

Design Policy in Action *Workshop*

The model of the Luxembourg Design Action Group.
21st of March 2016.
MUDAM, Luxembourg.

The present report is the output of the workshop organised on 21st of March 2016 in Luxembourg as part of the project Design for Europe. The workshop has been organised in particular by Politecnico di Milano and Luxinnovation, with the support of Design Council. Other institutions in the project partnership have participated for facilitation: Nesta, Danish Design Center, Birmingham City University.



The workshop has been possible thanks to the precious participation and work provided by the invited DfE ambassadors, and in particular:

Anna Loporcaro, Luxembourg
Audrone Drungilaite, Lithuania
Barbara Predan, Slovenia
Weronika Rochacka Gagliardi, Poland
Jan Glas, Luxembourg
Jonas Jakaitis, Lithuania
Katre Savi, Estonia
Olivier Zephir, Luxembourg
Maxim Dedushkov, Hungary
Nuno Gomes, Portugal
Pille-Liis Milvere, Estonia

The report is an output of the work conducted by the Design Policy Lab at Politecnico di Milano.

For further information, please visit:

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Introduction

Design for Europe has organised a peer-to-peer event held on 21st of March 2016 in Luxembourg, entitled *Design Policy in Action – The model of the Luxembourg Design Action Group*. The event has aimed to strengthen the local impact of the DAG in Luxembourg, and to share this successful example with other selected countries that the DfE consortium is supporting in its third year of activity.

In 2010, Luxinnovation - the National Agency for Innovation and Research – and MUDAM – the Museum of Modern Art, started jointly the Design Action Group (DAG) with the help of several local partners, leading to the development of a Design Action Plan. The plan's goals are to be a forerunner of a national policy for the promotion and growth of innovation by design in Luxembourg. The DAG mission is based on four principles: Educate and inform on design; Encourage the use of design; Develop design skills; Increase the visibility and access to design.

This model has been discussed and presented during the event, whilst also being compared with the other international environments represented that are trying to achieve the same results with a bottom up approach. In particular, the initial part of the day has been dedicated to introducing the DAG story, followed by a presentation of all actions taken to prepare the ground for a design policy. In the following, ambassadors invited have shared the stories of their context.

In the second part, participants have been guided through the identification of strategic tools and steps to define scenarios for the development of a design action plan for their countries.

The event was organised by Design for Europe and the consortium partners Politecnico di Milano, Luxinnovation, with the support of Design Council.

Background

The design policy context of the majority of European countries is fragmented, and even in regions where the value and importance of design is well acknowledged there often is a lack of vision and understanding about how to steer design support to make it as effective as possible. On the one side, regions need to emerge and become more robust on understanding their design innovation context in order to use that knowledge to advocate for design in the best way for themselves rather than through prescribed recipes; on the other side, regions where design is already relevant to innovation need to reflect on the past and current landscape of design innovation in their own context in order to invest effectively and strategically for future growth.

This peer-to-peer event has brought together representatives from different European regions looking for tightening and

strengthening their design innovation ecosystem by developing tailored knowledge and translating this into a strategic action plan for design growth.

Depending on the context, the answer to these issues is often not a very structured top-down approach, but rather a bottom-up group of relevant and interested people that invest time and resources to advocate for design, finding strength in the creation of an informal group rather than a more structured organisation. This is the case of the Luxembourg Design Action Group that will be presented in the session as an example to learn from for other representatives. At the same time, the DAG will benefit from the event by creating and sharing tailored knowledge and steering the development of a strategic action plan for design growth, the first in Luxembourg.

Agenda

Monday 21st March, @ MUDAM
(Luxembourg - Kirchberg)

10.00 Welcome

Speaker: Arnaud Duban
Institutional welcome from Luxinnovation

10.10 Introduction to DfE and the Design Policy Beacon

Speaker: Marzia Mortati, Politecnico di Milano
Ice-breaking exercise: what are your expectations of today session?
Brief presentation of DfE, DPBeacon, and programme of the day

10.30 Design Policy in Luxembourg – Introduction to the Design Action Group

Speaker: Anna Loporcara

10.50 Invited ambassadors to present their context

Lithuania, Estonia, Slovenia, Poland, Hungary

12.00 Lunch

13.00 *Workshop session* | Introduction to programme and objectives

Speaker: Beatrice Villari, Marzia Mortati, Politecnico di Milano

13.15 Activity 1 | **Mapping design policy contexts**

The Design Policy categorisation tool developed as part of the Design Policy Beacon will be used to engage a group activity. All participants will be invited to position the design policy/initiatives mapped in their context (previously sent to the organisers through the format provided) in the dedicated tool. This will help create a common map and tool for comparing design policy contexts, and understanding what each country is doing, how it is investing, and which objectives it is considering to pursue.

FORMAT

Participants will work all together. First, each one will be asked to choose one colour of post-it representing their country and to write each policy example in one note. Notes will then be positioned on the common map through explaining to the bigger group the reasons for the choice. Countries profiles will emerge and be discussed.

14.00 Activity 2 | **Defining a Design Policy Action Plan**

The second activity will organise participants in small geographical clusters to work on the insights emerged in the previous activity. The activity will use the tool 'Design Policy in Action' created by Polimi, aiming at creating a Design Action Plan.

FORMAT

Participants will work in small groups to imagine which elements could be tackled to develop a Design Action Plan in their context. Participants will share their thoughts in the assigned clusters, each working with an assigned facilitator. The third step will help participants share their action plan with the other clusters, in order to get feedback from everyone.

15.00 Closing remarks

Group question: how to agree on a common point to start the action plan?

Ice-breaking exercise: have your expectations been met? If so, remove post-it.

16.00 *End of the event*

List of participants

DfE Team

Politecnico di Milano (Marzia Mortati, Beatrice Villari)

Luxinnovation (Fabiola Bardelli, Arnaud Duban)

DDC (Iben Hojen Hansen)

Nesta (Sonja Dahl)

Birmingham City University (Alexa Torlo)

Design Council (Jorge Pinto – via skype, morning session)

Invitees - Ambassadors

Anna Loporcaro, Luxembourg

Audrone Drungilaite, Lithuania

Barbara Predan, Slovenia

Jan Glas, Luxembourg

Jonas Jakaitis, Lithuania

Katre Savi, Estonia

Maxim Dedushkov, Hungary

Nuno Gomes, Portugal (via skype, morning session)

Olivier Zephir, Luxembourg

Pille-Liis Milvere, Estonia

Weronika Rochacka Gagliardi, Poland

Design Policy Beacon

As part of Design for Europe, Polimi have launched an initiative called **Design Policy Beacon**. This will become an evidence-based online resource that raises awareness on design policy across the EU through data visualisation. The aim is to support the growing community of policymakers who are working to make design a key part of national and regional policies for innovation and growth. Our first step will be to visualise the network of initiatives and organisations in this field and document the most pressing issues for design and policy. We'll be publishing this on the Design for Europe site through 2016, and release the first version in April.

At its simplest we want to help policymakers share stories and connect – sharing insights and building an international network of colleagues working to address similar challenges.

What do we want to find out?

Through surveys and interviews we're bringing together the perspectives of a wide range of design policy experts. The key areas we're focussing on are:

- What are the needs of policymakers who want to create policy to support design?
- How can design help in the policymaking process?
- What are the barriers to including design in innovation and growth policy?

What will the Design Policy Beacon offer when finished?

Our aim is that we'll have a resource that provides an up-to-date map of design policies across Europe – alongside first-hand stories of their development and impact.

By visualising these stories we hope to help uncover trends at a European level, as well as providing practical insights about initiatives that have responded to specific regional challenges.

Who is the Design Policy Beacon for?

We want to make the resource as accessible as possible, but our key target audiences are:

- Policymakers and policy implementers
- Governmental institutions
- Design policy beneficiaries
- Designers
- Academics

As part of the Beacon, ambassadors' efforts to prepare for the workshop have contributed to a double benefit:

- **helping develop a tailored understanding of the national design policy system** that will develop reputation as it is disseminated through DfE and the Design Policy Beacon (www.designpolicy.eu);
- **supporting DfE and Polimi to create a wider European picture** to ultimately provide everyone in Europe with the tools to advocate for design in their system.

The workshop

During the event, the morning session has been dedicated to sharing the different national/regional ecosystems of the countries represented. In the afternoon, two sessions have been held dedicated to work collaboratively on

understanding the design policy ecosystems in the different countries involved and to create a draft action plan useful to understand how to move forward for implementing a new design policy.

Morning

Description of design policy contexts

Ambassadors used the format provided by Polimi to share their design policy context and ecosystem. The format has asked to report on the national/regional situation bearing in mind few crucial concepts:

- **Looking for more than official/national programmes.** We know that usually design policies are *hidden* in wider innovation programmes, or depend on smaller/local initiatives. We are interested in all the projects that support design in your system, whether it is the demand or the supply side (design professional sector or private/public organisations demanding design services), whether it is larger well recognized programmes or smaller less visible initiatives. These might include: design competitions, awards, voucher schemes, norm regulations, prototype development, services acquisition, and so on. Moreover, they might include an explicit reference to design or a wider focus on the creative sector.
- **Describing policy actions first and subjects afterwards.** We have noticed that usually assumptions tend to be made regarding who is part of the design policy ecosystem. Often, the subjects included in this representation are mainly the political influencers or advocates for design. These are important to describe the design policy context in a country, but are not sufficient to describe the full picture. Moreover, smaller intermediary organisations are often forgotten, because of a presumed lower importance, therefore creating a bias in the description of a design policy context. We are interested to map the organisations and institutions that are actively involved in delivering, implementing, setting, creating design policy actions, in order to create a comprehensive understanding as true to reality as possible.



Afternoon

ACTIVITY 1 | Mapping design policy contexts

The first activity has been focused on mapping the design policies suggested by the ambassadors directly using a specific tool aimed at visualizing the main aims and topics covered by the examples shared divided by country.



Design Policy Categorisation Framework

This is based on the design policy categorisation defined by Polimi to guide the recognition of the presence/absence of design support programmes. Three main categories are part of the system, which are then subdivided in more focused subcategories.

1st category – *Human development*

Policies that build design capabilities – aimed directly at the development of organizational or individual design capabilities, that support research –directed at improving the quality and applicability of design research, for services supply – measures that enhance the demand of design-related services.

Subcategories

- **Capability Building** – Measures aimed directly at the development of organisational design capabilities.
- **Support for research** – Measures directed at improving the quality and applicability of research and design.
- **Services supply** – Measures that enhance the demand of design-related services.

2nd category - *Asset development*

Policies that support technical development - directly addressing technological and technical issues facing organizations, and networking and collaboration – measures to improve connectivity and collaboration.

Subcategories

- **Technical support** – Empowerment of pre-existing technological assets (hardware), acquisition of new technological assets, and facilitation to acquisition of prototyping services and facilities.
- **Networking and collaboration** – Measures to improve connectivity and collaboration.

3rd category - *Framework development*

Policies that provide direct financial interventions and measures for promotion & advocacy – aimed at creating awareness of design and the value of design.

Subcategories

- **Promotion and advocacy** – Measures aimed at creating awareness of design and the value of design.
- **Financial support** – The policy or initiative provides direct financial support for design (organisations or individuals).

ACTIVITY 2 | Mapping design policy contexts

The second session is focused on working in small groups to define an action plan for a future design policy.

DESIGN POLICY IN ACTION Your name

FUNDER
Who are the possible funders your future DP?
Please, list institutions/organizations.

EVALUATOR
Who will evaluate your future DP?
Please, list institutions/organizations.

POLICY MAKER
Who will design design your future DP?
Please, list institutions/organizations.

INTERMEDIARY
Who will implement your future DP?
Please, list institutions/organizations.

Design Policy in Action - The model of the Luxembourg Design Action Group
 Monday 21st March, MUDAM (Luxembourg - Kirchberg)

Design Policy in Action

Begin by thinking about beneficiaries.

Kick-off questions could be: what are the reasons for wishing to implement a design policy in your context? What are the objectives and the possible beneficiaries?

After beneficiaries, please move on to reflect on the second circle, and think about:

- what are the objectives that you would like to achieve by supporting this category of beneficiaries?
- What could be the results?
- How could you evaluate results?
- How can you define and obtain the budget you would need?

Please, consider that policies can be started top-down – i.e. a budget is allocated and you need to understand what can be done; or bottom-up – i.e. you have identified a problem and can build the budget accordingly.

Finally, please fill in the outer circle by identifying names of possible organisations to be involved in the different roles.

Insights emerged

From the discussions held during the day general considerations have emerged, as well as more specific insights relevant for each single country. This report

captures the general considerations and shows a first attempt at drawing specific considerations on the contexts presented.

General considerations

It appears that the most important question for participants to the session currently is: “*how to make it happen*”? When it comes to design policy actions, whether in more or less advanced contexts, the main concern is how to move fast forward to starting real actions for real change. This is not always the right way to start, as sometimes more preparation is necessary for a context to be ready and aware of its strengths and weaknesses, and this is why exercises for knowledge mapping and sharing like the one proposed by the first activity of the afternoon seem very relevant.

More in details, three main areas of consideration can be underlined:

- **Right people** – how to find and involve the right people for the local situation that have the knowledge, expertise, and influence to support design?
- **Right resources** – how to find the right resources in times of scares public budgets and how to evaluate the risk of an investment in design?
- **Right evidences** – how to measure the results and the efficacy of actions? what/how/when design policy actions can be measured for upscaling?

For each of these areas, few main points have been shared and discussed, that are useful for reflection on a general level and for other countries when looking to understand how design can be supported.

Right people

- *Design embedded in ...*
Each context has shown a different way to embed design support in government. Different ministries are called in for participation, from the ministries of economy and culture, to R&D and innovation, and even the ministry of Justice. This shows a quite fragmented picture concerning the understanding of design more in general.
- *Creating critical mass*
As the understanding of design is still so fragmented and its benefits are still unclear to the wider audience and to policy makers, it is important to find the best area of investment for its inclusion. This can be an area of interest for the government, for example the cultural and creative industries. This can help advocate for design support, and define what benefit it can bring to the wider economical growth of the nation.
- *Understanding the real national/regional design ecosystem*
A further crucial effort has to be dedicated to building and feeding the national/local design policy ecosystem. This needs to be strong politically, and multi-disciplinary, in order to train the right people in the government. Moreover, it is important to create points of reference to connect and activate all the stakeholders who would like to do something but – by themselves – are not strong enough to take initiative.

Right resources

- *Which action for which objective?*
Most often design policy actions tend to be built by imitation – beginning contexts look at successful actions carried out in other contexts, to replicate them. However, this is not always a good option: each country is different and needs a different tailored development, because of culture, tradition, resources available, history. Prototyping and piloting different types of actions is a good way to make a small initial investment and proceed from results, however decisions on actions should be made depending on the objectives for growth the government wants to pursue.
- *Supporting both demand and supply*
In the search for evidences of ROI, often governments tend to promote design support actions in terms of help to business growth. This is crucial in a economical system, and allows a relatively fast collection of numbers and case studies. However, a system is not fully developed if the side of design supply is not supported and developed correctly. Investments and partnerships should be balanced between supporting companies to understand the benefits of design, and the design sector itself to grow and thrive.

Right evidences

- *How to measure results?*
Investments in design are more difficult to be proven efficient and worthy. This is both because of a more uncertain understanding from government on what role design should/could play in terms of socio-economical improvements, and also because there is no official and shared method and system of metrics to measure the value of design. Measuring short and long term results of design support actions should be foreseen in the policy cycle since agenda setting, and accompany the development of actions from conception until the definition of the new actions.
- *First and second generation design policy actions*
Different environments and contexts need to consider different types of objectives. In the design policy categorisation tool, some of the areas can be considered basic areas of investment. If these are missing, possibilities to progress are far more difficult. For example, all actions falling in the area of framework development need to be in place and have obtained clear effects before starting with more complex initiatives. However, once advocacy and financial incentives are in place to guarantee the basic support for design, human development is crucial to develop the system and the underlying capabilities. If a system continues to promote design only in terms of framework, there is no real evolution in the long run.

Country specifics

The information about the different countries involved in the workshop derives from the data shared by participants before and during the event. Data provided have different levels of in-depth analysis and are dependent on the different contexts analysed. Consequently, results are not homogeneous for all the

countries represented. In the following sections, a brief overview of the national profiles - related to design policy - is described for each country mapped out during the workshop. The profiles of the countries for which data are not available are not included in the report.

LUXEMBOURG

Starting with a critical mass: creativity is more understood than design.

What is the current situation about design policy and design innovation in Luxembourg?

Lessons learnt.

The national design ecosystem in Luxembourg appears heterogeneous. There are different activities concerning design and design promotion, but these do not appear connected to each other. No current or past design policy has emerged from the analysis, although some initiatives for design support have been run.

One of the most important initiatives in this area is the Luxembourg Design Action Group, started in 2010 as a voluntary activity driven by design experts from national organizations and institutions. The Design Action Group has worked on creating a network of actors to support design innovation with different roles. In particular, some priorities have been identified to integrate design in the business sector, to support the growth of the design sector, to promote and raise awareness of design culture nationally, to integrate design in the education system, and to support design research.

The Design Policy Categorisation map shows a presence of activities mainly in the area of Framework Development both for Financial Support and Promotion & Advocacy. This shows that the context is only beginning to explore and discuss about design, and much more activities for awareness raising are needed. Other activities are related to Asset Development, while a lack of structured initiatives emerge in the Human Development area. Examples are the Creative Business Cup, the Design City Luxembourg Biennale and the - Luxembourg Design Award.

How to plan future design policies in Luxembourg?

During the workshop, participants have underlined the necessity to build a critical mass of knowledge and evidence about design in Luxembourg. This is necessary to convince the wider public of decision makers, as shown by the closer concentration of actions in the development of the framework conditions. In this context, the creative industry sector is more understood by policy makers and more funding is dedicated to this. Therefore, a possible way forward consists in strengthening design awareness by creating a stronger link between the two sectors, embedding design in the initiatives for the creative industry.

From the Design Policy in Action workshop an existing network of actors able to support future design actions has emerged, including the Ministry of Economy and the Ministry of Education as funders and policy makers. These institutions can be supported by different intermediaries that are already involved in promoting design initiatives (i.e. Technoport, Luxinnovation, 1535°C, and Mudam). SMEs and designers were proposed as the main beneficiaries to reinforce the link between design innovation and businesses.



Exercise: Mapping Design Policy

ESTONIA

Consolidating and evolving the ecosystem: second generation design policy.

What is the current situation about design policy and design innovation in Estonia? Lessons learnt.

The Estonian context is characterized by a well-structured support for design at national level, and has remarkably developed over the last few years.

Within the Estonian Research and Development and Innovation Strategy 2007-2013 an Estonian Design Action Plan has been developed for the period 2012-2013. The aims of the strategy were very clear and focused on supporting Estonian companies to include design in their innovation process, to reinforce their export capacity and to strengthen the design value in other national economic sectors. This Action Plan has been the first of its kind in Estonia, and has involved - from the policy side - the Ministry of Culture, Enterprise Estonia, and the Ministry of Economic Affairs and Communication. Intermediaries have been the Estonian Design Centre, the Estonian Association of Designers, and the Creative Incubators. This design policy has also considered a final evaluation phase in which the Ministry of Economic Affairs and Communications have been involved.

Starting from 2014, design is administered by the Ministry of Culture rather than the Ministry of Economic Affairs and Communications like it had been before. This changes the point of view for future design policy, the beneficiaries and results sought for.

The Estonian Design Centre has a crucial role in advocating for design at national and international level. In 2016, it started working together with the Ministry of Culture to initiate a development strategy for the Estonian design sector, which should enter into force in the period 2017-2022. This decision comes directly from the results of the previous action, which – targeting business – has temporarily left aside the development of the design sector to serve business. Design demand and supply have therefore not developed in parallel.

In the design policy categorisation map Asset Development, Human Development and Framework Development are quite balanced, although the majority of actions are aimed at enterprises and don't support as much the development of the design sector and education.

How to plan future design policies in Estonia?

Estonia has already developed a design policy at national level that has reinforced the design demand and awareness in the country, and has brought companies closer to understanding the value of design for their products and processes.

After this experience the Estonian context needs to balance the picture and support a greater development of the design supply side, by introducing new ways to expand on the human development side.

Further, design actions in Estonia could be a good example to understand a process for beginning the investment and inclusion of design in the national strategies for innovation, while showing its value through beginning with the most immediate beneficiaries for showing economical growth.

LITHUANIA

Collecting initial evidence: actions for designers and business

What is the current situation about design policy and design innovation in Lithuania? Lessons learnt.

The Design Ecosystem in Lithuania seems to be fragmented: there are different actors working in the area of design, but there is a lack of synergic and systemic activities at regional and national levels that are explicitly focused on design-driven innovation.

An important step forward has been done thanks to the strategic document 'Lithuania 2030' provided by the State Progress Council: this envisions Lithuania as one of the most advanced European Union Member States. Although the main issues of the strategy are related to innovation and growth, design is not explicitly included as a strategic asset, but it is embedded in the creative field. Another interesting initiative is the law under development that will establish the procedure for legal protection, registration and use of an industrial design in the Republic of Lithuania, as well as the administration of the Design Register of the country.

Design innovation initiatives are mainly promoted by the Ministry of Economy and the Ministry of Culture and they are supported by a network of intermediaries linked to the design sector such as non-governmental design organisations and universities.

From the Design Policy Categorisation map the main area where initiatives are placed is Framework Development, and in particular the category of Financial Support. In addition, participants have remarked that funding for design – especially for SMEs – are not structured and visible at national level. In the same category, other initiatives are related to Promotion & Advocacy including a design award and the design week. Finally, few initiatives are related to Human Development and Asset Development such as IP registrations.

How to plan future design policies in Lithuania?

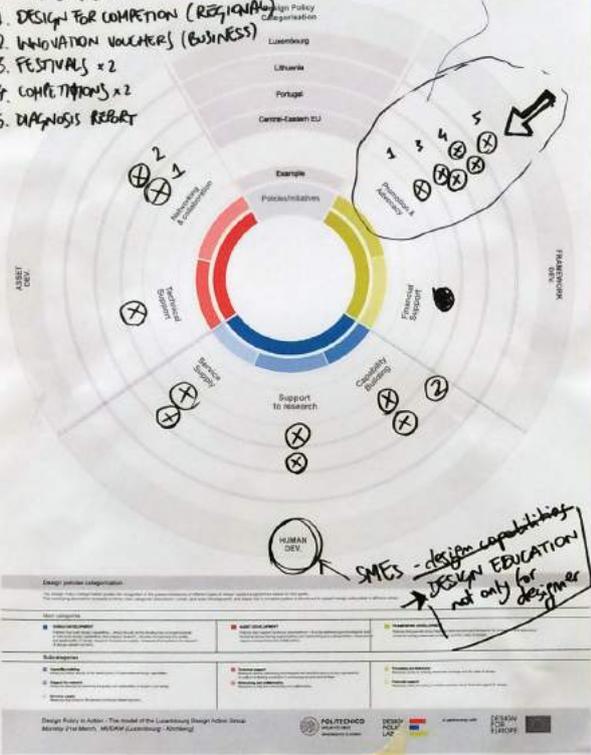
The picture emerged from the Design Policy Categorisation map and from the Design Policy in Action workshop shows the importance of beginning by recognising the strong elements of design in and for Lithuania that can be promoted and communicated at national and international level. This is also connected to the lack of data currently available about the design value for business and public sector in the country, which could help justify investments and future plans for specific types of beneficiaries or sectors.

A structured analysis of the current situation on how design can be used to promote innovation could support the future decisions about the right beneficiaries, the right resources to be allocated, and the possible funders and policy makers to be involved in the design policy cycle

Design Policy in Action - The model of the Luxembourg Design Action Group
Design Policy Categorisation

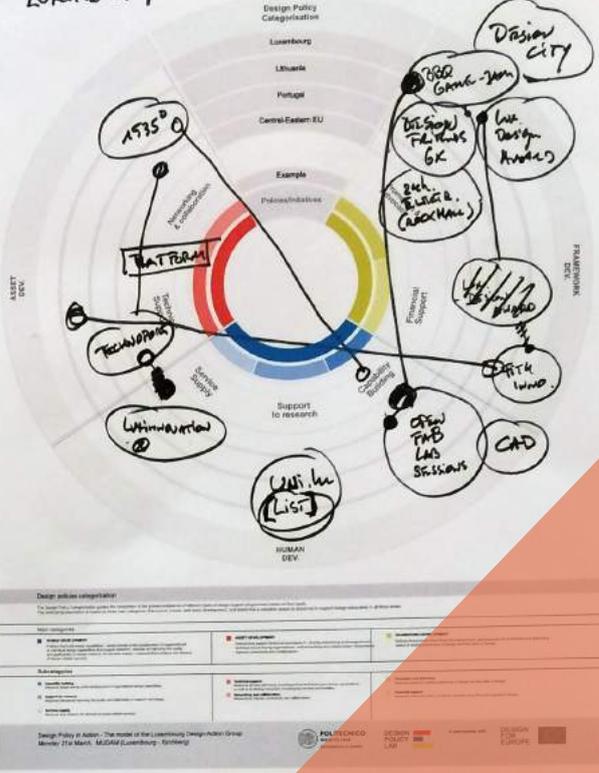
POLAND

1. DESIGN FOR COMPETITION (REGIONAL)
2. INNOVATION VOUCHERS (BUSINESS)
3. FESTIVALS x 2
4. COMPETITIONS x 2
5. DIAGNOSIS REPORT



Design Policy in Action - The model of the Luxembourg Design Action Group
Design Policy Categorisation

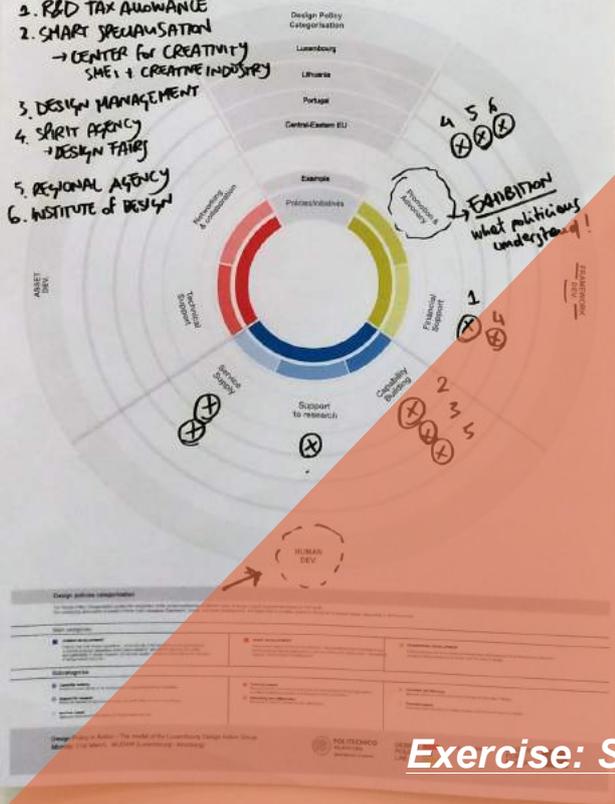
LUXEMBOURG



Design Policy in Action - The model of the Luxembourg Design Action Group
Design Policy Categorisation

SLOVENIA

1. R&D TAX ALLOWANCE
2. SMART SPECIALISATION
 → CENTER for CREATIVITY
 SMEs + CREATIVE INDUSTRY
3. DESIGN MANAGEMENT
4. START AGENCY
 → DESIGN FAIRS
5. REGIONAL AGENCY
6. INSTITUTE of DESIGN



Exercise: Sharing Design Policy Categorisations

SLOVENIA

Finding the right references: if Europe says ...

The national design ecosystem of Slovenia is quite rich: many actors with different roles are involved in activities and initiatives aimed at supporting design innovation. Despite this wide pool of institutions, design is still not included in innovation processes and its role is still not clear for business, public sector and policy makers.

However, few initiatives have been promoted in the past that can be implicitly linked to design, for examples the tax reduction for Research&Development.

An interesting explicit initiative is the “Report on Design” focused on design and creative industries, and developed to foster the design sector in Slovenia. In 2012, as a part of a design policy, an Action Plan for Implementing Industrial Design as Part of Slovenian Economy was created.

Currently, design is linked to a wide system of actors from different policy areas such as cohesion, development and technology, culture, and entrepreneurship.

From the workshop, the strong dependence on and the variations of different governmental mandates – joined with the difficulties to recognize and understand the role of design in the innovation process – have emerged as the main challenges. Policy makers mainly follow the guidance and the topic proposed by the European Commission rather than adapting a clear strategy to the regional/national situation. Therefore, more national/regional awareness about Slovenian design and the design policy ecosystem would greatly help to promote design in a more strategic perspective, without following only external inputs such as the European ones. This is clear also in the Policy Categorisation Map, where the majority of actions is concentrated in the Framework Development, while Asset Development and partly Human Development are left behind for when the real input of design to the national growth can be understood.

How to plan future design policies in Slovenia?

From the Design Policy in Action workshop, reflections have emerged on how to create a stronger knowledge base about design in Slovenia. There is a need to understand the role of design at national level and to raise awareness about its possible roles and tools. Policy makers need to be aware of the importance of using design as a lever for growth, therefore future activities and policy could be strategically focused on building evidence for decision makers, incrementally building on the strengths of Slovenian design. This could help create a common vision and strategy to support design innovation.



Exercise: Mapping Design Policy

POLAND

Building a structured and networked system: the power of local.

“The national design ecosystem of Poland is dispersed”. This sentence summarizes the overall picture of design policy in Poland. Design is considered an important lever for innovation and it is supported through many initiatives and by many actors, mainly at regional level. The picture emerged is characterized by diverse regional initiatives aimed at supporting design for business and society. It needs to be stressed, however, that the awareness level of the value of design for business and public sector is still relatively low.

Poland is a context where design initiatives also take place at national level. A national Polish design manifesto (co-developed by many actors and coordinated by Castle Cieszyn) exists as part of the regional development strategy in the Silesian area, and a design support programme for enterprises has been run in the period 2014-2015 by the Institute of Industrial Design in Warsaw (the Polish equivalent of the Design Council). This last has followed an interesting process of peer-learning: it was structured on the basis of the UK initiative *Designing Demand* and was adapted to the local needs and context, consisting mostly of workshops for business people and designers, as well as an online knowledge base.

From the Design Policy Categorisation exercise, Framework and Asset Development result the most active areas. The activities here also overlap with Human Development, and include design competitions, a research initiative from the Polish Agency of Enterprise Development (PARP) and “Diagnosis of the state of design in Poland 2015” report, as well as various design festivals. Other cross-category activities are related to financial support actions targeted to designers to support them in participating to national and international exhibitions, and to innovation vouchers.

Interestingly, within the current EU funding programmes overseen by PARP, there is a programme focused on promoting innovation in Eastern Poland – “1.4 Design for Competition”. In this programme, one of the conditions for enterprises to receive funding for developing new products and services, is conducting a professional design audit. It’s very early to evaluate the impact of this but it is a result of a few years lobbying by the design and design management community in Poland to recognise the strategic value of design in business, also at the government level.

How to plan future design policies in Poland?

From the Design Policy in Action workshop some priorities have been recognized. First of all, the importance to invest in capability building, in networking and collaboration, and in the promotion and advocacy areas. The main aims discussed are about training civil servants, building and collecting experiences on how to support design in different contexts, creating a common language between civil servants and design practitioners, and creating a common understanding about the value of design. It’s clear how – also in a more structured context like Poland – the majority of actions still refer to awareness raising, and need to create much more impact and robust evidence.



Exercise: Sharing Design Policy characteristics

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www.designpolicy.eu

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