



# Design for Innovation – Our journey to impact

Riga, 4<sup>th</sup> June 2019



“**Creativity** is the generation of new ideas.

**Innovation** is the successful exploitation of new ideas.

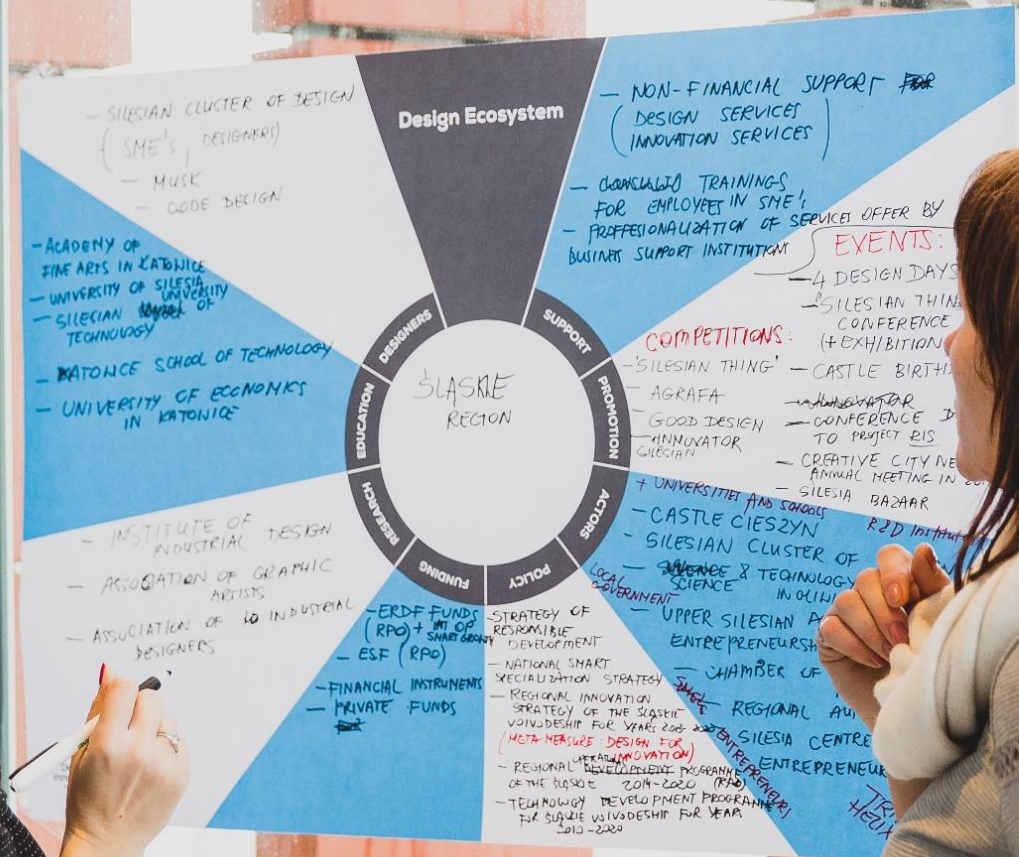
**Design** is what links creativity and innovation. It shapes ideas to become practical and attractive propositions for users or customers.”

Sir George Cox (2005) Cox Review of Creativity in Business

“A more systematic use of design as a tool for user-centred and market-driven innovation in all sectors of the economy, complementary to R&D, would improve European competitiveness.(...)”

Matching actions promoting adoption of design in innovation policy are required at national and regional levels.”

European Commission (2013) Action Plan for Design-driven Innovation



# STRENGTHS AND WEAKNESSES OF YOUR DESIGN ECOSYSTEM



STRENGTHS

OPEN FOR  
INNOVATIVE  
IDEAS AND  
APPROACHS

PROVIDES  
OF BEST PRACTICES  
IN DESIGNLED  
CONTEXTS  
LIVES WITH  
INTERNATIONAL  
INITIATIVES  
AND AGENTS

USERS

SUPPORT

PROMOTION

ACTORS

REGUL

THINGS

MARKET

ACTORS

MARKET



## INTERVENTION RATE

	Industrial research	Experimental development
Small company	80%	80%
Medium company	70%	50%
Big company	60%	40%



  
Design 4  
novation  
Interreg Europe



# Promotion



**SERVICE  
DESIGN  
FOR YOUR  
BUSINESS.**





# Simplifying technology with users

## Design 4 Innovation

Company: Entranet Ltd

Interreg Europe

### What was the challenge?

Entranet is an innovation leader developing speech recognition/voice synthesis consumer applications for the interaction between people and smart devices. Entranet's mission is to create and promote innovative technological solutions that make life simpler and easier for everyone. Entranet launched its proof of concept in 2014 by introducing a world-wide innovation, talk2lift (www.talk2lift.com). talk2lift® is the first and only speech recognition device worldwide designed for an elevator, enabling passengers to voice-control the lift, making the use of a safer for everybody and accessible to more people, especially to those with eyesight or kinetic disabilities. By the end of 2015 Entranet introduced the second version of talk2lift, the talk2lift avatar, talk2lift® avatar, is the first digital receptionist inside an elevator. This digital receptionist can detect the presence of a person and executes the commands that user gives. The next generation of talk2lift® combines the capacity of speech recognition with the futuristic design, introducing a simplified interaction with technology. In the next 6 months, Entranet will launch the "Housemate smart home package". The housemate package is a smart home in a box. It is the easiest smart home system to install, use, expand, configure and update. This is a box of pre-gained devices that provides to users complete control of their system and any information needed through voice commands. This new product, do not address a current problem, rather than it solves a future one, making people's lives better, integrating today their needs of tomorrow.



### How design helped?

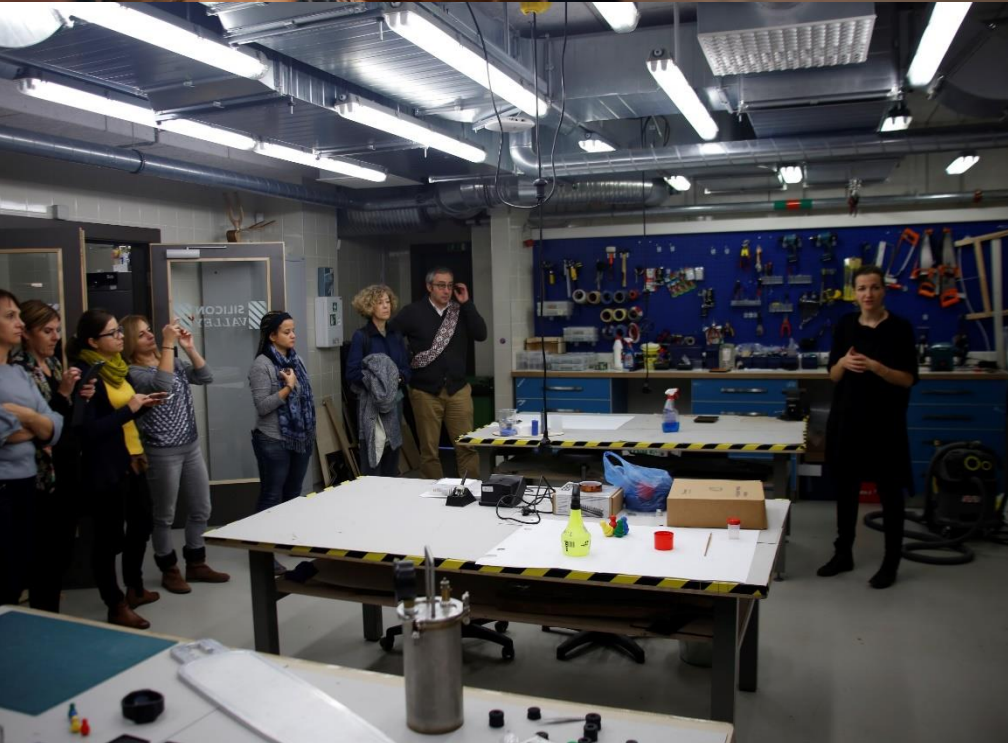
- 1. Entranet developed the easiest smart home system ever based on the principle of good design and interaction simplicity to keep it easy and technology.
- 2. Entranet used the design process, supports and highlights very innovative ideas of the design process. Entranet created an intuitive application experience that does not require any learning.
- 3. The housemate smart home system came from good ideas that were born from thinking in a creative way of solving user problems effectively. During the development, both designers and developers are making strategic decisions about the application, should do from the perspective of the user, that solve or remove user frustration.
- 4. Users are involved in the design and their needs by studying their behaviour and their reactions using prototypes.
- 5. Usability measurement of user behaviour by studying their behaviour and their reactions using prototypes.
- 6. Usability measurement of user behaviour by studying their behaviour and their reactions using prototypes.
- 7. Usability measurement of user behaviour by studying their behaviour and their reactions using prototypes.



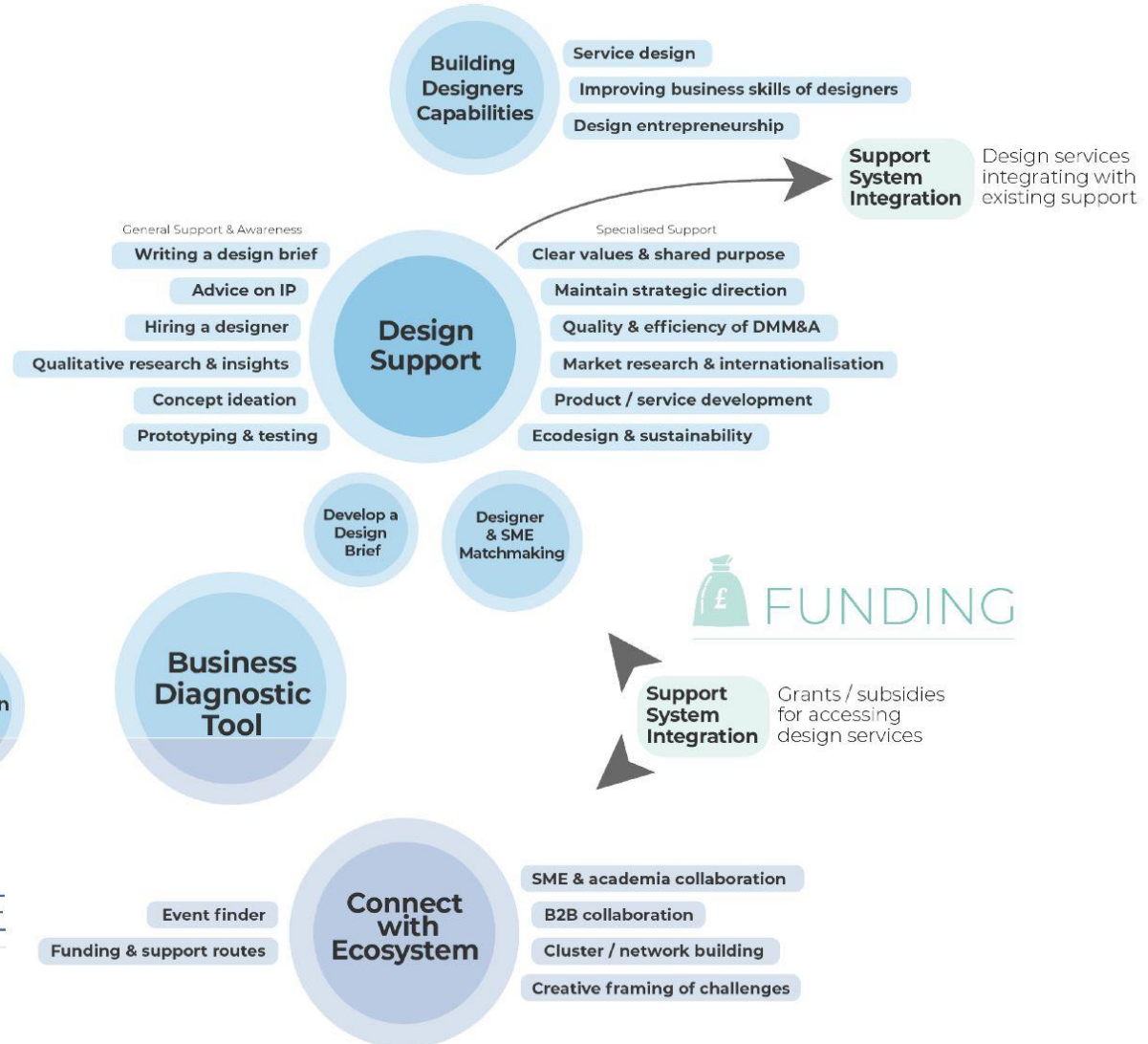


rabble studio manual

- Create a work home
- Build a community
- Facilitate conversation
- Collaborate
- Work collectively
- Ask questions
- Learn and listen
- Have fun
- Make friends
- Do good work
- Be nice to people
- Encourage side projects
- Get stuff done



# SUPPORT LANDSCAPE + DESIGN







LESSONS FROM  
DEVELOPING  
DESIGN POLICIES



**Video:**

**<https://vimeo.com/318974013>**



The whiteboard is organized into a grid with a vertical yellow line and a horizontal yellow line intersecting at the center. The notes are color-coded and contain the following text:

- Top Left:**
  - DESIGN SPECIFIC
  - 5X5 MATCHMAKING DESIGNER & COMPANY
  - By Design Evaluation (Scottish Enterprise/ABC)
- Right Side:**
  - 36. Design Vouchers (FH)
  - 1 Takeoff Seed Fund Award
  - INNOVATION VOUCHERS GRANT 2017
  - CALL FOR CROSSOVER PROGRAMME BETWEEN CREATIVE INDUSTRIES & COMPANIES €
  - Enhancing u... & Small Growth to Drive New in New Markets - Gecco...
- Center:**
  - DESIGN ECOSYSTEMS METHODOLOGY (Lorenz Land)
  - INNOVATION VOUCHERS GRANT 2017
  - DESIGN ECOSYSTEMS METHODOLOGY (Lorenz Land)
- Bottom:**
  - Smart Site
  - INNOVATION VOUCHERS
  - Financial Operational Programme of the Slovak Republic 2014-2020
  - Financial Growth Operational Programme 2014-2020 National level





# Progress in Policy Improvement

## OPTION 1: RE-ACCIONA

### Re-acciona INNOVACIÓN vs SDP of Wales

Service Design Programme for SMEs and designers (Wales)

RE-ACCIONA INNOVACIÓN (IGAPE);



Galicia ERDF 2014-2020

Galicia: ONLY SUPPLY BUT THE METHODOLOGY IS SIMILAR

Programa

Diseño para a Innovación 2020



The programme has 11 strategic actions:

1. Analysis of the design state in Galicia (D4I)
2. Design agents and their networks (ES, UK)
3. Design promotion in companies (D4I)
4. Design training for companies (UK)
5. Mentoring of design in companies (UK)
6. Financial support to design in companies (BE)
7. Design & Entrepreneurship (BE)
8. Fostering design talent and employment (UK)
9. Design in public administrations (LV)
10. Communication events and spaces for design promotion (UK, EL, MT)
11. Galician design awards (LV, PL)

EAT  
THINK  
CREATE

Malta:  
Valletta Design Cluster

# VALLETTA DESIGN CLUSTER

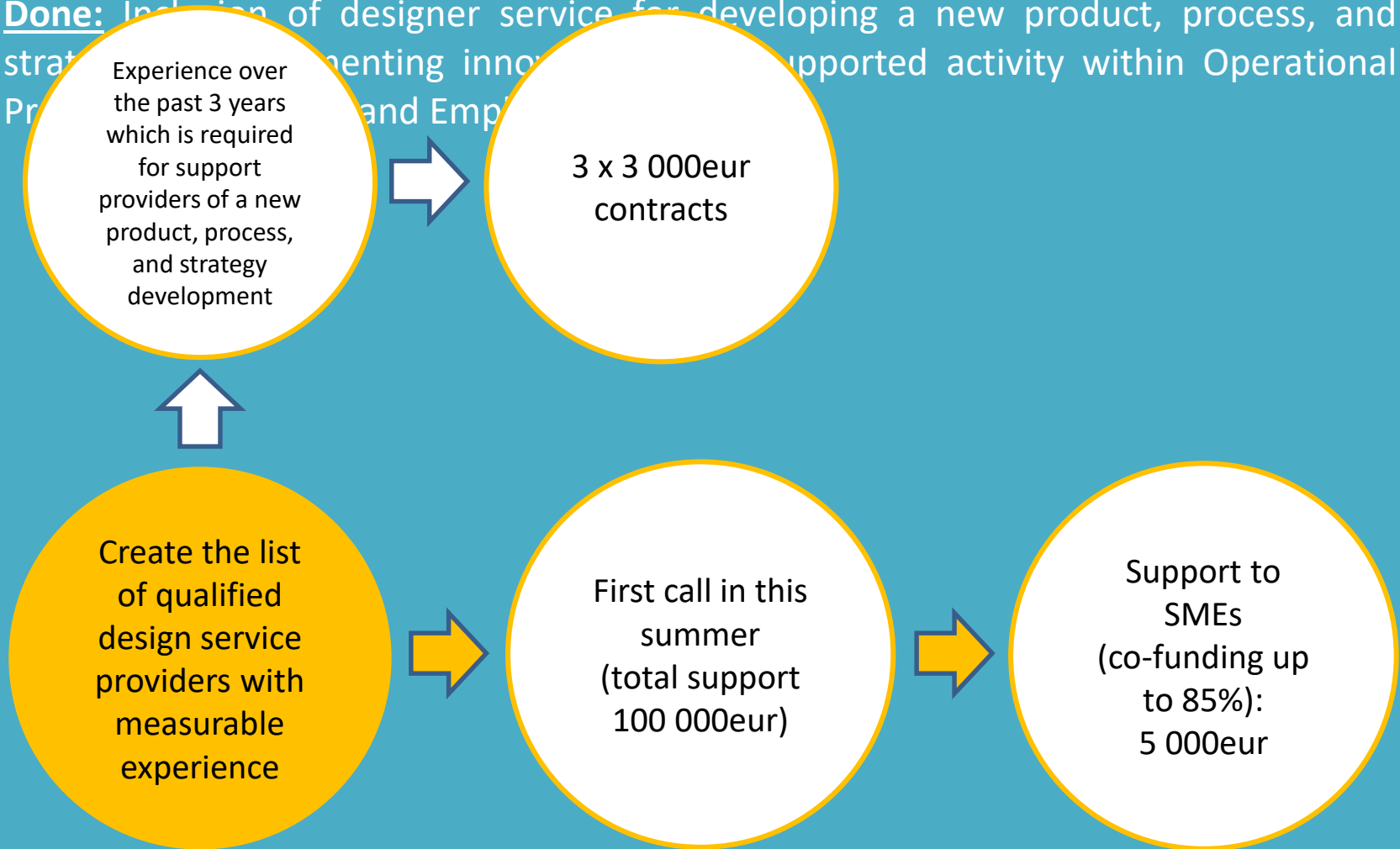


# Latvia: Design Voucher scheme



# Action: Design Voucher

Done: Inclusion of designer service for developing a new product, process, and strategy development within Operational Program for Competing Innovation and Employment supported activity within Operational Program for Competing Innovation and Employment







# Catalonia: National Study of Design Sector



Hellenic Design Centre

Greece:  
Hellenic Design Centre &  
Design in Innovation support scheme



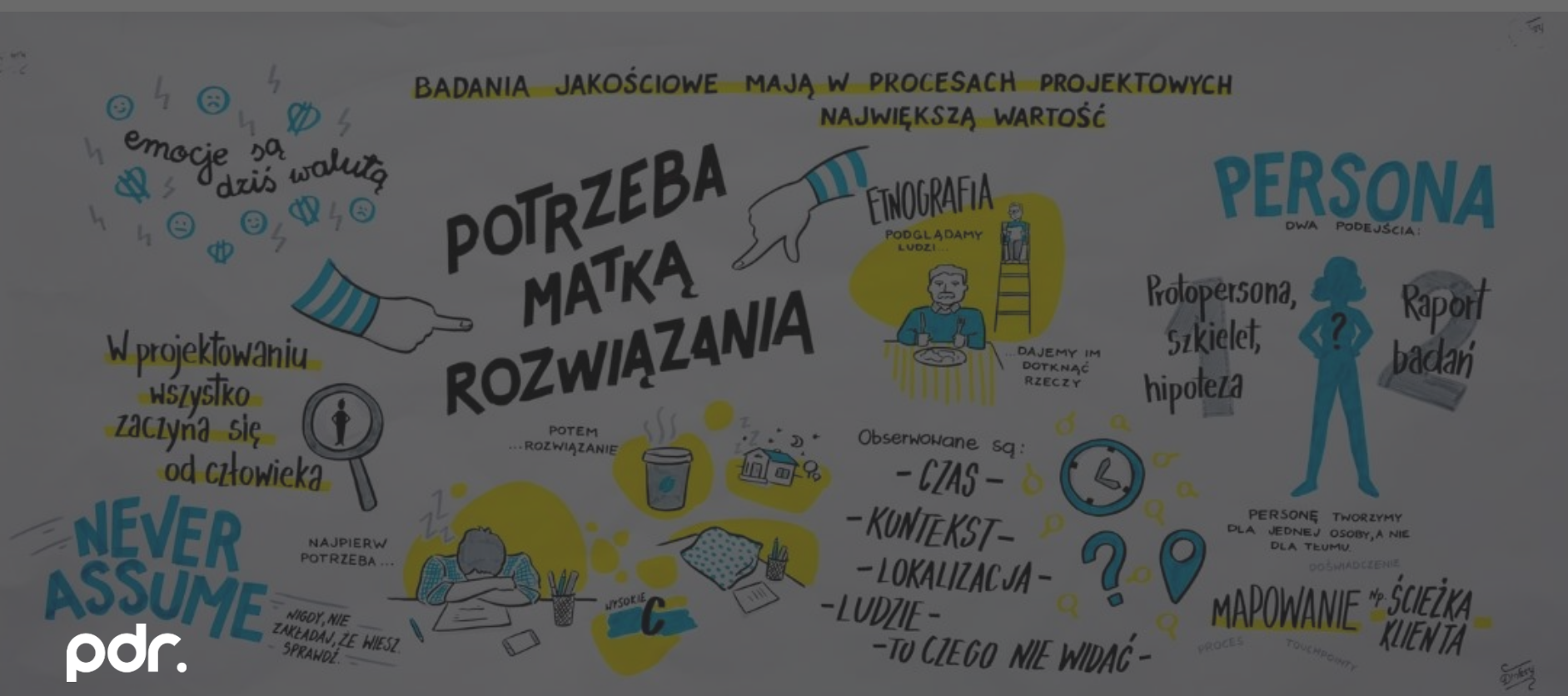
## Wales:

Promotion of service design &

Design as horizontal enabler across policy domains

# Silesia:

## Design Observatory – evaluation & coordination of design promotion



# Flanders: Design promotion & Call for design in traditional businesses



## ies and Actions for Wales

<b>How</b> How do you maximise a driver or overcome a barriers?	<b>Who</b> Who could implement it?	<b>To Whom</b> Who is going to benefit?	<b>When</b> When could it be implemented?	<b>Measure</b> How to measure the success?
<ul style="list-style-type: none"><li>- ONLINE CAPACITY BUILDING (ACCREDITED)</li><li>- PRACTICAL &amp; ASSESSMENT ELEMENT</li></ul>	<ul style="list-style-type: none"><li>- SECTOR + HE</li></ul>	<ul style="list-style-type: none"><li>- STIMULATING DEMAND FOR DESIGN EXPERTISE IN PRIVATE &amp; PUBLIC SECTOR.</li><li>- HOW TO PRODUCE DESIGN &amp; WRITE A DESIGN BRIEF</li></ul>	<ul style="list-style-type: none"><li>- SHORTER-TERM THAN CHANGES IN CURRICULUM</li></ul>	

Barcelona, October 2019:

Last knowledge exchange workshop on monitoring and impact metrics

Diolch! I Thank you! I Paldies!  
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