DESIGN AND POLICY MAKING
Design Policy Beacon
A tool for analysis

Program
8th June, 2016
Palazzo Regione Lombardia
Piazza Città di Lombardia, 1
Sala Solesin, 1° floor N4
Milano

Introduction

Nowadays issues related to distribution, focus and allocation of resources recur daily when it comes to public expenditure.
For contemporary institutions, it's important to plan and monitor their actions and investments based on logics that should learn by previous experiences and the analysis of the results obtained. The Design Policy Beacon represents an answer to these challenges, offering a tool for systemic orientation in support of those who design and implement policies.

The Design Policy Beacon provides an interpretation of the value of design in your region, in order to compare it with other European contexts through 7 categories of investment. A growing debate exists about the importance of design as lever of innovation and development, for enterprises and the public sector. Nevertheless it is often hard to translate this idea through evidences capable of providing measures and support to policy makers and civil servants, helping them to support design and exploit it according to peculiarities of their own context. Even in those regions where the value and importance of design as lever of innovation are widely recognized, a strategic plan for its development is often missing.

Comparable measures and profiles of the value of design in a context can provide a way to assess the efficacy of policies, as well as serving as guideline to indicate which objectives have to be pursued for future development.

After analysing the European situation, it is possible to identify regions that need to focus better on how design can be a lever for growth to address their specific strengths and weaknesses, without following any pre-established recipes; on the other, the situation of the regions in which design is already a strategic asset is currently looking for critical reflection on how to develop a second generation of support programmes.

The Design Policy Beacon aims to map and understand these contexts by describing and categorizing the initiatives run in support of design, the connected ecosystem of subjects, and the relevant national profiles.

In Italy…

Italian policies for design suffer from the same limitations that distinguish all national innovation policies. Lights and shadows of a system characterized by: small and medium enterprises, a strong tradition of culture and creativity, an approach towards innovation strongly characterized by technology and incremental innovation.
One of the most relevant characteristics of the Italian system is the co-existence of national and regional investments. The firsts are not connected to design explicitly, while the latters - even when directly addressing it - hardly have a wider impact on the system.

The Design Policy Beacon allows exploring these information and comparing them with similar regions in order to understand how to improve the impact in this area.

Program

———

9.30   **Welcome coffee and registration**

10.00   **Opening**

Mauro Parolini
Councillor for Economic Development
Regione Lombardia

Silvia Piardi
Head of the Department of Design
Politecnico di Milano

10:20   **Focus**

Regione Lombardia and Design Policies:
Recent experiences
Pietro Lenna – Regione Lombardia

Design for Europe
and the Design Policy Beacon
Stefano Maffei – Politecnico di Milano

11:00   **Panel**

Experts from Regione Lombardia, Politecnico and other
institutions discuss about the potential development of
design policies in Italy and Lombardia.

Moderator: **Matteo Brambilla** – Rena Milano
Paola Negroni – Regione Lombardia
Sergio Valentini – Unioncamere Lombardia
Francesco Samorè – Bassetti Foundation
Annibale D'Elia – Association "Innovare per Includere"

12:00   **Closure**

The Design Policy Beacon is a project developed by the **Design Policy Lab** (*www.designpolicy.eu*), a research lab at the Design Department of Politecnico di Milano.
It works on design + policy focusing on researching, implementing, and evaluating policy through design and design through policy.

The lab is an initiative connected with the project **Design For Europe** (*www.designforeurope.eu)*.

You're invited to visit the Design Policy Beacon on the Lab official website:
www.designpolicy.eu/design-policy-beacon/