

Public Support for Design Innovation in the UK

The Work Foundation, London

05 September 2012

Design in European Policies

Evaluating and Sharing Design Innovation Policies for European Growth

Design in European Policies (DeEP) aims to create an understanding of the impact of design innovation policies by building frameworks and indicators to evaluate these actions both at a macro (regional, national, European) and micro (specific initiative) level.

Funded under the 'first action plan' of the European Design Innovation Initiative (EDII), the DeEP consortium is led by Politecnico di Milano (Italy) and comprises Lancaster University (UK), The Work Foundation (UK), Mälardalen University (Sweden), Munktell Science Park (Sweden), Confartigianato Lombardia (Italy), and Pro Design (Poland). EDII is proof that EU is finally waking up to the role of design in fostering national and international innovation.

The focus of DeEP is to evaluate and share design innovation policies for European growth.

The key points that are being pursued by the project are:

- to identify and understand the presence of tacit and explicit design innovation policies in Europe;
- to develop new indicators that can be used to measure the impact of design innovation policies both at a macro and micro level;
- to activate a process of mutual learning and transnational cooperation in policy development by identifying and sharing good practices, evaluating their impact and testing their transferability;
- to create an open platform to stimulate and support the exchange of knowledge within the partnership as well as with other external stakeholders;
- to actively disseminate preliminary and final results (throughout the duration of the project) to the European Commission and EDII Secretariat, and to all interested stakeholders (researchers, managers, SMEs, policy makers).



Public Support for Design Innovation in the UK

Workshop: The Work Foundation, London - 05 September 2012

EDII Leadership Board member and ImaginationLancaster Director Professor Rachel Cooper, and Big Innovation Centre Director Professor Birgitte Andersen – two of the partners in the DeEP project – convened a hands-on workshop in London on 05 September 2012 with key experts on design and innovation policy in the UK. Delegates included policy makers and implementers, design innovation researchers and design practitioners as well as project consortium colleagues from Politecnico di Milano, Italy.

The workshop gave delegates the opportunity to review the work of the DeEP project to-date and offer their views, opinions and insight into the design innovation policy landscape, its challenges and how to address them.

Delegates were asked to participate in three linked activities:

1. Mapping the design policy landscape in the UK.
2. Identifying design innovation policy challenges.
3. Addressing these challenges.

The outcomes from these activities have been captured and summarised in this report and provide a 'baseline' for further work.

The workshop was also seen as the start of a longer-term relationship which, as the project unfolds, will disseminate findings and other outputs for peer-review, comment and discussion. Other events will be planned during the course of the project.



Activity 1

Mapping the Design Policy Landscape in the UK

One of the starting points of DeEP is to understand the terrain or landscape in which design and innovation in the UK are promoted, interpreted, implemented and valued.

By doing so, a taxonomy of design innovation policies (DIPs) will be developed that accurately depicts the key players and the relationships between them – and ultimately towards the development of a tool for the evaluation of design innovation policy.

Delegates were presented with a partial representation of the design innovation landscape in the UK depicting past and present policies, organisations and initiatives (i.e. design innovation policy at the ‘macro’ level).

They were asked to consider this landscape and use it as a canvas for comment and group discussion on design innovation policy from their perspectives.

We were interested in any omissions, clarifications, amendments and additions, as well as indications of any interrelationships or differing perceptions.

This activity resulted in the generation of significant additional material as well as the opportunity to discuss the developing terminology introduced by the project – that of ‘design innovation policy’ as distinct from ‘innovation policy’ – and the relationships between policies, players (organisations) and programmes (or initiatives), for example the role of, and rationale for, design in innovation policy.





Activity 2

Design Innovation Policy Challenges

The second activity posed the question ‘What challenge isn’t being addressed in design innovation?’ We wished to explore to what extent is the ‘design’ component of design innovation really understood by policy-makers and how can it be meaningfully incorporated into wider policy.

The discussion was framed by three supplementary questions:

- What policy would address this challenge?
- How would this translate into a design innovation policy initiative?
- What type of project would result from this initiative?

This activity resulted in comprehensive individual responses covering a number of aspects including:

- The relationship between policy makers and design practitioners
- The role of education in promoting design and at what level
- The rationale of incorporating design as a component of innovation policy
- Policy makers’ approach to risk – its influence on their understanding of design

Professor Rachel Cooper synthesised the responses and led a review and discussion of the results.





Everything anybody does, or makes is already designed. Even if by accident. So the question is not is something designed, the question is how well is it designed w.r.t. to even question of relying on it.

What **CHALLENGE** isn't being addressed in design innovation?

What **POLICY** would address this challenge?

- Quality
- Being clear what contributes to economic growth & what is enabling for that (in U.S.M. businesses?)

How would this translate into a design innovation policy **INITIATIVE**?

- ~~that~~ - improved quality & clarity of language
- building communities of design expertise + business innovation

What type of **PROJECT** would result from this initiative?

- Design innovation voucher
- Design options
- networking
- certification
- access to IP advice & protection
- balance vs other competences (Finance, Supply, Environment etc.)

AWARENESS RAISING AT ALL LEVELS OF THE INNOVATION SYSTEM OF DESIGN INNOV. & ITS IMPACT

What **CHALLENGE** isn't being addressed in design innovation?

What **POLICY** would address this challenge?

- Engaging stakeholders (citizens, SMEs, organisations) in Design Policy making from the start. - to raise / share awareness on what design can do.

How would this translate into a design innovation policy **INITIATIVE**?

- Participative Design Policymaking Initiative

What type of **PROJECT** would result from this initiative?

- Groups of citizens and communities joining the policymaking cycle.

Design in European Policy



Cultural
institution of
UK business
(anti-investment,
R&D adversity).

What CHALLENGE
isn't being
addressed in design
innovation?

What POLICY would address this challenge?

DISMANTLING OF CURRENT
C&C NETWORK + NEW INNOV.
FOCUSSED COMPASSORY (?) MEM'SHIP
like Germany BODY

How would this translate into a design innovation
policy INITIATIVE?

BOTTOM-UP FUNDING POTS
FOR LOCAL BUSINESS GROUPS.
(risk - same old people!)
(OR - NATIONAL BUSINESS REGISTER?)

What type of PROJECT would result from this
initiative?

GROUP OF BUSINESSES EASILY FUNDING
INNOVATION ACTIVITY, THROUGH NEW
BODY

Pie in
the
sky!

Design in European Policy



RE-DISCUSS THE IDEA
OF PRODUCTION MODELS
(IDEA OF RE-INTRODUCING
PRODUCT-SERVICE
PRODUCTION/MANUFACTURING
SYSTEM) → START PRODUCTION CHAINS
NEW MANUFACTURING
DISTRIBUTIVE SYSTEMS

What CHALLENGE
isn't being
addressed in design
innovation?

RELOCALIZE PRODUCTION
What POLICY would address this challenge?

A POLICY THAT MATCHES INDUSTRIAL
POLICY WITH DISCIPLINARY (DESIGN)
PROFESSIONAL EVOLUTION
(MICRO FACTORIES ECOSYSTEMS) → NEW ENTREPRENEURIAL

How would this translate into a design innovation
policy INITIATIVE?

→ DEVELOPING NEW "MAKER
FACILITIES" (FABLABS, MAKERSPACES
MICRO-FACTORIES) CONNECTED WITH
EMERGING AND "OPEN" (CREATIVE
INDIVIDUALS &
COMMUNITIES)

What type of PROJECT would result from this
initiative?

→ A "REAL THING" NEW PRODUCTS/
SERVICES,
A PLACE, TECHNOLOGIES,
BUSINESS MODELS, USER PARTICIPATION
NEW DISTRIBUTIVE MODEL

MAINTAINING - UTILISING -
GROWING - DEVELOPING
THE PRACTITIONERS OF
DESIGN AND CONNECTING
THEM INTO THE MARKET

What CHALLENGE
isn't being
addressed in design
innovation?

What POLICY would address this challenge?

- ① NOT HAVING A POLICY - LEAVE IT
TO THE MARKET
- ② RECONNECT HEIS TO THEIR CORE MISSION
- EDUCATION + RESEARCH
- ③ ~~SHOULD BE DRIVEN BY RESEARCH, NOT BY MARKET~~
How would this translate into a design innovation
policy INITIATIVE?
- ① DARWINISM!
- ② REBUILD WHAT WE USED TO HAVE -
DESIGN INDUSTRY / HEI PARTNERSHIPS
- ③ FUND RE WITHIN DESIGN/INNOVATION PROJECTS
(COMMERCIAL)

What type of PROJECT would result from this
initiative?

- EMBEDDED RE
- DESIGN IYs
- ACCREDITATION

RATIONALE TO
INTEGRATE DESIGN
INTO POLICY.

What CHALLENGE
isn't being
addressed in design
innovation?

What POLICY would address this challenge?

THIS IS THE SOLUTION NOT THE
CHALLENGE.

How would this translate into a design innovation
policy INITIATIVE?

WHAT IS IT THAT POLICY-MAKERS DO
NOT FUNDAMENTALLY UNDERSTAND ABOUT
DESIGN? WHY IS DESIGN A RISK FOR
THEM?

What type of PROJECT would result from this
initiative?

RESEARCH TO UNDERSTAND THE BARRIERS
TO POLICY-MAKERS USING DESIGN
STRATEGICALLY IN GOVERNMENT.

Activity 3

Addressing the Challenges

The third and final activity sought to address the challenges identified in the previous activity and asked how best they could be addressed.

In small groups, delegates followed three distinct lines of enquiry:

- What do policy makers need to know about a design innovation policy?
- What would help policy makers select and implement an appropriate policy?
- What information would be the most powerful in convincing policy makers of a particular policy's efficacy?

During the course of this activity, some of the issues considered were:

- Measures to ensure policy makers were sufficiently equipped to make good policy - including whether the evaluation and measurement of existing policies and initiatives was sufficiently 'enlightening' to justify design as a distinct component within innovation policy.
- The interrelationship between innovation policy and other agendas e.g. political, growth, Big Society – including the effects of the laws of unintended consequences.
- Ways of improving clarity as to what 'design' actually is and its potential in underpinning or enabling innovation through policy.





- connection with other agendas
- instruments of delivery (what exists? what institutions could be set up?)
- how much will it cost?

What do policy makers need to KNOW about a design innovation policy?

What would help policy makers SELECT and IMPLEMENT an appropriate policy?

- alignment to get political agenda
 - growth
 - big society
 - open public services
- clarity about what options exist (What is design innovation policy?!)

more information →

- cost-benefit balance
- proof of ROI
- proof of economic growth
- alignment to political
- evaluation of impact of previous policies

What INFORMATION would be the most POWERFUL in convincing policy makers of a particular policy's EFFICACY?

Growing Policy.

WHAT POLICIES WORKED + DIDN'T WORK.

What do policy makers need to KNOW about a design innovation policy?

THE ATTITUDE OF STAKEHOLDERS.

WHAT CAN BE DONE, AT WHAT LEVEL?

BE CLEAR WHO TRYING TO HELP.

What would help policy makers SELECT and IMPLEMENT an appropriate policy?

POSSIBLY MULTIPLE CHANNELS.
DON'T DEFINE SOLUTION.
HAVE FLEXIBLE DELIVERY.

BE AWARE OF IMPLEMENTATION RAMIFICATIONS
- RIPLE EFFECT.

EVIDENCE

HOW TO EVALUATE POLICY.

TO DEFINE OBJECTIVE

UNINTENDED POLICY CONSEQUENCES

What INFORMATION would be the most POWERFUL in convincing policy makers of a particular policy's EFFICACY?

WHAT POWER

Outcomes

The workshop demonstrated a high degree of engagement with the design innovation policy agenda and the aims of DeEP. Five broad themes emerged from the workshop:

1. The need for policy makers and 'design' to be more connected, for example by providing or facilitating direct experience of the full breadth and scope of design as an activity to include public sector and service design.
2. Many responses made reference to 'top-down' vs 'bottom-up' approaches and considered the relative merits of each in the context of an increasingly de-centralised and fragmenting support landscape. Some participants questioned the future role of design industry institutions.
3. A significant number of responses emphasised the role of education in instilling basic design appreciation and understanding and in increasing the perceived value of design as an activity and as a profession.
4. Policy makers need to understand the issues and be able to measure the effects was also stressed by many, which led to discussion on the paucity and suitability of metrics and measures currently employed to evaluate and assess the impact of design.
5. Engagement with SMEs was also seen as key by many, with some suggesting policy should be user-driven, working towards a new model of entrepreneurship.

This workshop demonstrated the challenge faced in researching design innovation policy and the need for better evidence of the impact of such policies. Utilising the outcomes of this workshop as a springboard, over the coming months the DeEP project will be exploring these issues with the intention of providing an evaluation tool for policy makers and design innovation policy stakeholders.

THE WORK FOUNDATION

PART OF LANCASTER UNIVERSITY

Design in European Policy

How to value design in current investment and spend business

What CHALLENGE isn't being addressed in design innovation?

What POLICY would address this challenge?

*Valuation of intangible assets
Better education of how to develop and value these intangible assets*

How would this translate into a design innovation policy INITIATIVE?

Improved knowledge and understanding of IP and its use in business exploration

What type of PROJECT would result from this initiative?

*Access to funds for SMEs
Improved understanding of financial mechanisms for design businesses*

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What type of PROJECT would result from this initiative?

- Design innovation vouchers
- access to IP advice & protection
- design options
- business vs other competitors (Finance, Supply, Government etc)
- networking
- certification

Design in European Policy

Awareness raising at all levels of the innovation system of design innov. & its impact

What CHALLENGE isn't being addressed in design innovation?

Design in European Policy

RATIONALE TO INTEGRATE DESIGN INTO POLICY.

What CHALLENGE isn't being addressed in design innovation?

ANNA WHICKER

Design in European Policy

non-instrumental design activity

Role of creativity in innovation process.

What CHALLENGE isn't being addressed in design innovation?

Delegates

- Jocelyn Bailey, Manager, Policy Connect
- Jonathan Butters, Regional Director, British Design Innovation
- Jim Dawton, Lead Specialist: Design, Technology Strategy Board
- Rosy Greenlees, Director, Crafts Council
- Graham Hitchen, Director, Directional Thinking
- David Humphries, Events and Stakeholder Manager: Economics, Research and Evidence, Intellectual Property Office
- Thomas Kohut, Project Coordinator, Policy Connect
- Stefano Maffei, Associate Professor, Politecnico di Milano
- Marzia Mortati, Politecnico di Milano
- Christoph Raatz, Executive Secretary, Council for Higher Education in Art and Design
- Bel Reed, Programme Manager: Education & Skills, Design Council
- Beatrice Villari, Researcher, Politecnico di Milano
- Anna Whicher, Research Officer, SEE Platform Manager, Design Wales

Facilitators

- Birgitte Andersen, Director, Big Innovation Centre
- Benjamin Reid, Senior Researcher, Big Innovation Centre
- Prateek Sureka, Researcher, Big Innovation Centre
- Rachel Cooper, Chair: Lancaster Institute for the Contemporary Arts, Lancaster University
- Martyn Evans, Senior Lecturer:
Design, Lancaster University
- Leon Cruickshank, Senior Lecturer:
Design, Lancaster University
- John Chisholm, Senior Research
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