

SHARING EXPERIENCE EUROPE POLICY INNOVATION DESIGN

Innovation Festival, Milan, 28 February 2012



Objective

Further develop the link between innovation and design to positively influence policies and programmes.

Build a pan-European platform that engages stakeholders currently active in innovation support and policy to enhance the use of design for innovation.



SEE Partnership

- 1 **Design Wales**
- 2 **Design Flanders**
- 3 Danish Design Centre
- 4 Estonian Design Centre
- 5 Aalto University School of Art and Design
- 6 ARDI Rhône-Alpes Centre du Design
- 7 Centre for Design Innovation
- 8 Consorzio Casa Toscana
- 9 Cieszyn Castle
- 10 BIO Museum of Architecture and Design
- 11 Barcelona Design Centre

UK Belgium Denmark Estonia Finland France Ireland Italy Poland Slovenia Spain

What is design?

'Design is a tool for the realisation of innovation. It is the activity of conceiving and developing a plan for a new or significantly improved product, service or system that ensures the best interface with user needs, aspirations and abilities, and allows for aspects of economic, social and environmental sustainability to be taken into account.'

Definition proposed in the European Commission staff working document 'Design as a driver of user-centred innovation' and supported by 78% of respondents to the public consultation in June 2009.



EU Policy Context

'9. Our strengths in design and creativity must be better exploited. We must champion social innovation. We must develop a better understanding of public sector innovation, identify and give visibility to successful initiatives, and benchmark progress.'

'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.'

Innovation Union (p.3 & 19)

EUROPE 2020

Policy, Innovation & Design Conference 29 March 2011

Head of Unit, Innovation Policy, DG Enterprise and Industry:

The European Commission's "vision would be that by 2020, design is a fully acknowledged, well-known, wellrecognised element of innovation policy across Europe, at European level, at national level and at regional level".



Peter Dröll

Design support & promotion organisations

National & regional government policy-makers



Activities

Policy, Innovation and Design Conferences

October 2008, Cardiff & March 2011, Brussels

Workshops and Policy Booklets

5 thematic workshops involving partners and policy-makers

Case Study Library

Over 40 examples of good practice in design support and promotion programmes

Design Policy Monitor

Mapping the scope of design policies and programmes in 2009 and 2011

SEE Bulletins

Biannual publication including research, policy updates, case studies and interviews



Example of Good Practice Successfully Transferred The Service Design Programme (Wales, UK)

Representatives of the Welsh Government's Department for Economy attended all the SEE project workshops and gained further insight into the role of design in innovation programmes and policies.

Service design was identified by SEE as best practice in providing support to businesses since services account for 66% of revenue earned by UK industry.

The Service Design Programme provides support to SMEs in the manufacturing sector as well as design agencies to enhance both the demand and supply of service design as a tool for economic growth in Wales.

http://www.seeproject.org/casestudies/The%20Service%20Design%20Programme:%20Moving%20fr om%20products%20to%20services

Impact of the Service Design Programme

An SME in Swansea makes electrochemical water-treatments units for multi-national companies. Using service design, Design Wales and the team mapped out typical customer journeys and identified where the customer experience could be improved and a new service offering developed. The results were used to drive strategic change throughout the company. In six months the SME:

- launched 4 new services

- generated over £500,000 in additional sales (an increase of 33%)

- invested £50,000 in R&D

www.testyourservice.co.uk



European Member States with a policy vision for design in 2011

Belgium / Flanders **Czech Republic** Denmark Estonia Finland France Ireland Italy Latvia Poland Portugal Romania Slovakia Slovenia Spain Sweden United Kingdom / Wales



European Member States' Policy Visions for Design

Design for Industrial or Product Innovation

Czech Republic, Latvia, Poland, Romania, Slovakia and Wales

Design for Non-Technological or User-Centred Innovation

Denmark, Finland, France, Ireland, Portugal, Slovenia and Catalonia

Design for Service Innovation (Public and/or Private Sectors)

Denmark, Estonia, Finland, Slovenia, Spain, Catalonia and Sweden

Design for Social Innovation

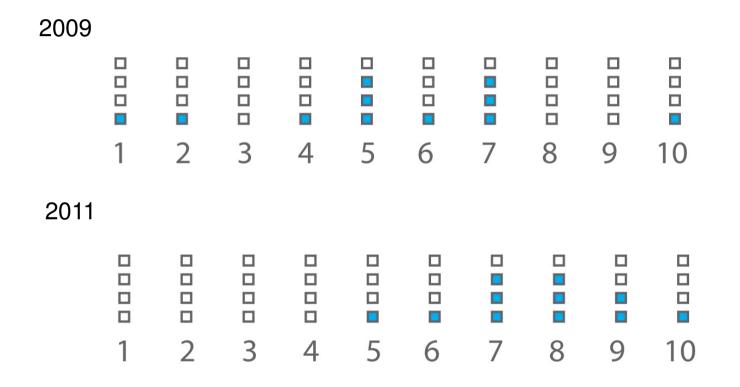
Denmark and Finland



policy Te ž N D 2 2 revis what E SPA Whai relat 5 See m 4 Product development & Research (R&D)
 Technology
 Manufacturing
 Non-technological innovation
 Service innovation Product development & Research (R&D) Technology Manufacturing Non-technological innovation Service Innovation Public Services Academic / Industrial Links Sisign & Creativity Sisign & Creativity Public Procurement Sustainability Societal Challenges Boundary 4 what is the scope of the current innovation 01 was launched in ______ (year) and will be 3 Timescale: The current innovation policy 5 What is the scope of the current design * WOLD A WW Public Services Public Services Intelectual Property Rights (IPR) Academic / Industrial Links Design & Creativity Skills Skills Skills Societal Challenges Foldon Foldon Public Procurement Societal Challenges Foldon Park Manual Manual Manual Manual 6 related programmes / policies? 2 How well is vor's thus raised and country / region's tasks, ra 3 4 5 3 Timescale. The current innovation policy was launched in 2000 (year) and will be 📓 Product development & Research (R&D) 9 10 4 what is the scope of the current innovation country / regions innovation policy? country of scope, tasks, roles (in terms 00_10 = YES Scole: 1= NO_10 🙍 Product development & Research (R&D) 10 2 How well is design integrated into your 5 What is the scope of the current design Acutionogy Manufacturing Non-technological innovation Evolute Services Intelectual Property Rights (IPR) Academic / Industrial Links Sisin & Creativity action Design & Creativity action Sistanability Societal Challenges Technology Technology Non-technological innovation Service Innovation Public Services Intelectual Property Rights (IPR) Academic / Industrial Links 6 related programmes / policies? J5 6 7 6 00 T Innovation point, as(k), revised in (year) Skills
 Public Procurement
 Societal Challenges Design & Creativity 1 2 3 4 5 Technology 1 2 3 (4) SEE: Integrating Creativity and D. policy? 1 2 3 4 6 7 8 9 10 1 2 3 4 3 6 7 8 9 10 3 Transicale: The current innovation policy was laurched in <u>2010</u>, <u>1000</u>) and <u>2010</u> Pablic Services Intercual Property Rights (IPR) Academic / Industrial Links Design & Creativity revised in $\frac{1005/15}{1000}$ (real) $\left(Nr2\right) \neq \frac{23}{1000}$ rate Product development & Research (R&D) 4 What is the scope of the current innovation I Immediate policy - is it well defined /clk I Immediate policy - 1-1-1-1-1-2 meed in your county / region? - 1-1-1-1-2 2 Hew well is design integrated into your Product development & Research (R&D) 4 /cleaf Silesian Castle ur 5 What is the scope of the current design related programmes | policies). An technological innovation Ken merang Canning and During in the Second in the and the and the and User Sisk & Sisk at the sing and and Dublic Services Intelectual Property Rights (IPR) Academic / Industrial Links policy in your country / region? Public Procurement
 Sustainability
 Societal Challenges Non-technological innovation & Enterprise Service Innovation Technology Manufacturing T Service Innovation Societal Challenges Design & Creativity Public Procurement Manufacturing Sustainability Museum of Ljubjand, Throad in policy is it well defined /ctest
 In montain policy is policy of the policy of 02 3 4 5 6 7 8 9 10 0 2 3 4 5 6 7 8 9 10 4 What is the scope of the current Innovation policy in your country / region? Product development & Research (R&D) 2 How well is design integrated into your 2 How well is design integration policy? BIO - Architecture 5 What is the scope of the current design related programmes / policies? roduct development & Research (R&D) Intelectual Property Rights (IPR) Academic / Industrial Links Design & Creativity Skills Non-technological innovation revised in _____ (rear) (in terms of scope, tasks, roles) scale: i = NO / 10 = 1ESIntelectual Property Rights (IPR) Academic / Industrial Links See the memory of the second s technological innovation Public Services Public Procurement Sustainability Societal Challenges ustainability ocietal Challenges Service Innovation Design & Creativity Public Procurement ufacturing Public Services 1 2 3 4 5 6 7 8 9 18 1234567891 3 Transcale the current innovation publy was lapached in _____ (new) and will be revised in _____ (new) benefament & Research (340) How well is design integrated into your country / region's innovation policy? lopment & Reserch (RUD) A is the scope of the unnext design alled programmes (policies) Mark Series Internal French Lights (FT) Locates / Internal Links Depth Contring Consorzia Casa 4 what is the scope of the current (monval policy in your country / region? ctual Property Rights (170) and / Industrial Links and Creativity Annual Scope Index (1994) Bir 1907 / 10 = 01 nological innovation menation Toscand. 1 1 1 1 1 1 1 1 1 5 8 1 8 5 8 5 4 where the same of the carrier intention policy in your canter, (report Transition and the arrest amount on poly Transition and the arrest arr and will be rested to an interview arr arr and 2 bourd a boy repair contra contra report and of international and contra discussion and international and contra discussion Centre for Design Protoc devicement & Recent (160) Potrik Serres antercual Proper Rights (FIG Accients: Induced Links Design (Lensing Innovation. and the and the R In creating

Is innovation policy well defined in your region?

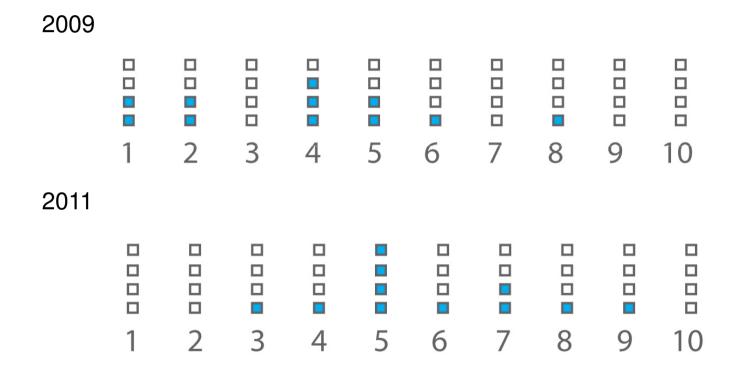
(In terms of scope, tasks, stakeholders & roles) Scale 1 = NO / 10 = YES





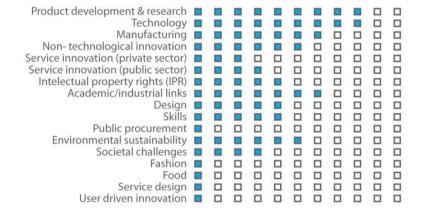
2 How well is design integrated into your region`s innovation policy?

(In terms of scope, tasks, stakeholders & roles) Scale 1 = NO / 10 = YES





4 What is the scope of current innovation policy?



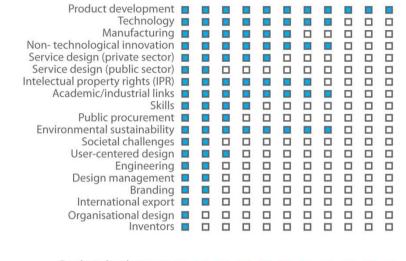
Product development & research Technology Manufacturing Non-technological innovation Service innovation (private sector) Service innovation (public sector) Intellectual property rights (IPR) Academic/industrial links Design 🔲 Skills Public procurement Environmental sustainability Societal challenges Fashion 🗖 🗖 Food 🔲 🔲 Service design 🔳 🔲 🗖 🗖 🗖 🗖 🗖 🗖 🗖 User driven innovation

2009

2011



5 What is the scope of current design programmes and policy?



Product development						
Technology						
Manufacturing						
Non-technological innovation						
Service design (private sector)						
Service design (public sector)						
Intellectual property rights (IPR)						
Academic/industrial links						
Skills						
Public procurement						
Environmental sustainability						
Societal challenges						
User-centered design						
Engineering						
Design management						
Branding						
International export						
Promotion of new design roles						
Universal design						

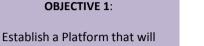
European Design Innovation Initiative

SEE will continue to monitor policies for innovation and design over the next three years to examine new trends at European, national and regional levels.

Design Wales UK **Design Flanders** BE **Regional Development Agency of South Bohemia – RERA** CZ **Danish Design Centre** DK **Estonian Design Centre** FF Aalto University, School of Art & Design / Designium FI Jyväskylä University of Applied Sciences FI **Business and Cultural Development Centre (KEPA)** GR **Border, Midlands and West Assembly** IF **Castle Cieszyn** PL **Design Council** UK



AIM: Build a pan-European platform that engages national, regional and local actors currently active in innovation support and policy to enhance the use of design for user-centred innovation.



become the focal point for disseminating knowledge and championing design as a tool for user-centred innovation in Europe.

OBJECTIVE 2:

Engage partners, policy-makers and innovation networks in codeveloping policy proposals and practical tools to foster greater integration of design into support programmes and policies.

OBJECTIVE 3:

Communicate with regions and actors not yet familiar with design as a tool for user-centred innovation to influence mainstream innovation practices and policies.

OBJECTIVE 4:

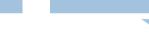
Build a bank of evidence including new research, tools, policy guidelines and publications related to design as a driver of innovation to support policy-makers, innovation programme managers and SMEs in Europe.

ESTABLISHING THE PLATFORM

DEVELOPING THE TOOLS

ENGAGING NEW AUDIENCES

BUILDING A BODY OF EVIDENCE



OUTPUTS:

- SEE Platform website.
- 100 European regions engaging with the platform.
- 6 SEE bulletins containing research, policy updates & resources.
- 6600 stakeholders receiving bulletins.
- 12 Design Policy Map entries .

OUTPUTS:

5 project workshops: Design Policy, Business Support for SMEs, Service Innovation for SMEs, Social Innovation, Academia-Industry Links.
5 toolboxes containing: policy recommendations, practical tools and presentations on the above themes.

OUTPUTS:

- 80 dissemination events
targeting non-design audiences
based on the themed toolboxes.
- 22 presentations at innovation
network meetings to enhance
understanding of design among
innovation audiences.

OUTPUTS:

- 3 Design Policy Monitors examining trends in design innovation policy (annual).
 - 1 Special report about design metrics across industry.
- 44 Case studies on best practice in design policy, programmes and projects.
- 60 Library resources.

RESULTS - By the end of the project lifespan we expect to have:

accelerated the integration of design into innovation policies at the partner regions/countries;
 facilitated the adoption of design as a tool for user-centred innovation across Europe as result of the collaboration with innovation-related networks;

 raised awareness and appreciation to the impact of design on innovation across Europe in particular among policy-makers, innovation managers and SMEs.



SHARING EXPERIENCE EUROPE POLICY INNOVATION DESIGN

www.seeproject.org / info@seeproject.org