

Hello!
Sveiki!
Shwmae!
Czesc!



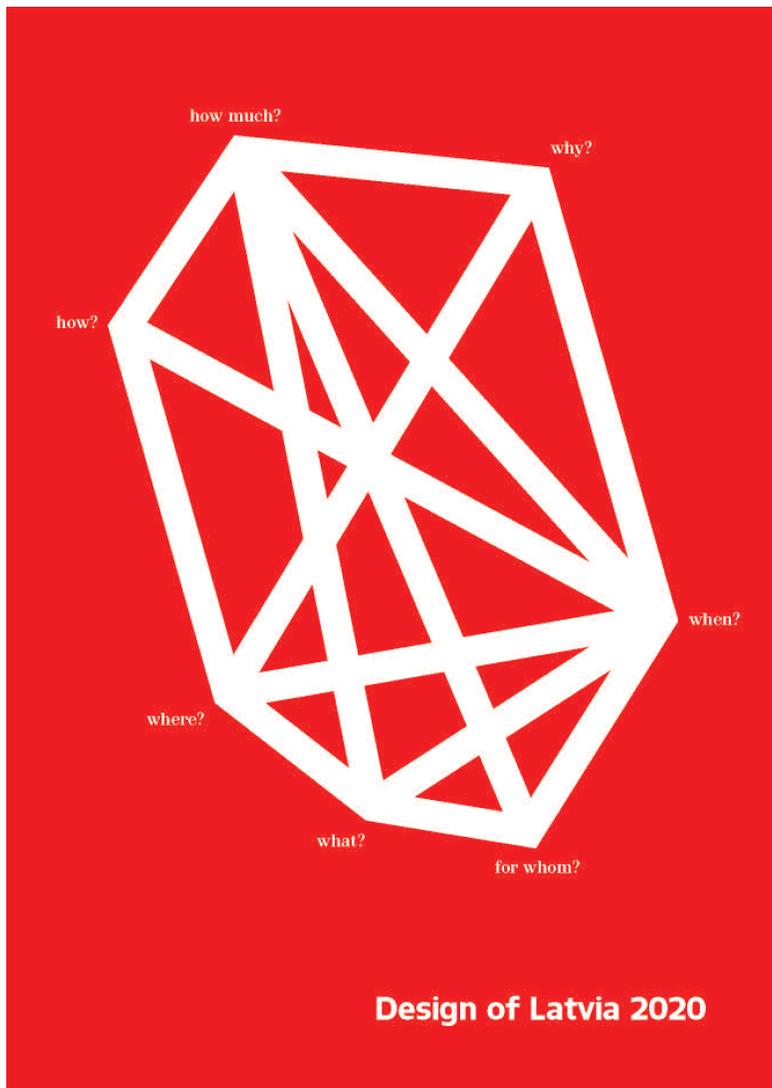
Piotr Swiatek

PDR / Cardiff Metropolitan University
BEDA - Bureau of European Design Associations

Policy for Design

ities and Actions for Wales _

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



Kultūras ministrija

Latvijas Dizaina stratēģija 2022-2027

Izstrādātājs:
Latvijas Dizaina padome

Apstiprināts:
Latvijas Dizaina padomē
11.05.2022., protokols 5/2022

Design for Policy





Innovation Laboratory

State Chancellery
Republic of Latvia



OECD Public Governance Reviews

Strengthening the Innovative Capacity of the Public Sector of Latvia

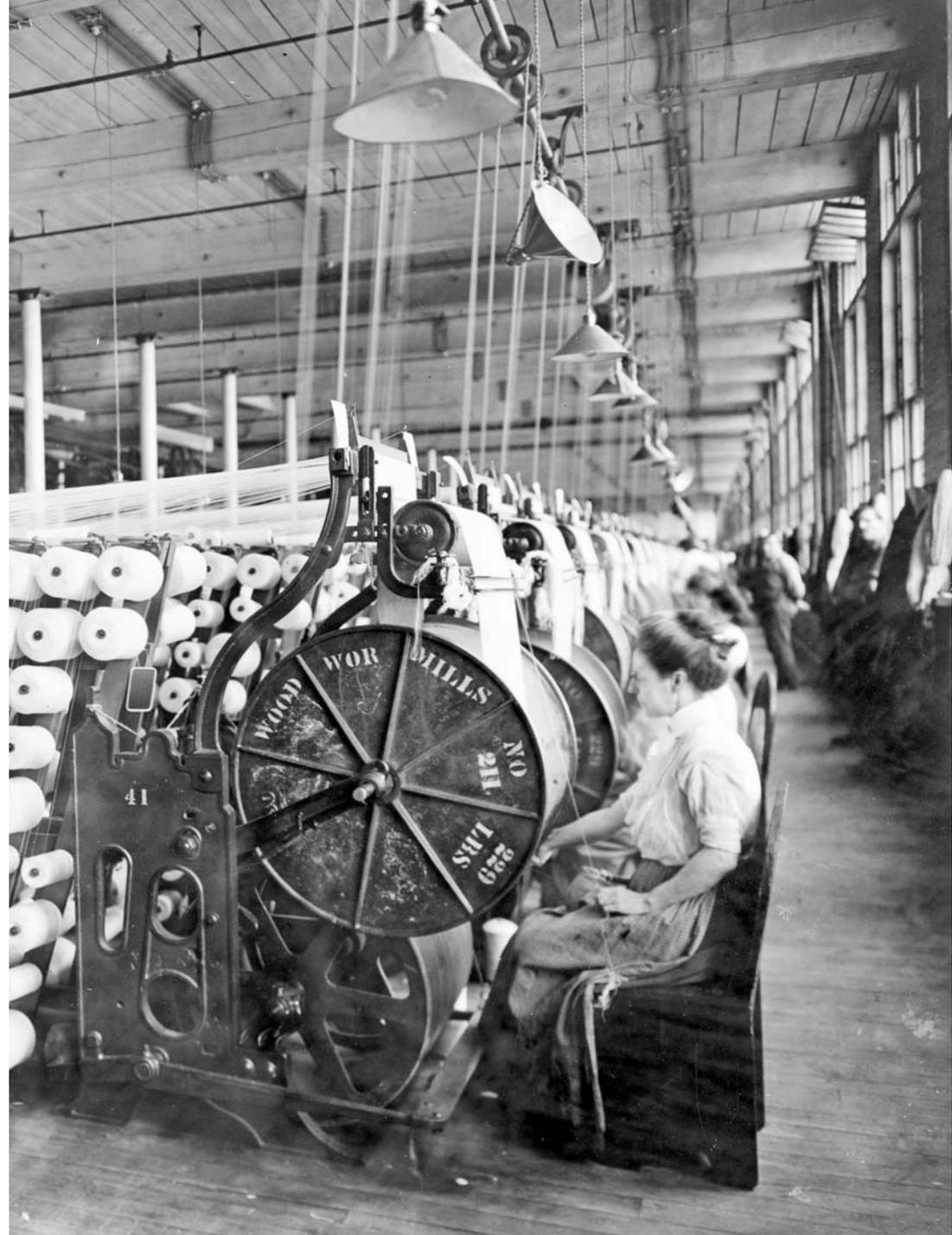
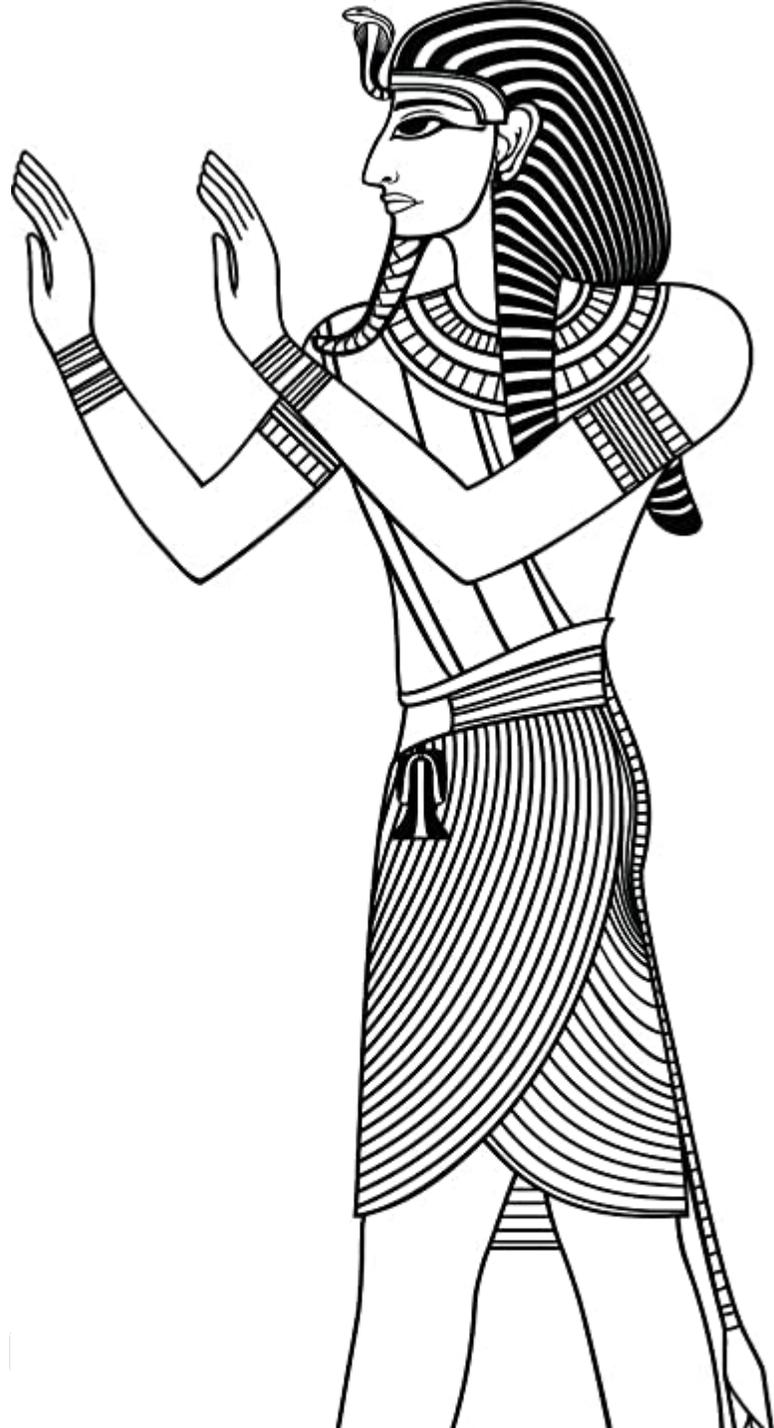


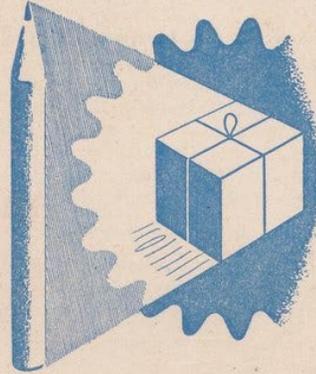
What is 'Policy for Design'?

What is 'Policy for Design'?

“Design policies are government strategies that aim to develop national design resources and to encourage their effective use in the country.”

RAULIK-MURPHY, G., CAWOOD, G., LEWIS (2010). DESIGN POLICY: AN INTRODUCTION TO WHAT MATTERS.





GOOD DESIGN GOOD BUSINESS

by JOHN GLOAG

THE COUNCIL OF INDUSTRIAL DESIGN

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**DESIGN
VISION**

**20
50**

Design for
the Nation, Happiness
and the Future

kidp KOREA INSTITUTE OF
DESIGN PROMOTION

Design Korea, Leading the Smart Revolution

Internal/External Changes & Challenges

- Super-Gap Era, All-Out War of Tech-based Companies
- Market made by AI Platform

Design Vision 2050 Realization Plan

- Digital Industry innovations, DT (Design+Technology)-based conversion to leading economic structure
- Future acquisition investment in design-content convergence infrastructure



Design Korea with Glocal Capabilities

Internal/External Changes & Challenges

- Fundamental changes AI revolution will bring in work and education
- Local content possessing global competitiveness

Design Vision 2050 Realization Plan

- Improve intellectual property of design according to increased diversity of human/intellectual assets
- K-DESIGN becoming the standard and leading the globalization of Korean design



Design Korea, for a Safe and Happy Life

Internal/External Changes & Challenges

- 'Surviving on your own' in the low-growth era
- The importance of social capital is highlighted due to expanding class/alienation gap

Design Vision 2050 Realization Plan

- Proposal for a people's happiness/social value realization model led by design
- Realizing a country with high national self-esteem in design



Denmark has long been known for design. Now that sophistication is being translated into a broad agenda shaping social welfare in addition to corporate welfare.



Christian Scherfig, CEO,
Danish Design Centre



Merete Brunander,
Design & Innovation
Officer, Danish Design
Centre

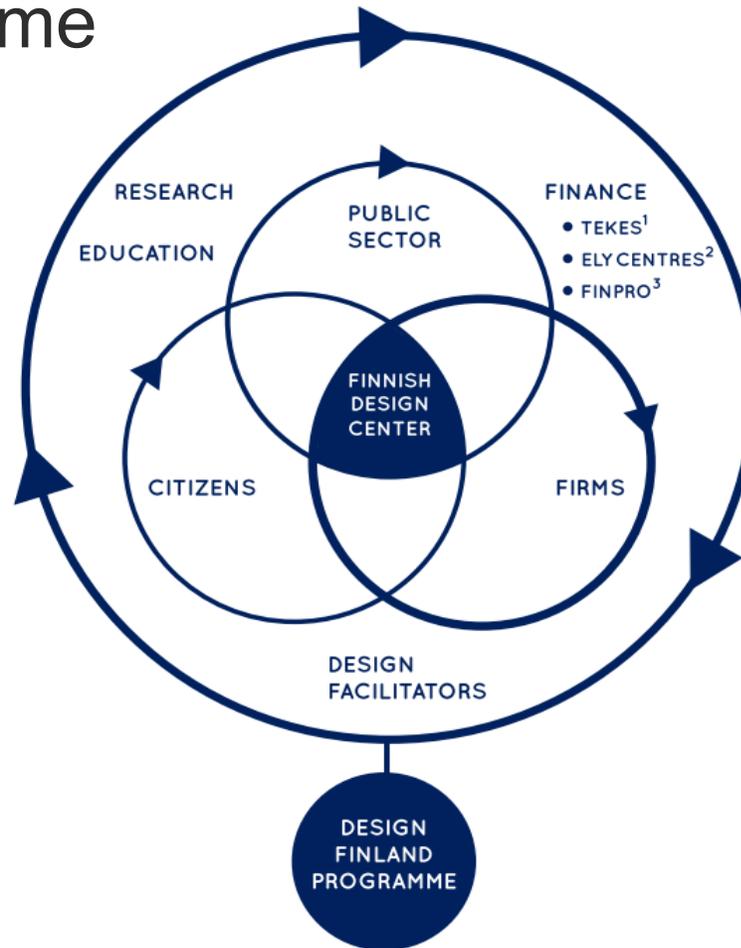


Christina Melander,
Project Manager,
Danish Design Centre



WHICHER, A. (2014) MAPPING DESIGN INNOVATION ECOSYSTEMS

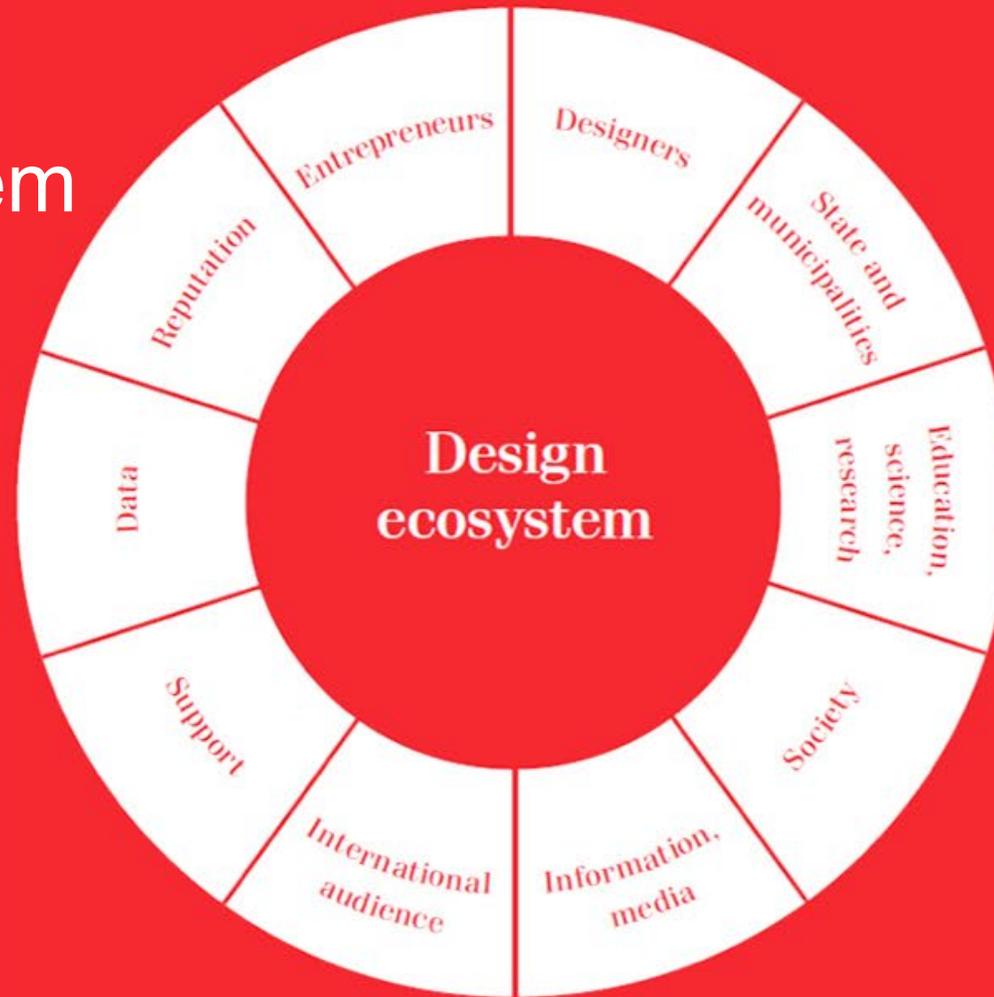
Design Finland Programme



PICTURE 2

DYNAMIC
DESIGN ECOSYSTEM

Latvian Design Ecosystem



Estonian Design Ecosystem

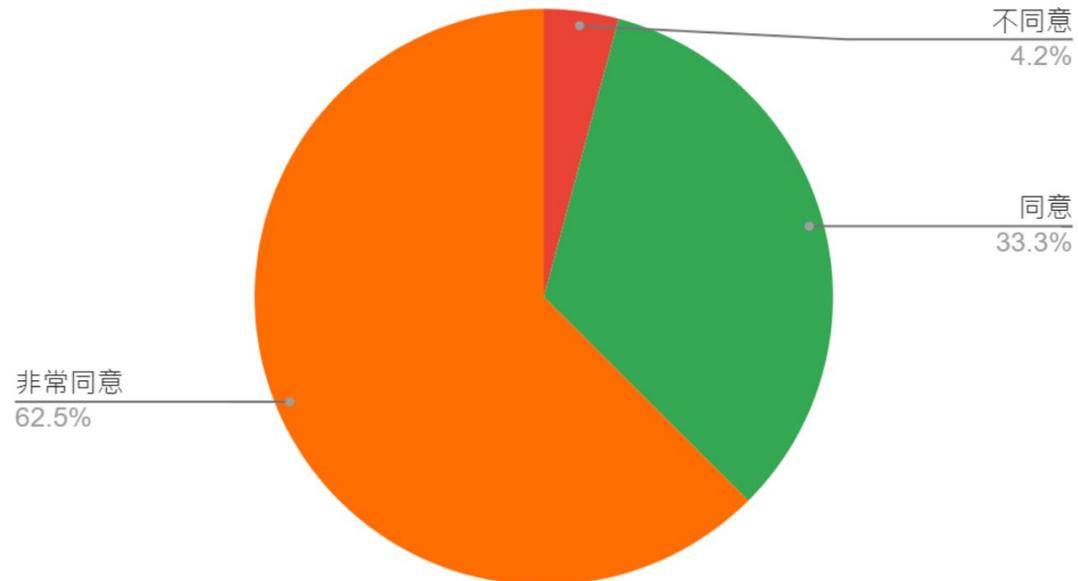


Taiwan Design Ecosystem



Figure 2. Taiwan's Design Ecosystem

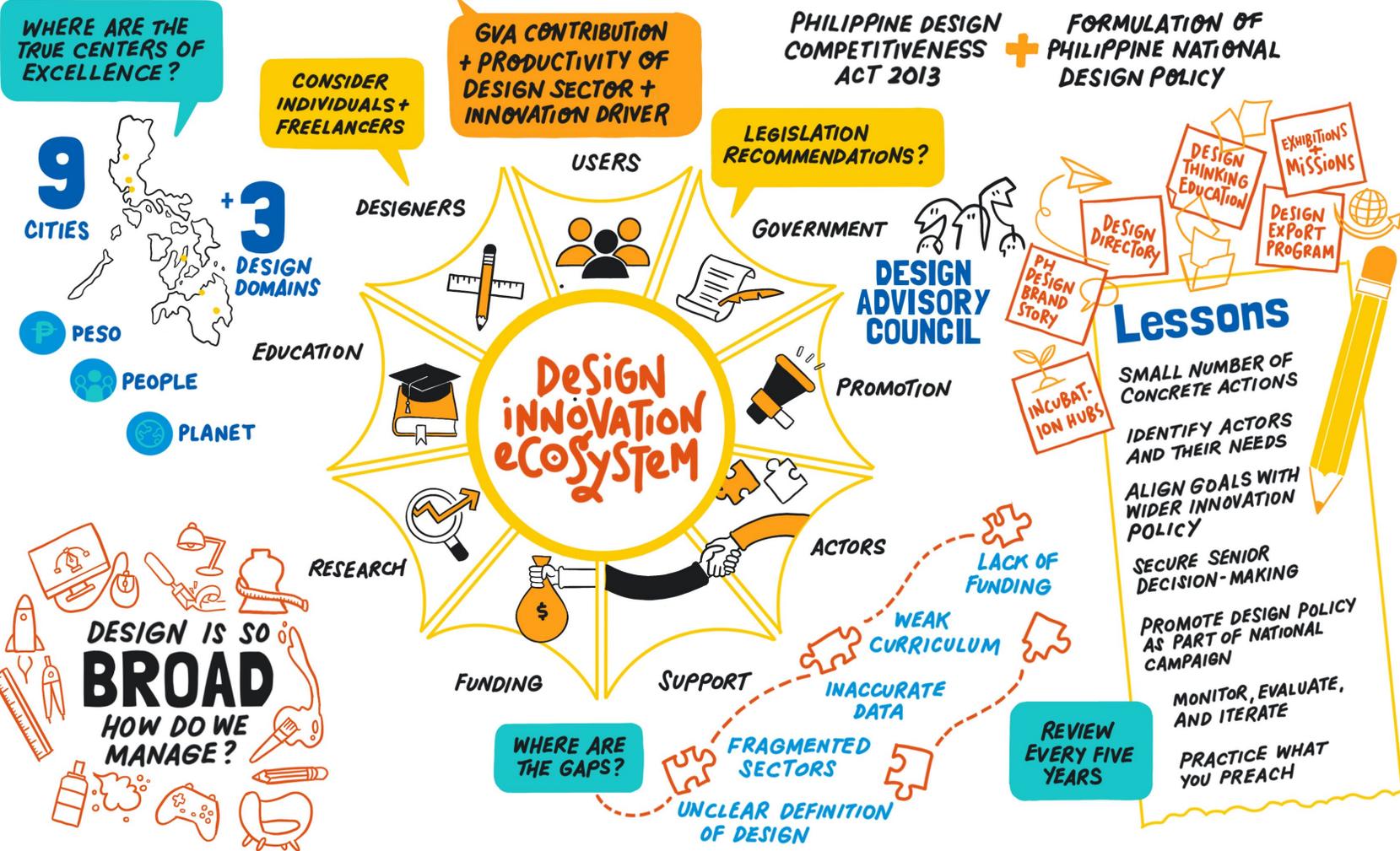
以Dr. Anna Whicher「設計生態系統」為框架，討論我國設計未來藍圖是適切的



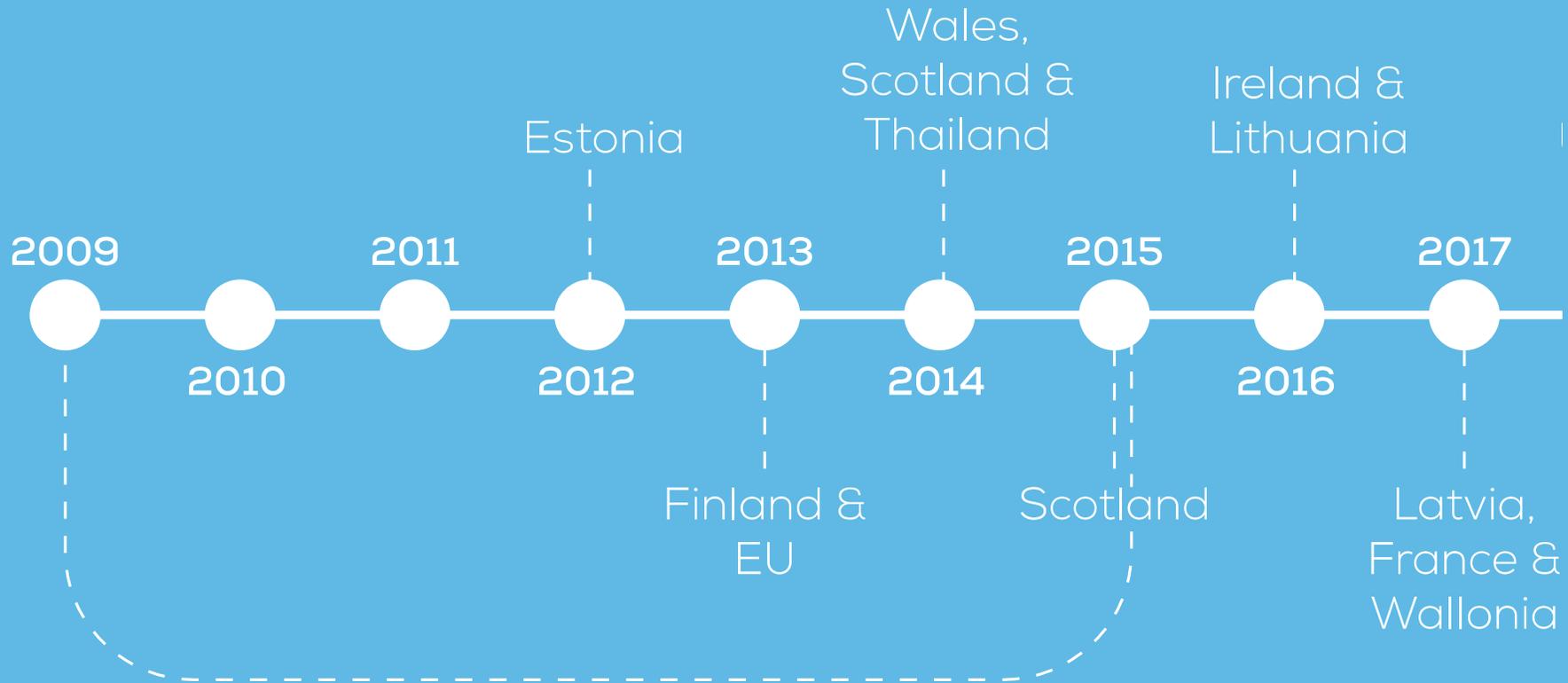


MAPPING THE PH DESIGN ECONOMY

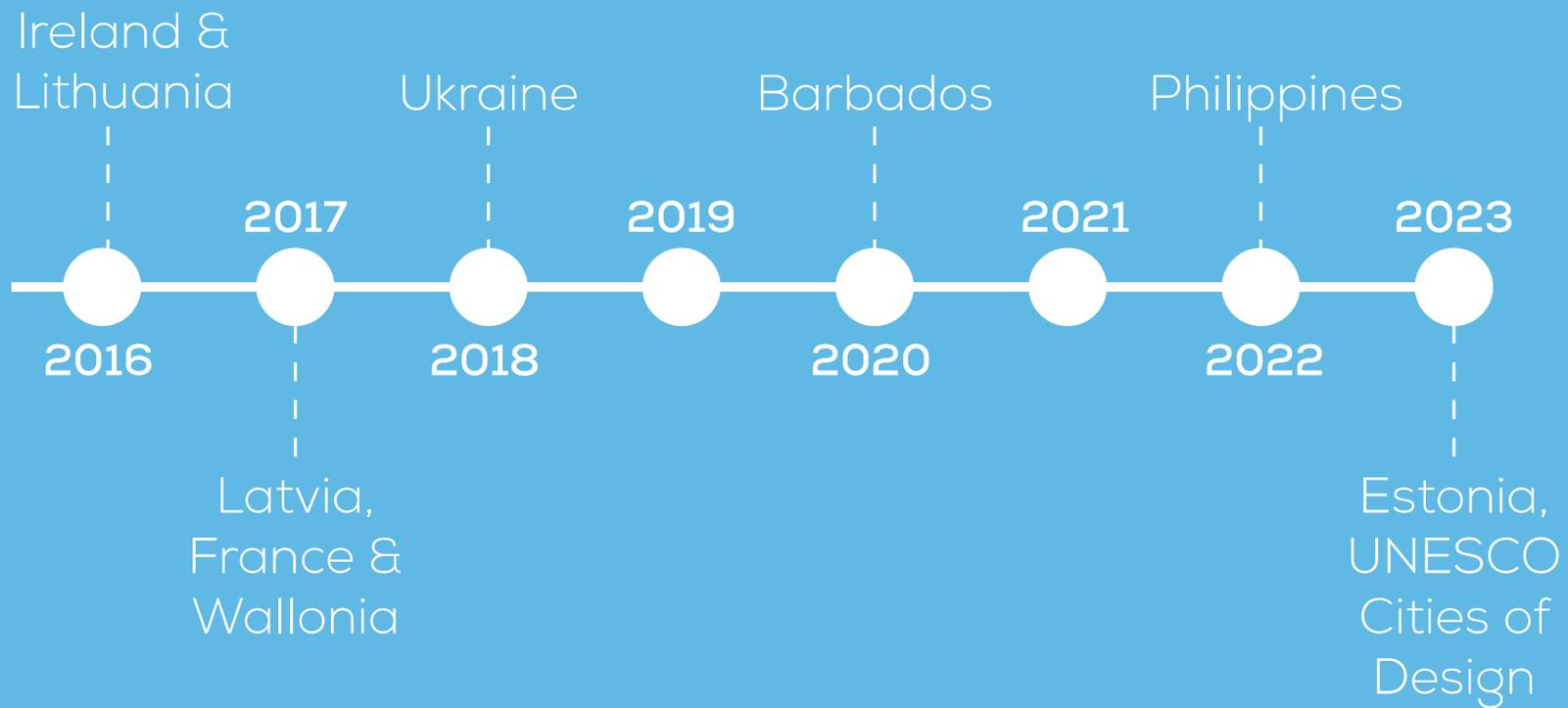
ESTABLISH THE VALUE OF DESIGN AND ITS IMPACT ON PHILIPPINE ECONOMY



Our design policy interventions around the world



SEE Project -
Integrated design into 48
programmes & 11 policies.



Evolution of policies for design

1. Focus on design promotion, branding, manufacturing and product design;
2. Focus on design as competitiveness and innovation driver in business;
3. Focus on service design, design for environmental and societal challenges and design in public sector;
4. Focus on systemic design across policy domains and design as a national competency, differentiator on a global stage.
5. Future – ?

BEDA – The Bureau of European Design Associations

The voice of European Design



BEDA



Wallonie
Bruxelles
Design
Mode

designaustria*



DESIGNERS+
l'association de professionnels
du design et métiers associés



DESIGN
CENTER
CZECHTRADE



DESIGN | LUXEMBOURG



BELGRADE
DESIGN
WEEK

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Barcelona
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esad—idea

Creative
Industries
Styria

Miðstöð hönnunar
og arkitektúrs
Iceland Design
and Architecture



EESTI DISAINI — ESTONIAN DESIGN KESKUS — DESIGN CENTRE

bayern design



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Deutscher
Designtag



MAGYAR DESIGN KULTURÁLIS ALAPITVÁNY HUNGARIAN DESIGN CULTURAL FOUNDATION



DDC

swiss design association



VALLÈTTA DESIGN CLUSTER



BEDA

BEDA Design Policy Advocacy

BEDA's vision is for design to be embraced in Europe as a driver of sustainable growth and prosperity.



BEDA

Design for Growth & Prosperity

Report and
Recommendations of
the European Design
Leadership Board

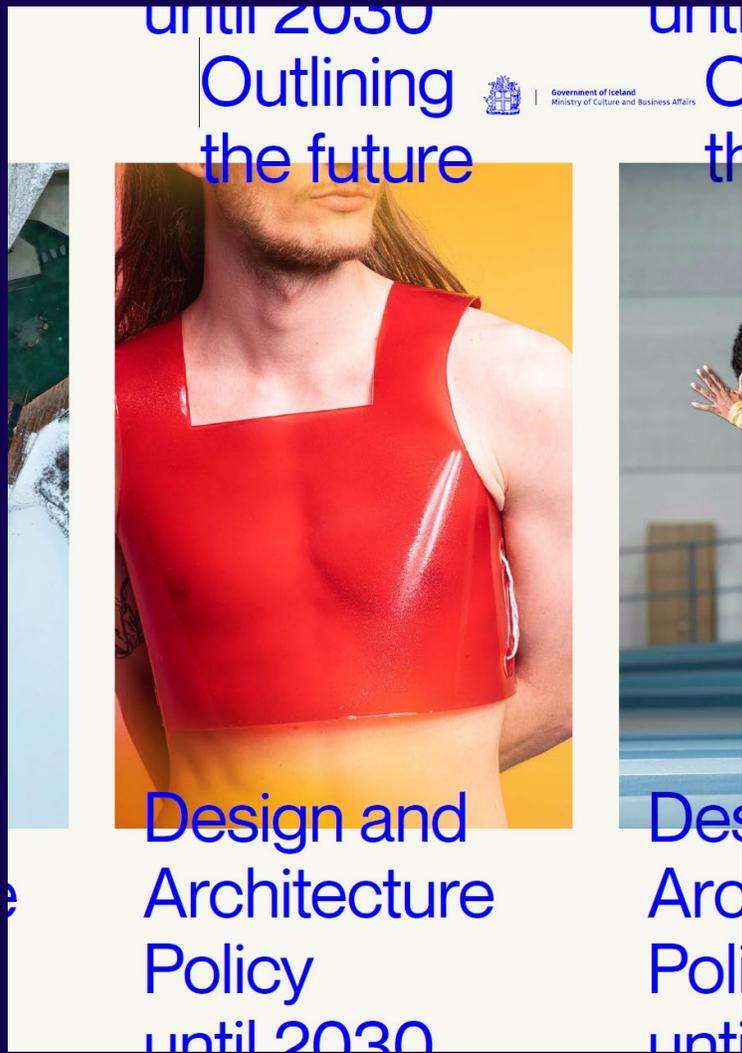
EUROPEAN DESIGN
INNOVATION INITIATIVE



BEDA

Design Policy Mapping in Europe

Design Policy Mapping
Key Insights



Design Policy Mapping
What We Analysed?

What We Analysed?

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Design Policy Mapping

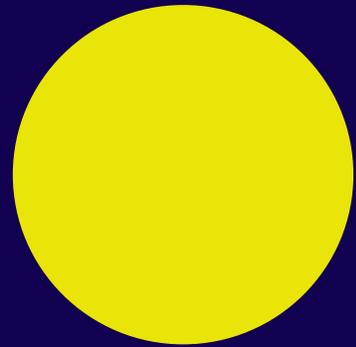
What We Analysed?

- Albania
- Austria
- Belgium
- Bosnia Herzogowina
- Bulgaria Croatia
- Cyprus
- Czechia
- Denmark
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary Iceland
- Ireland
- Italy
- Latvia
- Lithuania
- Luxembourg
- Malta
- Moldova
- Montenegro
- Netherlands
- North Macedonia
- Norway
- Poland
- Portugal Romania
- Serbia
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- Turkey
- Ukraine
- United Kingdom

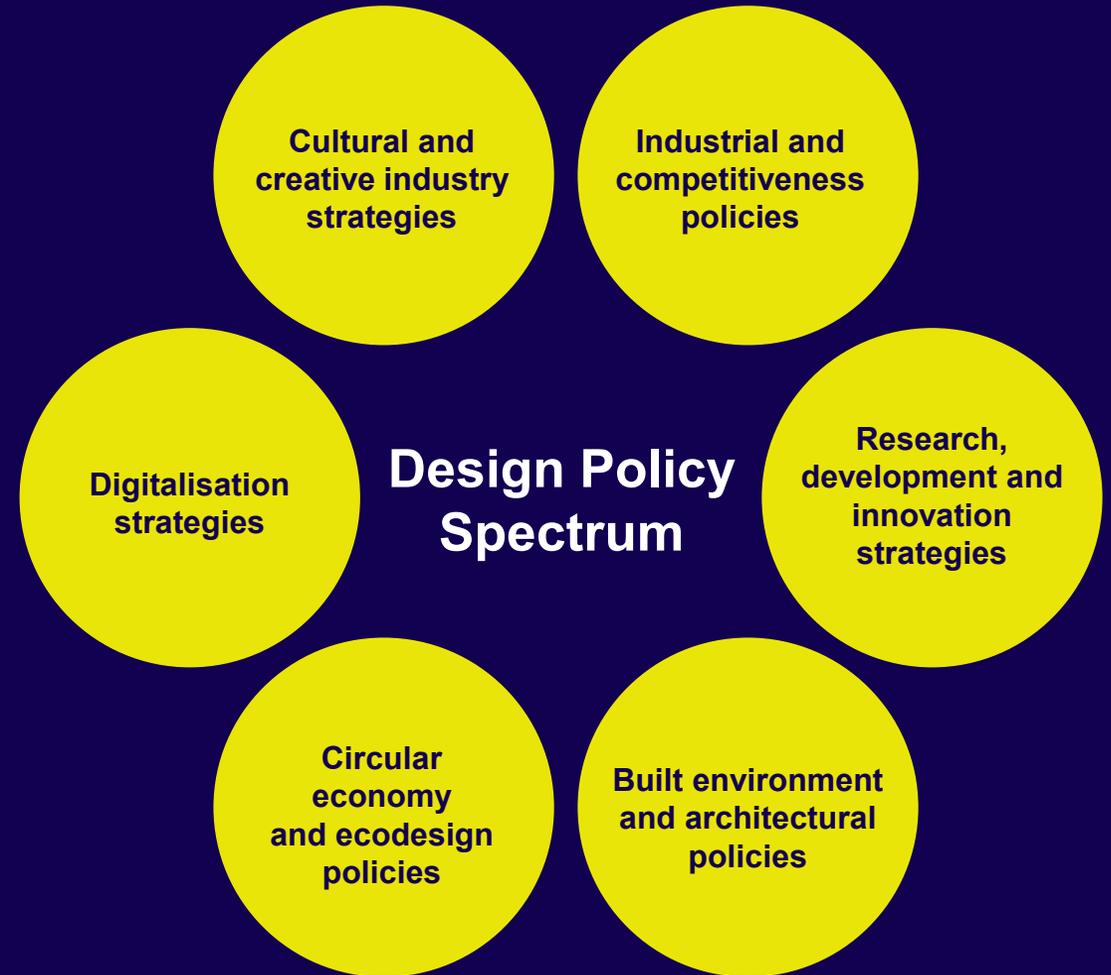
200+ policies



Design Policy Mapping Shift



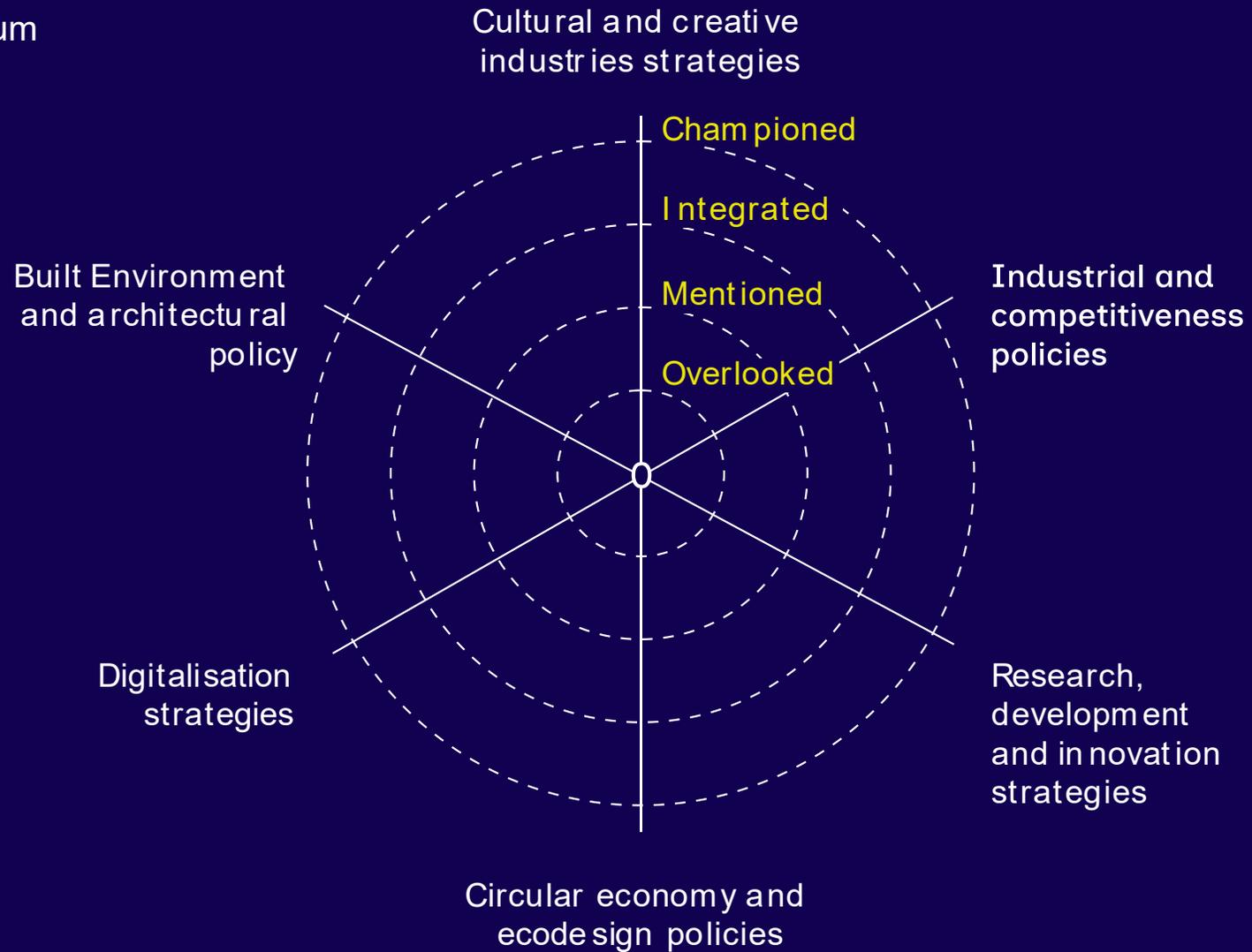
Design Policy



The Design Policy Spectrum Framework

Design Policy Mapping

The Design Policy Spectrum

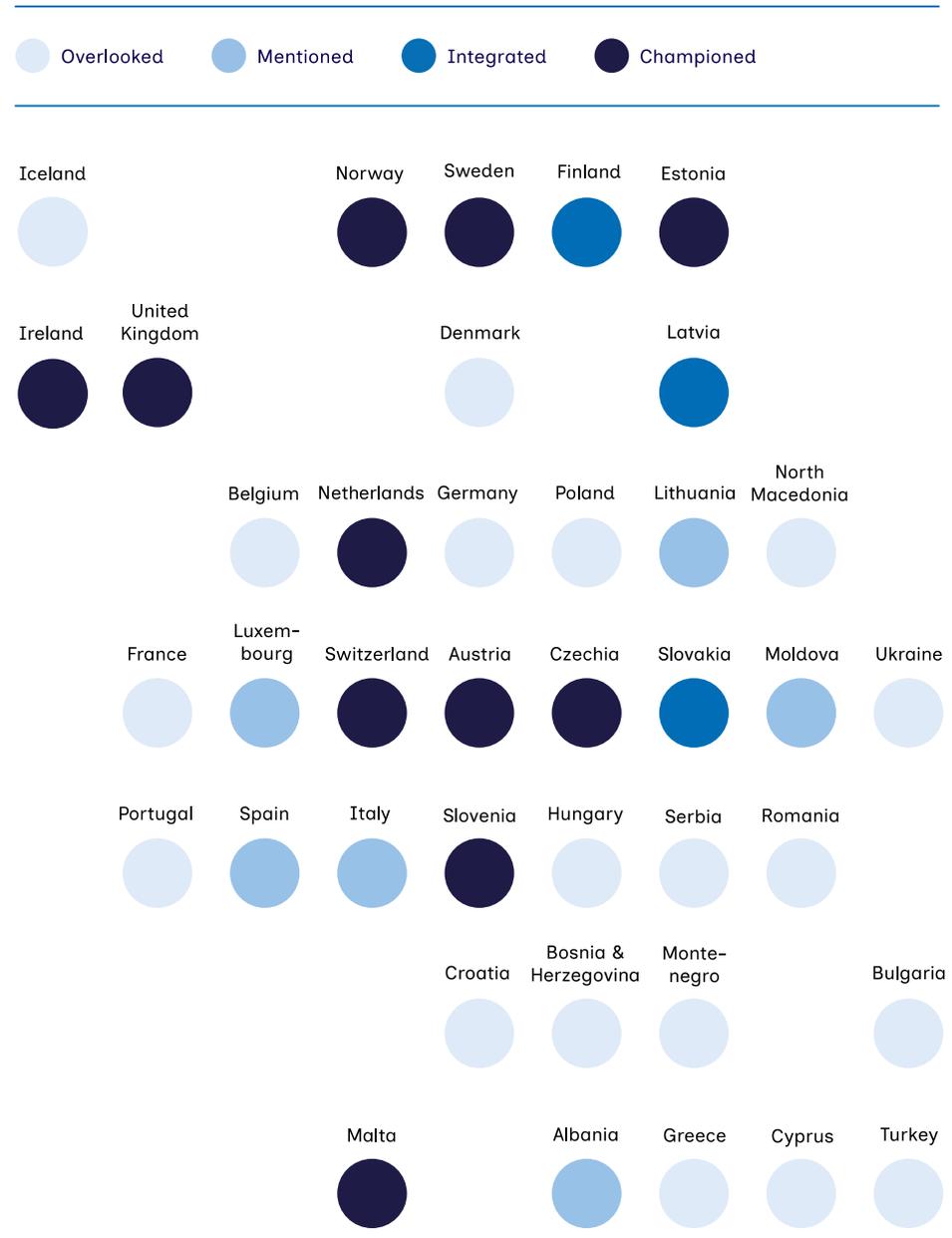


Design Policy Mapping

The Design Policy Spectrum

Cultural and creative industries strategies

→ design as a creative sector and cultural export.



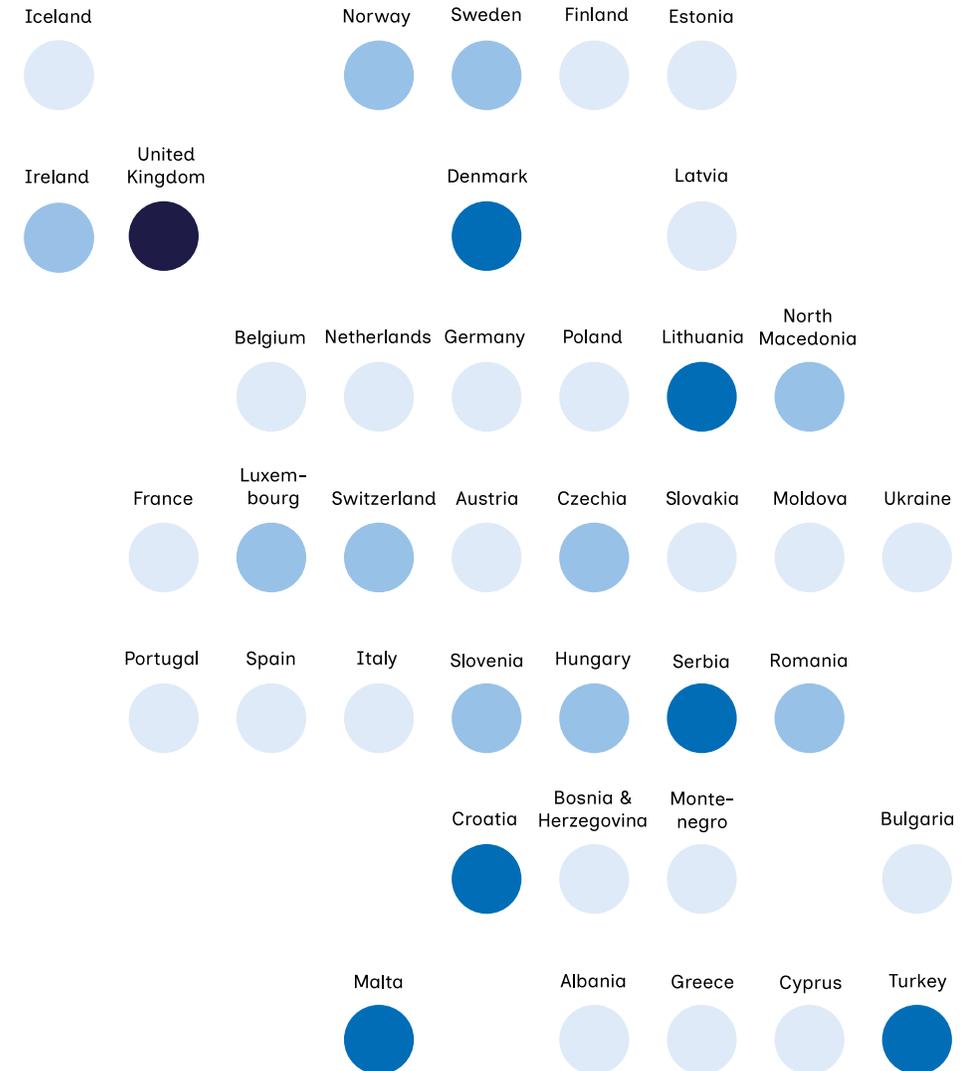
Design Policy Mapping

The Design Policy Spectrum

Research, development and innovation strategies

→ design as a method for user-centred R&D and SME growth.

Overlooked Mentioned Integrated Championed



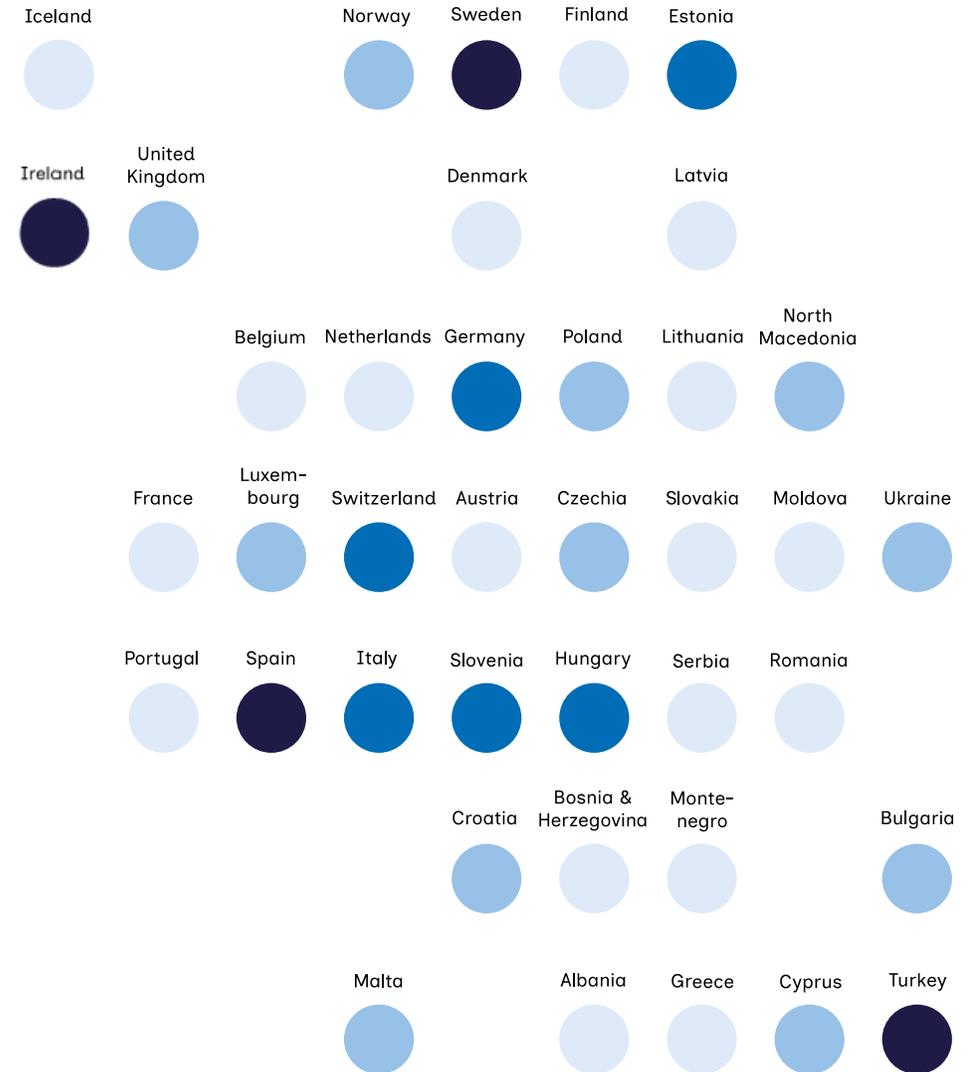
Design Policy Mapping

The Design Policy Spectrum

Industrial & competitiveness policies

→ design as a competitiveness and export tool.

● Overlooked
 ● Mentioned
 ● Integrated
 ● Championed



Design Policy Mapping

The Design Policy Spectrum

Circular economy & ecodesign policies

→ design as a regulatory lever for durability, repairability, and lifecycle impact.



Design Policy Mapping

The Design Policy Spectrum

Digitalisation strategies

→ design as a driver of user-centred public services.



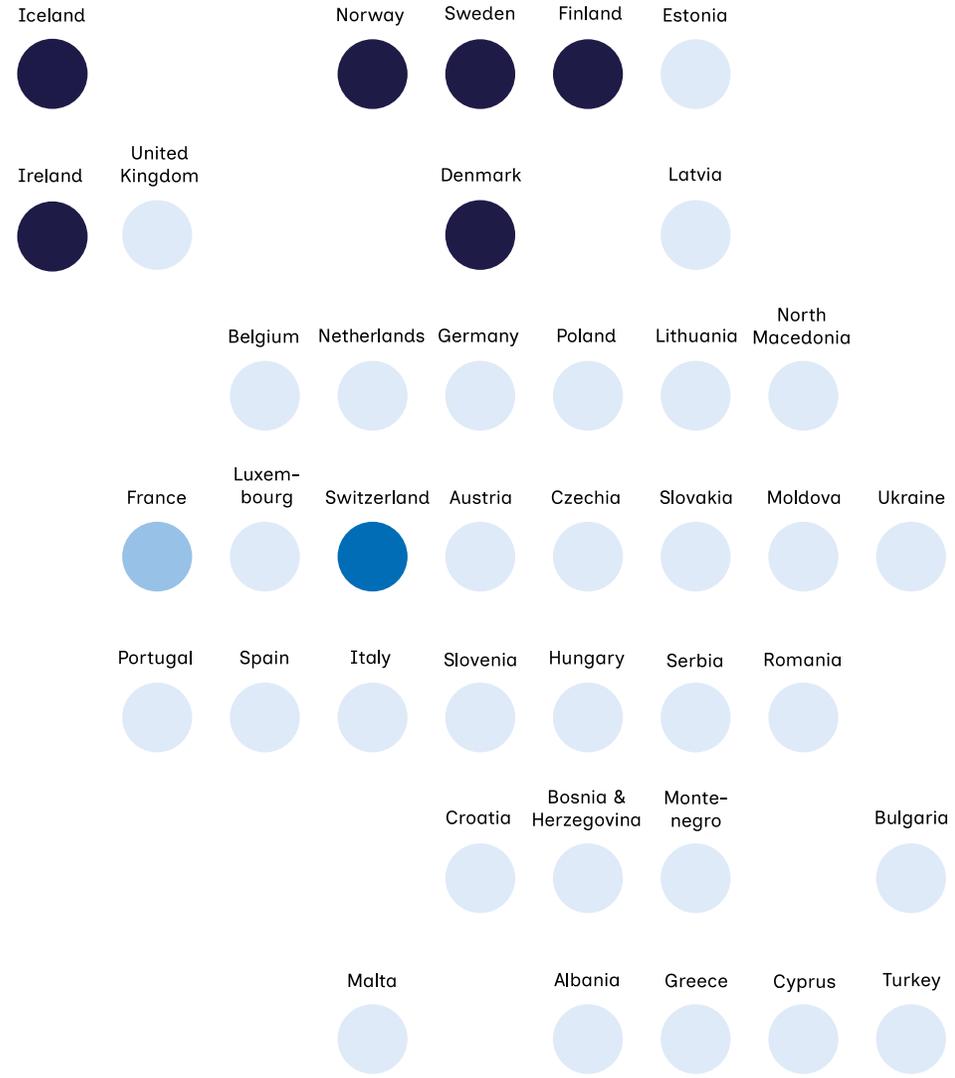
Design Policy Mapping

The Design Policy Spectrum

Built environment & architectural policies

→ design as spatial quality and inclusion.

Overlooked Mentioned Integrated Championed



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Country Profiles

Available on website

madres.beda.org

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res**



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Design Policy Mapping
What we found!

Key Insights

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Successful Integration

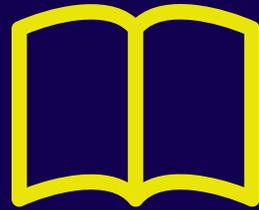
What it looks like



**Clear role
definition**



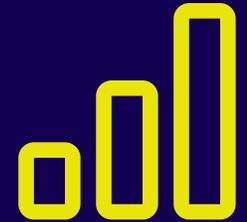
**Dedicated
instruments**



**Skill & talent
pipelines**



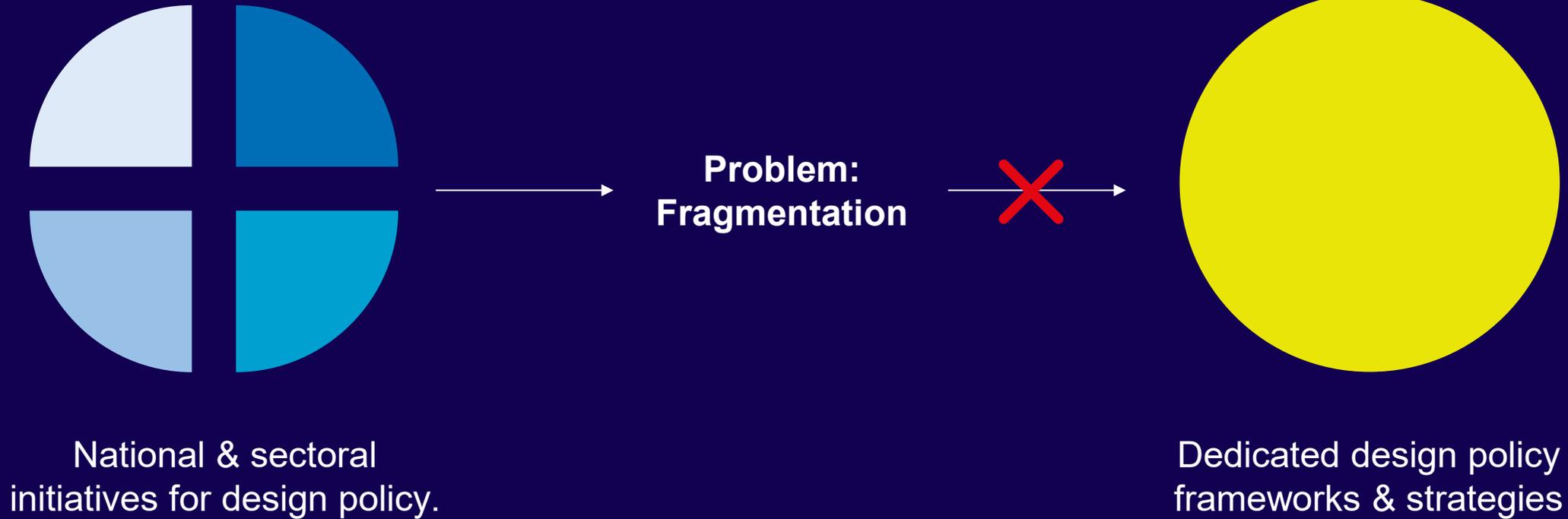
**Ecosystem
connectors**

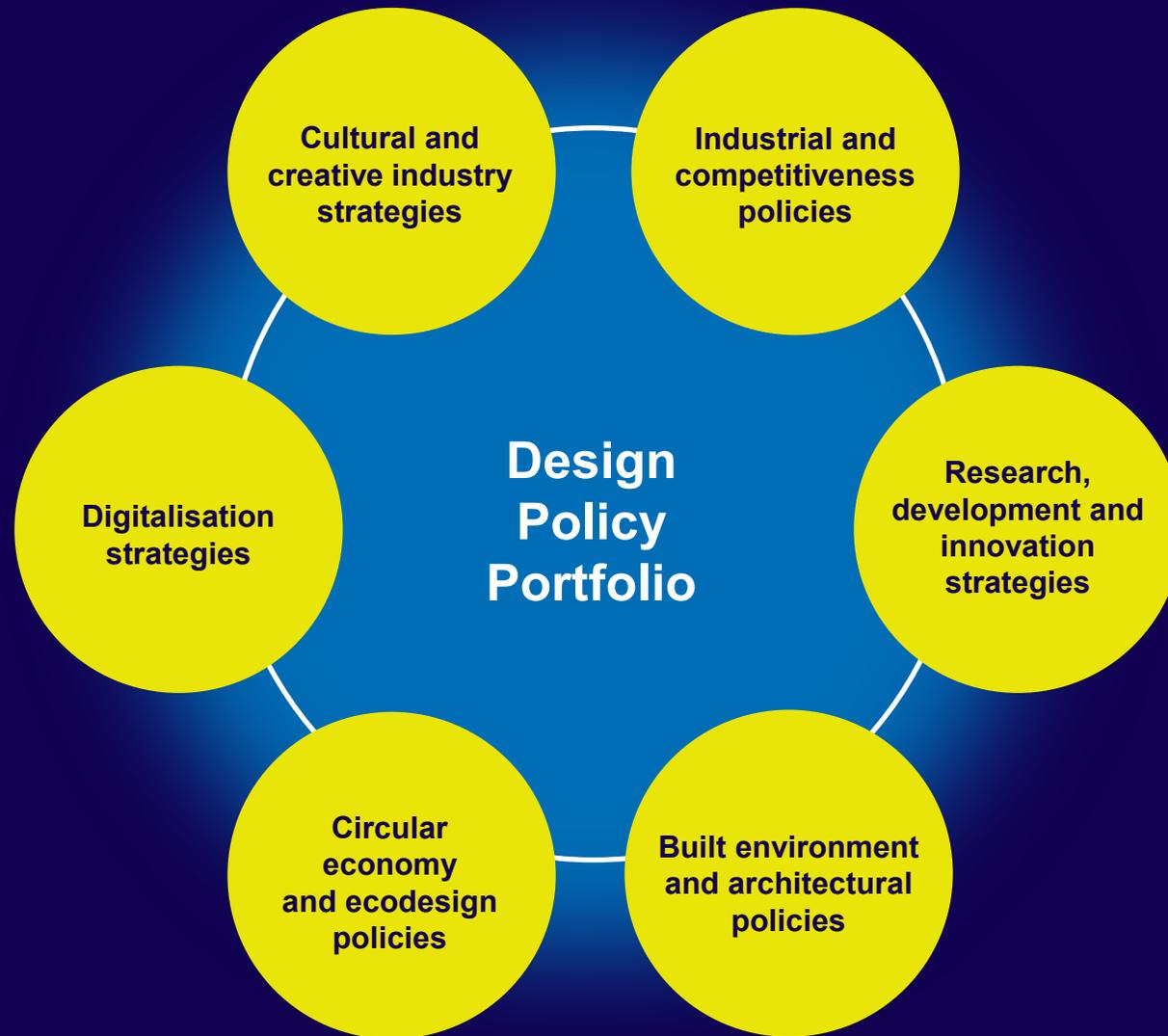


**Monitoring
evaluation**

Design Policy Mapping

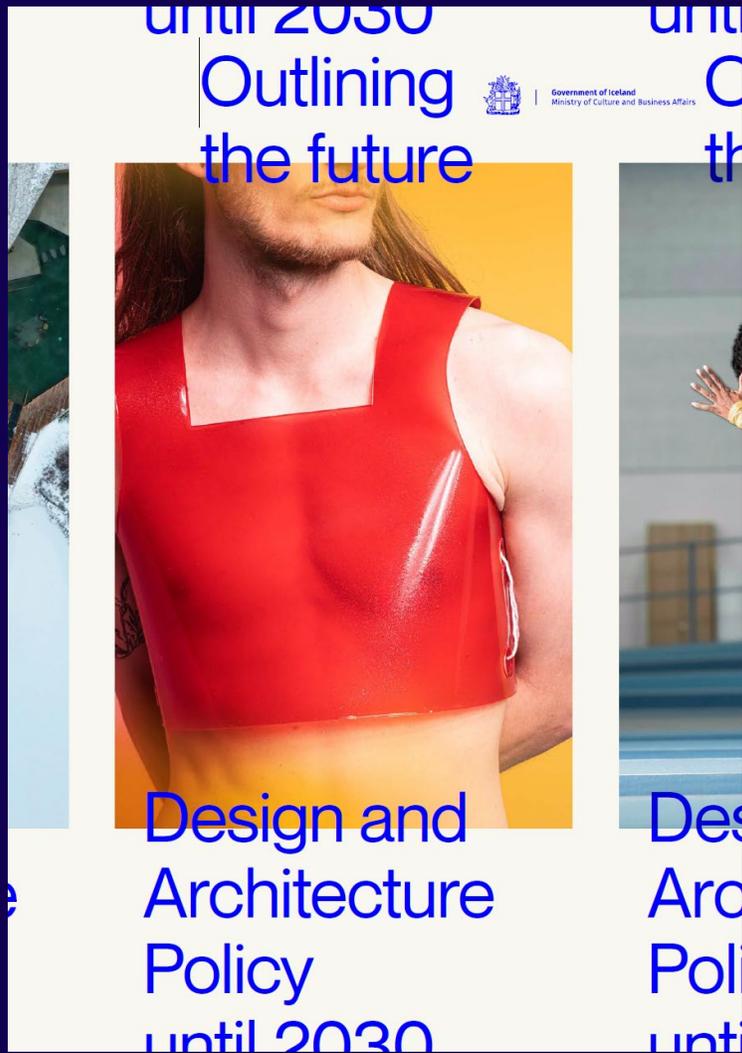
Key Insights





Design Policy Mapping

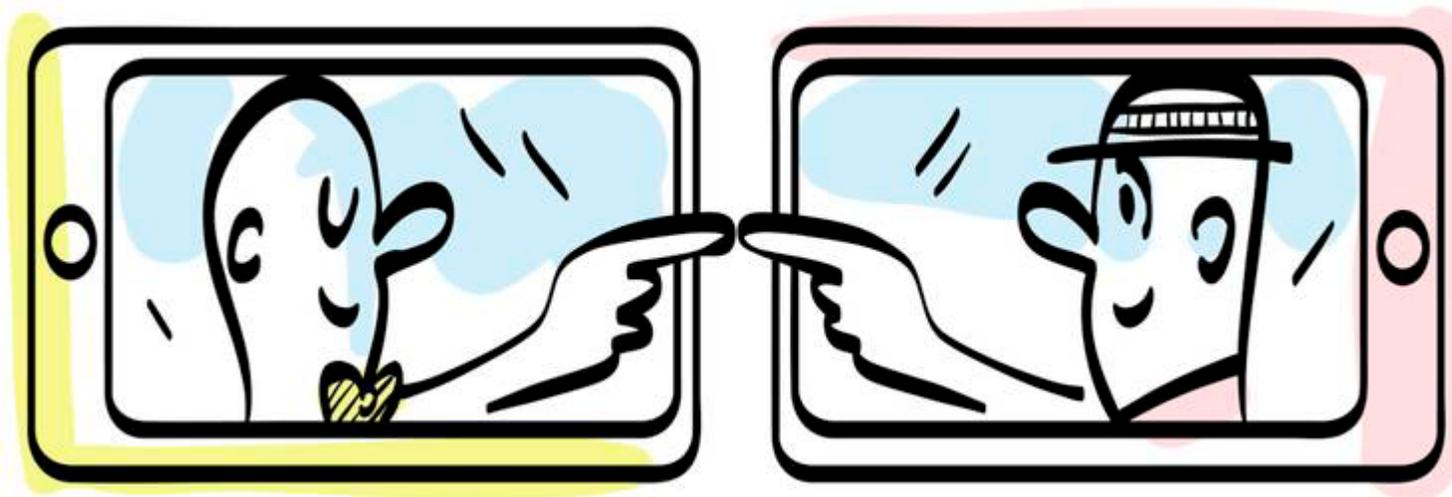
Key Insights



Get in touch:

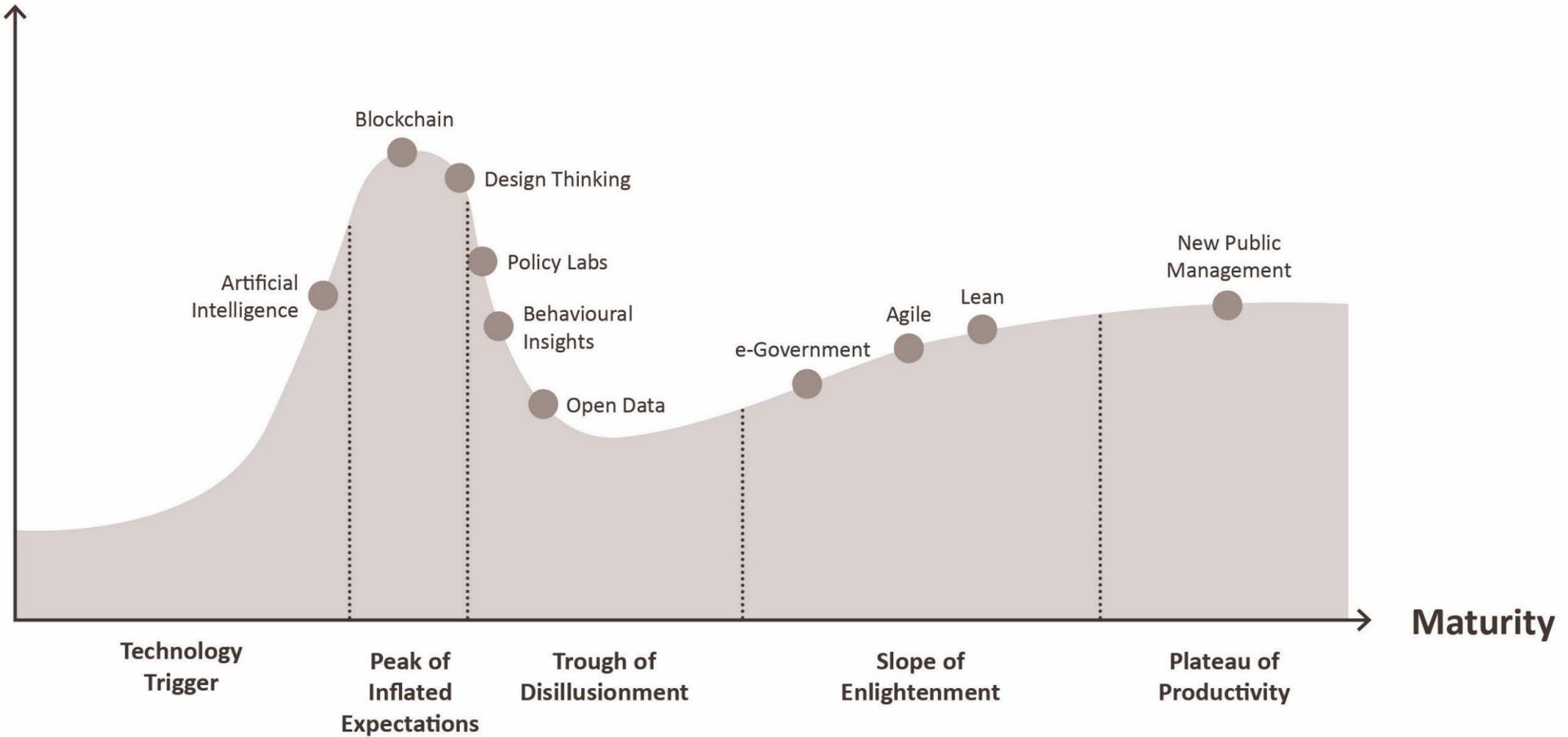
treasurer@beda.org

pswiatek@cardiffmet.ac.uk

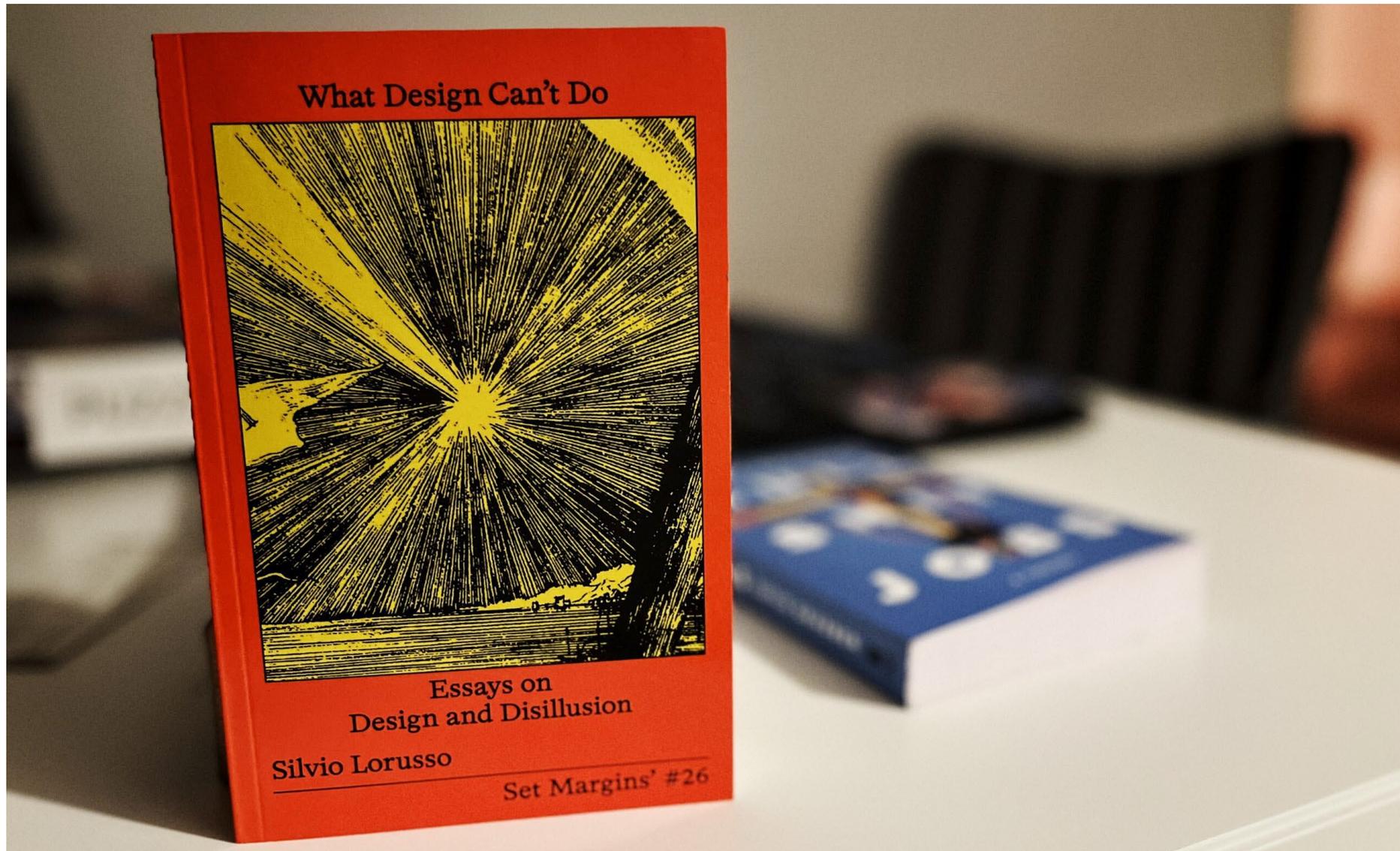


Let's Discuss

Visibility



Buerkli (2016) Government Innovation Hype Cycle



Lorusso (2024) What Design Can't Do

Collecting

+ Add to myFT

Why designers abandoned their dreams of changing the world

Design was once seen as a tool to improve lives — but as modernism has become marketing, that sense of social purpose has drifted away



Heathcote (2025) Financial Times