DeEP
Design in European Policy

DESIGN POLICY ISSUES

n°2

CONTENTS

European Commission

Design as an Enabler of Innovation Policy

The role of design as an enabler of innovation has become the object of policy focus within the European Union. The European Commission, through the European Design Innovation Initiative (EDII), seeks to provide policymakers and other stakeholders a means of evaluating the impact of design in innovation policies.

A key aspect of the research focus for DeEP is to better understand design's relationship with innovation policy and, as a consequence of this understanding, describe the interactions between design and innovation policies, initiatives (policy actions) and stakeholder organisations.

Extensive data collection of design innovation policies and policy actions across all 28 EU member states provided the project with a comprehensive understanding of the landscape of design innovation policy. Alongside this, an in-depth understanding of the policy-making process particularly in respect of policy evaluation, provides a lens to view existing design innovation policy and policy actions. This understanding helps to frame both the success and limitations of existing design innovation policies but does reveal the lack of rigour in the limited number of policy evaluations that have been conducted.

After the development of a robust understanding of the design innovation policy landscape in Europe, it's theoretical base and key challenges, our research explored three main research streams – macro design innovation policy indicators, micro design innovation policy indicators, and the nature and role of macro and micro design innovation policy indicators and their contribution to the evaluation of design innovation policy.

Design Policy Issues 2 considers the classification of design innovation policy elements as a way of informing the development of EU design innovation policy indicators.

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Acknowledgements

AUTHORS
DR. MARTYN EVANS
JOHN CHISHOLM

DESIGN
CORINNE PRITCHARD

For further information about DeEP contact:

DeEP: Design in European Policy
Department of Design
Politecnico di Milano
Vis Durando 38/A
20158 Milano
Italy

Website: **www.deepinitiative.eu**
Email: **info@deepinitiative.eu**

About DeEP

DeEP aims to create an understanding of the impact of design innovation policies by building frameworks and indicators to evaluate these actions at both macro and micro level.

The role of design in innovation policies is fragmented across Europe. Only a few governments have developed clear national or regional strategies to explicitly include design in innovation policies. However many European countries and regions have tacitly implemented design programmes and initiatives.

Evaluating the impact of design in innovation policies is challenging, and is compounded by a lack of analytical frameworks. A consequent lack of evaluation leads to less effective design innovation policies (macro) disconnected from activities within enterprises (micro).

DeEP seeks to fill this gap by developing and testing theoretical frameworks and practical tools aimed at evaluating the effectiveness of design innovation policies.

The DeEP project will develop:

• The DeEP Evaluation Tool comprising an analytical framework and indicators to evaluate the impact of specific initiatives directly on companies; and

• An open platform for knowledge sharing (online repository of design innovation policies) and for policy evaluation (web based evaluation tools).

The DeEP Evaluation Tool is an instrument for policy makers, enterprises and other stakeholders involved in design in the policy making cycle to allow the strategic development of new design innovation policies across Europe.

Towards a Taxonomy

CLASSIFYING DESIGN INNOVATION POLICY ACROSS EUROPE.

The role of design as an 'enabler of innovation' has become an object of policy focus within the European Union (EDLB 2012: 38). Through DeEP, the European Commission (EC) seeks to provide policymakers and other stakeholders with a means of evaluating the impact of design in innovation policies. The term 'design innovation policy' refers to innovation policies with an identifiable design component – whether explicitly stated or not.

A clear understanding of design's relationship with innovation policy and the classification of design innovation policy are necessary precursors for the development of an effective design policy evaluation tool. This has been achieved through the collection, assimilation and classification of design innovation policies, programmes and initiatives across Europe in the form of a Design Innovation Policy Landscape.

In this discussion we identify some of the challenges inherent in classifying design innovation policy, in order to facilitate the development of micro and macro design innovation policy indicators which, in turn, will inform the development of the DeEP policy evaluation tool. We relate the notion of design capabilities outlined as one of the challenges facing DeEP in Design Policy Issues No.1 (DeEP 2013) to the classification of design innovation policy.

DESIGN IN INNOVATION POLICY

Innovation has long been recognised as having the potential to bring value to economies and enterprises; innovation is a key tenet of 'Europe 2020' – the EC's over-arching strategy for Europe which aims to "ensure that innovative ideas can be turned into products and services that create growth and jobs" (European Commission 2010: 5).

Design's profile within the EC is in the ascendant as an object of policy focus – an 'enabler of innovation' – and which, through the European Design Innovation Initiative (EDII), aims to exploit the full potential of design for innovation and reinforce the link between design, innovation and competitiveness. In doing so, this initiative directly supports one of the seven flagship initiatives of Europe 2020 – Priority axis 1: Innovation Union – which seeks to 'improve framework conditions and access to finance for research and innovation so as to strengthen the innovation chain and boost levels of investment throughout the Union' (European Commission 2010: 32) as part of the smart, sustainable and inclusive growth agenda.

Innovation activities have broadened out considerably from their origins in science, technology, research & development and a broader, more comprehensive view of innovation policy has evolved, through the integration of related policy areas – e.g. R&D, industrial policy – and the multiple levels at which innovation takes place. This broader, more comprehensive view 'expands the boundaries of the policy instruments that may be applied to support innovation' (European Commission 2006 cited in European Commission 2009).

In broad terms, the relationship between design, innovation and related activities is represented by Swann and
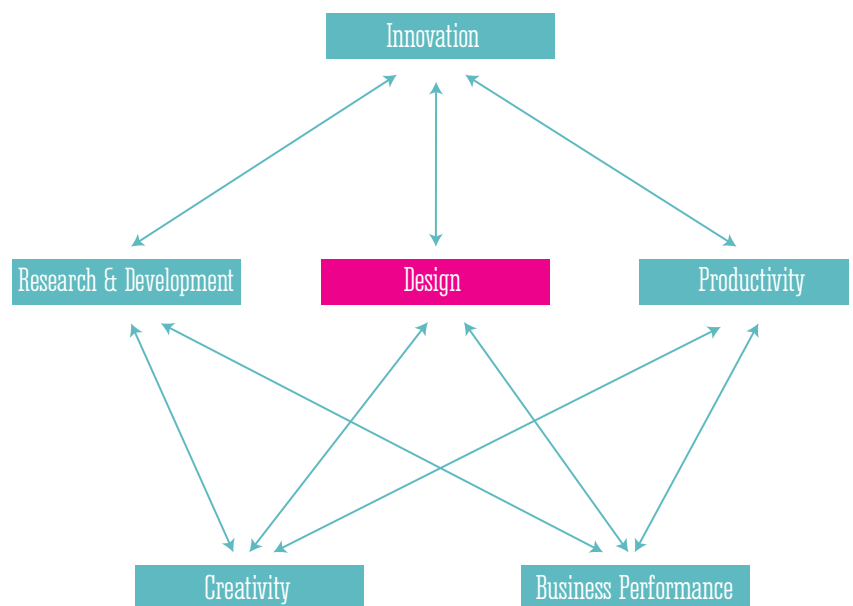

Figure 1: Linking creativity, design and innovation (Swann & Birke 2005).

Birke (2005) in Figure 1. However, the specific relationship between design and innovation is not straight-forward or well established (Cruickshank 2011), particularly in respect of academic studies of innovation, where 'design is often not represented at all'. Despite the growing prominence of design – particularly product design – in industry and commerce, and a recognition that 'in recent years, a quite substantial shift in the way innovation policy is viewed' (European Commission 2009), it is questionable as to whether references to innovation in design literature has been matched by references to design in innovation literature.

EUROPEAN DESIGN INNOVATION POLICY

Overall, the role of design in innovation policies is fragmented across Europe. Only a few EU governments – for example UK, Denmark, Finland, and more recently Estonia – have developed clear national or regional strategies to include design explicitly within innovation policies. However, a review of innovation policy documents has identified the efforts made by the majority of European countries and regions to implement design programmes – sometimes explicitly – although more
often tacitly.

EU governments exhibit a tendency to position design in a supporting role aimed more at realising specific objectives (which may or may not be related to design), than as an end in itself. These design elements are usually referenced in an ad-hoc way rather than as a coherent and fully formed component of innovation support policy.

Most EU member states have innovation policies that are intended to increase levels of innovation and competitive advantage, although many do not reference innovation explicitly in the title, or include innovation as a component of other policy. Others have regional polices which either complement or coexist with national policy – or are specific to the region, where no national policy exists. The following examples illustrate this:

- A number of countries for example, the Netherlands, have embedded design policy within industrial policy hence there are a limited number of specific design policies.

- Countries such as Belgium have nascent, but growing, design initiatives – however the impact of such initiatives has yet to be ascertained.

- Some smaller countries, e.g. Malta and Cyprus, have little or no policies related to design yet these countries have good design-related businesses.

- Countries like Sweden and Denmark enjoy high levels of trade, exchange of design-related activities, personnel and resources further strengthening an already well-defined and developed design ecosystem.

Notwithstanding the lead taken by the EU in raising the profile of design through the European Design Innovation Initiative (EDII) and the work of the European Design

CASE STUDY

UK INNOVATION & RESEARCH STRATEGY FOR GROWTH – TACIT DESIGN IN INNOVATION POLICY

The UK Government's present innovation strategy document 'Innovation and Research Strategy for Growth' (BIS 2011) perceives design as a component of broader innovation such as 'branding, training, design and improvements in business processes', identifying specific touch-points where design as an enabling activity (although it is not described as such) might be used to improve innovation.

Examples cited include technology-based 'Catapult Centres'; emerging technologies; and investing in 'complementary forms of innovation', e.g. design; managerial & organizational competencies; human resources; and intellectual property.

Other initiatives within the Strategy can be identified as having unstated design elements – i.e. are essentially tacit in their designerly support for innovation. However, design's strategic role in supporting UK innovation is defined principally through the Design Council and its activities, primarily through explicit design programmes and initiatives.

Leadership Board (EDLB), there remain specific barriers and challenges which further hinder the recognition and implementation of design as an enabler of innovation in policy terms. The Design Commission (2011) identifies reluctance on the part of government to 'publicly acknowledge the role of design' concluding that design is not fully understood by policy makers and that there is a lack of appreciation of the significance of design as 'the spine that runs through industry, innovation, and social wellbeing'.

The UK Innovation and Research Strategy for Growth (BIS, 2011) perceives design as an intangible asset, a component of broader innovation which includes 'branding, training, design and improvements in business processes' rather than an 'enabler of innovation' as perceived by the EC and the EDLB. The value of the contribution of design scarcely registers in any policy evaluation even those relating to innovation.

A comprehensive survey by Manchester Institute of Innovation Research (MIoIR 2012) notes that evidence of the impact of innovation policies is 'often limited, widely dispersed and exists in many different forms'. Significantly for DeEP, difficulties in evaluating the impact of design innovation policies are compounded by a lack of frameworks and a paucity of evaluations leading to less effective and disconnected design innovation policies.

In general terms, policy evaluation, review and learning in particular are characteristics within the policy cycle that have been identified as being particularly weak. Hallsworth (2011) identifies several reasons why the lessons from evaluations do not often feed back into policy design or problem formulation, ranging from a lack of interest in 'the past' compared to

'the next big policy issue' and a tendency to tone down unfavourable findings. Evaluations also took far too long, often being published long after the policy itself had been superseded.

Finally, the situation is not helped by the policy making process itself – policy making does not take place in distinct stages; is often determined by events or external influences rather than evidence; and the effects are often diffuse and take time to appear (Hallsworth 2011).

DESIGN INNOVATION POLICY LANDSCAPE

The aim of the Design Innovation Policy (DIP) data collection exercise is to facilitate the compilation of a comprehensive understanding of the design policy landscape across Europe and provide a list of "elements" – policies, initiatives (policy actions), organisations, reports and research – which will inform a taxonomy of design innovation policies across the EU.

To establish a wider contextualisation of understanding and build on our review of innovation policies, we developed a 'Design Innovation Policy Landscape' comprising a comprehensive database of 'elements' directly related to improving the capability, through design, for 'people-centred innovation' of the enterprise system (Table 1.)

Key Elements	
Policy	An innovation (or other) policy aimed at improving directly or indirectly the capabilities for people-centred innovation of the enterprise system.
Organisation	An organisation or institution whose purpose is to improve directly or indirectly the capabilities for people-centred innovation of the enterprise system.
Initiatives	A programme or initiative aimed at improving directly or indirectly the capabilities for people-centred innovation of the enterprise system.

Supporting Elements	
Research	Peer-reviewed articles, publications and other material written to evaluate, critique, assess or otherwise comment on [the capabilities for] people-centred innovation of the enterprise system.
Report	Articles, publications and other material written to evaluate, critique, assess or otherwise comment on [the capabilities for] people-centred innovation of the enterprise system.

Table 1: Design Innovation Policy Landscape – Categorisation Framework

The Landscape provides the basis for a categorisation of Design Innovation Policy directly related to the notion of building design capability within the enterprise and its ecosystem through specific policy channels impacting on three key constituents within the scope of DeEP – Design Policy; Design Ecosystem; and Enterprises (Figure 2.)

DeEP defines the Design Innovation Policy ecosystem as 'the actors, context(s) and interactions required to support design as an enabler of people-centred innovation'. In reality, our policy environment comprises many interlinking ecosystems.

In DeEP, a change in design capability is used as an indication of the effectiveness (impact) of programmes & initiatives i.e. policy actions initiated by, or through, design in innovation policy. Effective policy actions contribute to in an increase in an enterprise's design capability by impacting on the enterprise itself; the ecosystem of which the enterprise is part; and/or in the capability of the enterprise to access the ecosystem.

CLASSIFYING DESIGN INNOVATION POLICY

A 'first pass' data collection exercise resulted in over 400 individual elements, comprising: 39 policies; 141 organisations and 231 initiatives and programmes across the EU since 2000. Table 2. shows the types of data collected for each policy element. The key fields – for categorisation purposes – are G to J. This categorisation provides the basis for applying the notions of 'route' and 'specificity' in order to differentiate between different policy actions and the ways in which they impact on the enterprise.

ROUTE

- Direct policies are aimed at improving **enterprise capabilities** – directly increasing the design capability of the enterprise itself;

- Indirect policies are aimed to improve the **ecosystem capabilities** (i.e., the capabilities of design schools, design firms, etc.) through increasing design capability collaboratively by connecting enterprise with surrounding ecosystem i.e. improving access to ecosystem resources.

- Collaborative policies are aimed to improve enterprise **access capabilities** (i.e. the capability to access external knowledge and collaborate with other subjects) through increasing the design capability of surrounding ecosystem.
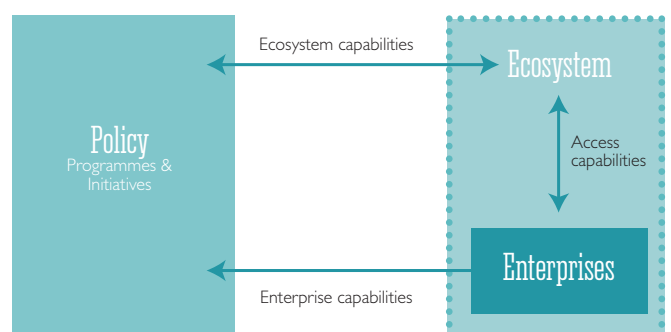

Figure 2: Design Innovation Policy Impact Channels

	Field	Description
A	Name	Name of element.
B	EC member state	EU member state from which the element originates.
C	Coverage	The geographical scope, or reach, of the element.
D	Year Started	The year the element commenced.
E	Status	Whether the element is current or has ceased etc.
F	Category	i.e. Policy, Organisation, Initiative, Research or Report.
G	Principal aim	Principal aim, objective or purpose of the element.
H	Primary beneficiary	Primary beneficiary of the element.
I	Route	Route taken by the element i.e. direct, indirect or through collaboration.
J	Specificity	Specifity of the element, i.e. specific, complementary, opportunistic
K	Description	Brief description of the element.
L	Funding/cost	Annual funding provided for the element.
M	URL	Original URL of the element.

Table 2: Design Innovation Policy Landscape – Data Fields.

SPECIFICITY

Specific policies are **targeted to design**. The policy is explicitly focused on increasing design capacity in an enterprise using specific design policies/initiatives where these have been explicitly stated from the outset.

Complementary policies **use design** to increase design capacity in an enterprise through complementary policies/initiatives where the focus is not on design, but design is recognised as a significant, or contributory, factor in increasing design capability.

Opportunistic policies. In these cases the policy has a broader scope than the development of design capabilities (e.g., policies aimed at promoting innovation in firms). However, these policies are flexible enough in their definition and implementation to enable also the development of design capabilities by interested organizations.

We are interested in a deeper understanding of how this theoretical framework might provide practical insights into how policies and policy actions impact on enterprise capability. Further analysis and granulation of data is required to advance this line of enquiry.

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CONCLUSION

As well as gaining familiarisation with, and insights into, European design innovation policy and practice, data from the Landscape has been used to develop and test an approach towards a design innovation policy taxonomy. Data from the Landscape will also be used to populate the DeEP Evaluation Tool, providing policymakers with comparative design innovation policy data across the EU – and beyond.

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Design Innovation Policy Landscape in Poland

IN PRACTICE

Poland has a system of strong regional governments each with regional strategies underpinning the national strategy.

The Polish government has recognised design as one of the strategic elements for the country's development, and which is included within its main programme 'Innovative Economy' (2007–13). This programme has allocated some €186m dedicated to industrial design support; and includes the €7m 'Design Your Profit' programme delivered by the Institute of Industrial Design, Warsaw.

Poland is also one of five member states who have introduced national occupational standards for design in respect of vocational skill.s.
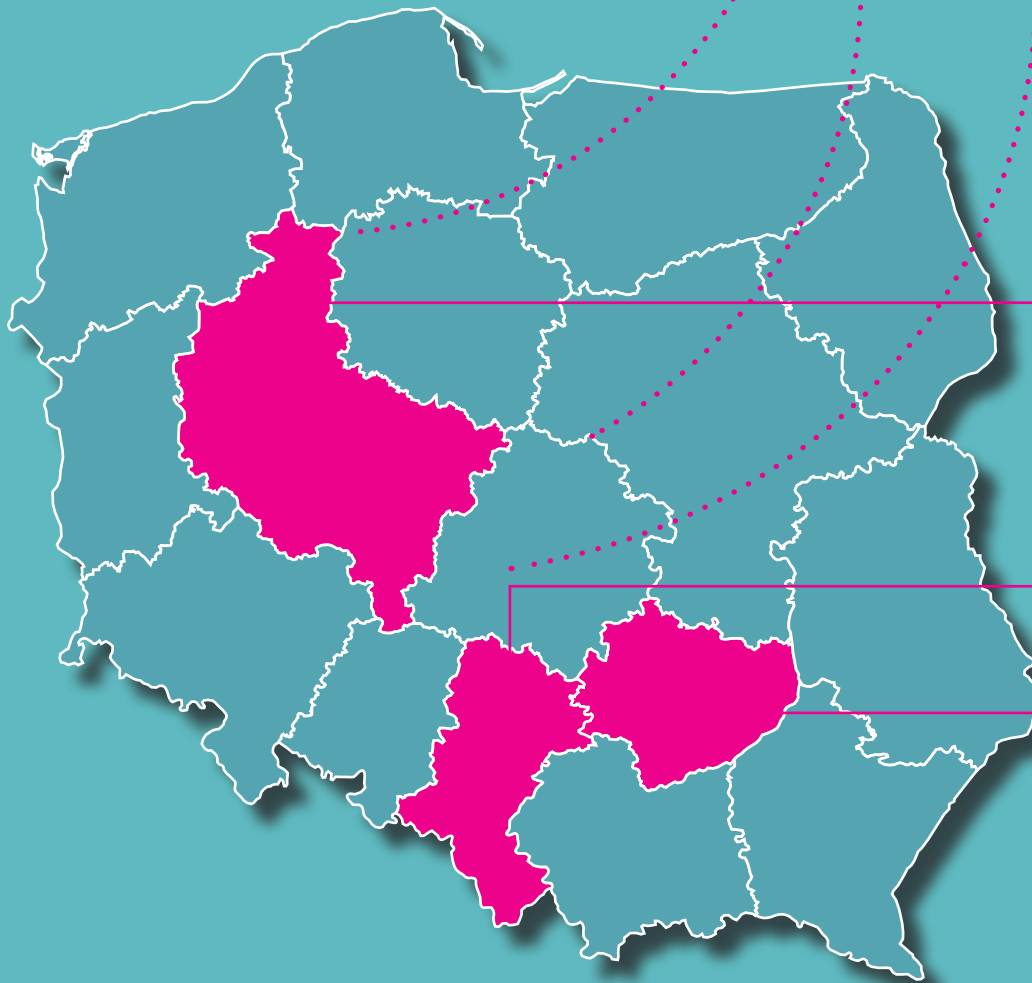
Here are examples from just three of the 16 regions in Poland.

TRANS-NATIONAL INITIATIVES

South Baltic Region
DesignSHIP – European Regional Development Fund

Berlin
Design Innovation & Exchange Programme – Berlin Senat

12 European Cities
Poznań City Hall in CREA re.project (INTERREG IV)

National Government

National Operational Programme

Regional Operational Programme

Institute of
Industrial Design
'Design Your Profit'(2008-)
'Young Design' competition
Polish Designers Lexicon

Warsaw School of
Economics

Polish Agency for
Enterprises
Development

National
Research &
Development Centre

DS	KP	LU	LB
LD	MP	MA	OP
PK	PD	PM	WM
ZP	WP	SL	SK

We validated the data collected
by developing a diagrammatic
representation of the DIP 'ecosystem'
(in this case, Poland). This approach
enabled us to:

i) to better understand elements
and relationships within a specific
ecosystem; and

ii) to confirm our understanding, and
identify gaps in data collection. In the
case of Poland, the elements indicated
a strong regional dimension and
individuality to design innovation policy.

WIELKOPOLSKA

ProDesign Concordia
Design & Creativity
Centre

Workshops (2011–12):
''Design management
as the Driving Force
of Innovation in
Wielkopolska's
SME sector''

Nowy Folk Design!
(New Folk Design!)

Development of the
Wielkopolska Cluster

Creation of the
Wielkopolska Design
Centre in Poznań

SILESIA

Zamek Cieszyn – Silesian
Castle of Art & Enterprise

Enterprise Club

Prof. Michal Ozmin
Institute of Design for All

Design Silesia
(2010–)

Wzorcowo Silesia
(Exemplary Silesia)

Silesian Icon

ŚWIĘTOKRZYSKIE

Kielce Technology Park

Circles of Innovation

Kielce Design Centre

Design Kielce

Design Innovation Policy Indicators

The Organisation for Economic Co-operation and Development (OECD) defines an indicator as a synthetic and representative reflection of a greater, more complex sum of phenomena, preferably made measurable on a quantitative scale (OECD, 1998). Indicators provide data with added value by converting them into information of direct use to the decision maker and helping to shed light on a particular problem (von Schirnding 2002).

Within a policy context, indicators are used to measure the impact of certain decisions and, when used to measure effectiveness, can be instrumental in changing policies (POINT 2011). DeEP uses indicators to inform decision-making in the policy making process rather than making or recommending policy decisions,

The DeEP Evaluation Tool will allow policymakers to gauge, through indicators, the possible effect of one policy decision over another.

MACRO INDICATORS IN THE DESIGN INNOVATION POLICY (DIP) CYCLE

The DeEP Tool uses both macro and micro indicators to evaluate design innovation policy. Macro indicators are likely to be concentrated at both the early and later stages of the policy cycle (Figure 3.)

Macro indictors are represented primarily within an evaluation framework through:

- Baseline data which provides part of the agenda setting process – ex-ante;

POLICY INDICATORS FOR DESIGN POLICY EVALUATION

- Measures of impact some distance down the 'chain' of impacts – ex-post;

- Providing the context within which to both determine and evaluate policy and policy impacts.

Macro indicators are likely to be placed a the 'beginning' and 'end' of the evaluation process within the policy cycle because, although they are powerful measures, they are often highly aggregated, and provide little indication of the causal 'path' of impact for a specific policy – which are likely to comprise micro indicators within the monitoring stage of the evaluation framework.

SOURCING & DESCRIBING DESIGN POLICY INDICATORS

An initial set of macro indicators was derived from a number of sources:

- Through literature sources as developed for the macro-economic

evaluation of design in an industry and policy context.

- From European and EU national level indicator lists at a macro level e.g. Eurostats, Innostats etc.

DeEP also considers the integration of macro and micro indicators; mapping indicators onto an overall framework of indicators; and their deployment as part of the DeEP Evaluation Tool.

A 'long-list' list of over 140 existing macro indicators was subsequently compiled. It comprised design, innovation and other indicators of macro-level effectiveness and capability which were organised into three broad categories – design, innovation, and contextual. Contextual indicators include economic, financial, environmental and circumstantial measures and are intended to reflect factors other than design which might moderate the evaluation of policy options.
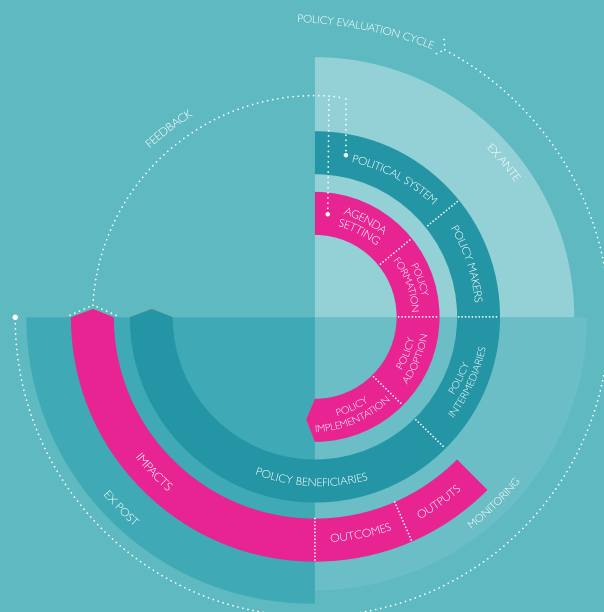

Figure 3: DeEP Design Innovation Policy Cycle, showing concentration of macro indicators.

As noted in the previous discussion, 'Classifying Design Innovation Policy Across Europe', design's relatively understated role within collective EU and member states' innovation policy, combined with its largely tacit relationship within innovation mean that 'pure' indicators of design are relatively scarce – certainly when compared with those for innovation.

DEFINING DESIGN POLICY INDICATORS

In terms of breadth and depth, the availability of data ffor macro design indicators common across all EU member states is extremely limited, as is the range of specific issues to which they relate. This situation was a matter of some debate within DeEP – should our choice of macro indicators be limited to preexisting design indicators measured by all EU member states? Or should we develop and select the most appropriate indicators irrespective of availability and coverage, thereby encouraging individual member states to implement their own data collection and distribution?

A core set of nine design indicators were selected, three indicators drawn from each of the three macro design categories (Table 3).

These categories represent areas where design-specific policy intervention has a direct effect on national design capability. These nine macro design indicators provide the basis for the initial 'pilot' test of the DeEP Evaluation Tool.

This list (Table 4) can be supplemented by other indicators, depending on circumstances and line of enquiry, and have the potential to enrich the reach and significance of the evaluation.

Categories	Description
Investment	National governments' investment in design in both financial (€) and policy terms.
Supply	Education, training and supply of designers – including wider education and training provision.
Sector	Relating to the national design industry as providers of design skills and expertise – the 'creative industries'.

Table 3: Macro Design Indicator Categories

INTEGRATING MACRO AND MICRO INDICATORS

A central tenet of DeEP is the integration of micro and macro elements of policymaking and the development of an evaluation process.

An adaptation of the framework developed for the European Innovation Scoreboard (European Commission 2009) provides a consistent and complementary way of integrating micro and macro design indicators through the concept of 'enablers' and 'activities' where:

- Enablers capture the main drivers of innovation that are external to the firm.

- Activities capture innovation efforts that firms undertake recognising the fundamental importance of firm's activities in the innovation process (see Design Policy Issues No.1).

- Outputs capture the outputs of firm activities.

Categories	Macro Design Indicator		Data Source
Investment	INV01	Public Expenditure on Design Support (as a % of GDP)	International Design Scoreboard
	INV02	Public Expenditure on Design Promotion (as a % of GDP)	International Design Scoreboard
	INV03	Public Expenditure on Design Services (as a % of GDP)	Official Journal of the European Union (OJEU)
Supply	SUP01	Design Courses at Graduate Level (as a % of all courses)	OECD – Education at a Glance
	SUP02	Design Courses at Post Graduate Level (as a % of all courses)	OECD – Education at a Glance
	SUP03	Design Graduates (per million population)	International Design Scoreboard
Sector	SEC01	No. of Design Businesses (per million population)	International Design Scoreboard
	SEC02	Turnover of design services sector (as a % of GDP)	International Design Scoreboard
	SEC03	Creative Services (Exports/Imports) (as a % of total services trade)	UN Conference of Trade and Development (UNCTAD)

Table 4: Macro Design Indicators

Theme	Dimension	Description
Enablers (macro)	Design Investment	A national governments' investment in design both in financial (€) and policy terms.
	Design Supply	Design education, training and supply of design practitioners.
	Design Sector	The national/regional design industry as providers of design skills and expertise.
Activities (micro)	Design Leadership	A systemic holistic approach. Understanding how people give meaning to things.
	Design Management	Managing the design process and creativity.
	Design Execution	Applying new technologies, visualising/materialising
Results	Design Alertness	National/regional awareness of the value of design as an enabler of innovation
	Policy Actions	Outputs and outcomes at firm level

Table 5: Design Innovation Policy Themes

Enablers work at the macro level and refer to the infrastructure and/or conditions in which activity takes place. Activities relate to the capabilities within an enterprise at the micro-level.

The combination of these two themes produces 'outputs', which again can be conceptualised at both macro and micro levels as the result of policy and policy actions. For DeEP, this is represented in Table 5.

"RARELY DO YOU NEED TO DESIGN NEW INDICATORS.

RESIST THE TEMPTATION.

IF YOU THINK IT WILL BE A BETTER INDICATOR THAN ANY OTHER EXISTING INDICATOR, ASK WHY NO ONE ELSE HAS USED IT BEFORE."

David Pencheon, Director,
NHS Sustainability Unit, UK4
Source: UNAIDS (2011)

CONCLUSION

This article has detailed the process for deriving a set of macro design indicators for the ex-ante evaluation of design innovation policy through the DeEP Evaluation Tool. It is acknowledged that the assembly and dissemination of design indicators across all EU member states is imperfect in terms of availability and consistency, however have we made best use of those available at present.

Work on how macro design indicators might inform the evaluation of design innovation policy is ongoing – presently a narrative approach, using a combination of benchmarks and scenarios are being pursued. This work will be shared in subsequent Design Policy Issues.

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An interview with: Anna Whicher

LEAD RESEARCHER ON POLICIES FOR DESIGN
AND INNOVATION AT DESIGN WALES

Anna Whicher is the lead researcher on policies for design and innovation at Design Wales in PDR (the National Centre for Product Design and Development Research) at Cardiff Metropolitan University. She is leading a European Commission project called the SEE Platform.

SEE is a network of 11 European partners exchanging research and experience on integrating design into innovation policy. As part of SEE, Anna has been delivering workshops to policy-makers on how to develop policies and programmes for design. She is a Board Member of the Bureau of European Design Associations (BEDA).

In parallel to her work, Anna is undertaking a PhD developing a benchmarking framework to analyse design and innovation policy intervention. She holds an MSc in European Public Policy from University College London and a BA specialised in European Integration and French from Reading University.

Anna has worked as a Parliamentary Assistant in Westminster, as Press Assistant in the French Ministry of European Affairs and as Assistant Marketing Director for Siemens in Paris.

WHAT IS THE SEE PROJECT?

''The SEE Project is a European Commission funded project involving 11 partners from across Europe. Not only does SEE aim to disseminate and raise awareness of the role of design in innovation, but it also aims to influence policy and design support programmes on a practical level. We run hands on workshops with policy makers and regional development agencies to help them integrate design into their current regional development strategies and innovation support programmes.

One of the reasons why the SEE Project has been so successful is that at each of the project meeting, each partner must bring with them a key innovation policy maker from their regional or national government. This has proven to be an excellent opportunity for peer learning among partner policy makers so policy makers from Wales or Flanders can interact with policy makers from Denmark and Finland and see what the cutting edge of what's happening across Europe and see if these ideas are relevant for their region.''

WHAT HAPPENS IN A TYPICAL WEEK IN YOUR ROLE AS COORDINATOR OF THE SEE PROJECT?

''In a typical week I may give a presentation to a European network on the role of design in innovation policies detailing how design can help to achieve government innovation priorities. I would also respond to partners queries regarding targets for the SEE Project as well as answering finance queries and generally supporting the partners in the project. Importantly I would also undertake research into the role of design in innovation policies as this underpins much of the activities of the SEE Project.''

HOW DO YOU ENGAGE WITH STAKEHOLDERS BEYOND THE PARTNERS IN THE SEE PROJECT?

"We tend to engage key stakeholders through existing European networks such as ERIN (the European Research and Regional Innovation Network) and BEDA (the Bureau of European Design Associations) for example. These transnational networks provide a means for the SEE Project to address the growing interest in design policy from policy makers in regional and national governments. Increasingly we are finding that we are being approached by stakeholders across Europe to provide advice and guidance for the development of design in innovation policies which is great."

WHAT HAVE BEEN THE BIGGEST CHALLENGES WORKING ON THE SEE PROJECT?

"One of the biggest challenges is how we can upscale the amazing work one partner is undertaking and the resources they have created and translate this to the other 200 or so regions across Europe. What is challenging is how we take something that has been learned from one partner and make this accessible to another region or across the whole of Europe. The regions are different and this is something that the European Commission recognises. It is possible to apply the same process including design and user engagement approaches to develop design policies but the outcome will always be different. A critical issue is about raising awareness and making design more explicit in European funding programmes. This would be the most effective way of motivating both governments and SMEs to use design."

WHAT DOES THE SEE PROJECT POLICY MONITOR AIM TO DO?

"The Policy Monitor aims to collate existing statistics on the performance of design systems across Europe. For example something that is really intriguing is that in the UK the private sector spends more on design expertise that R&D but this is not the case in other countries in Europe such as Estonia, Denmark and Finland. We keep hearing from the European Commission that non-technological innovation is a key driver for competitiveness but all of the government funding is still going into traditional R&D support mechanisms so governments need to start putting their money where their mouth is."

WHAT ARE THE CHALLENGES IN USING EXISTING STATISTIC FOR THE POLICY MONITOR?

"Using existing statistics is a fundamental limitation of our approach as we are using studies from completely different time points. Some of statistics are from last year while others are from five years ago.

Even within a country the statistics have been collated from different sources where the study was conducted by the government, a design centre or even an academic so you can end up with different figures for the number of people employed within the design sector for example.

What is important to remember is that this is the first time that these statistics have been collated together in one place so this is a means to provide a state-of-the-art and identify gaps for future studies."

WHAT HAS BEEN THE FEEDBACK ON THE POLICY MONITOR?

"We have had very positive feedback from the European Commission on the usefulness particularly of the chapter on design users including public and private expenditure on design vs. R&D. Design centres across Europe have also found the Policy Monitor useful as the need the evidence to knock on the door of government and say that design really is important and these are the facts. This means that they can then have a dialogue with policy makers about the contribution of design to the economic performance and competitiveness of a given country. While accepting the limitations of the Policy Monitor, this is something that has proved to be extremely valuable to a range of design stakeholders across Europe."

WHAT IS THE STATE OF PLAY IN DESIGN POLICY IN EUROPE?

"In the last few years a number of countries have developed design action plans including Slovenia, Estonia, Denmark and Finland. What is interesting is that these action plans are not implementation plans but are either stock taking of the current situation or a wish list that doesn't have time frames or concrete financing mechanisms behind them meaning that the likelihood of the actions being implemented are very small. If countries are developing design policies or design action plans its much better just to choose a small number of concrete actions that will actually happen as opposed to a wish list of an ideal scenario."

WHAT IS THE LEVEL OF UNDERSTANDING OF DESIGN IN POLICY MAKERS ACROSS EUROPE?

"Generally policy makers just about got their head around design to support product development but design in a broader sense such as service innovation is a very new concept and unfortunately understanding of design in a public sector context or as part of actual policy development is quite limited. Governments are increasingly implementing a pilot approach to innovation policies to test if these approaches are appropriate for their region particularly in new areas of design such as service design in a public sector context or social innovation."

If you had one wish for design policy in Europe, what would it be?

"IT WOULD MAKE A HUGE DIFFERENCE IF EUROPEAN COMMISSIONERS WERE TALKING ABOUT DESIGN AS THIS WOULD CASCADE DOWN FROM THE EUROPEAN LEVEL, TO THE NATIONAL LEVEL, TO THE REGIONAL LEVEL, TO THE LOCAL LEVEL.

"PERHAPS MY WISH SHOULD BE FOR THERE TO BE A MINISTER FOR DESIGN IN ALL EUROPEAN COUNTRIES!"

Partners

POLITECNICO DI MILANO
(IT)

Politecnico di Milano is a scientific-technological university, which trains engineers, architects and industrial designers. The University has always focused on the quality and innovation of its teaching and research developing a fruitful relationship with business and productive world by means of experimental research and technological transfer. Within DeEP, Polimi is represented by the Department of Design, and the DIG Department (Management Engineering).

LANCASTER UNIVERSITY
(UK)

Lancaster University is consistently placed with the top 10 academic institutions in the UK with strengths in interdisciplinary research and business engagement. Within DeEP this is represented by ImaginationLancaster, a design led research lab that investigates emerging issues, technologies and practices to advance knowledge and develop solutions that contribute to the common good.

MÄLARDALEN UNIVERSITY
(SE)

Mälardalen University is one of the most important business schools in Sweden. The School of Innovation, Design and Engineering (IDT) is the main participant within DeEP, with a research profile in Innovation and Product Realisation (IPR) and with competencies in Design and Visualization; Innovation Management; and Product Realization.

CONFARTIGIANATO LOMBARDIA
(IT)

Confartigianato Lombardia is the most representative trade union organization for Lombard crafts. Founded in 1972, it represents more than 100,000 firms and entrepreneurs in Italy belonging to 35 fields of activity. The institution promotes the growth of a business culture in SMEs and the full acknowledgement of their role in the economic growth of the Lombardy Region.

MUNKTELL SCIENCE PARK
(SE)

Munktell Science Park operates mainly within the southwest region of Stockholm, Sweden. It has a strong relationship with MDH of which it is a spinoff. The park is an innovation arena with about 90 tenant companies and about 200 employees focusing on innovative SMEs and on business development assistance.

THE WORK FOUNDATION
(UK)

The Work Foundation is part of Lancaster University, and is a leading provider of research-based analysis, knowledge exchange and policy advice in the UK and beyond. It conducts practical research on a range of economic, social and organisational issues, and focuses particularly on developing clear messages for policy advice. As an externally facing organisation, TWF interacts with a wide range of partners in business, as well as policy makers and media outlets.

CONCORDIA DESIGN
(PL)

Concordia Design is a centre for innovation, design and creativity. It operates in the Polish market since 2007 and has implemented several projects involving design, while operating as a platform for cooperation between different creative fields. It also delivers training on innovation and creativity, design management, and personal development.

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