



Implementing an Action Plan for Design-Driven Innovation

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B3 Innovation Policy for Growth

DG Enterprise and Industry

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Why promoting design in innovation policies?

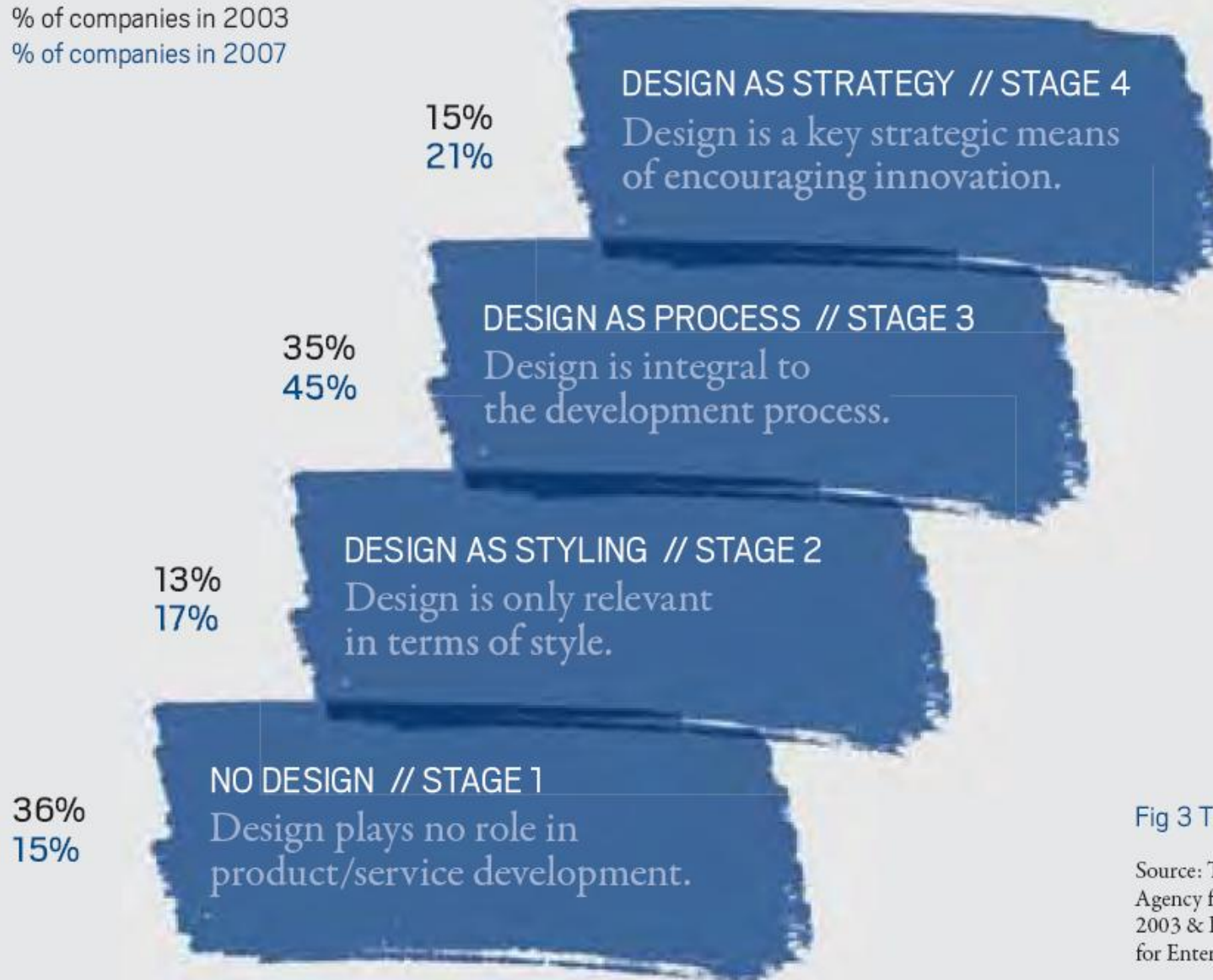


Fig 3 The Design ladder

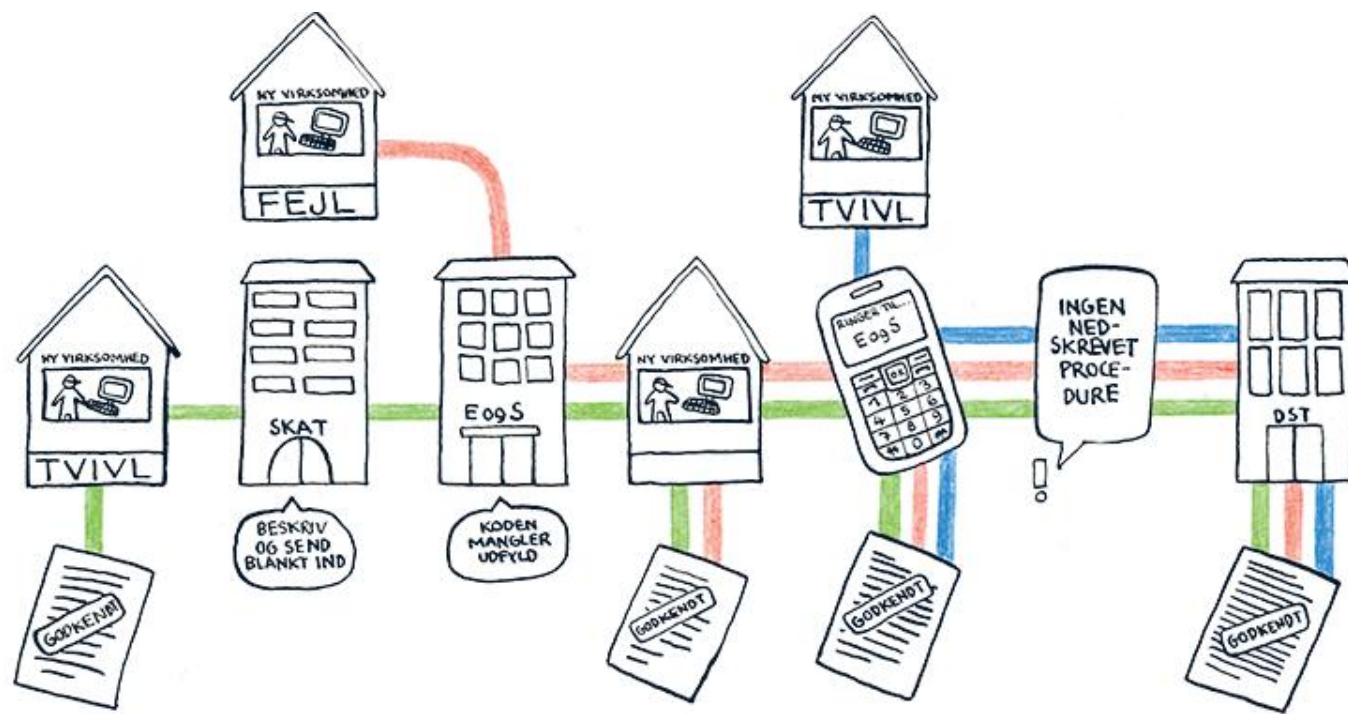
Source: The Economic Effects of Design, National Agency for Enterprise, Copenhagen, September 2003 & Design Creates Value, National Agency for Enterprise, Copenhagen, September 2007.

In business sector, design is playing a key role in value creation improving market potential

Design is transforming ideas, concepts and prototypes into viable business propositions, often with radical innovation of meanings



In public sector, design is contributing to user-centred and cost-efficient services



Redesigning the website for registering new businesses in Denmark has saved the time and money for companies and for public administration.

Europe 2020 Flagship Initiative Innovation Union

THE COMMITMENT



Innovation Union commitments

19. In 2011, the Commission will set up a **European Design Leadership Board** which will be invited to make proposals within a year to enhance the role of design in innovation policy, for example through EU and/or national programmes, and a "European Design Excellence" label. As part of the follow up to the Green Paper on cultural and creative industries, the Commission will establish a **European Creative Industries Alliance** to develop new forms of support for these industries and promote the wider use of creativity by other sectors.

Design for growth and prosperity



Photo: XXX

*Wider use of **design**, as well as other non-technological innovations, is **one of the key drivers** for developing high value products, increasing productivity and improving resource efficiency*



Industrial Policy Communication Update 2012

Implementing an Action Plan for Design-Driven Innovation

- *Aims to accelerate the take-up of design in innovation policy*
- *Describes current and upcoming actions endorsed by the Commission*
- *3 strategic areas for action:*
 1. Promoting understanding of design's impact on innovation
 2. Promoting design-driven innovation in industries to strengthen Europe's competitiveness
 3. Promoting the adoption of design to drive renewal in the public sector

1. Promoting understanding of design's impact on innovation

- 1.1. *Advocating design's role in innovation to policy makers across Europe*
- 1.2. *Measuring the economic impact of design and its role alongside other intangible assets in value creation*
- 1.3. *Applying design methods in multidisciplinary research and innovation programmes that address complex challenges*
- 1.4. *Developing competencies and applying methods for design-driven innovation in education and training*
- 1.5. *Facilitating continuous dialogue among the key stakeholders of design-driven innovation policy*

2. Promoting design-driven innovation in industries to strengthen Europe's competitiveness

- 2.1. *Creating capacity to deliver support for design-driven innovation for businesses throughout Europe*
- 2.2. *Strengthening European SMEs' ability to use design as a strategic tool in creating products and services with a higher value for their customers*
- 2.3. *Enhancing cooperation among companies that invest in design as a competitive asset*
- 2.4. *Promoting new collaborative innovation strategies and practices that enable new business-models*
- 2.5. *Integrating design into research and development to better support commercial and societal applications benefiting from a strong user orientation*
- 2.6. *Investigating the needs to update the protection of the intellectual property rights for design*

3. Promoting the adoption of design to drive renewal in the public sector

- 3.1. *Building the capacity of public sector administrators to use design methods and to procure design effectively*
- 3.2. *Enhancing research and development of design-driven innovation for efficient and user-friendly public services*
- 3.3. *Promoting peer learning and cooperation among public-sector actors looking for design-driven solutions*

The European Design Innovation Platform

Key role in helping the Commission to realise the Action Plan for Design-Driven Innovation.

- ***A web-based platform*** to support peer-learning, networking and partnerships
- *Advocating design-driven innovation to **policy-makers***
- *Supporting the design capabilities in **enterprises***
- *Supporting the design capabilities in **the public sector***

Evaluation of the applications under way, implementation starting in the beginning of 2014.

EU co-financed projects under way supporting the take-up of the Design in Innovation Policy

- € 4.808.000 of CIP funding awarded to 6 projects
- 46 organisations represented in the consortia, originating from 19 EU Member States

€Design – Measuring Design Value (Barcelona Design Centre, ES)

- Information about design as an economic factor for value creation

SEE Platform: Sharing Experience Europe – Policy Innovation Design (Design Wales, UK)

- Integrates design into innovation policies by exchanging best practice

IDeALL – Integrating Design for All in Living Labs (EPCC Cite du Design, FR)

- Connects designers and innovative eco-systems to increase competitiveness of companies

DeEP – Design in European Policies (Politecnico di Milano, IT)

- Evaluation indicators to provide understanding on the impact of design innovation policies

EHDM – European House of Design Management (EDC, European Design Centre, NL)

- Improves design management competencies in the public sector.

REDI: When Regions support Entrepreneurs and Designers to Innovate (APCI, FR)

- Stimulates innovation through design in regional innovation ecosystems

More information on the web-site of DG Enterprise and Industry

<http://ec.europa.eu/enterprise/policies/innovation/policy/design-creativity>