

Watch Out Design, Europe is Coming

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DESIGN
FOR
EUROPE



Lancaster University



ImaginationLancaster



Harnessing Creativity—

Design for Europe



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Co-Funded
by the European
Union

27.03.15—

Context

What is Design for Europe?

What have we been up to?

How can you engage?

Europe's economy needs innovation to grow

Design drives innovation by putting people first, helping businesses and public services to create solutions with real value for the user.

2015

How did we get
here?



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Political Context

2010: Political commitment at European level

2011: European Design Innovation Initiative

2012: European Design Leadership Board

2013: Action-Plan for Design-Driven Innovation

2014: Design for Europe

Europe 2020

Flagship Initiative *Innovation Union*



Innovation Union commitments

19. In 2011, the Commission will set up a **European Design Leadership Board** which will be invited to make proposals within a year to enhance the role of design in innovation policy, for example through EU and/or national programmes, and a "European Design Excellence" label. As part of the follow up to the Green Paper on cultural and creative industries, the Commission will establish a **European Creative Industries Alliance** to develop new forms of support for these industries and promote the wider use of creativity by other sectors.

European Design Leadership Board



Mr Tajani was handed a report Design for Growth and Prosperity by members of the European Design Leadership Board Mrs Deborah Dawton (then-President of BEDA) and Mr Thierry Wasser (Guerlain)

Industrial Policy Communication

*Wider use of **design**, as well as other non-technological innovations, is one of the key drivers for developing **high value products**, increasing **productivity** and improving resource **efficiency**.*

Industrial Policy Communication Update 2012

Action Plan for Design-Driven Innovation

Aims to accelerate the take-up of design in innovation policy, with 3 strategic areas for action:

- Promoting understanding of design's impact on innovation
- Promoting design-driven innovation in industries to strengthen Europe's competitiveness
- Promoting the adoption of design to drive renewal in the public sector

Design for Europe

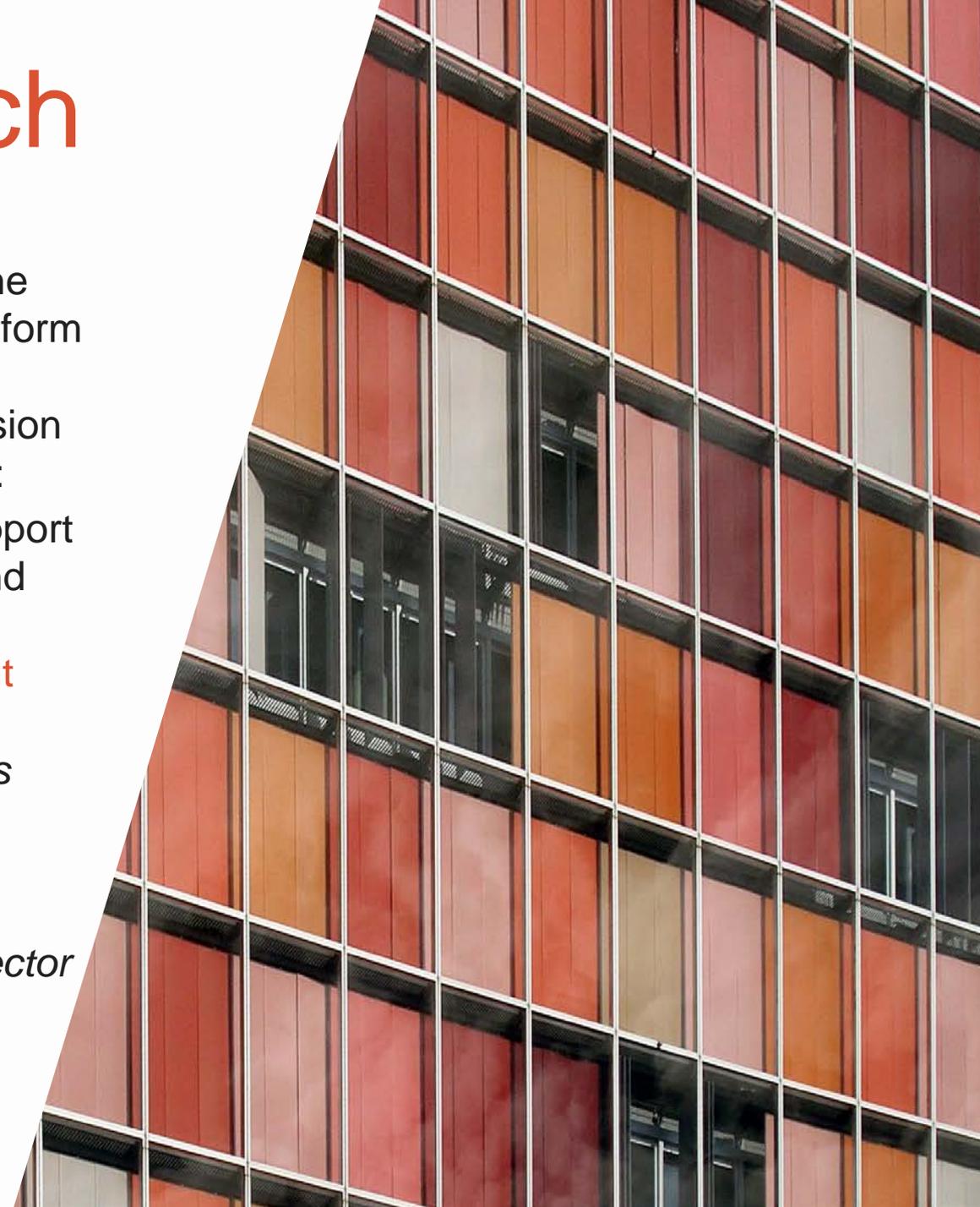
to accelerate design-driven innovation in order to boost innovation, growth and job creation across the EU

by raising awareness of how design-driven innovation already increases efficiency in public services and drives business growth across Europe.

Our approach

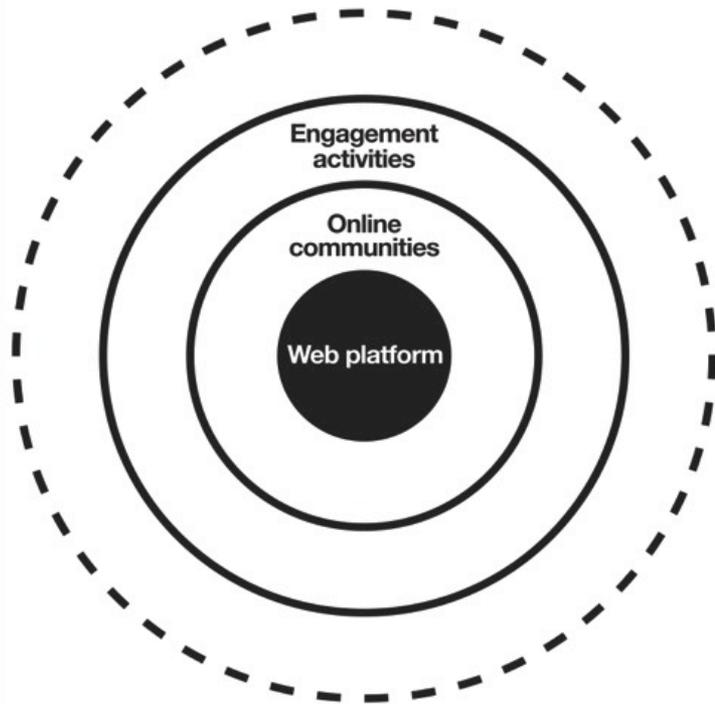
Design for Europe is delivering the European Design Innovation Platform (EDIP), which is one of the key mechanisms for delivering the vision of the Action Plan. It is delivering:

- A **web-based platform** to support peer-learning, networking and partnerships
- A **programme of engagement**
 - Advocating design-driven innovation to *policy-makers*
 - Supporting the design capabilities in *enterprises*
 - Supporting the design capabilities in the *public sector*



Concept

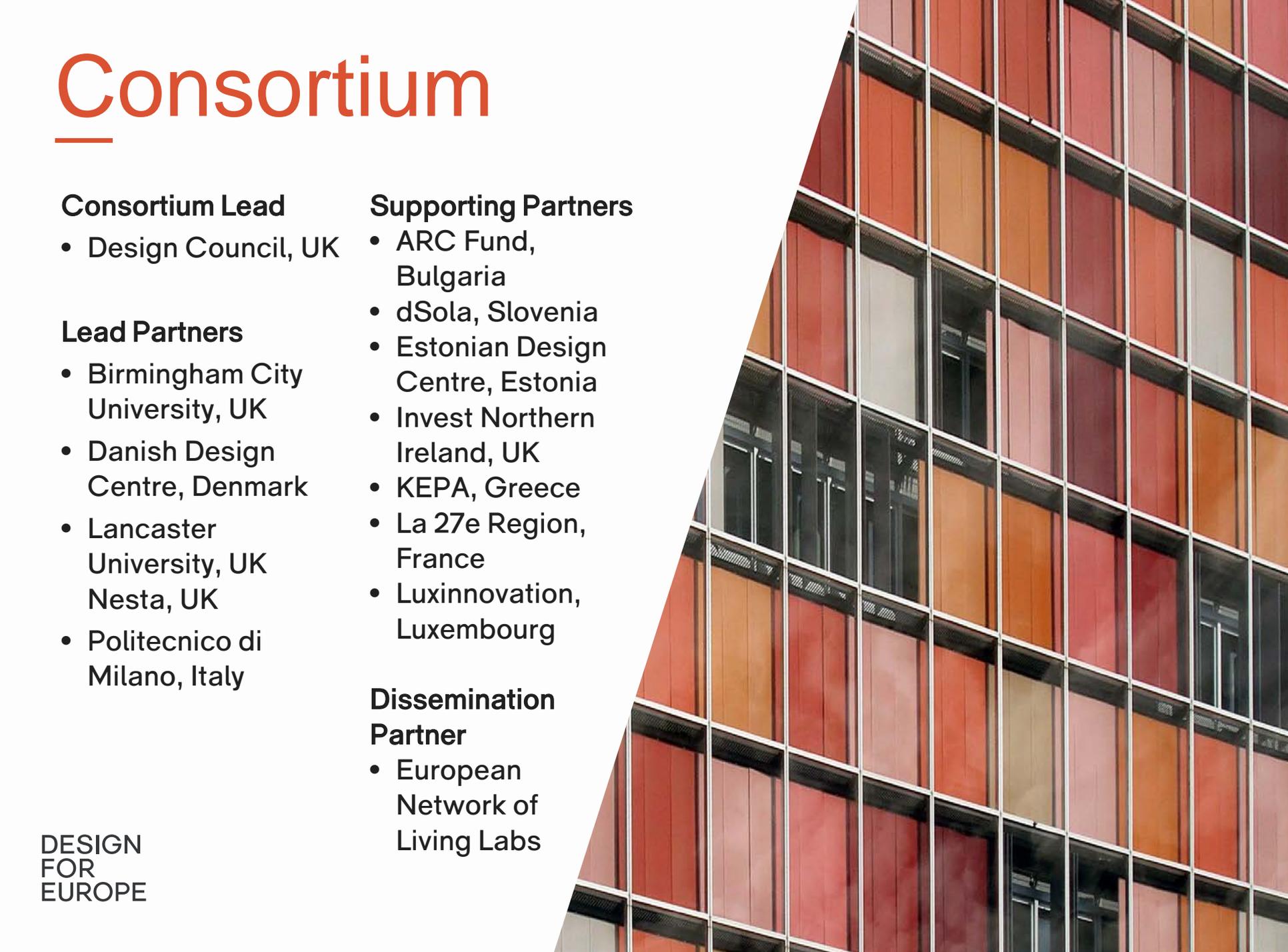
The vision is to connect and raise awareness across the EU, of the potential of **design to drive innovation** in business and the public sector.



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Consortium



Consortium Lead

- Design Council, UK

Lead Partners

- Birmingham City University, UK
- Danish Design Centre, Denmark
- Lancaster University, UK
- Nesta, UK
- Politecnico di Milano, Italy

Supporting Partners

- ARC Fund, Bulgaria
- dSola, Slovenia
- Estonian Design Centre, Estonia
- Invest Northern Ireland, UK
- KEPA, Greece
- La 27e Region, France
- Luxinnovation, Luxembourg

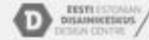
Dissemination Partner

- European Network of Living Labs

**Design
Council**

Consortium lead

Lancaster
University



Nesta...

Invest
Northern
Ireland



POLITECNICO DI MILANO



DIPARTIMENTO DI DESIGN

LA 27^e
RÉGION
labs
de
transformation
publique



NATIONAL AGENCY
FOR INNOVATION AND RESEARCH
LUXINNOVATION
1

DDC
Danish Design Centre

European
Network of
Living Labs

dŠola

How will it be
useful to
you?



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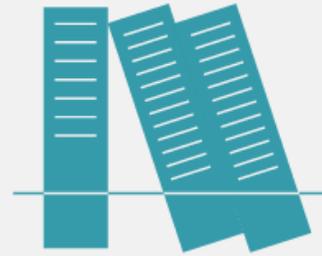
The tools we're building will help...



Businesses
Develop great products, services and brands

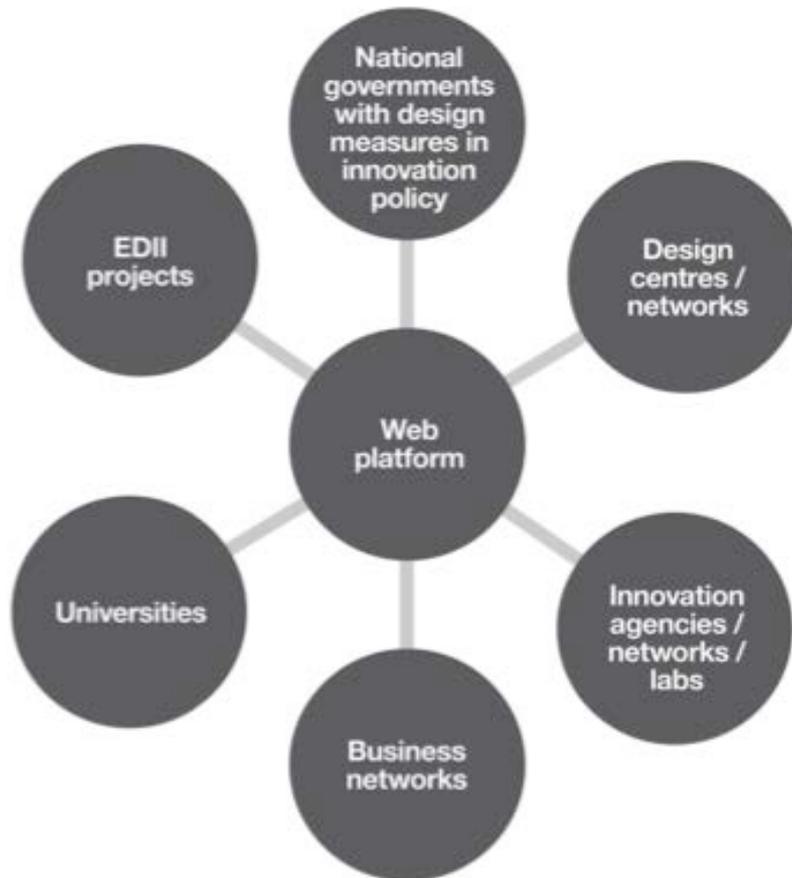


Public Sector
Improve the experience and efficiency of public services



Policymakers
Shape policy to support innovation and growth

Pockets of interest and expertise



Highlights





Project

Design for Europe

The European Design Innovation Platform (EDIP)

[Home](#) > [Projects](#) > [Design for Europe](#)

We are working with 14 European partner organisations to deliver Design for Europe – a new website and series of events to support innovation across Europe.

The project is being delivered over three years from January 2014 as part of the European Commission's Action Plan for Design-Driven Innovation.

“

Design is a key source of innovation and therefore part of the solution to the growth challenge Europe is facing.

— Annette Vilhelmsen, Minister for Business and Growth, Denmark

Design for Europe

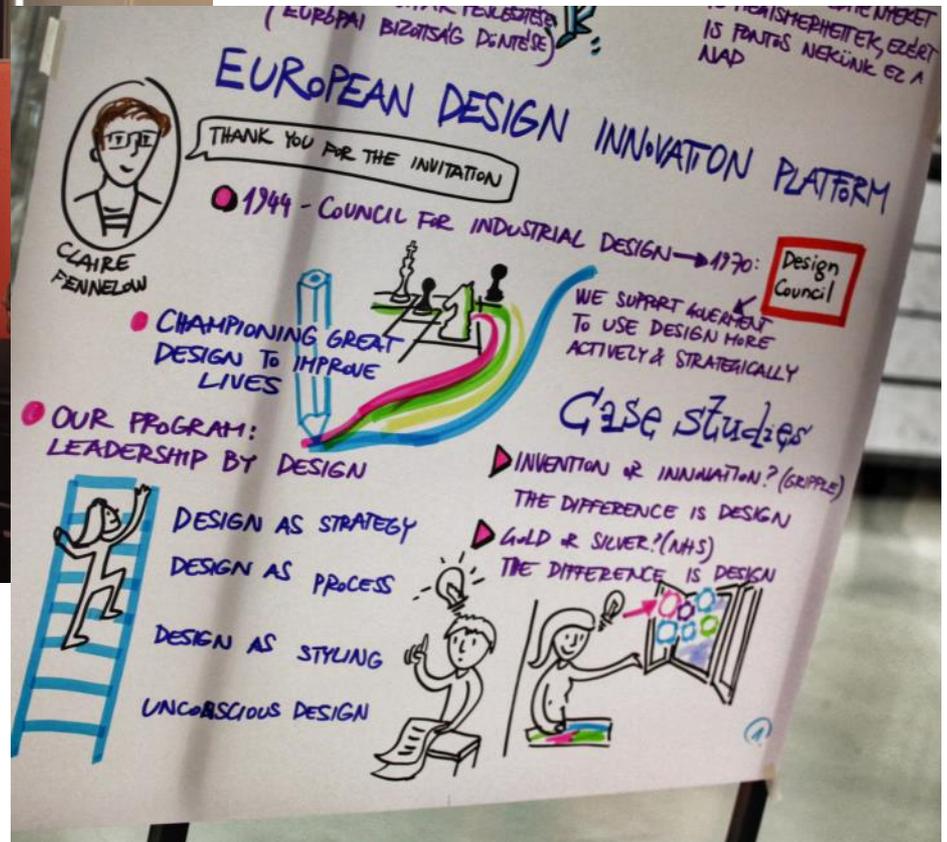
Join the mailing list, suggest a resource and find out more.

[Get involved](#)

Highlights



Highlights



Highlights

Europe's economy needs innovation to grow

Design drives innovation by putting people first, helping businesses and public services to create solutions with real value for the user.

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[JOIN THE MAILING LIST](#)

[PARTNERS](#)

Design for Europe will help



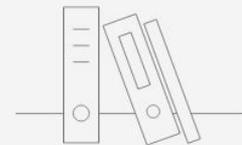
Businesses

to create new value for the user with better products and services



Public sector

to use design to deliver more efficient, user-centred services



Policymakers

to create the conditions for design-driven innovation

Highlights

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Hello << Test First Name >>,

Welcome to Design for Europe, the European Commission's initiative to strengthen design-led innovation across Europe. The project is in its early stages. At this point we are asking all recipients of this email to forward it on to others who might wish to join this design and innovation network.

Pass it on



Co-funded by the European Union

Design for Europe is a web platform and series of workshops and events. It will share knowledge and tools that will help you to realise the value of design



Here's a quick overview of your list.

List details

List name	Design for Europe mailing list
New subscribers	4
Unsubscribed	0
Total subscribers	542

Highlights



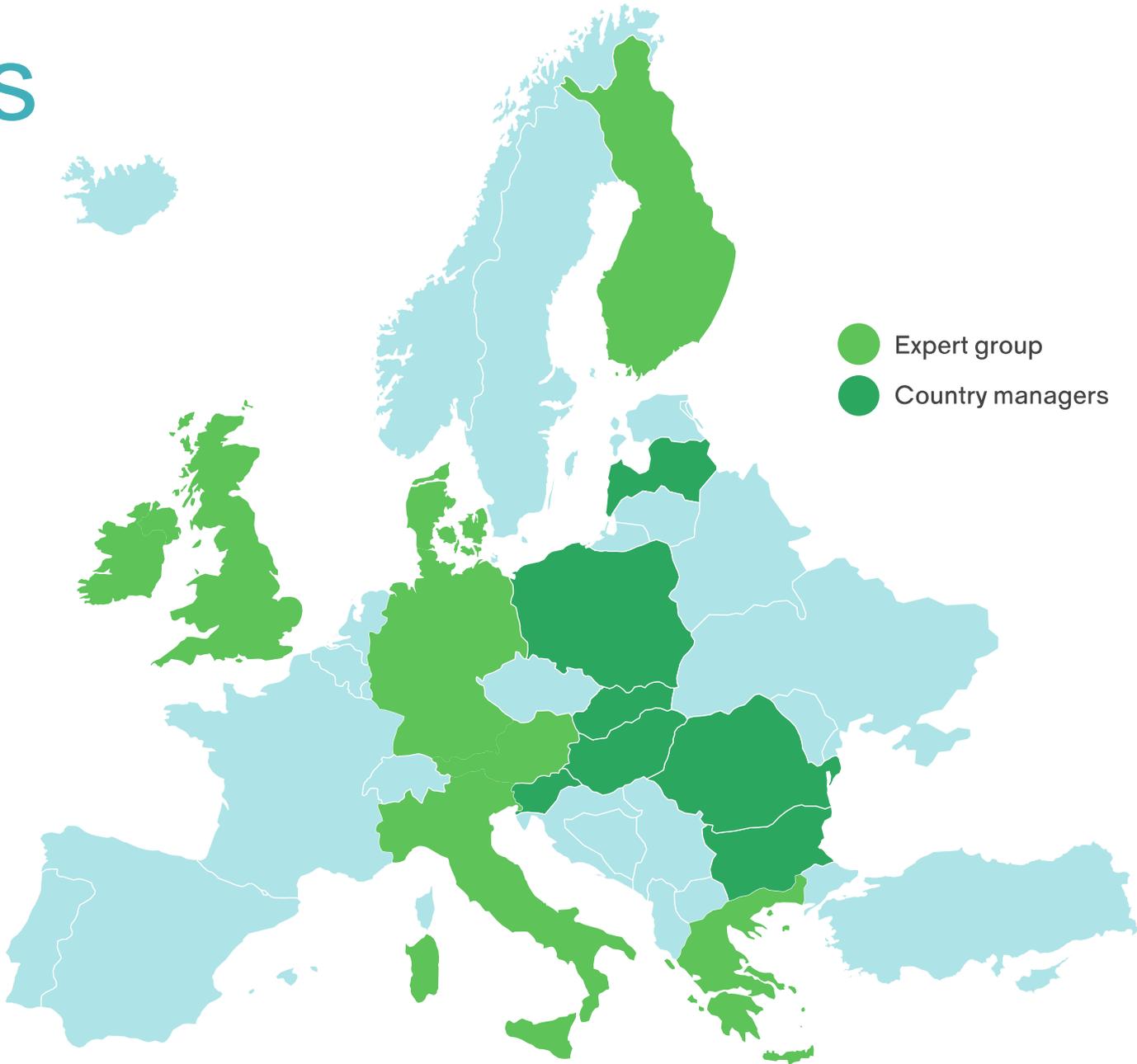
Highlights



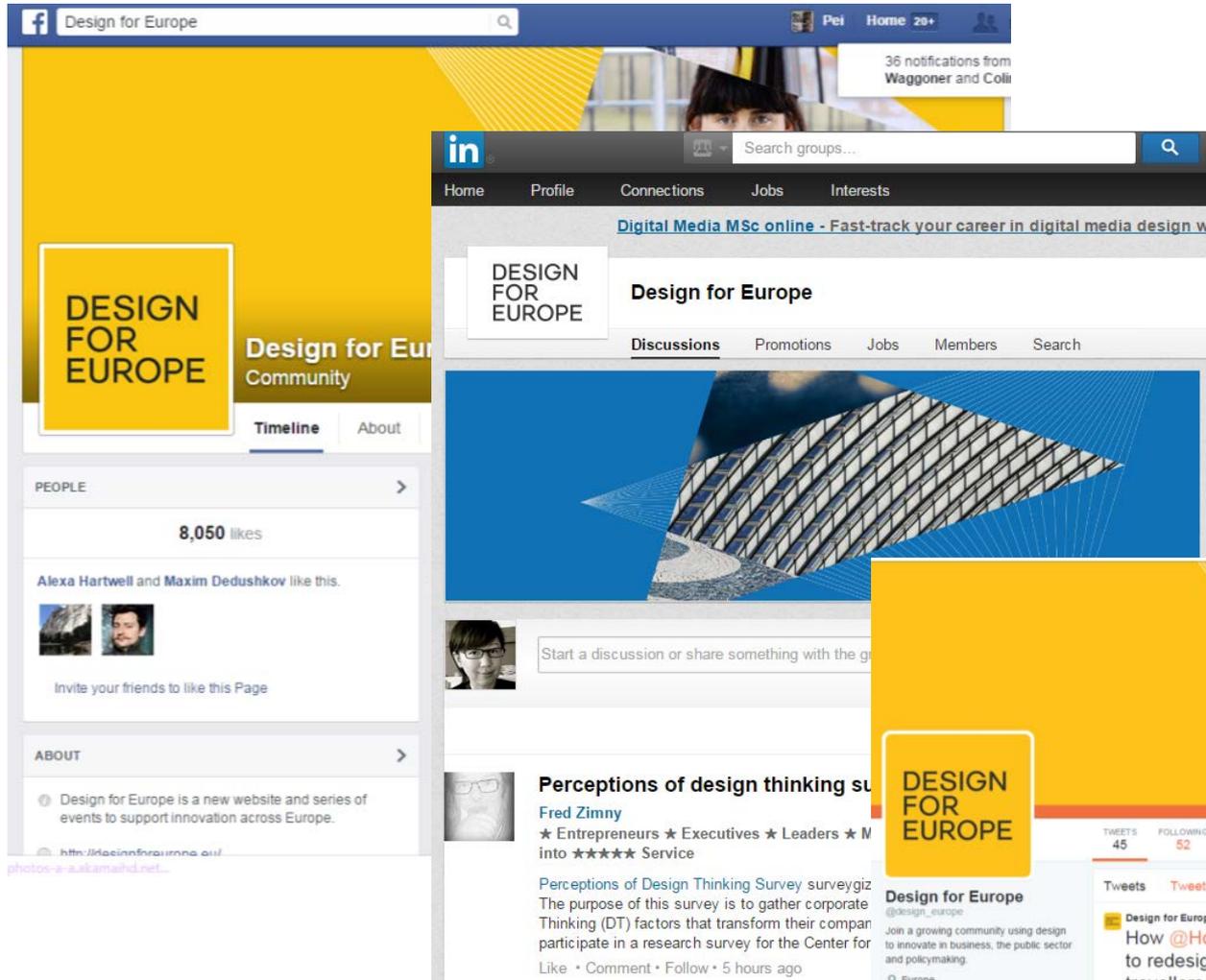
Highlights



Experts

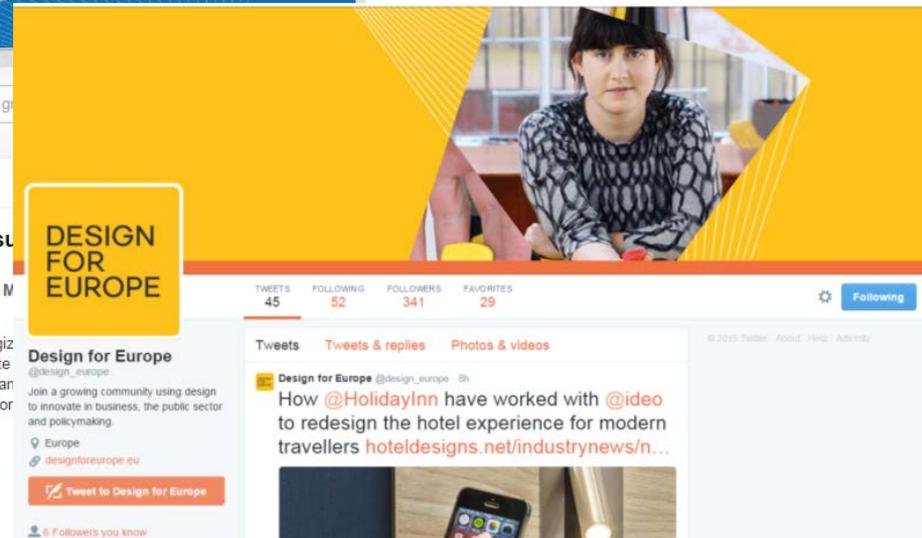


Social Media



The screenshot shows the LinkedIn profile for 'Design for Europe'. The profile banner features a yellow background with the text 'DESIGN FOR EUROPE' and 'Design for Europe Community'. The profile name is 'Design for Europe' with a 'Discussions' tab selected. Below the profile, there is a post by 'Fred Zimny' titled 'Perceptions of design thinking survey' with a star rating of 5 stars. The post text reads: 'Perceptions of Design Thinking Survey surveygiz The purpose of this survey is to gather corporate Thinking (DT) factors that transform their compan participate in a research survey for the Center for Like · Comment · Follow · 5 hours ago'. The profile also shows 8,050 likes and a list of people who liked the page.

Over 8,000 reached via social media



The screenshot shows the Twitter profile for 'Design for Europe' (@design_europe). The profile banner features a yellow background with the text 'DESIGN FOR EUROPE' and a photo of a woman. The profile statistics are: 45 tweets, 52 following, 341 followers, and 29 favorites. The profile bio reads: 'Join a growing community using design to innovate in business, the public sector and policymaking. Europe designforeurope.eu'. A tweet is visible with the text: 'How @HolidayInn have worked with @ideo to redesign the hotel experience for modern travellers hoteldesigns.net/industrynews/n...'. The profile also shows 6 followers you know.

Europe's economy needs innovation to grow

About Design for Europe



Business →
Good design delivers better products, stronger brands and new markets.



Public Sector →
Good design puts people first, improving the experience and effectiveness of public services.



Policy →
National and regional policies can help create the conditions for design-driven innovation.

Design for business

Creating better products, stronger brands and new markets



Christina Melander

Programme Director – Danish Design Centre

cme@ddc.dk

The most innovative and successful companies in the world have one thing in common. They use great design to bring innovation to market more effectively than the competition.

These companies, whether start-ups or multinationals, use design as means to understand the needs of their customers, tackle complex business challenges and turn insights into strategic advantages.

The data shows that investing in design pays – and the companies that do invest, are able to grow faster, reach new markets, and become more profitable.

You're invited to join a growing community of business people across Europe using design to innovate and

Upcoming events



27/03/2015 — EVENT

Harnessing Creativity:
Creative Economy Seminar

☆ Carrick-on-Shannon, Ireland



01/04/2015 — EVENT

Design & Innovation Forum

☆ Saint-Étienne, France

07/05/2015 — EVENT

European Growth by Design

☆ Brussels, Belgium

21/05/2015 — EVENT

How to boost design-driven
innovation

☆ Webinar

21/05/2015 — EVENT

What design can do 2015

Amsterdam, Netherlands

Insight & discussion



Insight & discussion



Why solving the problems that Europe faces requires embracing design attitude.



Kamil Michlewski
Author & Marketing Consultant – Value Engineers



Data from businesses around the world shows that design provides a proven competitive edge.



Anna Whicher
Head of Policy, PDR – Cardiff Metropolitan University



The first in our series guiding you through the process of applying for EU funding for design projects.



John Chisholm
Senior Research Associate, Design Management – Lancaster University

Design in action

2^x

increase in product sales

CASE STUDY — BUSINESS

€1.3^M

increase in pre-tax profits

CASE STUDY — BUSINESS

14

national and international product awards

CASE STUDY — BUSINESS

£1^M

increased turnover

CASE STUDY — BUSINESS



Useful resources

Case studies

04/02/2015 — FEATURE

The value of design to business

10/02/2015 — FEATURE

A beginner's guide to accessing EU funding for design

RESOURCE

Creating sustainable consumer experiences through design

Danish Design Centre

RESOURCE

Service Design Toolkit

JAMK University of Applied Sciences

RESOURCE

Garage48

Garage48 Foundation

RESOURCE

The Design Ladder

Danish Design Centre

RESOURCE

New Innovation Actors

Danish Design Centre

RESOURCE

Why service design?

Danish Business Authority



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Useful resources

Case studies

BUSINESS — CASE STUDY

A new brand and reimagined product line transforms a company's fortunes

Lightyears

BUSINESS — CASE STUDY

A new brand and redesigned packaging boost supermarket sales for a family business

Mullins Ice Cream

BUSINESS — CASE STUDY

An innovative new product line helped Wilfa become a market leader in home appliances

Wilfa

BUSINESS — CASE STUDY

A design-led reinvention of their core product turned around a struggling industrial supplier

Cimbria Herning

BUSINESS — CASE STUDY

Streamlining their production process helped a manufacturing firm dramatically increase output and reach new customers around the world

J. Hvidtved Larsen

BUSINESS — CASE STUDY

See.Sense. harnessed industrial design and branding to create a crowdfunding hit with their innovative bike lights

See.Sense.

BUSINESS — CASE STUDY

Connecting an innovative start-up with customers in 155 countries

Sugru

BUSINESS — CASE STUDY

A new approach to design helped Nilfisk meet the needs of their users and strengthen their brand

Nilfisk ALTO



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Follow us on [Twitter](#)
Find us on [LinkedIn](#)



CASE STUDY — BUSINESS

Mullins Ice Cream

A new brand and redesigned packaging boost supermarket sales for a family business



Mullins Ice Cream

Country	Northern Ireland
Business Type	Food SME
Investment	<€100,000
Time	4 months
Design Support	Invest NI
Designer	Hamill Bosket

Background

Founded in 1954 by Walter and Margaret Mullin, Mullins is a family run ice cream company based in the village of Kilrea, Northern Ireland. From humble beginnings their dairy ice cream business has grown dramatically over the last 60 years – now served in more than 50 ice cream parlours across the country and stocked by major supermarkets including Tesco, Sainsbury's and ASDA.

In spite of this success, the company felt there was still potential to increase sales, particularly in retail settings. They had a very high quality product which they felt would benefit from a brand and packaging that better reflected this. Crucially the market they were in was extremely crowded, their product blended in with the competition and simply didn't stand out on supermarket shelves.

“There was no standout ice cream in our market and we wanted to become the number one.”

Peter Lynn
Sales Manager, Mullins Ice Cream

How Design Helped

Mullins began by attending a free design clinic run by Invest NI, Northern Ireland's business development agency. These clinics offer free design advice to any business considering a new design project.

For Mullins, and many other firms, this clinic was a gateway to Invest NI's Design Development Programme which offers specialist consultancy for businesses using design. Working with a consultant the programme helped Mullins define the scope of the project and write a brief – it then helped them choose the right agency to carry out the work.

As a result of the programme, Mullins hired branding consultants Hamill Bosket. They briefed them to evaluate the brand as it stood, then develop an authentic identity and packaging concept that would set them apart from other ice cream brands.

“As ice cream connoisseurs, how could we refuse? We particularly enjoyed the research on this project.”

Kenney Hamill
Partner, Hamill Bosket Design



“As ice cream connoisseurs, how could we refuse? We particularly enjoyed the research on this project.”

Kenney Hamill
Partner, Hamill Bosket Design

Hamill Bosket developed a new visual identity for Mullins, this gave them a uniquely recognisable logo for the first time which could be applied everywhere from ice cream tubs to the signage of the parlours. They also devised a beautiful candy stripe colour scheme for the packaging which could be adapted for different flavours, but maintained a recognisable overall look for the brand.

The outcome



2X

product stockists



1,000%

sales increase at Tesco supermarkets



1st

in Sainsbury's regional awards for packaging

Hamill Bosket's logo and packaging design was rolled out across Mullins entire product line and their network of more than 50 ice cream parlours. The impact of the work was immediately apparent in the sales figures – supermarket chain Tesco reported a 1,000% increase in ice cream sold, as a result Mullins is now stocked in twice as many locations across the country.





Design for Business – Mullins Ice Cream, Peter Lynn - Case Study

Sales Manager Peter Lynn explains the difference design made to Mullins

The impact of design has gone well beyond the packaging, the company now appreciate the value of design to their overall business strategy. Design helps ensure they make an impact at trade shows and exhibitions, and design methods are even used to create new product flavours.

“We use design in the business every day now, design is very very important to get the message across to our customers, and we intend keep doing that.”

Peter Lynn
Sales Manager, Mullins Ice Cream





Richard Christie

Design & Commercialisation Manager – Invest NI

richard.christie@investni.com

Comments

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Start the discussion...

Be the first to comment.

ALSO ON DESIGN FOR EUROPE

Video

4 comments • 6 months ago



Denise Ryan — Great idea, but is this video and program preaching to the converted? Anyone already involved in Design already know it's importance and the revenue benefit to companies. The ...

WHAT'S THIS?

The value of design to the public sector

1 comment • 2 months ago



Aoife Purcell — Great article. As a front line social care worker returning to study in design thinking and innovation, I am still disappointed that it seems to be external companies and the ...



CASE STUDY — BUSINESS

Sugru

Connecting an innovative start-up with customers in 155 countries



Sugru

Country	United Kingdom
Business Type	Product start-up
Design Support	Design Council
Designer	Atto Partners

CASE STUDY — BUSINESS

Lightyears

A new brand and reimagined product line transforms a company's fortunes



Lightyears

Country	Denmark
Business Type	Product SME
Investment	Sales royalties
Time	10 years (ongoing)
Design	Individual commissions

CASE STUDY — BUSINESS

Nilfisk ALTO

A new approach to design helped Nilfisk meet the needs of their users and strengthen their brand



Nilfisk ALTO

Country	Denmark
Business Type	Product SME
Time	3 years (ongoing)
Design	design-people

FEATURE — 10 FEBRUARY 2015

A beginner's guide to accessing EU funding for design



By John Chisholm

Senior Research Associate, Design Management – Lancaster University

About this guide

CASE STUDY — POLICY

Design Bulldozer

A design support programme to boost the global competitiveness of Estonian businesses



Design Bulldozer

Country	Estonia
Funder	Ministry of Economic Affairs & Communications
Investment	€400,000
Time	20 months
Design Support	Estonian Design Centre

CASE STUDY — POLICY

The Lapland Design Programme

A programme to increase the use of strategic design in the private and public sectors



— Arctic Design Week Exhibition



The Lapland Design Programme

Country	Finland
Funder	European Structural Funds & Finland Government
Time	4 years
Design Support	University of Lapland

Ambitions for the future

2015-16

To validate the long term goals of the platform by **securing its future** through an alternative funding model

International recognition as the one-stop-shop for design needs for business, policy makers and service providers

10,000s registered users

Contributions from **all EU nations**

Voluntary contribution from the world's **leading designers and commentators**

Independent, fully functioning forums **led by users**

User-focus approach

Register your interest through mailing list

Suggest resources for inclusion

Host an event?

Tell us what you'd like to see from the project?

Contact us at hello@DesignforEurope.eu

Register your interest on
DesignforEurope.eu

Visit

designforeurope.eu

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Thank you

Dr Martyn Evans

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t: [@martyn_evans](#)

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