination]
4. Strengthening the demand for design (including D4I) at the recipient of the public and market offer. [keywords: awareness of the beneficiaries of the value of products with design, the Silesian design brand, quality and functionality, accessibility for groups with disabilities, people in senior age]

The goal to be achieved within the D4I ecosystem in the Silesian Voivodeship reads as follows:

The acquiring, developing and disseminating knowledge about design for innovation as well as the effects of its application must response to civilization challenges. The actions aim at strengthening the competitiveness of domestic companies and increasing the D4I implementation competence in the ecosystem of the Silesian Voivodeship in order to improve the quality of life of people.

Actions



Action 1

Inclusion of Design Services into Purchase of Pro-Innovative Services by SME

1. Background

There are two pillars for the development of Action 1. Namely, on the one hand, we've built on the experience of ERDF Operational Programme Flanders 2014-2020. ERDF OP Flanders has focused on:

- Promoting an entrepreneurial culture by stimulating intrapreneurship and new forms of entrepreneurship,
- Fostering knowledge about the development and implementation of new business models for SMEs, Developing the knowledge potential within SMEs through the employment of specialized staff,
- Fostering an international entrepreneurial climate in Flanders and supporting the capacity of SMEs to grow in international markets.

The most suitable for Silesian financing scheme are actions taken by VLAIO to improve current business support for design, such as:

1. to illustrate how general subsidy schemes can be used to fund design interventions in SMEs,
2. to educate partner organizations that consult businesses on the value of design, and also
3. to clarify the link between design and other forms of innovation.

The last changes in Regional Innovation Strategy of Silesian Voivodeship (resulting in Smart specialisation verification and identification of new ones such as emerging industries with a main role of creative industries) could vastly benefit from the Flemish Call for innovation with creative industries (CICI). The programme was open to teams including at least one creator and one company or non-profit organization. The programme was encouraging cross-sectoral

collaboration and involved new actors in the innovation system. We've noticed the great opportunity for further collaboration between Business Support Organisations, R&D units and SMEs which can collaborate with Network of Specialised Observatories in Silesia and at the same time engage in integration of design-driven approach to technological areas, products and services. On the other hand, we looked for ideas presented to the project by Barcelona Design Center. Namely, we've learned on the Innovation Vouchers for Design Thinking projects. It promotes innovative projects within the private sector by facilitating collaboration between creatives, designers or design studios and companies. Vouchers provided financial support to SMEs to access the services of certified innovation suppliers. We will adopt this formula to ROP of Silesian Voivodeship in the ongoing call that starts end of 2019. New support scheme 'Purchase of pro-innovative services by SMEs' has been introduced helping the SMEs to get funding for services that power up their innovativeness, including the support for design in Measure 1.2 "Research, development and innovation in enterprises". Support will be provided for the purchase of consultancy in the

field of innovation. It means consulting, assistance in the transfer of knowledge, acquisition and protection of intangible assets and their use, use of standards and regulations in which they are embedded, or - purchase of innovation support service. That means providing office space, data banks, library resources, market research, marking, testing and quality certification to develop more efficient processes, products and services. Projects through the purchase of a pro-innovation service will contribute to the development of the enterprises by improving the existing or implementing a new technological or non-technological process, product or service. In particular it covers the assessment of technological needs, promotion of technologies and new organizational solutions, implementation of new technologies, and other activities where knowledge or innovative technologies are transferred. The Latvian Innovation voucher program that aimed at SMEs to support development of new products and/or technologies or improvement of existing ones was also given particular attention due to the light-touch bureaucracy approach. The targets of the Silesian measure have been minimised, though.

All lessons learnt help to create new instruments in ROP and allows for the integration of actions into the existing measures. We have designed the conditions and rules of the instruments supporting SMEs and it has been introduced to ROP. First call with new shape has been announced in the end of 2019.

Maximum project co-financing value has been set at the level of PLN 100,000 (ca. EUR 23,000).

2. Action

In next phase we can evaluate and monitor current instruments to develop it on the basis of SME needs.

The projects and detailed ideas collected from the stakeholders that frame the action are as follows:

Developing financial support instruments

- funds for D4I allowing for financing organizational changes in enterprises and obtaining consultancy support
- introducing the possibility of dedicated activities to external financing sources, e.g. in the form of grants for innovations
- vouchers for cooperation with the designer,
- co-financing of project activities (mainly implementations)
- 'vouchers' for the purchase of consultancy services in the creative sector
- financial support programs connecting design companies with the market

Developing non-financial support instruments – lectures, trainings and workshops

- D4I training / workshops for companies
- organization of mini-workshops and study visits in companies (acquisition)
- lectures at industry meetings, fairs ...

Developing non-financial support instruments - creating a good business image of D4I among companies; company promotion

- creating a case study database presenting the successes of small businesses, where D4I has been implemented
- promotion of companies that implement design in their organizations
- companies from Silesian implementing D4I promoted in cooperation with public entities in Silesian
- promotion of design companies (media, stands, lessons in schools, trade fairs, ...)

Developing non-financial support instruments - study visits

- study visits of companies (design recipients) to countries with good practices in D4I i.e. Ireland (showing the relationship between D4I and real economic benefits)
- Strengthening clusters / instruments supporting cluster initiatives for D4I

Conditions to be met:

- application of simplified methods of funds calculation – the pursuit of light touch bureaucracy;
- preference to complex projects – from idea to market;
- de-bureaucratisation of the application process.

3. Players involved

- Marshal's Office of Silesian Voivodeship – funding
- Silesian Entrepreneurship Centre – action implementation
- Labour Office – action implementation
- City and County Offices – action implementation

4. Timeframe

- Stage 1
- Calls for grants starting from end 2019 / beginning of 2020
- Stage 2
- New calls in the 2020+ perspective

5. Costs

PLN –M26 (6M EUR) – current call for proposal

6. Funding sources

Regional Operational Programme for Silesian Voivodeship
Financial institutions
Other

7. Indicators

Output indicators:

- number of SMEs getting financial and non-financial support from ROP

Impact indicators:

- number of implemented services / products



Action 2

Establishing Regional Design for Innovation Observatory

1. Background

This action has mainly taken lessons on three actions. It is the Welsh action that pursues the mapping of design being able to help foundation sectors grow ("where and how" - are the key questions) as well as the action discussed by the partner from Malta that aims at encouraging close collaboration between educational and research institutions with individual, existing and prospective (local and regional) investors in strategically chosen sectors. Additionally, the Catalan approach (Center for Value Integration) to the comprehensive mapping of the design ecosystem can be implemented. Finally, as regional observatory functional model is built around the animation and facilitation feature bringing value to the entire sector and its value chain, the Flemish example is highly valuable. It aims at establishing a representative body for the entire design sector with –

and here is the core – blueprint, governance, bridging differences and reflecting different value chains. Thanks to the Project's meeting we found out the advantages of creating the proper and detailed monitoring systems for design policy in the new Regional Innovation Strategy. Thanks to the presentation of other partners monitoring systems we can incorporate a new approach to existing system: such as ICT sector as a part of design ecosystem (Welsh approach) or more detailed research on creative industries (Catalan approach). This kind of monitoring approach may increase the quality of public data on design policy. All stakeholders agreed on important role of action toward creating Design Observatory in Silesia region. This is a clear milestone for strengthening the design ecosystem in Silesia region. We are fully aware that we need a strong leader in building solid knowledge base for future actions. We plan to incorporate Design Observatory to Network

of Specialised Observatory in 2020. According to discussion with the stakeholders we need to speed up creating Design Observatory in Silesia. We agreed that the most suitable organization is Zamek Cieszyn. Zamek Cieszyn is going to prepare financial and administration sources for playing a role of Design Observatory in Silesia. Thanks to that in 2021 we can publish the first annual report on design4innovation ecosystem in Silesia. There are three pillars of Design observatory:

- to animate cooperation between different actors of design and innovation ecosystem where the example of Antwerp APBC open platform could be utilised
- to monitor of supply and demand of services for SMEs and
- to promote design among different institutions and companies.

2. Action

First stage to establish regional D4I is to sign an agreement with Network of Regional Specialized Observatory with Zamek Cieszyn. According to agreement rules regional D4I Observatory is obliged to publish annually report on design in Silesian Voivodeship.

Next steps are connected with animation and development of a services for SME towards design. The projects and detailed ideas collected from the stakeholders that frame the action are as follows:

Boosting the networking in the D4I ecosystem that is animated by the D4I Observatory

- platform facilitating cooperation of ecosystem actors
 - i. publication of the newsletter for the D4I ecosystem
- animating cooperation and activities of entities of the D4I ecosystem
 - i. organization of regular networking events

- ii. by the observatory leaders
- ii. meetings of working groups, exchange of experience, good practices
- iii. organization of competitions, gala events, ...
- iv. strong support for the "Śląska Rzecz" competition and strengthening its educational dimension
- v. animating the ecosystem through social media

Monitoring of supply and demand for D4I services

- sector / industry mapping of challenges and needs as well as the matching of entities absorbing and offering design services
- a systematic monitoring of D4I resources and activities
- constant monitoring of needs in the field of design in Silesia and creating an offer of flexible response to demand (e.g. through training, coaching, etc.)
- research on participants of the "Śląska Rzecz"
- analysis of the effects of D4I implementation for business development shown in figures; effects of implementations in a few years; research showing the real impact of design on business

Information, education and shaping the image of D4I in the region

- developing a design dictionary common to the approach and its scope
 - i. coherent understanding of the concept of design, which includes, instead of excluding as many actors as possible cooperating in the field of D4I
 - ii. disenchanting the word design
- publications - industry guides
- information on D4I in the region (advertising, media, opinion-forming activities)
 - i. production and promotion of a film showing the relationship between business innovation and design
 - ii. popularization of initiatives and events promoting D4I
 - iii. promotion / education of completed projects on simple examples (information on changes in the city / surroundings)
- educational initiatives in secondary schools

The observatory as the operator of the D4I competence map

- operator of the knowledge base about design

(website with the marketing tools that are 'neutral' to the D4I sector)

- i. operator of the map of project organizations in Silesian Voivodeship (with specializations); public database of entities related to design
- ii. operator of the tool for matching interdisciplinary project teams (database of experts, companies with unique competences)
- iii. database of Silesian designers (along with success stories and case studies)

The observatory as a pilot project funds' operator

- small grant program - special and dedicated funds for D4I entities

Conditions to be met:

- strong consortium;
- collaborative approach of all the stakeholders;
- learning as the leverage of the D4I success.

3. Players involved

- Cieszyn Castle (Zamek Cieszyn) – action implementation
- Academy of Fine Arts in Katowice – action implementation
- D4I driven and delivering companies – partners and beneficiaries
- City and County Offices – partners and beneficiaries
- Marshal's Office of Silesian Voivodeship – funding; Leader of the Network of Regional Observatories in Silesian Voivodeship

4. Timeframe

Stage 1

- Beginning of 2020 – Developing the functional model of the Regional Observatory
- Mid 2020 – Launching of the Regional Observatory

Stage 2

- 2020+ – developing the projects and expanding the network

5. Costs

PLN – M0,1 PLN (stage 1)

PLN – min. M5 PLN (stage 2)

6. Funding sources

Regional Operational Programme of Silesian Voivodeship stakeholders' funds

7. Indicators

Output indicators:

- number of activities undertaken by the observatory

Impact indicators:

- number of activities undertaken in the design sector



Action 3

Professionalisation of BSOs and Design Companies

1. Background

Here, the sources of good practices have been taken both on the level of education; the Latvian approach to promote the design as a method of innovation in business incubators, as well as on the institutional level. The Flemish case that aims at establishing a representative body for the entire design sector with – and here is the core – blueprint, governance, bridging differences and reflecting different value chains serves as best practice and source of lessons. The idea to professionalise the BSOs has already been introduced into the ROP and the measures were implemented. It is important to evaluate the ongoing impact of the scheme with the clear aim to boost the collaboration and networking of BSOs, design companies and SMEs implementing new products / services or upgrading the offered ones. Galactea-Plus might be a really good example of matchmaking and networking initiative run in South-West Spain. We've learned how it brings

together businesses and other organisations looking for collaboration with a focus to help SMEs innovate, grow and scale in the Single Market and internationally. Also, the Welsh Service Design Programme can be inspirational for the action as it deals with both supply and demand side. So, the demand of the business for the design services might be supported with the BSOs ready to offer contacts and good examples of efficiency improvements in SMEs utilising the design services. On the other hand, the supply – design service agents – needs professional approach towards the market and SMEs. The Programme introduces 'Service Design for Designers' – a six-month up-skilling training programme for product design, graphics and branding companies to create the 'supply' of service design expertise.

2. Action

The projects and detailed ideas collected from the stakeholders that frame the action are as follows:

New institutions strengthening the professionalism of D4I in the region

- an independent institution bringing together designers and companies dealing with D4I processes
 - i. “Designed in Silesia” certificate (trademark) with a larger range than “Śląska Rzecz”
 - ii. raising the substantive value of industry fairs / meetings
 - iii. showing that engaging time in industry meetings has a purpose / benefit
 - iv. indicating differences in “traditional” running a company, and keeping design as a full strategy of operation
- creating a meetup group / association for companies using design
- creating a professional chamber for employees related to D4I
- design school - training in various design methods of the Network Managers (Project Managers)

Education and training projects developed by BSOs / supported by BSO

- mission to educate on design using a simple language with support options
- open publications - education in the field of design implementation
- providing training in the areas of: business organization, risk management, design management for design companies
- preparation of professional studies - enumeration of specific (financial) benefits of design applied to a given company (using more numbers than pure philosophy)
- programs combining education in design / business / technology
- consultancy for young companies in the field of design (financed; diagnosis)
- international tool + academic workshops for design companies / those dealing with design processes
- joint workshops, training of design companies and entities supporting innovation in order to 1) establish cooperation, 2) prepare a joint offer
- entrepreneurship incubator for students of various universities promoting D4I

- free (non-paid) internships in companies with students and design students

Networking in the D4I ecosystem animated by BSOs

- the next edition of the competition "Wzorce Śląskie" - connecting companies and designers
- good design practices forum
- organization of joint study visits for participants of the D4I ecosystem
- joint presentations at the fairs, promotion of the activities undertaken by design companies
- organization of training processes that connect companies with designers ("Wzorowe Śląskie")
- trade mission and study visit to learn on how design can be consumed, what are the design effects and how it helps to improve the quality of life (i.e. destination Finland)
- connecting universities (students) with companies - developing competences among young people in Silesia

Conditions to be met:

- representatives of the design sector leaving for companies and offices;
- collaborative approach of all the stakeholders;
- learning as the leverage of the D4I success.

3. Players involved

- Marshal's Office of Silesian Voivodeship – funding
- Silesian Enterprise Centre – action implementation
- Design companies (agents and offices) – direct beneficiaries
- BSOs and SMEs – beneficiaries (with funding)

4. Timeframe

Stage 1

- 2020 – set-up of the change agents and initiating the process

Stage 2

- 2020+ – access to calls and operationalisation of actions

5. Costs

PLN – M0,1 PLN (stage 1)

PLN – TBE (stage 2)

6. Funding sources

Regional Operational Programme for Silesian Voivodeship

Other

7. Indicators

Output indicators:

- number of new or improved services provided by BSOs (types of services)

Impact indicators:

- number of SMEs using new or improved services provided by BSOs
- number of services provided by BSOs per year



Action 4

Promotion of D4i in the Region – “Silesian Well Thought Out”

1. Background

The action supplements the Action Plan with a clear aim to better integrate the D4I Silesian ecosystem and connect civic and public sectors even more and with the outlook for the future perspective. We need to pursue for good practices that enable the enhancing of the process and its future development. One of the sources of lessons can be taken directly from the Greek case focusing on linking and promoting the design sector actors through the awareness-rising and promotional activities. The grounding and maturing of the action should be initiated as soon as possible, preferably with the current perspective.

2. Action

The projects and detailed ideas collected from the stakeholders that frame the action are as follows:

D4I campaigns and promotional campaigns in the region using various media

- organizing an information campaign showing the benefits of cooperation
 - i. media campaign styled as the promotion of EU funds could be done jointly)
 1. placing design in mass media
 2. interviews with process participants - TV, radio, Internet, press
 3. promoting the best cases in the media - examples of success
 4. guide for companies / local government units
 - ii. campaign - showing good practices on “design implementations”

1. showing good practices of successful design implementation
2. a documentary illustrating how design helps
3. map with visualization of support activities
- iii. D4I promotional campaigns - campaigns, exhibitions
- iv. dissemination of design information by LGUs
- v. media campaign "Silesia well designed"
- vi. media campaign "Design is not just a nice thing"

D4I promotional campaigns and campaigns in cities - festival

- a wandering local Design Festival that is for people
- D4I campaigns and promotional campaigns in cities - workshops
- workshops, meetings for companies / local government units
- sketch writing classes for everyone in the D4I process (including users)
- promotion / game show on the knowledge in design (D4I)
- Silesian design in schools and kindergartens (education from scratch) - good practice school by "Port Architekci"

D4I promotional campaigns and campaigns in cities - competition profile events and market place

- fair events and knowledge - i.e. Design Days
- Silesia Design & Innovation Days - an event popularizing design based on "DOFE" (e.g. with the winners of the "Śląska Rzecz" competition)
- continue the information activities, such as Design Silesia
- informal meeting places for companies
- Investment projects supporting and promoting D4I
- fablab network (available to schools, residents, universities)
- "Train for design" - a smart exhibition - stations, Silesian Railway, Intercity
- "Design is fun" - actions with the support of large sponsors, improving something and giving fun
- "Design container" - going out to people with design

Animating D4I in the region

- design ambassadors

3. Players involved

- Marshal's Office of Silesian Voivodeship – funding and implementation
- City and County Offices – partners, fund allocators and direct beneficiaries
- Design companies (agents and offices) – direct beneficiaries
- BSOs and SMEs – direct beneficiaries (with funding)

4. Timeframe

- 2020+ - all activities discussed and preparations started in early 2020

5. Costs

PLN – M5,0-M10,0 PLN

6. Funding sources

ROP Silesian Voivodeship 2020+
City and County Offices funds
Business/BSOs funds
National funds
sponsors



Action 5

D4I for Public Sector

1. Background

The action supplements the Action Plan with a clear aim to better integrate the D4I Silesian ecosystem and connect civic and public sectors even more and with the outlook for the future perspective. We need to pursue for good practices that enable the enhancing of the process and its future development. The activity of PDR is our role model here. The grounding and maturing of the action should be initiated as soon as possible, preferably with the current perspective.

2. Action

The projects and detailed ideas collected from the stakeholders that frame the action are as follows:

Public services for residents

- Design 4 Public Services as dedicated support for public services
- Public services / instruments for entrepreneurs
- creating regional GOV_lab projects
- Trainings for public sector employees
- training programs for public sector employees (service design and work organization)
- communication classes for local government administration and policy-makers
- filed education of local government administration (joint projects with academics and students)
- Learning by auditing
- audits of service quality in public institutions combined with support of public services (their quality, availability, customer / user orientation)

3. Players involved

- Marshal's Office of Silesian Voivodeship – funding and implementation
- City and County Offices – partners, fund allocators and direct beneficiaries
- Design companies (agents and offices) – direct beneficiaries
- BSOs and SMEs – direct beneficiaries (with funding)

4. Timeframe

- 2020+ - all activities discussed and preparations started in early 2020

5. Costs

ROP Silesian Voivodeship 2020+

6. Funding sources

ROP Silesian Voivodeship 2020+
City and County Offices funds
National funds



Action 6

Education and Consultancy for Building Environmental and Social Awareness and Responsibility

1. Background

The project has delivered a wide array of best practices and in fact there are many sources of inspiration in-between the actions planned by PPs. What must be well-understood is the two megatrends that should be better foreseen and exploited with the D4I capacity and focus. Namely, these are:

- a. the climate crisis (and related changes in the paradigm of action of entire societies over the next 30 years to achieve the ambitious goal of so-called climate neutrality in 2050) and the need to raise the so-called resilience of individuals, groups, organizations for change management awaiting us
- b. social changes - aging of the society, technological and digital exclusion, the need to extend professional activity and retain older people on the labour market, ways of communication and integration of groups and

communities in the face of increasing conflicts over resources, public health in the event of a deficit of specialized services, migration and social integration caused by the need to move entire groups to the new habitat.

Regions, cities and communities, as well as companies and corporations, must redefine policies and strategies for their own development. Due to the past and currently unpredictable scenarios, and often the lack of knowledge and know-how in this sphere, it becomes necessary to provide continuous knowledge (consulting, mentoring), how to be able to rebuild the operation of companies and organizations, and in the case of society - how to correct social strategies - economic, local policies, and finally descending to the level of groups and individuals - how to consciously manage available and shrinking resources in line with the well-being of the entire community.

The action supplements the Action Plan with a clear aim to better integrate the D4I Silesian ecosystem and connect civic and public sectors even more and with the outlook for the future perspective. We need to pursue for good practices that enable the enhancing of the process and its future development. The grounding and maturing of the action should be initiated as soon as possible, preferably with the current perspective.

2. Action

The projects and detailed ideas collected from the stakeholders that frame the action are as follows:

Foresight and advisory activities for regional, sub regional and local authorities

Socio-environmental audits, workshops and seminars

Environmental counselling / consulting in order to develop directions of changes in individual local policies

a. Certification of each local government unit in terms of environmental impact

b. Advisory and consulting activities in the field of adaptation for the economy (companies) in order to develop strategies for adaptation plans, process reconstruction, reduction of energy consumption, resources, including ways of speaking and communicating with the environment about their

Corporate Social & Environmental Responsibility - seminars, workshops and specialist advice

Seminars, podcasts, workshops for everyone interested
- properly publicized and promoted, teaching individuals, families, groups or smaller communities how to adapt to change

Education from an early age - including the introduction of workshops and training financed under D4I in high schools and college

Creating local partnerships (including living labs) for the development of local solutions increasing eco-resilience and adapting the environment to new needs and challenges of today

Design4Climate Competition - rewarding best practices and changes in the field of climate adaptation

3. Players involved

- Central Mining Institute – implementation
- Institute for the Ecology of Industrial Areas – implementation
- Research institutes at universities in the field of the environment – implementation
- Environmental NGO's, WWF, Greenpeace, GAJA, and others – implementation
- Marshal's Office of Silesian Voivodeship – funding and implementation
- City and County Offices – partners, fund allocators and direct beneficiaries
- Design companies (agents and offices) – direct beneficiaries
- BSOs and SMEs – direct beneficiaries (with funding)

4. Timeframe

- 2020+ - all activities discussed and preparations started in early 2020

5. Costs

PLN – M220-M250 PLN

6. Funding sources

ROP Silesian Voivodeship 2020+
City and County Offices funds
National funds
Business/BSOs funds
ETC funds (i.e. Interreg Europe)





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