**see**

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** | *UK* |
| 2 | **Design Flanders** | *Belgium* |
| 3 | **Danish Design Centre** | *Denmark* |
| 4 | **Estonian Design Centre** | *Estonia* |
| 5 | **Aalto University - School of Art and Design** | *Finland* |
| 6 | **ARDI Rhône-Alpes Centre du Design** | *France* |
| 7 | **Centre for Design Innovation** | *Ireland* |
| 8 | **Consorzio Casa Toscana** | *Italy* |
| 9 | **Cieszyn Castle** | *Poland* |
| 10 | **BIO – Museum of Architecture and Design** | *Slovenia* |
| 11 | **Barcelona Design Centre** | *Spain* |

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# 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.

see

# 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

see

# 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, well-
recognised element of innovation policy
across Europe, at European level, at
national level and at regional level".

**Peter Dröll**

see

Design support &
promotion
organisations
+
National & regional
government
policy-makers

see

# 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

see

## 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%20from%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

see
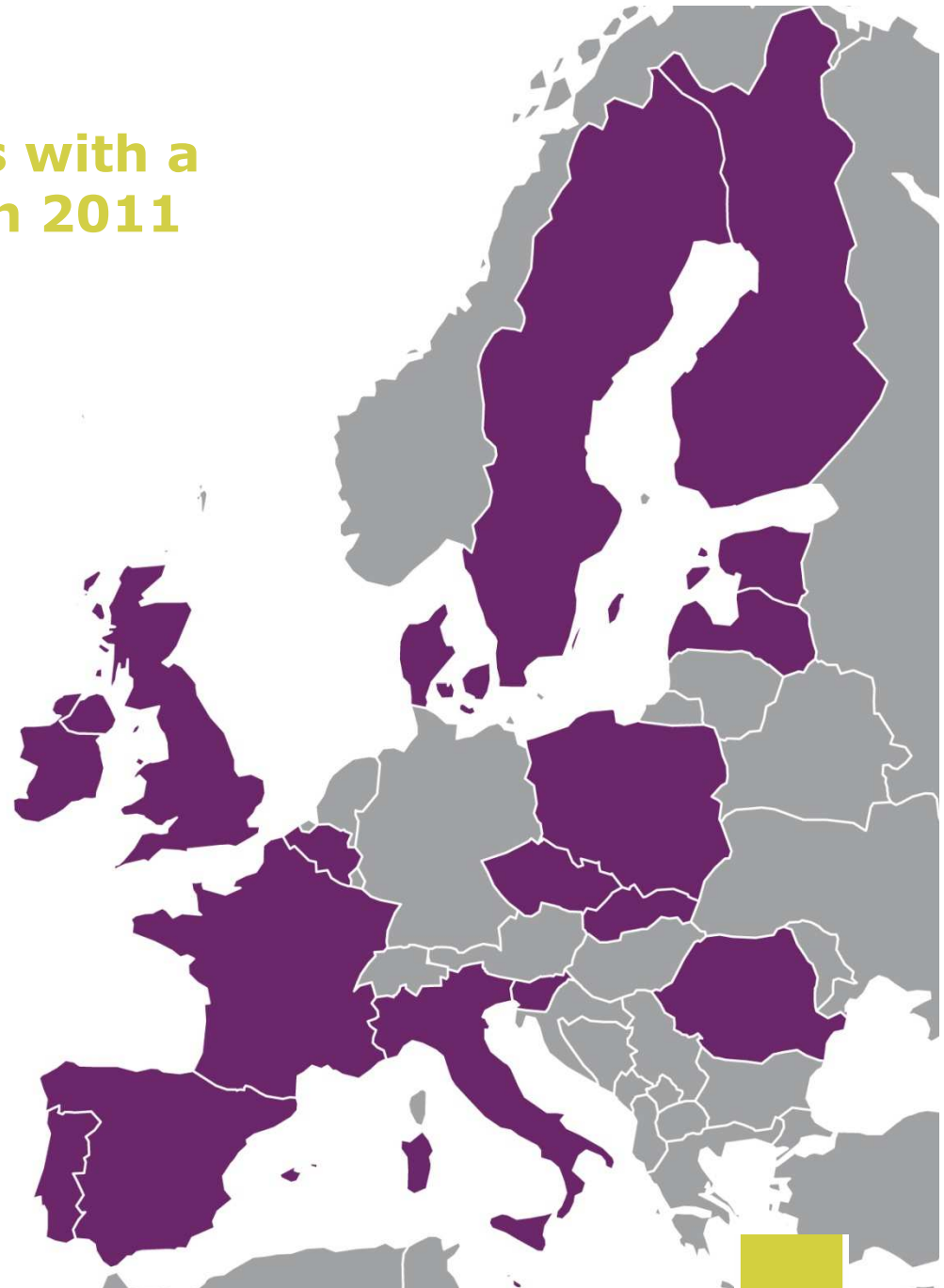
# European Member States' Policy Visions for Design

## 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

see

**3** Timesc... was la... revised...

**4** What i... policy...

**5** What ... relate...

**2** How well is ... country / region: tasks, roles) (in terms of scope, tasks) (in terms of scope, tasks, roles) Scale: 1= NO /10 = YES
1  2  3  4  (5)  6  7  8  9  10

**3** Timescale: The current innovation _____ (year) and will be was launched in _____ (year) revised in _____ (year)

**4** What is the scope of the current innovation policy?
- ☐ Product development & Research (R&D)
- ☐ Technology
- ☐ Manufacturing
- ☒ Non-technological innovation
- ☒ Service Innovation
- ☒ Public Services
- ☐ Intellectual Property Rights (IPR)
- ☐ Academic / Industrial Links
- ☒ Design & Creativity
- ☒ Skills
- ☐ Public Procurement
- ☐ Sustainability
- ☐ Societal Challenges
- Other _____ Fashion
- Other _____ Food

**5** What is the scope of the current design related programmes / policies?
- ☒ Product development & Research (R&D)
- ☒ Technology
- ☒ Manufacturing
- ☒ Non-technological innovation
- ☒ Service Innovation
- ☒ Public Services
- ☒ Intellectual Property Rights (IPR)
- ☒ Academic / Industrial Links
- ☒ Design & Creativity
- ☒ Skills
- ☐ Public Procurement
- ☒ Sustainability
- ☐ Societal Challenges

*Silesian Castle of Enterprise*
*Consorzio Casa Toscana*
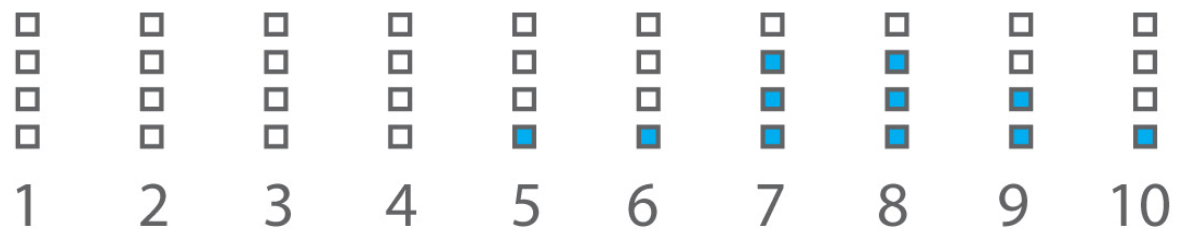*BIO-Architecture Museum of Ljubljana*
*Centre for design Innovation*

# 1 Is innovation policy well defined in your region?

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

2009

1   2   3   4   5   6   7   8   9   10

2011

1   2   3   4   5   6   7   8   9   10

see

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

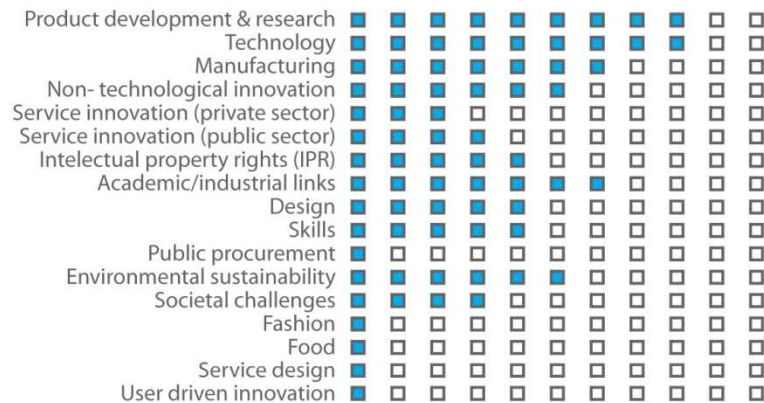(In terms of scope, tasks, stakeholders & roles) *Scale 1 = NO / 10 = YES*

2009

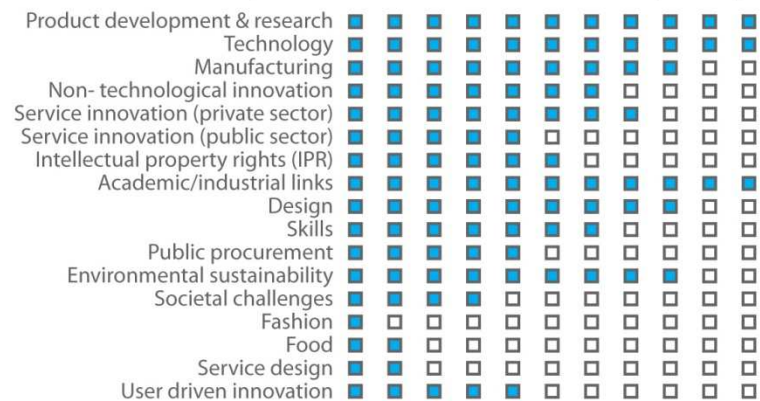1  2  3  4  5  6  7  8  9  10

2011

1  2  3  4  5  6  7  8  9  10

# 4  What is the scope of current innovation policy?

**2009**

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| 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 | ■ | □ | □ | □ | □ | □ | □ | □ | □ | □ |

**2011**

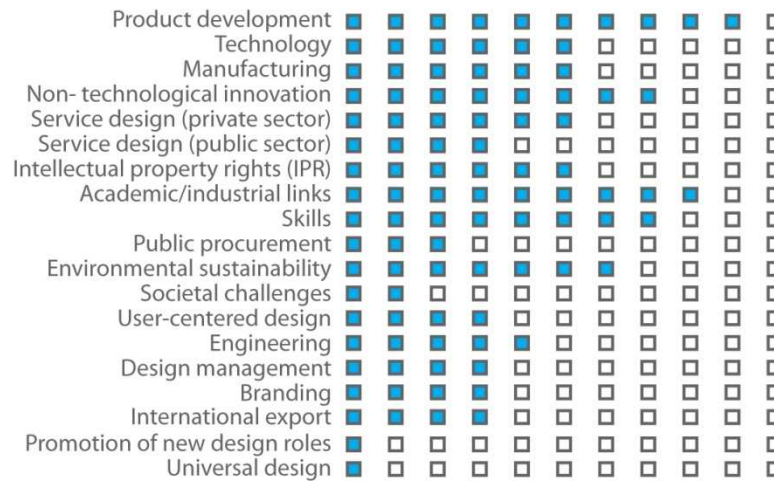| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| Product development & research | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Technology | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | □ | ■ |
| Manufacturing | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | □ | □ |
| Non- technological innovation | ■ | ■ | ■ | ■ | ■ | ■ | □ | □ | □ | □ |
| 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 | ■ | ■ | ■ | ■ | □ | □ | □ | □ | □ | □ |

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



2009

2011

# 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** | **EE** |
| **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** | **IE** |
| **Castle Cieszyn** | **PL** |
| **Design Council** | **UK** |

see

**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.

**OBJECTIVE 1:**

Establish a Platform that will 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 co-developing 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
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www.seeproject.org  /  info@seeproject.org