



# Design 4 Innovation

Policy Booklet 1:  
Mapping Design  
Ecosystems



## Contents

1. Executive Summary [pg 4](#)
2. Introduction to Design4Innovation [pg 7](#)
3. What is design? [pg 9](#)
4. What is the value of design? [pg 10](#)
5. What are Design Ecosystems? [pg 12](#)
6. Design Action Plans in Europe [pg 14](#)
7. Shared strengths and weaknesses of the Design Ecosystems [pg 19](#)
8. Developing Design Policy Actions [pg 21](#)
9. Conclusion [pg 26](#)
10. Acknowledgements [pg 27](#)
11. Appendices [pg 29](#)







## 1. Executive Summary

Design4Innovation is a collaboration between eight European partners exchanging expertise to integrate design into innovation programmes and to support regional and national governments to develop Design Action Plans. Between 2017 and 2021, Design4Innovation is co-funded by Interreg Europe through the European Regional Development Fund (ERDF).

Design is a user-centred approach to problem-solving

that can be applied across the private and public sectors to drive innovation in products, services, society and even policy-making by putting people first. Leading companies are building their design capacity by acquiring design agencies, hiring designers, appointing Chief Design Officers or training staff in design methods. Similarly, governments are also internalising design expertise by establishing Policy Labs using design methods to engage citizens and stakeholders in public service and public policy development.

Design has become part of government strategy. Between 2012 and 2017, design policies, action plans or strategies have been adopted by national governments in Denmark, Estonia, Finland, France, Ireland and Latvia. Indeed Latvia launched its first National Design Strategy in 2014 as a collaboration between the two Ministries of Culture and Economy and relaunched an updated Action Plan 'Design of Latvia 2020' in summer 2017. Furthermore, in 2013, the European Commission developed its Action Plan for

Design-driven Innovation. Between them, these seven action plans have 165 actions – the majority focused on increasing the uptake of design in businesses and the public sector.

The Danish, Estonian, Finnish, French, Irish and Latvian Design Action Plans are all, in some way, based on an analysis of their Design Ecosystems. Design Ecosystems are a theoretical construct used by academics and policy-makers to identify and examine the actors and initiatives in the



design landscape within a country or region. Subsequently, government can intervene in order to stimulate the supply of or demand for design within the ecosystem in the form of a Design Action Plan.

This Policy Booklet is intended to support governments and stakeholders to develop Design Action Plans and to integrate design into innovation policy based on the lessons from countries and regions that have mapped their Design Ecosystems.

The Design4Innovation partners have mapped their Design Ecosystems, identified our systemic strengths and weaknesses and begun to develop actions to enhance the performance of our Design Ecosystems. We also reflect on the critical success factors for Design Action Plans in the form

of eight lessons learnt. Design is about testing and iterating. We are taking a design approach to developing our regional or national Design Action Plans and the actions in this policy booklet are only the first iteration. We will support each other to develop, implement, monitor and, where possible, evaluate these Design Action Plans.

Dr Anna Whicher, and  
Piotr Swiatek,

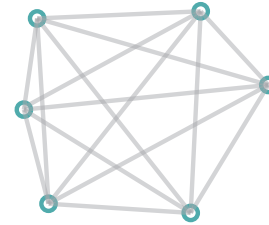
Design4Innovation Lead  
Partner,

PDR – International Design  
and Research Centre, Cardiff  
Metropolitan University.





Design4Innovation aims to increase the use of design as a tool for user-centred innovation in European SMEs by supporting governments to integrate design into innovation programmes and to develop Design Action Plans.



Design is a user-centred approach to problem-solving that can be applied across the private and public sectors to drive innovation in products, services, society and even policy-making by putting people first.



Innovation is the creation, implementation and exploitation of new knowledge in products, processes, services and strategy.



Design Ecosystems are a theoretical construct used by academics and policy-makers to identify and examine actors and initiatives in the design landscape and how this can inform targeted policy action for design.



Design Action Plan is government intervention aimed at stimulating the supply of and demand for design to tackle failures in the way that actors and components interact in the ecosystem.



Value of Design can be measured at micro and macro levels in the private and public sectors.



## 2. Introduction to Design4Innovation

Design is gaining momentum as a corporate strategy among multinationals as well as high-growth start-ups. Leading companies are building their design capacity by acquiring design agencies, hiring designers, appointing Chief Design Officers or training staff in design methods. John Maeda's report #DesignInTech shows that since 2013, 59 design agencies have been acquired by companies like Google, Airbnb, Adobe or PwC<sup>1</sup>. As noted by Tim Brown and Roger Martin in an article for the Harvard Business Review design issue, design was once a process applied to physical objects, now it is applied to helping multiple stakeholders and organisations work better<sup>2</sup>.

Design is a cost-effective method of de-risking the

innovation process by gaining understanding of user needs in the first place and then iteratively developing idea and testing it with users to achieve a result that is viable, usable and desirable. However, design is still underutilised in European businesses. As shown by the Innobarometer survey<sup>3</sup>, over half of enterprises in the EU28 do not use design. Only 12% declare they use design strategically, 18% see design integral to development and 14% use it only for its decorative capacity. To help SMEs use design effectively a targeted and more strategic business support offer is needed.

Design4Innovation is a collaborative project of eight European partners working together to enhance competitiveness of European SMEs. It builds on the European Commission's vision that:

"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. Analyses of the contribution of design show that companies that strategically invest in design tend to be more profitable and grow faster".

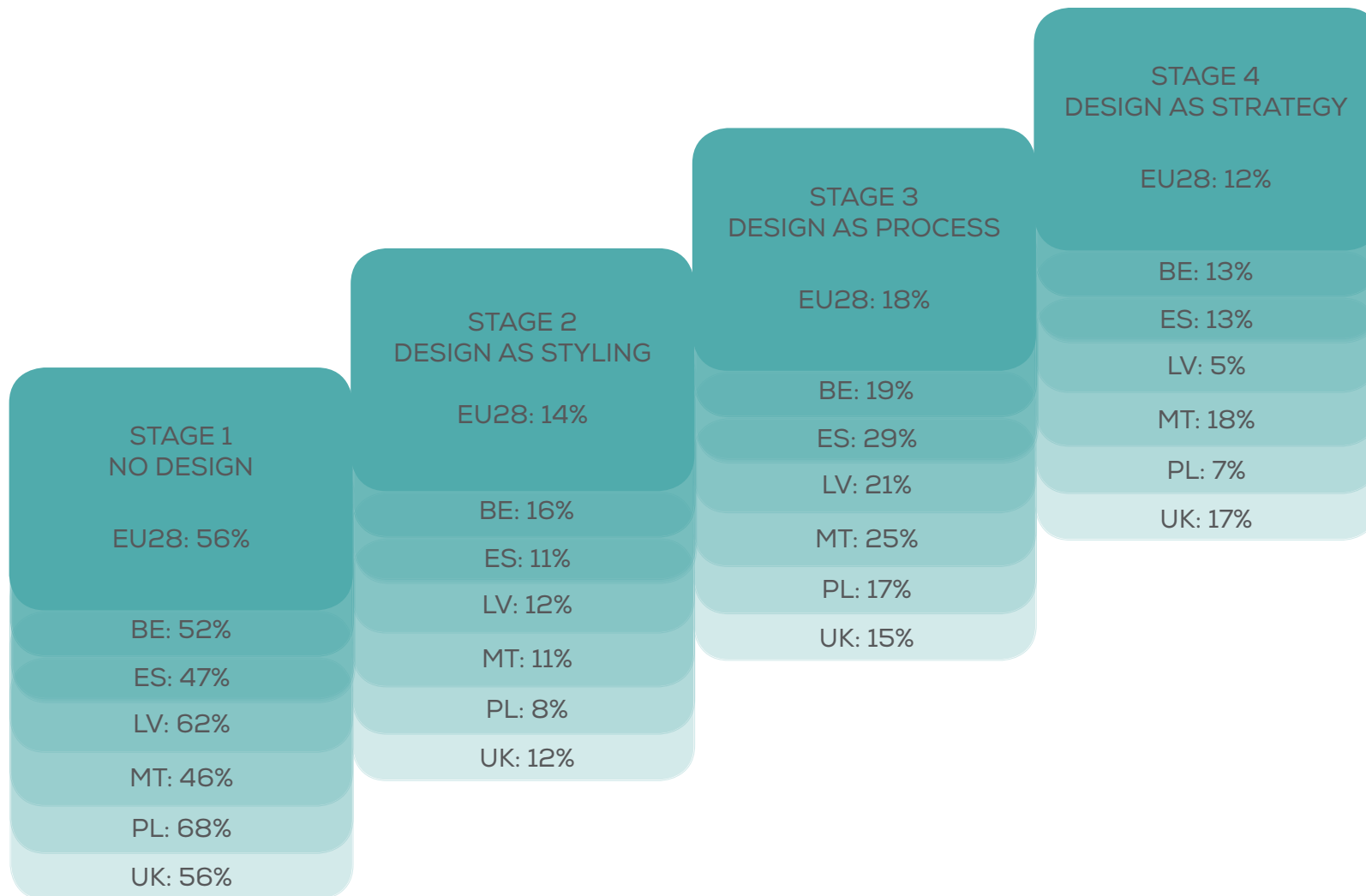
Action Plan for Design-driven Innovation, 2013, p. 4

Through a series of seven hands-on knowledge exchange workshops, identifying the best practice and using design tools, eight European partners are going to develop Design Action Plans to support SMEs in their regions to use design more strategically and help them differentiate and innovate, and in result be more profitable and grow faster. The consortium includes the following partners:

- \* **Wales** – PDR, International Centre for Design and Research
- \* **Flanders** – Flanders Innovation & Entrepreneurship
- \* **Central Macedonia, Greece** – KEPA, Business and Cultural Development Centre
- \* **Latvia** – LIAA, Investment and Development Agency of Latvia
- \* **Malta** – Culture Directorate with Valletta 2018 Foundation
- \* **Silesia** – Marshal's Office of Silesia Region
- \* **Galicia** – Galician Agency of Innovation
- \* **Catalonia** – Barcelona Design Centre

Design4Innovation is a five-year project funded from European Regional Development Fund through Interreg Europe programme. During the last two years, the project will monitor its results to provide a thorough assessment of the impact of Design Action Plans.

<sup>1</sup> Maeda, J. (2017). 'Design In Tech Report 2017'. <https://designintechreport.wordpress.com> <sup>2</sup> Brown, T., Martin, R. (2015, September). 'Design for Action. How to use design thinking to make great things actually happen'. Harvard Business Review, p. 58. <sup>3</sup> European Commission (2016). 'Innobarometer 2016 – EU business innovation trends', p.97.

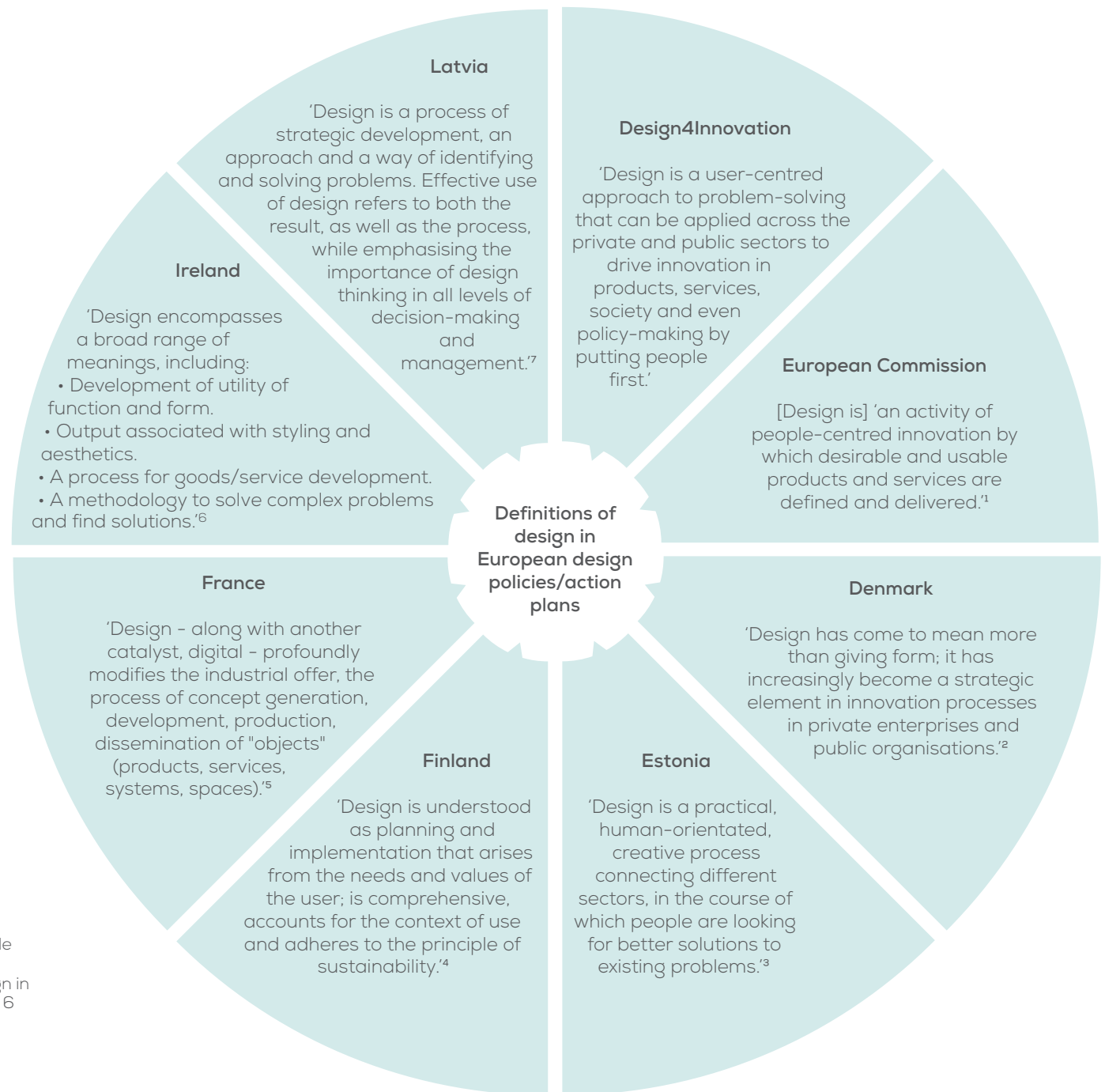


**Figure 1:** Design Maturity in European companies in Design4Innovation partner countries.  
 Source: Innobarometer 2016 (no data for Greece)



### 3. What is Design?

Design can mean different things to different people depending on the context and can be a difficult concept for businesses and policy-makers to grasp without examples. The following definitions of design have been adopted in Design Action Plans, Policies or Strategies across Europe. Building on the terminology used by government, Design4Innovation partnership proposes a broad definition of design.



1. Action Plan for Design-driven Innovation, 2013, p. 6

2. Vision of the Danish Design 2020 Committee, 2011, p. 6

3. National Action Plan for Design 2012-2013, 2012, p. 7

4. Design Finland Programme, 2013, p. 13

5. Pour une Politique Nationale de Design, 2013, p. 12

6. Policy Framework for Design in Enterprise in Ireland, 2016, p. 6

7. Design of Latvia 2020, 2017, p. 6

#### 4. What is the value of design?

An increasing body of knowledge asserts the positive contribution of design to economic growth. For a number of years, researchers and practitioners have strived to evaluate the impact of design at micro and macro levels with encouraging findings. The impact of design can be conceived according four levels of design impact (see figure 2).

**1) Design impact at micro level in the private sector;**

**2) Design impact at macro level in the private sector;**

**3) Design impact at micro level in the public sector;**

**4) Design impact at macro level in the public sector.**

The micro level in the private sector refers to the use of design and the return on design investment in individual companies. The macro level in the private sector refers to the aggregate impact of design use on industry as a whole; for example, companies spending on design and a correlation with performance or the gross value added of the design sector. The micro level in the public sector refers to public authorities' use of design as well as the return on investment of government-funded design programmes and policies. The macro level in the public sector refers to the impact on the economy and society as a whole; for example gross value added as well as the aggregate impact of design use in the public sector.

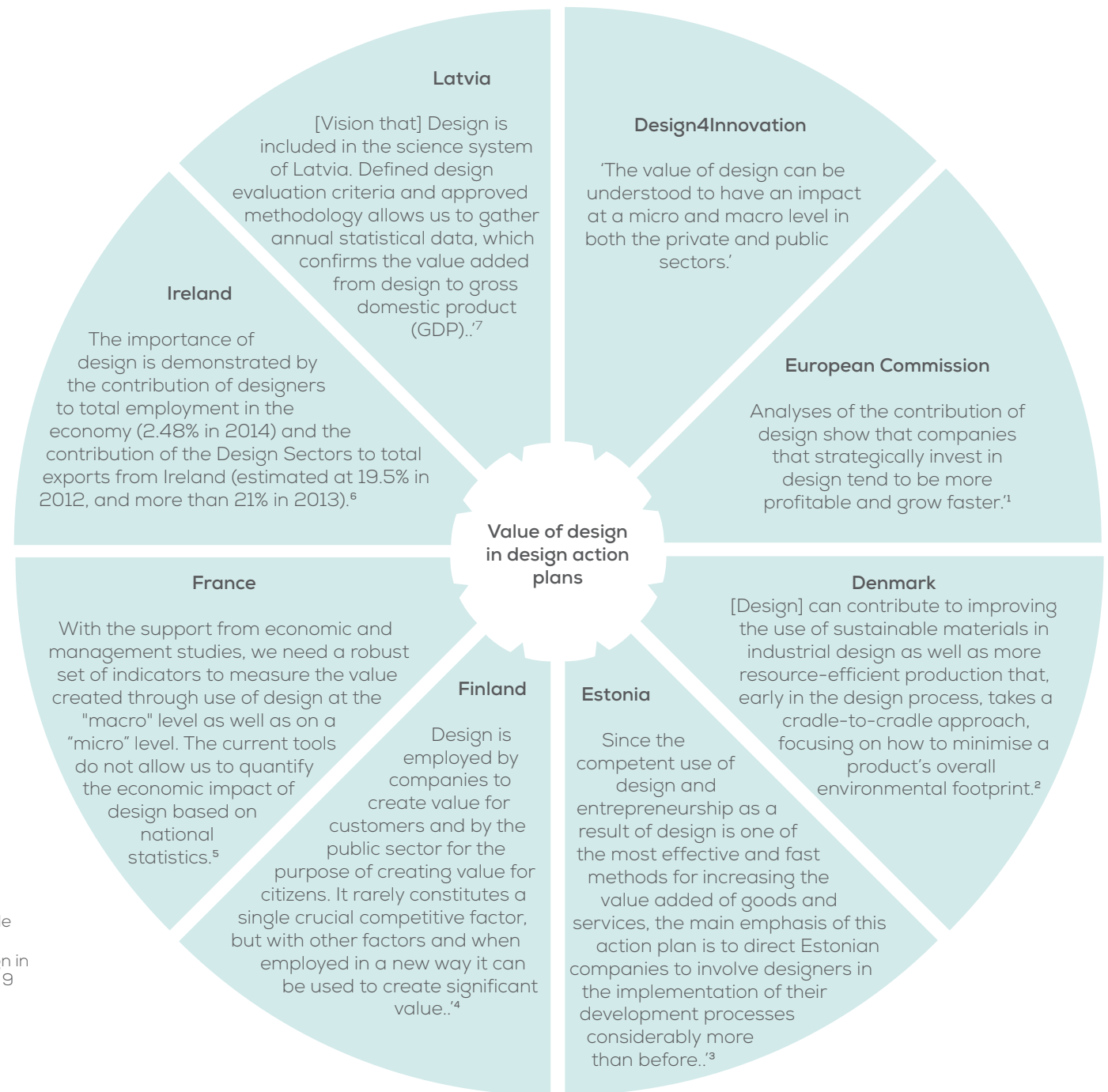
Data on design is a vital part of the evidence base for informing policy-making.

There are a number of actions with the government design policies around collecting new data on design performance. Nevertheless, government design policies recognise the value of design.



Figure 2: Levels of Design Impact.  
Source: Raulik-Murphy, Whicher and Cawood, 2011.<sup>4</sup>

<sup>4</sup> Whicher, A., Raulik-Murphy, G., and Cawood, G. (2011) 'Evaluating Design: Understanding the Return on Investment', Design Management Journal 22(2), pp.44-52.



1. Action Plan for Design-driven Innovation, 2013, p. 4

2. Denmark at Work – Plan for Growth in the Creative Industries – Design, 2013, p. 7

3. National Action Plan for Design 2012–2013, 2012, p.21

4. Design Finland Programme, 2013, p. 12

5. Pour une Politique Nationale de Design, 2013, p. 17

6. Policy Framework for Design in Enterprise in Ireland, 2016, p. 9

7. Design of Latvia 2020, 2017, p. 21



## 5. What are design Ecosystems?

Design Ecosystems are a theoretical construct used by academics and policy-makers to examine the interplay between actors and initiatives in a network and how this can inform targeted policy action for design. In one way or another, the design policies for Denmark, Estonia, Finland, France, Ireland and Latvia are based on analyses of their Design Ecosystems. The design policies for Finland, Ireland and Latvia contain visuals of their Design Ecosystem. The framework adopted by the Latvian Government for their Design Ecosystem is based on the model used in Design4Innovation. Through previous research, PDR has identified nine components of a Design Ecosystem:

**Users** – refers to how design is used in a country or region. For example, data from the EU Innobarometer reveals how companies in different countries use design; whether not at all (stage 1), design as styling (stage 2), design as process (stage 3) or design as strategy (stage 4).

**Support** – refers to the government or non-governmental support, such as mentoring and training, to enable companies to use design.

**Promotion** – refers to the awareness raising and capacity building for design such as national campaigns, design museums, exhibitions, awards, pop-up shops and trade missions.

**Actors** – refers to the most active players within the ecosystem with a remit for

design, such as, a national design centre, design associations, networks, clusters, cultural centres, maker labs, skills development agencies and intellectual property offices.

**Policy** – refers to the government policies, strategies and initiatives where design is included. For example, design might be included in the Innovation Policy, Smart Specialisation Strategy, Industrial Policy, Creative and Cultural Industries Policy, Regional Development Plan, City Cultural Strategy or even a Design Action Plan. It might also be a government Innovation Lab focused on public service or policy innovation using design.

**Funding** – refers to financing or co-funding available for companies and potentially other organisation to invest in design, such as, vouchers, subsidies, grants and tax credits.

**Research** – refers to the institutes and initiatives driving the design discipline forward such as through postgraduate and doctoral research, academia-industry collaboration initiatives and data collection on design.

**Education** – refers to the number of education institutions teaching design from primary and secondary through to tertiary and lifelong learning.

**Designers** – refers to the number and distribution of designers as well as the networks and associations representing designers such as design directories, networks and grassroots initiatives.

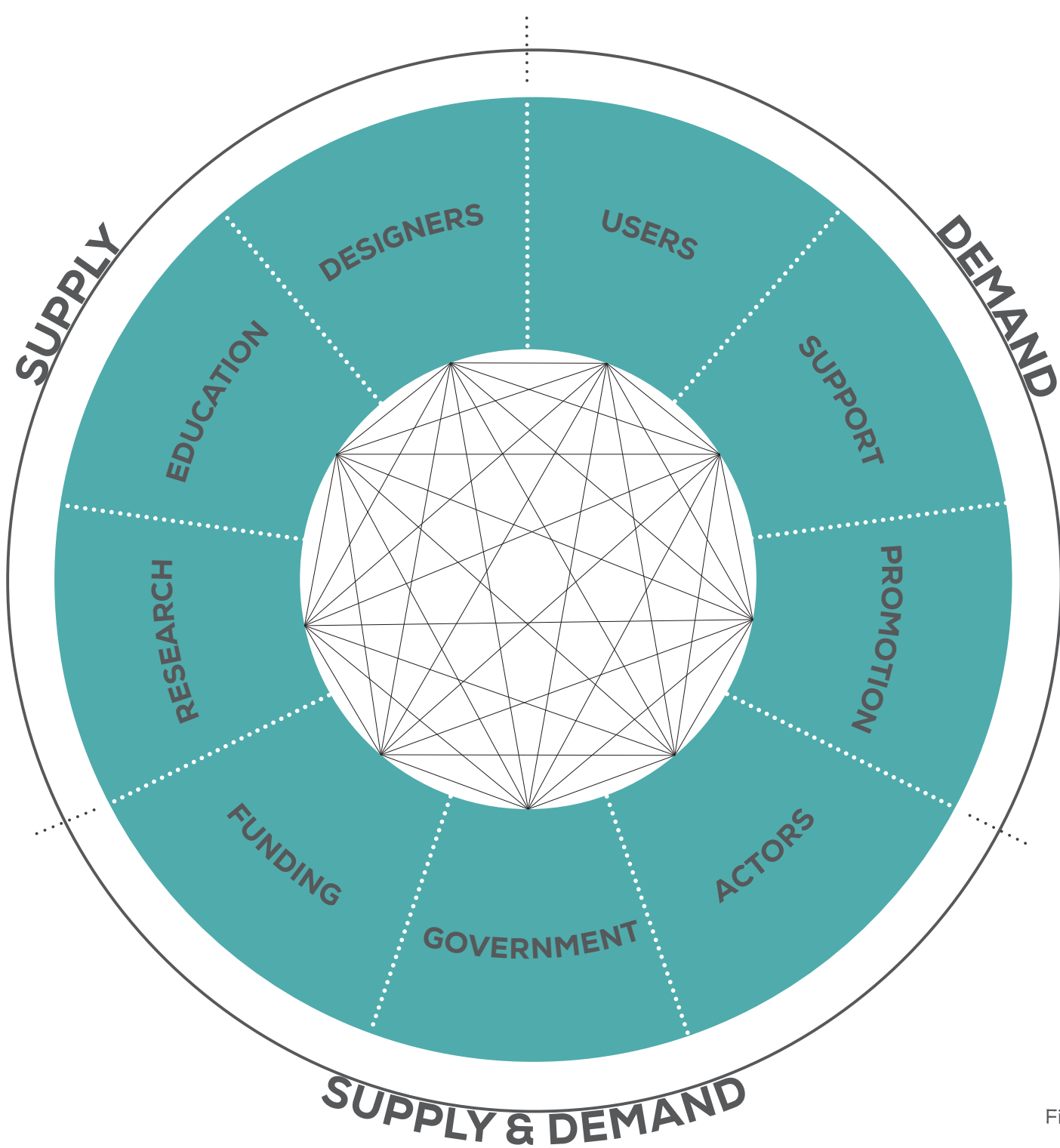
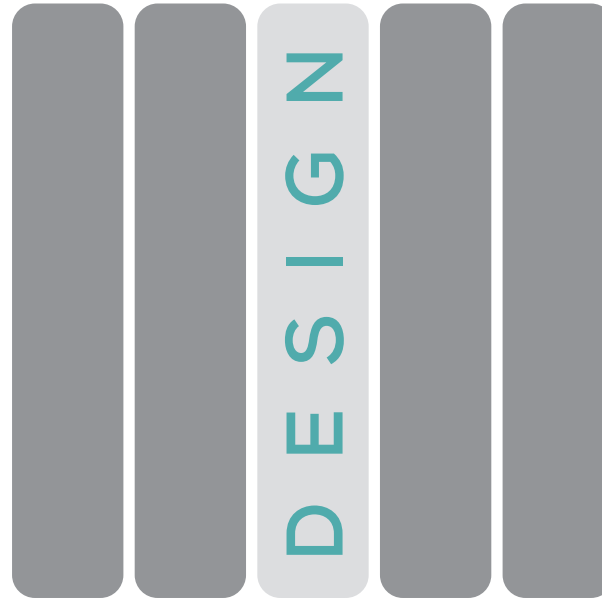


Figure 3: Design Ecosystem

## 6. Design Action Plans in Europe

Design's role in policy is two-fold. Design is both a horizontal enabler of policy development as well as a vertical competence within specific policy domains (see figure 4). This means that design can be used as a method for policy-making. It can also be used as a competence to achieve policy priorities.



DESIGN AS A VERTICAL COMPETENCE



DESIGN AS A HORIZONTAL ENABLER

Figure 4: Design Competences



Design is increasingly being recognised as policy priority. Between 2012 and 2017, design policies, action plans or strategies have been adopted by governments in Denmark, Estonia, Finland, France, Ireland and Latvia as well as by the European Commission:

- **Estonia (2012): National Action Plan for Design 2012-2013;**

- **Finland (2013): Design Finland Programme. Proposals for Strategy and Actions;**

- **France (2013) Pour une Politique Nationale de Design;**

- **Denmark (2013): Denmark at Work. Plan for Growth in the Creative Industries · Design;**

- **European Commission (2013): Implementing an Action Plan for Design-Driven Innovation.**

- **Latvia (2014): Design of Latvia 2020;**

- **Ireland (2016): Policy Framework for Design in Enterprise in Ireland;**

Between them, these seven action plans have 165 design actions (see Table 1). Broadly, these actions have been

categorised according to the nine components of the Design Ecosystem model using key word analysis. Sometimes an action may include more than one element of the Ecosystem and as such, the dominant element has been used for categorisation purposes. Around 20% of the actions relate to design support (32 actions) specifically focused on increasing the up-take of design business (27 actions) and the public sector (five actions). The second most popular thematic domain relates to policy – how design can be used by government. The policy element also includes actions

related to intellectual property, procurement, Policy Labs and building capacity for design at multi-levels of governance. A significant proportion of actions also relate to design education (23 actions) design promotion (20 actions) and design research (16 actions). Surprisingly, only a small number of actions directly relate to the general public as design users. Some examples of the actions are included overleaf.



Figure 5: Table of design actions by component of the Design Ecosystem

	USER	SUPPORT	PROMOTION	ACTORS	POLICY	FUNDING	RESEARCH	EDUCATION	DESIGN	TOTAL
EU		5*	1		3	1	1	1		14
DK	1	5	2	3	4	5	1	5	1	27
EE	1	9	2	1		2	2	1	2	20
FI		3*	2	2	5	6	3	4	1	29
FR	1	2	6		1		2	4	2	19
IE		1						1	4	6
LV	4	1	7	8	12	1	7	7	3	50
TOTAL	7	32	20	14	25	15	16	23	13	165

\* INCLUDING 2 PUBLIC SECTOR SUPPORTS AND 3 PUBLIC SECTOR SUPPORTS RESPECTIVELY.

## **Users**

“Actions contributing to the co-design of objects involving the general public – living labs”  
Pour une Politique Nationale de Design, 2013, p.52

“Recognising ‘the best design users in the country’ as part of the country enterprise days”  
National Action Plan for Design 2012-2013, 2012, p. 35

## **Support**

“Creation of ‘Designer in residence’ schemes in clusters”  
Pour une Politique Nationale de Design, 2013, p.38

“Development of ‘Design Handbook – ABC of Design’”  
National Action Plan for Design 2012-2013, 2012, p. 24-25

“Improving advice on export and internationalisation

targeting the creative industries.”

Denmark at Work – Plan for Growth in the Creative Industries – Design, 2013, p. 3.

## **Promotion**

“Promotion and diffusion of ‘Designed in France’ label”  
Pour une Politique Nationale de Design, 2013, p.40

“Marketing of Denmark as a leading design nation, including Denmark as a possible host of World Design Capital.”  
Denmark at Work – Plan for Growth in the Creative Industries – Design, 2013, p.5

## **Policy**

“[A vision for:] An orderly legal framework of the design of Latvia strengthens the understanding and use of design: design integrated in

legal bills, right protection for intellectual property improved etc.”

Design of Latvia 2020, p. 21

“Arctic design is integrated in Finland’s arctic strategy and the preconditions for forming cluster for expertise in arctic design in connection with the City of Rovaniemi and the University of Lapland are strengthened.”

Design Finland Programme, 2013, p.52

“Public sector design competence and its utilisation are strengthened through the establishment of a unit similar to MindLab or by continuing the design exchange programme.”  
Design Finland Programme, 2013, p. 57-58

## **Funding**

“The functionality of the

ecosystem is improved and design competence and the utilisation of design are promoted in a development programme by the EU structural funds.”

Design Finland Programme, 2013, p. 45

“Support measure for purchasing design-related advisory service from designers and design studios”  
National Action Plan for Design 2012-2013, 2012, p. 35

## **Research**

“Continuation of the creative industry research and conducting a research into design use in companies.”  
National Action Plan for Design 2012-2013, 2012, p.38

“Measuring the economic impact of design and its role alongside other intangible



assets in value creation.”  
Action Plan for Design-driven  
Innovation, 2013, p. 7

## **Education**

“Citizens’ understanding  
of design is promoted by  
increasing design literacy  
through early childhood  
education, organisational  
activities and communication.”  
Design Finland Programme,  
2013, p.27

“Developing competencies and  
applying methods for design-  
driven innovation in education  
and training.”  
Action Plan for Design-driven  
Innovation, 2013, p. 8

## **Designers**

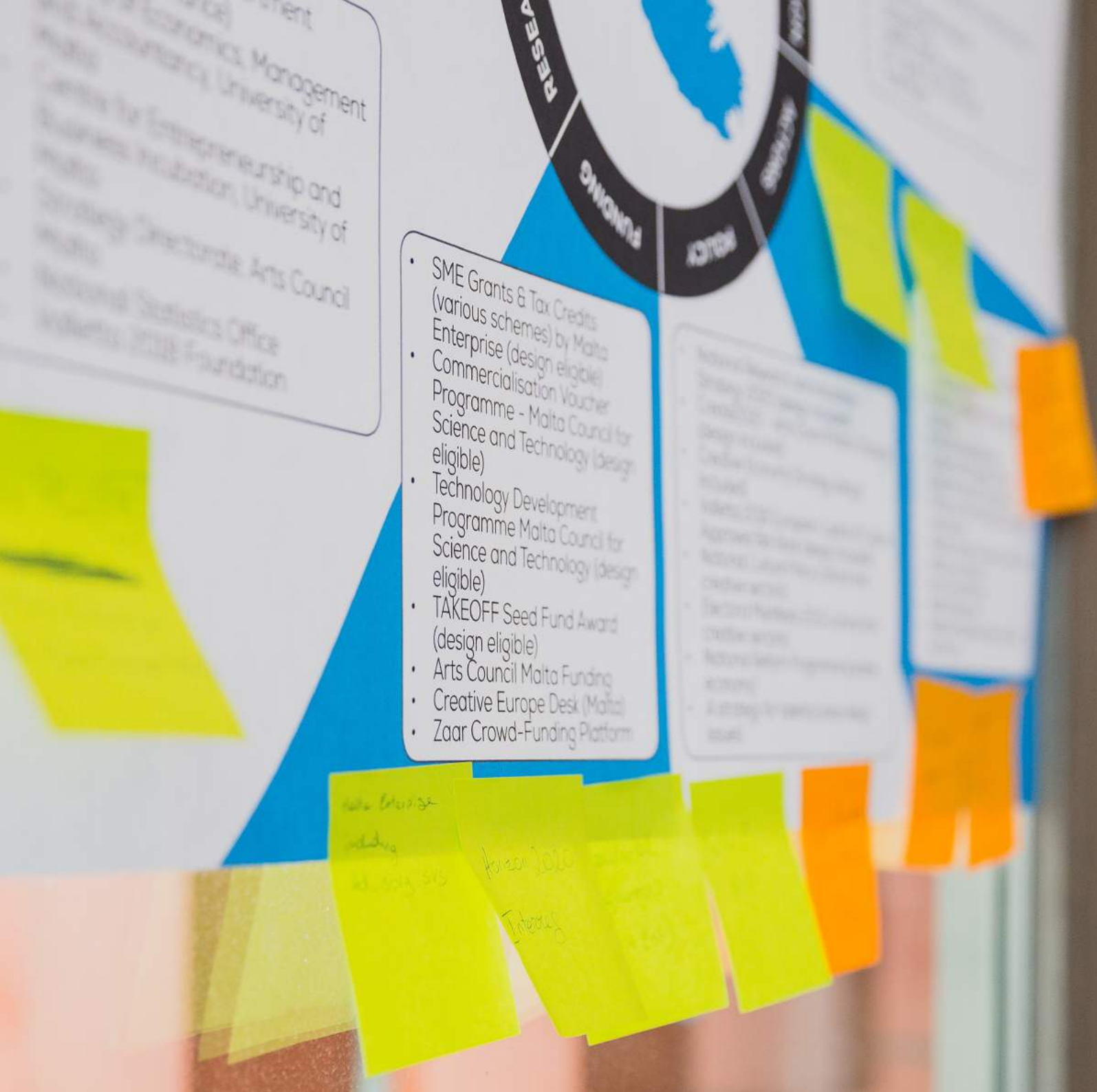
“Developing a coherent and  
consolidated mechanism for  
representation of various  
design sectors and supporting

networking and collaboration  
activities across design  
businesses.”  
Policy Framework for Design in  
Enterprise in Ireland, 2016, p. 19

“More females in design roles.”  
Policy Framework for Design in  
Enterprise in Ireland, 2016, p.20

“[A vision for:] A lifelong learning  
and professional development  
system for designers and  
design teachers has been  
created.”  
Design of Latvia 2020, p. 41



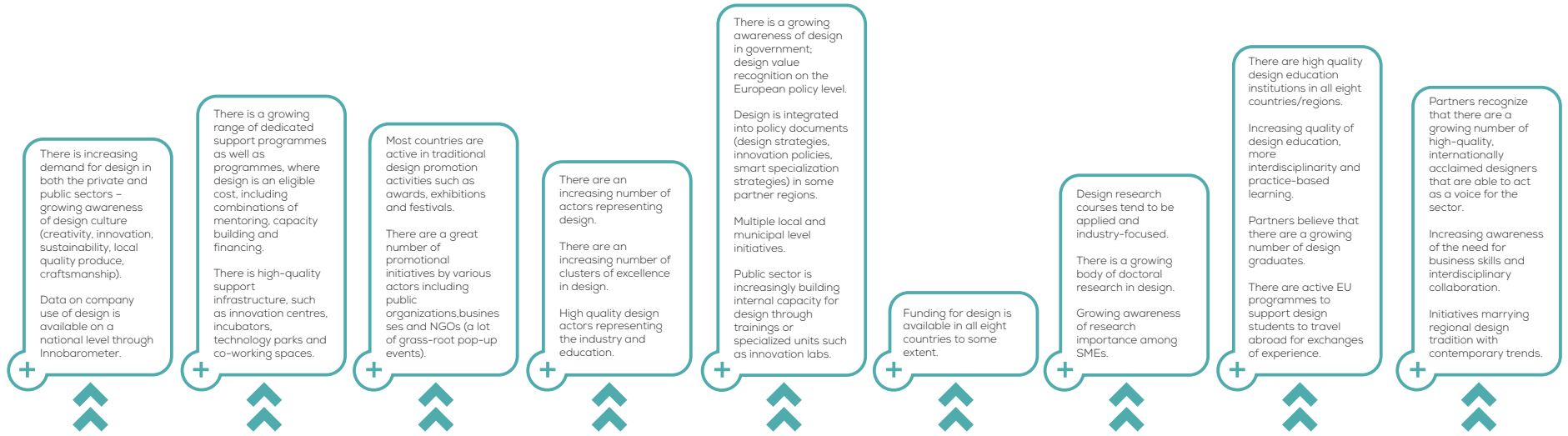


## 7. Shared strengths and weaknesses of the Design Ecosystems

The analysis of strengths and weaknesses of the Design4Innovation partners' Design Ecosystems revealed significant commonalities across all the regions. This means that a collaborative interregional learning approach can be especially beneficial as partners can exchange good practices on 'what works' or develop new solutions together building on their shared experience. The graph overleaf illustrates the main shared strengths and weaknesses of the design ecosystems.



## STRENGTHS



### USERS

### SUPPORT

### PROMOTION

### ACTORS

### POLICY

### FUNDING

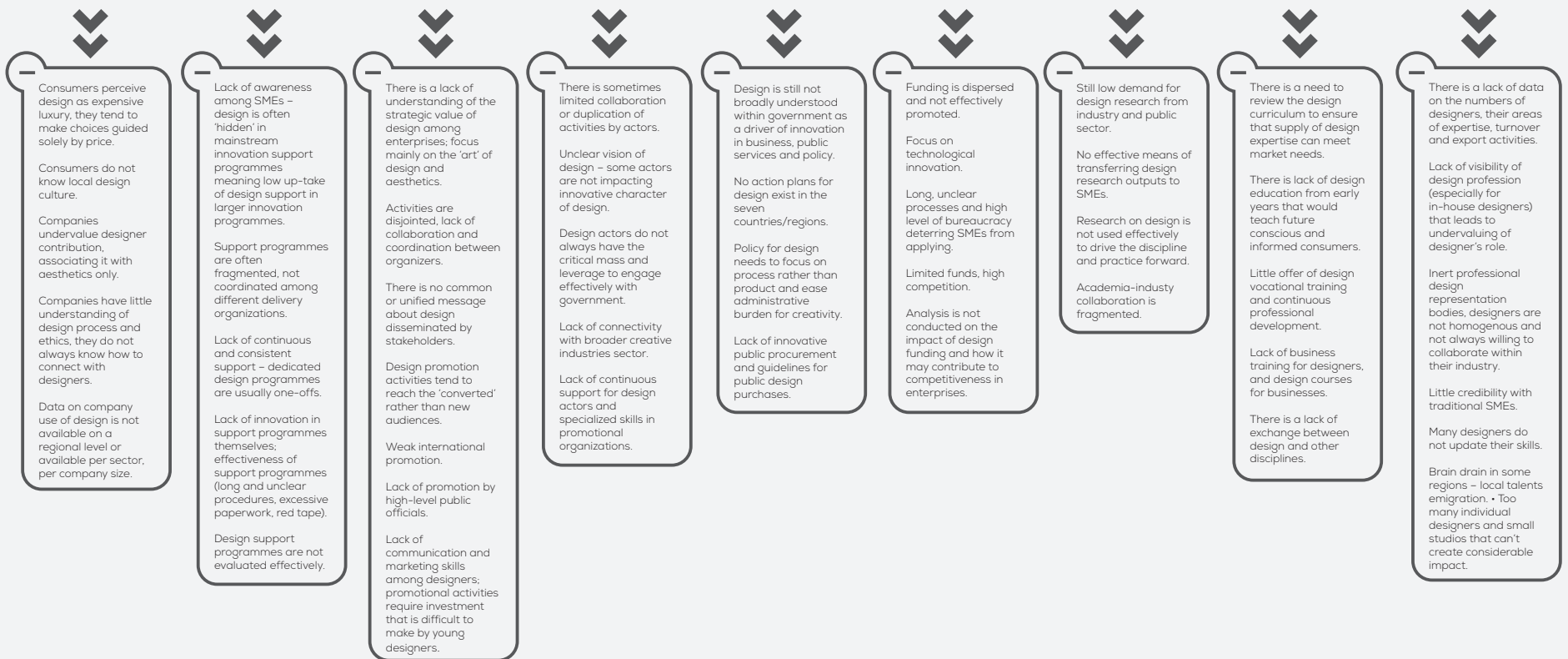
### RESEARCH

### EDUCATION

### DESIGNERS



## WEAKNESSES





## 8. Developing Design Policy Actions – Lessons

Based on exploring the current Design Action Plans as well as the activities within the Ecosystem Mapping workshop, we have identified a number of lessons for governments and stakeholders looking to develop Design Action Plans.

### 1. Co-create policy actions with a range of stakeholders

It is important to align the often divergent perspectives of policy-makers, businesses, designers, academia and the third sector by ensuring balanced representation. Involving a wide stakeholder group in co-creating the design policy actions will ensure that the actions are tangible and realistic. It will also create a group of design champions who can be assigned responsibilities

to ensure that the actions are implemented.

### 2. Ensure policy actions are aligned to national goals

Design should not operate outside of mainstream policy agendas. It can contribute both as a horizontal enabler of policy development across multiple policy domains such as health, transport and international development as well as a vertical competence within economic development, smart specialisation and innovation strategies. Stakeholder should identify specific national goals to which design policy actions can contribute.

### 3. Use design methods to develop design policy

Design methods are effective for consensus building among diverse stakeholders because

they are visual, collaborative and inclusive. It is important for design stakeholders to practice what we preach and use design methods to develop design policy. Design can be a difficult concept for policy-makers to grasp but by using design methods policy-makers gain a tangible understanding of the potential of design for informing policy-making.

### 4. Understand how design fits within the innovation ecosystem

When policy-makers develop innovation policy, it is based on an analysis of the innovation ecosystem – the actors and initiatives contributing to innovation in a country or region. To develop a design policy or to integrate design within innovation also involves an analysis of the design ecosystem and its relationship

with the innovation ecosystem. We have developed a 'map' that can be used to identify the actors and initiatives in a country or region's design ecosystem. The same map can also be used to analyse the strengths and weaknesses of the design ecosystem in order to develop policy actions to capitalise on the strengths and bridge the weaknesses.

### 5. Ensure a balance between supply and demand within the Design Ecosystem

A Design Ecosystem will perform best when the supply and demand are in equilibrium. The supply side components include designers, education and research. The demand side components include users, support and promotion. The components actors, government and funding can be considered as stimulating both

supply and demand. However, each component of the ecosystem is interdependent and a design ecosystem is only as strong as its weakest component. For example, if design education is weak in a country this will have an adverse effect on demand. Therefore, stakeholders must take account of and seek to stimulate both supply and demand.

### **6. Set a small number of concrete actions linked to specific timeframes and budgets**

Using a design process your stakeholder group may identify a large number of potential policy actions but to ensure that the visions reach implementation it is important to set a smaller number of tangible actions. The most effective Design

Action Plans are linked to specific timeframes, targets, deliverables, budgets and delivery bodies. For example, it might be an action to train 50 civil servants per year in design for service and policy over five years and the task is contracted out to tender to be delivered by an appropriate actor.

### **7. Establish a steering committee to oversee implementation**

Influencing policy can take years. Even once it has been developed, policy is not static. Action plans and policies tend to only have three to five year cycle. As such, advocacy, monitoring and evaluation activities should be on-going. The steering committee should represent different components of the Design Ecosystem and report into a formalised policy monitoring committee.

### **8. Evaluate the impact to feed into future policy development**

Economists tend to be the gatekeepers of policy. As such, to influence policy for design it is important to generate both quantitative and qualitative data as evidence of the impact of design. If only quantitative data is generated it reinforces that only quantitative impact is important for policy-making. Policy-making is changing and qualitative evidence is becoming as important for informing evidence-based policy. Evaluating the impact of the individual design actions is important for feeding into future policy development to ensure that design remains high on the agenda.

### **Initial examples of Design Action Plan proposals**

Having performed a mapping of the actors and initiatives in their Design Ecosystems and having identified the systemic strengths and weaknesses, each Design4Innovation partner has developed three to five Design Actions relevant to their specific national or regional context. The purpose of the Design4Innovation project is as an on-going support mechanism between the partners. Design is about testing and iterating, we are taking a design approach to developing our regional or national Design Action Plans and the actions in this policy booklet are only the first iteration. We will support each other to develop, implement, monitor and, where possible, evaluate these Design Action Plans.

## Wales

- Encourage 120 companies to use Innovation Vouchers for design.
- Evaluate the impact of companies using Innovation Vouchers to demonstrate the impact and feed the results back to the Welsh Government.
- Train 40 civil servants a year in the training course using design for service and policy development.

## Flanders

- Get a comprehensive overview of the needs of all design actors in Flanders.
- Formulate a mid to long term “design master plan” for Flanders touching on several policy domains.
- Train 30 civil servants a year to better understand design within a framework of business and innovation support.

## Greece

- Develop a pilot dedicated design support scheme to selected SMEs.
- Increase capacity of national designers by organising workshops with international experts.
- Train innovation and business support organisations in design, so that they can effectively promote design value to businesses.

## Latvia

- Develop Latvian national image as a ‘Design Country’.
- Create a common platform linking all design actors and initiatives.
- Integrate design in the RIS3 strategy.
- Conclude a memorandum between public administration institutions in order to define main competences and improve design promotion at national level.

## Malta

- Implement Valletta Design Cluster project as a Valletta 2018 flagship legacy initiative including the restoration, conversion and launch of Cluster premises at Old Abattoir building inside Valletta by 2018.
- Establish dedicated sectorial grouping under Chamber of Commerce and Malta Business Bureau with strong links with both industry and academia.
- Undertake next stage of design research through in-depth surveys and analysis in collaboration with Economic Policy Division in the Ministry of Finance and National Statistics Office to inform a Design Action Plan.

## Silesia

- Include service design training in the regional operational programme.
- Create a platform for coordination of promotional events.
- Conduct a study of design in Silesian SMEs.

## Galicia

- Develop a platform for collaboration for design actors.
- Conduct user journey mapping of support and funding programmes to eliminate excessive paperwork.
- Conduct a trial policy-making process with the industry.

## Catalonia

- Evaluate the results of SMEs using design strategies to demonstrate the economic impact in the region.
- To promote financial support for design driven innovation to be applied by SMEs.
- Foster networking and collaboration between designers and SMEs to identify new opportunities.





## 9. Conclusion

Design4Innovation is an ambitious project. All the partners are aiming to engage with the Managing Authorities of European funding allocated directly to enterprises in order to make both financial and non-financial support for design available to small companies. Furthermore, we are aiming to jointly create Design Action Plans with our regional or national governments.

The Design Action Plans will focus on financial and non-financial support for design in small companies but also to build capacity for design in the public sector. We apply design approaches to developing these Action Plans iteratively with government by mapping our Design Ecosystems, analysing the strengths and weaknesses,

understanding the gaps in data and jointly developing policy options with stakeholders.

Furthermore, we are taking a design approach to influencing the innovation programmes by understanding the user (company) experience of business support programmes. The partners have developed personas of typical applicants for a range of innovation programmes, performed user journey mappings of the application processes and explored how to make the companies experience of the application process more streamlined.

Through the exchange of experiences, the Design4Innovation partners will support each other to develop, implement, monitor and evaluate their ambitions for design on a regional or national

level. There are already some common themes emerging from the design actions. For example, developing pilot design support programmes (Greece and Galicia), upskilling business support advisors in design (Flanders and Greece), creating platforms for design actors to collaborate (Latvia, Malta and Galicia) and evaluating existing design programmes to understand the impact like (Wales and Catalonia).

However, there are also relatively unique actions proposed including performing a needs analysis of design actors (Flanders), increasing the capacity of designers by organising workshops with international experts (Greece), developing an image as a 'Design Country' (Latvia), implementing a Design Cluster (Malta), collecting new data on design use (Malta) and

conducting user journey mapping of business support programmes to eliminate excessive paperwork (Galicia).

Design4Innovation will continue to foster collaboration between its partners and enable them to develop, implement, monitor and evaluate their goals for design in the coming years.

## 10. Acknowledgements

### Dates of Mapping workshops

PDR, International Design and Research Centre (Wales) 29 March 2017

Flanders Innovation & Entrepreneurship 23 May 2017

KEPA, Business and Cultural Development Centre 9 and 11 May 2017

Investment and Development Agency of Latvia 9 May 2015

Culture Directorate, Ministry for Justice, Culture and Local Government of Malta 19 May 2017

Galician Agency of Innovation 21 September 2017

Barcelona Design Centre 11 May 2017



The Design Ecosystem Mapping workshops were conducted as part of the 'Design4Innovation' project funded by Interreg Europe programme, European Regional Development Fund. The project is led by PDR (the International Design and Research Centre) at Cardiff Metropolitan University. PDR would like to thank the Design4Innovation partners for their support and input.

This report reflects the authors' views only and the Interreg Europe programme authorities are not liable for any use that may be made of the information contained therein.

## Authors

Dr Anna Whicher, PDR, International Centre for Design and Research

Piotr Swiatek, PDR, International Centre for Design and Research

Jo Ward, PDR, International Centre for Design and Research

## Contributors

Helga Willems, Flanders Innovation & Entrepreneurship

Steven Cleeren, Flanders Innovation & Entrepreneurship

Christina Skoubridou, KEPA, Business and Cultural Development Centre

Angeliki Barakli, KEPA, Business and Cultural Development Centre

Dimitris Kaboukos, KEPA, Business and Cultural Development Centre

Aleksejs Korņevs, Investment and Development Agency of Latvia

Agnese Menģele, Investment and Development Agency of Latvia

Kristina Ozolina, Investment and Development Agency of Latvia

Aigars Lazdiņš, Investment and Development Agency of Latvia

Caldon Mercieca, Culture Directorate, Ministry for Justice, Culture and Local Government

Magdalena Urbańczyk, Marshal's Office of Silesia Region

Monika Ptak-Kruszelnicka, Marshal's Office of Silesia Region

Joanna Dejka, Marshal's Office of Silesia Region

Barbara Szafir, Marshal's Office of Silesia Region

Montserrat Rodriguez Ogea, Galician Agency of Innovation

Alba Obiols, Barcelona Design Centre

Jenny Martí, Barcelona Design Centre



## 11. Appendices

Hereafter we present the Design Ecosystem for the eight Design4Innovation partner regions:

- Wales – PDR, International Design and Research Centre
- Flanders – Flanders Innovation & Entrepreneurship
- Greece and Central Macedonia – KEPA, Business and Cultural Development Centre
- Latvia – LIAA, Investment and Development Agency of Latvia
- Malta – Culture Directorate with Valletta Foundation
- Silesia – Marshal's Office of Silesia Region
- Galicia – Galician Agency of Innovation
- Catalonia – Barcelona Design Centre





# Design Ecosystem Wales



**Design Economy Report (Design Council, 2016):**

- Approx. 1,600 design intensive firms in Wales employing around 38,000 designers.
- Total design turnover in Wales grew fastest in the UK (an increase of 89.1% between 2011 and 2013, compared with the UK average of 7.5%)
- Design workforce in Wales grew only by 6.5% between 2010 and 2014 (compared with 21.7% UK average)
- Hence, productivity among designers in Wales showed the most significant increase, rising by 16.3% compared with an average increase of 3.4% across the UK as a whole.

- Welsh Joint Education Committee (WJEC)
- Cardiff School of Art and Design, Cardiff Metropolitan University
- Creative Economy Team, Cardiff University
- Design and Technology Centre, Bangor University
- School of Creative Arts, Wrexham Glyndwr University
- School of Art and Design, University of South Wales
- Swansea College of Art, University of Wales Trinity St David

- Welsh Institute for Research in Art & Design (WIRAD)
- PDR, Cardiff Metropolitan University (International Design and Research Centre)
- Pontio, Bangor University (Arts and Innovation Centre)
- REACT, Cardiff University (Research and Enterprise in Arts and Creative Technology)
- Y Lab, Cardiff University and Nesta (Public Services Innovation Lab for Wales)
- Creative Industries Research and Innovation Centre (CIRIC), University of Wales Trinity St David
- UK Research Councils, Particularly Arts and Humanities Research Council

**Welsh Government**

- SMART Cymru (financial support)
- Innovation Vouchers
- R&D Grants
- SMART Expertise (Collaborative Funding)
- Active feasibility pilot
- Active feasibility implementation

**Other**

- Design Foundations (Innovate UK)
- R&D Tax relief (HMRC)
- IP vouchers (Innovate UK)
- SME Instrument (H2020)
- Welsh European Funding Office
- Creative Europe

- Welsh Government: Well-being of Future Generations (Wales) Act 2015
- Welsh Government: Innovation Wales Strategy [old, needs revision]
- Innovate UK: Delivery Plan 2016-17
- Innovate UK: Design in Innovation Strategy 2015-19
- PDR: Design4Innovation (Interreg Europe)

**Welsh Government**

SMART Innovation (mentoring support)

- Design Advisory Service
- Manufacturing Advisory Service
- Open Innovation Advisory Service
- Intellectual Property Advisory Service

**Other**

- User-Centred Design Lab (PDR)
- FabLab Cardiff
- Design Council Spark

**Awards**

- Insider Made in Wales Awards
- WJEC Innovation Awards for Welsh Design and Technology
- Design Week Awards

**Events**

- Venturefest Wales
- Colnnovate Wales
- Wales Festival of Innovation
- Eisteddfod
- Design Stuff Talks

**Networks/Other**

- Design for Europe
- Bureau of European Design Associations
- Enterprise Europe Network

- Design Commission for Wales
- Arts Council Wales
- Welsh European Funding Office
- Chapter Arts Centre [?]
- Innovate UK / Special Interest Group for Design
- Intellectual Property Office
- Design Council
- Nesta
- Catapults

**Membership Organisations**

- Royal Society for the encouragement of Arts, Manufactures and Commerce, Wales (RSA)
- Royal Society of Architects in Wales (RSAW/ RIBA), Design Circle
- South Wales Chamber of Commerce
- Design Business Association (DBA)
- British Industrial Design Association (BIDA)
- Chartered Society of Designers (CSD)
- Design and Art Direction (D&AD)
- Service Design Network (SDN)

# Design Ecosystem Flanders



- We Are Graphic Designers
- UDB
- Ars Bobilis
- Young Designers United

- Design support programmes**
- No formal design support programmes at the Flemish level
  - Local design support organizations have several smaller, usually short term projects which support the use of design by SMEs, often through matchmaking
  - Three of these programmes are supported through the Flemish ERDF: Cremabi (Designregio Kortrijk), Ministry of Makers, and Connecting the Dots (Antwerp. Powered by Creatives)

- Innovation support programmes and other initiatives**
- TETRA
  - Sprint
  - Company R&D projects

- Co-Working Initiatives, Spaces and Incubators**
- De Winkelhaak
  - Corda Campus
  - C-Mine Crib
  - Bar d'Office
  - Telenet Kickstart
  - Cronos
  - Startit@KBC
  - BlueChem
  - The Birdhouse

- Howest
- LUCA School of Arts (Ghent, Brussels and Genk)
- KASK School of Arts Ghent
- Artevelde Hogeschool
- PXL MAD School of Arts Hasselt
- UHasselt
- Thomas More
- Sint-Lucas Antwerpen
- KASK School of Arts Antwerpen
- Antwerp University
- Ghent University
- K.U.Leuven
- Odisee

- Henry van de Velde Awards
- Award Winning Designers
- Designer of the Year Award
- Buzzkruit
- Toegepast
- Design Museum Ghent
- Design September
- 5x5
- Interieur Kortrijk
- DAMn° magazine
- DS magazine
- Z33
- Shapeshifters
- Let's Talk Design
- Z-design

- Howest Research
- Flanders Inshape
- Flanders DC
- TIO3
- Speerpuntclusters (Flemish clusters)
- Clusta
- Flemish Innovation Center for Graphic Communication
- Sirris
- Centexbel
- Flanders Make
- Flanders Food
- Wood.be
- iMinds
- Universal Design Woonlabo

- SME Wallet (subsidy scheme)
- PMV (investments)
- Flemish Government, Culture Department (grants)
- Flanders Investment & Trade (grants)
- Several innovation and entrepreneurship subsidy schemes offered by FI&E

- ERDF OP Flanders**
- Priority 1: Innovation**
- co-creation
  - technology demonstration projects
- >> to bridge the gap ("Valley of Death") between R&D and marketable innovation
- Priority 2: SME Competitiveness**
- intrapreneurship and new forms of entrepreneurship
  - business friendly local governments
  - new business models (See 1.1 for design support programmes supported under this call)
  - internationalization
  - strategic and specialized expertise

- Business agencies, associations, networks and clusters and other organizations**
- Flanders Innovation & Entrepreneurship
  - VOKA (Chamber of Commerce)
  - Unizo
  - Fedustria
  - Febelgra

- Antwerp. Powered by Creatives
- Ministry of Makers
- Cultuurplatform Design, Innovation and Design Euregio (IDE)
- Designregio Kortrijk
- Flanders DC
- Flanders Inshape

# Design Ecosystem Greece



- Association of Graphic Designers
- Association of Architects

- Aristotle University of Thessaloniki: Department of Applied Arts
- Technological Education Institute of Thessaloniki: Department of Civil Infrastructure Engineering
- Technological Education Institute of Kilkis: Department of Design and Technology in Fashion
- International Hellenic University: Product Design
- Economic University of Athens: Departments of Marketing, Graphic design, Industrial Design, Furniture Design
- University of Aegean: Department of Product, systems and service design
- Technological Education Institute of Kozani
- Polytechnic of Crete
- Polytechnic of Athens
- University of Thessaly
- Lifelong learning – Private educational institutions (colleges):

- Centre for Research and Technology Hellas
- Democritus
- Mapping the CCI in Greece/ Ministry of Culture

- Upgrading micro and small businesses for the development of their capacities to new markets (design eligible)
- Research – Create – Innovate
- Operational Programme of Competitiveness Entrepreneurship and Innovation
- Investment Law

- Policy Makers/ Organizations**
- General Secretary of Research and Technology
  - General Secretary of Commerce
  - Greek Parliament
  - General Secretary of Industry
  - Ministry of Competitiveness and Tourism
  - Ministry of Culture and Sports

- National RIS3
- Design in Operational Programme for Competitiveness of 2014-2020

- Design support programmes**
- Upgrading micro and small businesses for the development of their capacities to new markets (design eligible)
  - Research – Create – Innovate (design eligible)
  - Development Law ( design is eligible)
  - Equifund

- Innovation support programmes and other initiatives**
- Entrepreneurship for start ups
  - Venture Garden ( accelerator)
  - MIT Entrepreneurship Forum
  - EGG
  - Papastratos Start Up Scale Up Award
  - Future Scope Stelios Award for Young Entrepreneur of the Year
  - The Hellenic Entrepreneurship Award
  - NBG Innovation Award
  - Praxis network
  - Exelixis

- Co-Working Initiatives, Spaces and Incubators**
- Bios
  - Romantso
  - Gi-Cluster
  - Orange Grove
  - Innova Athens
  - The cube
  - Imoact hub
  - Tzaferi co-lab
  - Athens Incubator
  - Thermi link
  - Open space
  - Hacker Space
  - EDO ( \_+ design space0
  - SEV ekkiniisi Lab

- KEPA
- Conferences & Design Festivals – Innovation ID
- Media – Design Mag
- Awards – Greek Graphic Design Award

- Events**
- Open Coffee
  - TEDx

- KEPA
- Design Thinkers Greece
- Gi-Cluster
- Bios
- Romantso
- Corallia
- Hellenic- Italian Chamber of Commerce
- Greek Federation of Industries
- Association of Social Enterprises
- Hellenic Management Association
- Association of Information Technology Companies
- Chamber of Commerce and Industry
- Chamber of Trade and Crafts
- Professionals Chamber
- American-Hellenic Chamber of Commerce
- Hellenic- German Chamber of Commerce
- Hellenic- Turkish Chamber of Commerce
- Association of Consultants
- British Council
- Goethe Institute
- Hellenic Fashion Industry Association
- Hellenic Fur Federation

# Design Ecosystem Central Macedonia



- Association of Graphic Designers
- Creativity Platform
- Association of Architects

- Aristotle University of Thessaloniki: Department of Applied Arts
- Technological Education Institute of Thessaloniki: Department of Civil Infrastructure Engineering,
- Technological Education Institute of Kilkis: Department of Design and Technology in Fashion
- International Hellenic University: Product Design,
- Lifelong learning – Private educational institutions (colleges):
  - AKMI (it is focused on graphic design),
  - AAS College – School of Art & Design

- CERTH (national research centre)
- Doukakis Centre ( research on policies and democracy)
- Technopolis Thessaloniki
- Noisis
- Aristotle University of Thessaloniki
- Technological Education Institute of Thessaloniki

- National: Upgrading micro and small businesses for the development of their capacities to new markets(design eligible)
- National: Research – Create – Innovate
- Operational Programme of Central Macedonia
- Investment Law

- Design in RIS3 of the Region of Central Macedonia (design included)
- Design in Operational Programme for Competitiveness of 2014-2020
- Resilient Strategy of Thessaloniki

## Design support programmes

- National: Upgrading micro and small businesses for the development of their capacities to new markets (design eligible)
- National: Research – Create – Innovate (design eligible)

## Innovation support programmes and other initiatives

- National: Entrepreneurship for start ups
- Venture Garden ( accelerator)
- MIT Entrepreneurship Forum
- EGG
- Papastratos Start Up Scale Up Award
- Future Scope Stelios Award for Young Entrepreneur of the Year
- The Hellenic Entrepreneurship Award
- NBG Seeds
- Biscoto Workshops
- Start Initiative

## Co-Working Initiatives, Spaces and Incubators

- Incubator of the technological park of Thessaloniki
- Coho
- ThermiLink
- Innovation Farm
- I4G Innovation for growth
- Thessaloniki Innovation Zone
- Ok! Thess
- Apodec

- KEPA
- Conferences & Design Festivals – Innovation ID
- Media – Design Mag (national)
- Awards – Greek Graphic Design Award (national)
- Behance

## Events

- Open Coffee
- TEDx Thessaloniki
- Ecoweek Thessaloniki
- Agrodesign
- MoneyShow

- KEPA
- Design Thinkers Greece
- Design Toolkit
- ICT Cluster
- Innovation Farm (Thessaloniki)
- Hellenic- Italian Chamber of Commerce
- Federation of Industries of Northern Greece
- Greek International Business Association
- Association of Social Enterprises
- Hellenic Management Association
- Association of Information Technology Companies of Northern Greece
- Ergani
- Thessaloniki Chamber of Commerce and Industry
- Thessaloniki Chamber of Trade and Crafts
- Professionals Chamber of Thessaloniki
- Helexpo
- American-Hellenic Chamber of Commerce
- Hellenic- German Chamber of Commerce
- Hellenic- Turkish Chamber of Commerce
- Business Mentality
- Marketing Club
- Association of Consultants
- Region of Central Macedonia
- British Council
- Goethe Institute
- Hellenic Fashion Industry Association
- Hellenic Fur Federation
- Youthnest

# Design Ecosystem Latvia



- Freelancers
- Design companies
- Designers as employees of the company
- Latvian Designers' Society

- Other**
- RTU (Riga Technical University) Design Factory
  - DEMOLA Latvia
  - Clusters
  - TechHub Riga
  - Sectoral associations
  - Commercialization Reactor
  - Startup Wise Guys
  - The Mill
  - Baltic Fashion Federation

- Governmental**
- Investment and Development Agency of Latvia
  - 15 Incubators

- Events**
- Baltic Fashion & Textile Riga
  - Creative week „Create!”
  - „Design isle” Riga International Design Exhibition
  - Riga fashion week
  - „Riga Comm” IT Fair and Business Innovation Conference
  - Trade missions

- Awards**
- Latvian Design Award
  - Export and Innovation Awards

- Other**
- “Designed in Latvia” catalogue
  - “Kultūras diena” newspaper
  - 100 g of culture (TV)
  - Museum of Decorative Arts and Design
  - Latvian National Museum of Art

- 12 design-related undergraduate education institutions\*
  - 20 design-related professional secondary education institutions\*
  - 99 schools of Art
- \*Design-related – art, design, technology, architecture, management and environmental studies

- Organizations and platforms**
- “The Red Jackets” community
  - FOLD platform
  - Creative Quarters

- Governmental**
- Latvian Design Council
  - Patent Office of the Republic of Latvia
  - Public administration
  - Creative Industries Business Incubator

- Other**
- RTU (Riga Technical University) Design Factory
  - Competence centers
  - Riga IT Demo Centre
  - Technology Transfer Centers

- Technology transfer center
- Art Academy of Latvia
- Riga Technical University
- University of Latvia
- Rēzekne Academy of Technologies
- Latvian Academy of Culture
- BA School of Business and Finance
- “RISEBA” University of Business, Arts and Technology
- Latvia University of Agriculture
- Liepāja University
- Baltic International Academy

- Horizon 2020 SME Instrument
  - Start-up support
  - ALTUM financial instruments
  - Innovation Vouchers
  - Competence Centers
  - Technology Transfer Center
  - Trainings for employees
  - Business Incubators
  - Clusters
  - Support for international competitiveness
  - LEADER
  - Latvian Business Angel Network
  - Risk capital funds
- \*Support can be attached to design-related ideas

- National Development Plan (defined support for design-related activities)
- Guidelines on National Industrial Policy
- Latvian Design Strategy
- Cultural Policy Guidelines “Creative Latvia”
- Science, Technology Development and Innovation guidelines
- Latvian Smart Specialization Strategy
- Ministry of Culture and Sports

- Membership**
- Latvian Designers' Society
  - Latvian Architects Association
  - Latvian Chamber of Commerce and Industry
  - Clusters
  - Sectoral associations
  - Latvian Startup Association



# Design Ecosystem Malta



- FabLab Valletta
- Interactive Architecture Lab Malta
- Malta Interior Designers Association
- Malta Design Week Database
- Creative Europe Desk Database
- BEDA Bureau of European Design Associations

- Valletta Design Cluster (currently in setting-up phase)
- Arts Council Malta (design eligible)
- FabLab Valletta (design eligible)
- Takeoff Business Incubator - University of Malta (design eligible)
- Business First - Malta Enterprise (design enterprise)
- Malta Communications Authority (design non-eligible)
- Malta Information Technology Agency (design non-eligible)
- Malta Council for Science and Technology (design eligible)
- Spazju Kreattiv
- Malta Life Sciences Park (Malta Enterprise)
- Malta Digital Hub (Malta Enterprise)
- FHRD (Foundation for Human Resources Development)
- Malta Federation of Professional Associations
- Malta Information Technology Agency (MITA) Innovation Hub

- University of Malta
- Malta College for Arts, Science and Technology
- School of Art (Ministry of Education)
- Design and Technology Learning Centre (Ministry for Education)
- St Martin's Institute (Creative Computing)
- Erasmus+
- Institute of Computer Education Ltd (ICE Malta)
- Malta Society of Arts

- Valletta 2018 Foundation
- EU-Japan Fest Committee
- Trade Malta
- Encore Magazine
- Institution of Engineering Designers
- Malta Business Bureau
- National Enterprise Support Awards
- Malta International Business Awards

- Events**
- Malta Design Week
  - Design & Technology Expo / Malta Robotics Olympiad
  - Malta Innovation Awards
  - Design4DCity
  - Malta Fashion Week
  - Comicon Malta
  - SME Week
  - Start-up Weekend
  - Fresher Week events (University of Malta)
  - Science in the City

- Economic Policy Department (Ministry of Finance)
- University of Malta
- Strategy Directorate, Arts Council Malta
- National Statistics Office
- Valletta 2018 Foundation
- JobsPlus
- Malta Enterprise
- Malta Tourism Authority
- Malta College of Arts Science and Technology (MCAST) Practice-based research
- Malta Arts and Culture Research Association (MACRA)

- SME Grants & Tax Credits (various schemes) by Malta Enterprise (design eligible)
- Commercialisation Voucher Programme - Malta Council for Science and Technology (design eligible)
- Technology Development Programme Malta Council for Science and Technology (design eligible)
- TAKEOFF Seed Fund Award (design eligible)
- Arts Council Malta Funding
- Creative Europe Desk (Malta)
- Zaar Crowd-Funding Platform
- Malta Enterprise, including advisory service
- Horizon 2020
- Interreg
- Operational Programmes 2014-2020 (ERDF, ESF)
- Business Enhance ERDF Grant Scheme Initiative (OPI 2014-2020)
- IPAS- Internationalisation Partnership Award Scheme (MCST)
- Malta Information Technology Agency (MITA) Pre-seed Investment

- National Research and Innovation Strategy 2020 (design included)
- Create2020 - Arts Council Malta Strategy (design included)
- Creative Economy Strategy (design included)
- Valletta 2018 European Capital of Culture Approved Bid-Book (design included)
- National Culture Policy (cultural and creative sectors)
- Electoral Manifesto 2013 (cultural and creative sectors)
- National Reform Programme (creative economy)
- A strategy for Valletta (urban design issues)
- Malta Enterprise Act
- Design4Innovation - Interreg Europe
- Operational Programme I, Operational Programme II (2014- 2020)

- Chamber of Architects
- Chamber of Engineers
- Institution of Engineering Designers - Malta Branch
- Malta Chamber of Commerce and Industry
- Malta Business Bureau
- Industrial Property Registrations Directorate (Commerce Department)
- Design and Technology Educators Association
- Valletta Design Cluster (currently in setting-up phase)
- Arts Council Malta
- Malta Enterprise
- Malta Entrepreneurship and Start-Up Forum
- Economic Policy Department (MFIN)
- Enterprise Policy and Schemes (MEIB)
- Centre for Entrepreneurship and Business Incubation, UoM
- Foundation for Social Well-being, OPR
- Fondazzjoni Kreattività
- Malta Council for Science and Technology
- Federation of Professional Associations
- Malta Business Bureau
- Silicon Valletta
- Malta Crafts Council

# Design Ecosystem Silesia



## Recognizable and reputable Designers

- Tomasz Konior - Konior studio
- Robert Konieczny - KWK Promes

## SMEs promoting good design and regional potential

- MUSK Collective
- CODE DESIGN
- MEDUSAGROUP
- Zalewska Architecture Group
- WZORRO DESIGN S.C.
- ZPH PILCH
- WÓJCIK DESIGN
- SOKKA
- MODELARNIA CERAMICZNA BOGDAN KOSAK
- bro.Kat
- Carlex design
- Tukej
- Geszeft
- Gryfnie

- Academy of Fine Arts in Katowice
- University of Silesia - Faculty of Fine Arts and Music
- Silesian University of Technology - Faculty of Architecture
- University of Economics in Katowice - Design Management
- Katowice School of Technology - The University of Science and Art - Faculty of Architecture, Civil Engineering and Applied Art
- Student research groups

- Fine Arts/Design/Architecture/Technology/Social Departments of mentioned in other points: universities, association, clusters, design centers, R&D Institutes, Business Support Institutions, SME and large companies (e.g. Roca in Gliwice, Paged, Pro, Pajak, Marbet, Trolley, Rosa, Novodvorscy, Classen, ZIR)
- Observatory Of Urban And Metropolitan Processes (Silesian University)

- Regional Operational Programme (The European Regional Development Fund, The European Social Fund)
- Smart Growth Operational Programme 2014-2020
- Financial Instruments (Technological credit, Loan funds)
- Private Funds (seed capital- private equity)
- Co-financing of consultancy services (design)

- The Action Plan for Design-Driven Innovation (2013)
- Design for Europe
- Enterprises Development Program until 2020 (The Polish Agency for Enterprise Development (PARP))
- National Smart Specializations (KIS) → 19 Intelligent Creative Technologies
- Strategy of Responsible Development (design included)
- Smart Growth Operational Programme 2014-2020 (PO IR) (design included)
- Regional Operational Programme for Śląskie Voivodeship 2014-2020 (RPO) (design included -Priority 3c- Supporting the creation and the extension of advanced capacities concerning products and services development)
- The Regional Innovation Strategy of the Śląskie Voivodeship 2013-2020 (RIS) (design included - meta measure 6: Design for Innovation)
- The Technology Development Program of Śląskie Voivodeship in 2010-2020 (PRT) (new emerging area of technology-recommendations for creative industries)

- Non-financial support (design and innovation services, Business Support Institutions, Networking Collaboration)
- Trainings and workshops for SME
- Professionalization of services offered by Business Support Institutions
- Subsidies, grants, strategic consulting
- Academic Business Incubators (AIP)

## Events

- Silesian Icon exhibition
- KATOWICE - City of Gardens
- Birthday of Castle Cieszyn
- 4 Design Days
- Creative City Network (annual meetings)
- RIS (annual conferences)
- Silesian Bazaar
- WUD Silesia - World Usability Day
- Workshops- Summer school of Design
- Music Festivals: OFF, Tauron
- Business Congresses: EEC-European Economic Congress, European Congress of SME'S

## Competitions

- Silesian Icons by Castle Cieszyn
- Agrafa by Academy of Fine Arts in Katowice
- Good Design by Institute of Industrial Design
- Silesian Innovators by Upper Silesian Agency for Entrepreneurship and Development

## Network of Regional Specialized Observatories

- Technopark Gliwice Science and Technology Park Ltd
- Silesian University of Technology
- University of Silesia in Katowice
- The Foundation of Nanoscience and Nanotechnology Support NANONET
- Science and Technology Park EuroCentrum
- Upper Silesian Agency for Entrepreneurship and Development
- Central Mining Institute in Katowice
- ITAM Institute of Medical Technology and Apparatus in Zabrze
- Professor Zbigniew Religa's Cardiac Surgery Development Foundation
- Regional Development Agency in Czestochowa S.A
- Institute of Non-Ferrous Metals in Gliwice
- Center of Polymer and Carbon Materials of the Polish Academy of Sciences
- Silesian Science and Technology Centre of Aviation Industry Ltd.

## Local government regional authorities

- Silesian local authorities
- Marshal's Office (with Regional Network of Specialised Observatories)

## Other Regional Actors

- Castle Cieszyn
- Silesian Center of Entrepreneurship
- Chamber of Commerce and Industry in Katowice
- It Loft Park In Tychy - New Technologies Park for IT and Graphics Design in Tychy
- Patent Office
- Silesian Cluster of Design
- Cluster made in Śląsk
- The Association of Industrial Designers
- The Institute of Industrial Design
- The Association of Graphic Artists (KAVE creative studio-Silesia)
- The Cultural Institution Ars Cameralis
- Galery Rondo Sztuki
- BWA Contemporary Art Gallery
- Silesian Museum

# Design Ecosystem Galicia

DESIGNERS

SUPPORT

PROMOTION

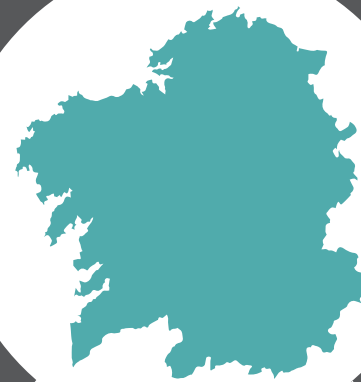
ACTORS

POLICY

FUNDING

RESEARCH

EDUCATION



- DAG, Designers Association
- College of interior designers
- Foundation of Crafts and Design
- Relevant companies: Tomás Alonso, Arturo Álvarez, Fruto DS, Pepe Barro, Cenlitrosmetrocastrado, Oitenta, Vermislab...

- Design support entities**
- Galician Agency of Innovation
  - GAIN-CIS Galicia: Innovation and Services Centre for Design and Technology
  - GAIN-CIS Madeira: Timber Technological Innovation and Services Centre
  - Tecnópole, Technological Park

- Design support programmes**
- There are no current specific design support programmes

- Events**
- FEED Design Forum, DAG
  - Rianxo, Design meeting, DAG
  - 8 Annual talks about Design and Architecture, CMD
  - Lignum Facile – Meeting point, CMD
  - Talks about Design, product development and trends, GAIN CIS-Madeira
  - 2 International congress about Contract furniture and Design, GAIN CIS-Madeira
  - Exhibition about design and sustainability, CTB
  - Exhibitions in Museums of Art: Vigo and Santiago
  - Exhibition "12 Miradas::riverside"
  - Fashion shows: Despunte (EASD Mestre Mateo) and ESDEMGGA
  - Cultural, the cultural industries fair

- Awards**
- Foundation of Galician Crafts and Design Awards
  - IFA, International Finsa Award for Students of Architecture & Design
  - Thinking Wood Awards, Finsa Award
  - Maria Martinez Foundation, Design Awards (no longer convened)
  - Paraugas Awards, Communication Cluster

- EUDI, University School of Industrial Design
- ETSE, Higher Technical School of Engineering, courses about eco-design
- ESDEMGGA, Master's Degree in Design and Creative Direction in Fashion
- BBAA, Faculty of Fine Arts
- Industrial Engineering Schools
- Schools of Art and Design: EASD Pablo Picasso, EASD Ramón Falcón, EASD Antonio Faiide, EASD Mestre Mateo
- Aula D, School of Design
- VETs, Vocational Educational Training Schools
- Foundation of Galician Crafts and Design
- Torrente Ballester Centre
- GAIN CIS-Madeira, course about design thinking
- Foundation of Construction

- GAIN-CIS Galicia, Predica project
- GAIN CIS-Madeira, eco-design project, smart furniture design project, design for all
- Lares Finisterrae project
- Communication Cluster, observatory

- Conecta pyme: subsidies to research and development projects in cooperation between SMEs
- Via Galicia: program to accelerate innovative and investable projects
- Galicia Open Future: Startups accelerator program including mentoring and financing.
- Grants from Igape

- RIS3: development of strategies based on differentiation in design and product innovation
- RIS3, Programme Galicia Transfers: grants for industrial designs created by Galician enterprises

- GAIN CIS Galicia and CIS-Madeira: 2 Innovation and Services Centres, 1 for Design and Technology, 1 for Wood
- CTAG, Automotive Technology Centre of Galicia
- AIMEN, Innovation and Technology Centre
- CMD, Wood and Design Cluster
- Textile-Fashion Cluster
- Audio-visual Cluster
- Communication Cluster
- Foundation of Crafts and Design
- Barrie de la Maza Foundation
- DIDAC Foundation
- Luis Seoane Foundation
- Relevant companies: Finsa, Tattuo Contract, Arturo Álvarez, Mbalco, Formato verde...
- Design editors: Galopin, Cucuducho, Amosega
- Sargadelos
- Fashion sector
- Briefing galego (association)

# Design Ecosystem Catalonia

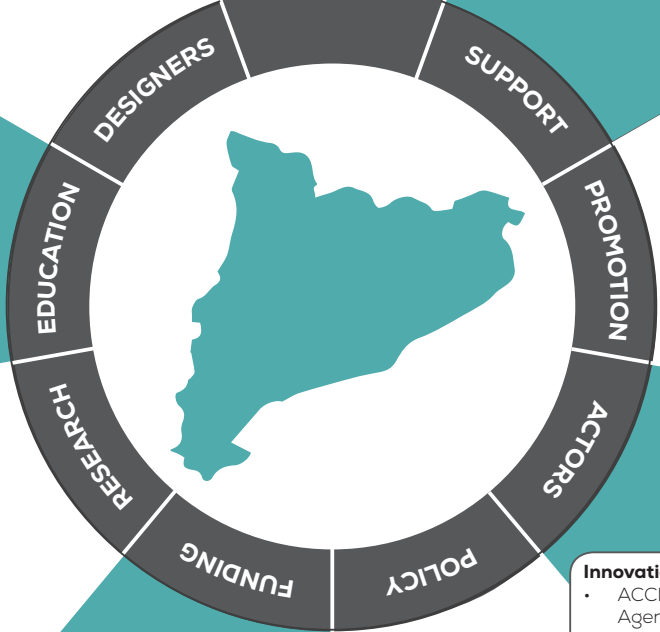
- 3,783 design services companies
- Design services companies' turnover of 950 million euros
- Design services companies employs 15,775 people
- 74.10 NACE code

- BCD Innovation Program (supported by ACCIÓ - Catalan Government)
- Catalunya Emprèn (entrepreneurship services - Catalan Government)
- Challenged Based Innovation (IED Barcelona & UPC & ESADE)
- Creamedia (mentoring programme to create creative companies - Barcelona Activa)
- Design4Innovation project (Interreg Programme)
- MID (Design Ideas Market) / BCD Creative Entrepreneurship program

- Public**
- EASDV (Disseny School of Vic)
  - ESDAP (7 centers)
  - Fine Arts Faculty (University of Barcelona)
  - Massana School
  - University of Girona (Technical College)

- Private**
- BAU
  - EINA
  - ELISAVA
  - ERAM (Girona University)
  - ESDI
  - IAAC Institute for Advanced Architecture of Catalonia
  - IDEP
  - IED
  - LaBasad (Barcelona school of arts & design)
  - LCI
  - RMIT University.

- EADA (Master in Management that includes: Disruptive Innovation; Digital Transformation; Creativity and Design Thinking; Open Innovation (OI). Entrepreneurship, Starting and Growing Your Own Business.
- EAE Business School (WebConference: "Design thinking: the innovation for creative problem solving")
- ESADE (Design Thinking for Business Innovation)
- IESE (Program: Creative Problem Solving: Implementing Design Thinking)
- UPC Talent School & BCD - Postgraduate on Design Management



- ADCE Art Directors Club of Europe Awards
- Barcelona Design Week (BDW)
- Blanc Festival
- Catalan Ecodesign Award
- City of Barcelona Awards (Category: Design)
- Culture & Digital Art International Festival OFFF
- Design Business Trade Missions (Beijing, HK, NYC, Dubai, Milan...)
- Design Markets (Palo Alto Market, Design Market organized by FAD, etc)
- FAD Awards (Laus, Delta, ArtsFAD, ArquinFAD)
- FADfest
- Fashion Documentary Film Festival Barcelona (Moritz Feed Dog)
- Imagine Programme
- Innovation Breakfast from the Catalan Agency for Innovation
- Makers Community
- National Awards of Culture from the Generalitat of Catalonia
- PND National Design Prizes
- Private awards promoted by Businesses (i.e. ROCA-jumpthegap)
- REC Igualada (Experimental Stores)
- Sónar+D Festival
- Specialized magazines, publications and blogs on design
- Virtual Communities (i.e.The CreativeNet)
- OBO Barcelona Fashion

- Design research carried out by design schools and universities**
- CIM Centre (UPC)
  - Design Lab (ELISAVA)
  - DECS European Project (ELISAVA)
  - EDIVI -Network of higher education institutions on design to foster research on social innovation and sustainability
  - FabLab Barcelona (IAAC)
  - GRACMON (UB)
  - GREDITS (BAU)
  - I+ED Lab by IED - Master in Creative Process (ELISAVA) <http://www.elisava.net/en/master-creative-process>
  - Research / Research Groups (EINA)
  - Research Group (ESDI)

- Regional Government**
- Eco innovation vouchers
  - Innovation vouchers
  - RIS3CAT communities

- Design research carried out by others**
- dRD Programme (Design PHd in house promoted by BCD)
  - elBulliLab (Ferran Adrià)
  - FabLab (Fabrication Laboratory) (part of the Institute for Advanced Architecture of Catalonia)
  - Hangar
  - MUDIC

- Other**
- Creative Europe
  - Erasmus +
  - PPI Public Procurement of Innovation
  - SME instrument (H2020)

- Culture**
- ICEC Catalan Institute of Cultural Industries (Generalitat / Regional government)
  - ICUB (Institute of Barcelona Culture) (Barcelona City Council / Local government)

- Innovation**
- ACCIÓ Catalan Agency for Business Competitiveness (Generalitat / Regional government)

- Sustainability**
- ECODISCAT program that promotes ecodesign (Sustainability Department of the Generalitat / Regional government & ARC Catalan Waste Agency)

- Entrepreneurship**
- Barcelona Activa (Barcelona City Council/Local government)
  - Catalunya Emprèn, programme to support entrepreneurs (Generalitat/Regional government)

- ADP Association of Professional Designers
- Almogàvers Business Factory
- Art Directors Club of Europe
- Audio-visual Cluster
- Barcelona Design Museum
- Barcelona Laboratory
- BCD Barcelona Design Centre
- Canòdrom (Creative Research Park)
- College of Interior Designers of Catalonia
- College of Graphic Design of Catalonia
- Co-working spaces
- Design Cluster
- Design for All Foundation
- DHUB - Design Hub Barcelona
- Disseny = Igualada
- EURECAT
- FAD (ADI-FAD, ADG-FAD, ARQUIN-FAD, A-FAD, MODA-FAD)
- Living Lab Cornellà
- Mater FAD (materials center)
- Media Cluster
- MOB - Makers of Barcelona
- Palo Alto Foundation
- Poblenou Urban District
- Professional Association of Lighting Designers
- RED - Association of Spanish Design Companies





**pdr.**

Project Team

Dr Anna Whicher  
Piotr Swiatek  
Jo Ward

  
**Design 4  
Innovation**  
Interreg Europe



European Union  
European Regional  
Development Fund

PDR is an award-winning design and research centre based at  
Cardiff Metropolitan University

PDR, 200 Western Avenue, Cardiff, CF52YB  
[www.pdronline.co.uk](http://www.pdronline.co.uk)