

« Design in the EU policy context »

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European Commission
Enterprise and Industry



Creativity
and Innovation
European Year 2009

European context

- Crisis
- European Year of Creativity and Innovation 2009
- New Strategy for Growth and Jobs beyond 2010
- New European Innovation Plan 2010

A New European Innovation Plan in a changing world...

- Possible *new* long term orientations
 - Innovation driven by societal challenges
 - Inclusive innovation policy including non-technological innovation, service innovation (public services), etc.
- Design as a tool and enabler of sustainable and human-centred innovation

The European Commission published a document on design in April 2009

Commission Staff Working Document of 7 April 2009

« Design as a driver of user-centred innovation »

- In short, the document..
 - ... analyses the contribution of design to innovation;
 - ... broadens the concept of design from a policy perspective;
 - ... concludes that design has untapped potential as driver of competitiveness and innovation as not all companies, sectors and Member States make full use of design;
 - ... suggests that design could be an integral part of European innovation policy.

The Commission also launched a public consultation on design

- Aim of public consultation: to find out if more should be done at EU level to support design and – if so – what
- Consultation closed 26 June 2009
- In total, 535 replies (309 organisations, 226 private persons)
- Strong support for design as an enabler of sustainable and human-centred innovation

Results of the consultation:

309 organisations and 226 private persons
(535 in total) have replied

<u>Country</u>	<u>Total replies</u>
1. Germany	68 (52 org./16 indiv.)
2. Netherlands	62 (35 org./27 indiv.)
3. Spain	52 (28 org./24 indiv.)
4. UK	38 (22 org./16 indiv.)
...	...
Finland	29 (17 org./12 indiv.)

Results of the consultation

What are the most serious barriers to better use of design in Europe, if any? (Multiple answers possible)

1. Lack of awareness and understanding of the potential of design among policy makers
>78 percent of organisations
2. Lack of knowledge and tools to evaluate the rate of return on design investment
>64 percent of organisations
3. Lack of awareness and understanding among potential design customers, i.e. private and public organisations
>63 percent of organisations
...

How does this translate into innovation policy and support?

- Reflections on innovation plan
 - E.g. workshop on innovation labs
- Reflections on specific design actions
- Concrete projects
 - InnoExpo
 - B Creative
- Discussions within the Commission
- Discussions with Member States

For more information on European Innovation policy

[http://ec.europa.eu/enterprise/
policies/innovation/index_en.htm](http://ec.europa.eu/enterprise/policies/innovation/index_en.htm)

Thank you for your attention!

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