



21ST - 22ND MAY

## FACILITATING A NATIONAL DESIGN ACTION PLAN

Two years into the project, Design for Innovation partners met in Cardiff on 21st and 22nd May for a penultimate meeting which combined a hands-on knowledge exchange workshop, with study visits and a steering committee meeting. Design4Innovation is a collaborative project of eight European partners working together to promote design as a tool for user-centred innovation. The project aims to help small and medium enterprises create more desirable products and services, be more profitable and grow faster, ultimately enhancing competitiveness of European SMEs. Locally, the project is being driven by the Valletta Design Cluster, one of the project's key national stakeholders, on behalf of Design4Innovation project partner, the Valletta Cultural Agency.

In her capacity as MBB's stakeholder representative, Senior Executive Ana Vella was invited to participate in the sixth Design4Innovation project partnership meeting. Ana was also joined by Malta Chamber of Commerce Communications Manager, Edward Bonello, and Visiting Professor at the University of Malta, Dr Ann Laenen, to support discussions on the development of national design action plans. The key theme for the event was 'building capacity for design

in business support organisations', but it also reflected on all good practices learnt by the partners so far. The programme was complemented by case study presentations from Clwstwr, User-Factor, PDR and PBS, and study visits at Inc. Space and Rabble Studio.

*Design for Innovation is a collaborative project running between 2017 and 2021, aiming to promote design as a tool for user-centered innovation, and is funded under the Interreg Europe Programme of the European Commission.*

