

# « Design as a driver of user-centred innovation »

- design and European innovation policy

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**European Commission**  
Enterprise and Industry



Creativity  
and Innovation  
European Year 2009

# European context

- Crisis
- European Year of Creativity and Innovation 2009
- New Strategy for Growth and Jobs beyond 2010
- New European Innovation Plan 2010

# A New European Innovation Plan in a changing world...

- Possible *new* long term orientations
  - Innovation driven by societal challenges
  - Inclusive innovation policy including non-technological innovation, service innovation (public services), etc.
- Design as a tool and enabler of sustainable and human-centred innovation

# The European Commission published a document on design in April 2009

**Commission Staff Working Document of 7 April 2009**

**« Design as a driver of user-centred innovation »**

- In short, the document..
  - ... analyses the contribution of design to innovation;
  - ... broadens the concept of design from a policy perspective;
  - ... concludes that design has untapped potential as driver of competitiveness and innovation as not all companies, sectors and Member States make full use of design;
  - ... suggests that design could be an integral part of European innovation policy.

# The Commission also launched a public consultation on design

- Aim of public consultation: to find out if more should be done at EU level to support design and – if so – what
- Consultation closed 26 June 2009
- In total, 535 replies (309 organisations, 226 private persons)
- Strong support for design as an enabler of sustainable and human-centred innovation

## Results of the consultation:

**309 organisations** and **226 private persons**  
(535 in total) have replied

<u>Country</u>	<u>Total replies</u>
1. Germany	68 (52 org./16 indiv.)
2. Netherlands	62 (35 org./27 indiv.)
3. Spain	52 (28 org./24 indiv.)
4. UK	38 (22 org./16 indiv.)

# Results of the consultation: education perspective

- **38** higher education institutions replied
- **75%** of organisations think that design education is one of the main areas where public initiatives could be useful (2<sup>nd</sup> to awareness raising and design promotion)
- « Which are the most serious barriers to the better use of design in Europe? » (according to organisations)
  - design skills and understanding among other professions: **50% (4th most important barrier)**
  - lack of designers/design companies with the right skills/capacity: **22% (10th)**
  - Lack of high quality design education in Europe: **20% (11th)**

# For more information on European Innovation policy

[http://ec.europa.eu/enterprise/policies/innovation/index\\_en.htm](http://ec.europa.eu/enterprise/policies/innovation/index_en.htm)

**Thank you for your attention!**  
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