

Design Action Cards

Design Sector


Design 4
Innovation
Interreg Europe

**Create accelerator
programme for design
businesses. [DK]**

**Attract international
companies and
facilitate investment
in design businesses.
[DK]**

**Improve business
skills of design
entrepreneurs.
[DK, FI]**

**Improve export
advisory and
internationalisation
services for design
sector. [DK, EE, FI, LV]**

**Conduct research on
design sector, design
use in businesses and
measure the economic
impact of design.**

[EU, EE, LV]

**Initiate a dialogue
on the future of the
labour market within
design. [DK]**

**Establish
partnerships between
design agencies and
leading companies.
[DK, EE, FR]**

**Increase scale and
competitiveness
of design sector -
develop a mechanism
for coherent
representation
and collaboration
between design
disciplines. [IE, IS]**

**Support growth in the
engineering design
sector. [IE]**

**Promote females in
design roles. [IE]**

**Develop a quality
compliance system for
design. [LV]**

**Promote the role of
designer, implement
actions recognising
work of designers and
enhancing the status
of designer. [FR]**

**Involve business
environment
institutions in defining
good conditions for
growth in design
sector. [DK]**

**Create a system
of occupational
standards for
designers and clear
career paths.
[EE, IE, LV]**

Design Action Cards

Education & Research


Design 4
Innovation
Interreg Europe

**Increase design
literacy through early
childhood education.
[FI, FR]**

Develop teaching programmes and materials for design education in primary and secondary education.

[FI, IE, LV, FR, IS]

**Review design
education
programmes at all
levels to ensure that
they are up to date,
fit for purpose and
reflect the career
opportunities.
[IE, FR, IS, LV]**

**Assess opportunities
of including design
education in study
programmes of other
fields and determine
costs of such
measures. [FI, IS, LV]**

**Establish a design
education think tank.
[EE]**

**Attract more foreign
design students. [FI]**

**Develop an
internationally
competitive doctoral
programme in design.
[LV]**

**Strengthen design
research and improve
the application of
research results
important growth
sectors.**

[DK, FI, LV, FR, IS]

**Strengthen
international
cooperation
and exchange of
both students
and academics
with educational
institutions and
research institutes.
[FI, DK, FR]**

**Enhance students'
interdisciplinary
innovation skills. [DK]**

**Improve the design
graduates' labour
market readiness
through more
practical education,
involvement of
entrepreneurs and
system of internships.
[DK, FI, LV, FR]**

**Apply design methods
in multidisciplinary
research and
innovation
programmes that
address complex
challenges. [EU, LV]**

**Develop competencies
for design-driven
innovation and
provide continuing
education for
teachers and trainers.
[EU, FI, IS]**

**Increase provision
of continuing
education for design
professionals. [FI, FR]**

**Increase success rate
of applications for
EU's research and
innovation funding.
[FI]**

**Establish national
design and innovation
research community.**

[FR, FI]

Design Action Cards

Promotion & Awareness

**Create a 'Designed in
...' brand. [FR]**

Publish 'ABC of Design' guide to ensure common language. [EE]

**Market the country
as a 'design
nation' (e.g. host
international design
events, conduct PR
campaign).**

[DK, EE, LV, FR]

**Establish a design
promotion centre/
museum to showcase
the best design.**

[DK, FI, IS]

**Develop a design
award scheme. [LV]**

**Introduce 'best
design' category in
business awards
competitions. [EE]**

**Strengthen
collaboration
between design
ecosystem actors
through awareness-
raising and use of
structural funds.**

[FI, FR]

**Create a single and
coherent national
design identity and
promote national
design in public
institutions in country
and abroad. [LV, IS]**

**Create sectoral
clusters/think tanks
for increased use of
design. [EE,FI, FR, DK]**

**Create an
interdisciplinary
cooperation/
networking platform
for companies,
creatives and
academics.
[LV, FR, EE]**

**Promote
understanding of
design and its added
value through PR
campaigns and
trainings. [FI, LV, FR]**

**Organise/support
design exhibitions.
[LV, FR]**

**Support
representation of
national design
in prestigious
international
design events and
competitions [LV, IS]**

**Promote national
design in public and
municipal institutions,
embassies and other
representative offices
abroad [LV, IS]**

Promote exports of products with value-added design. [LV]

Establish a national contact point to coordinate and inform about design initiatives. [LV]

Design Action Cards

Public Sector, Government & Policy

**Promote peer
learning and
cooperation among
public-sector actors
looking for design-
driven solutions.**

[EU, FI]

**Review public
procurement process
to ensure access to
innovative design.**

[DK, LV]

**Establish
multidisciplinary
policy lab, practicing
co-design of public
policies and services
with citizens [FI, FR]**

**Build the capacity
of public sector
administrators to use
design methods and
to procure design
effectively.
[EU, FI, LV, FR]**

**Enhance and promote
R&D of design-
driven innovation
for efficient and
user-friendly public
services. [EU, FI]**

**Promote design
as a competitive
advantage in
municipal/local/
regional development
strategies. [EU, FI, FR]**

**Promote design's role
in new collaborative
innovation strategies.**

[EU, FI]

**Establish a national
body to facilitate
dialogue among
key stakeholders
of design-driven
innovation policy
and to ensure
implementation.
[EU, FI, LV]**

**Develop new design
policy focusing
on sustainability,
internationalisation
and growth. [DK]**

**Integrate design
in other related
policies (e.g. circular
economy). [FI]**

Create a legal framework for design that strengthens understanding and use of design (e.g. design integrated in legal bills and regulations). [LV]

**Encourage the
ministries and
municipalities to
incorporate design
into their service
standards. [FI]**

**Ensure ministries
and governmental
agencies are involved
in user research to get
to know the needs of
the citizens. [FI]**

**Create a public and
private partnership
cooperation model
which would promote
the use of design for
well-being of society
[DK, LV]**

**Monitor and
benchmark design
policy implementation
against other
countries. [FR]**

**Include designers
in the policy teams
and promote
experimentation in
the public sector.**

[FR, FI]

Design Action Cards

Support & Funding



**Simplify funding
application
procedures and
improve access to
financing. [DK]**

**Create capacity
for design-driven
innovation within
business environment
institutions to ensure
take-up of support
programmes. [EU, FI]**

**Campaign for EU
funding for design-
driven innovation.
[DK]**

**Conduct investigation
of design support
needs. [FI]**

**Establish one-stop
shop for information
on design funding and
support. [LV]**

**Implement a
programme for
better protection
and commercial
exploitation of IPR.
[DK, FI, LV]**

**Create a network
of companies that
invest in design as
a competitive asset.**

[EU]

**Promote and support
new creative business
models. [EU, DK]**

Develop a design training module for senior managers. [EE]

**Implement a design
audit programme for
businesses. [EE]**

**Provide infrastructure
and technological
support for new
product development,
prototyping and
testing. [EE, LV]**

Include design services into the innovation support schemes. [EE, FI, IS]

**Include design
criterion into the
conditions for
business support
measures. [EE]**

**Implement SME-
focused support
for strategic use of
design. [EU, LV]**

**Identify synergetic
areas (e.g. ICT,
circular economy)
and opportunities
for design support in
those areas. [DK, FI]**

**Implement support
programme for
design application
in business /
collaboration
between designers
and companies.
[EE, FR, IE, IS]**

**Offer support
for continuous
professional
development in
design and innovation
for SMEs' staff. [LV]**

**Investigate the
need to update the
protection of the
intellectual property
rights for design.**

[EU, DK, LV]

