

Making design policy happen in Denmark

-the journey since 1978



Brussel, the 28th March

Design in the 50s and 60s



Design in the 70s and 80s



Design in the 90s



Design in the 21st century



Agenda

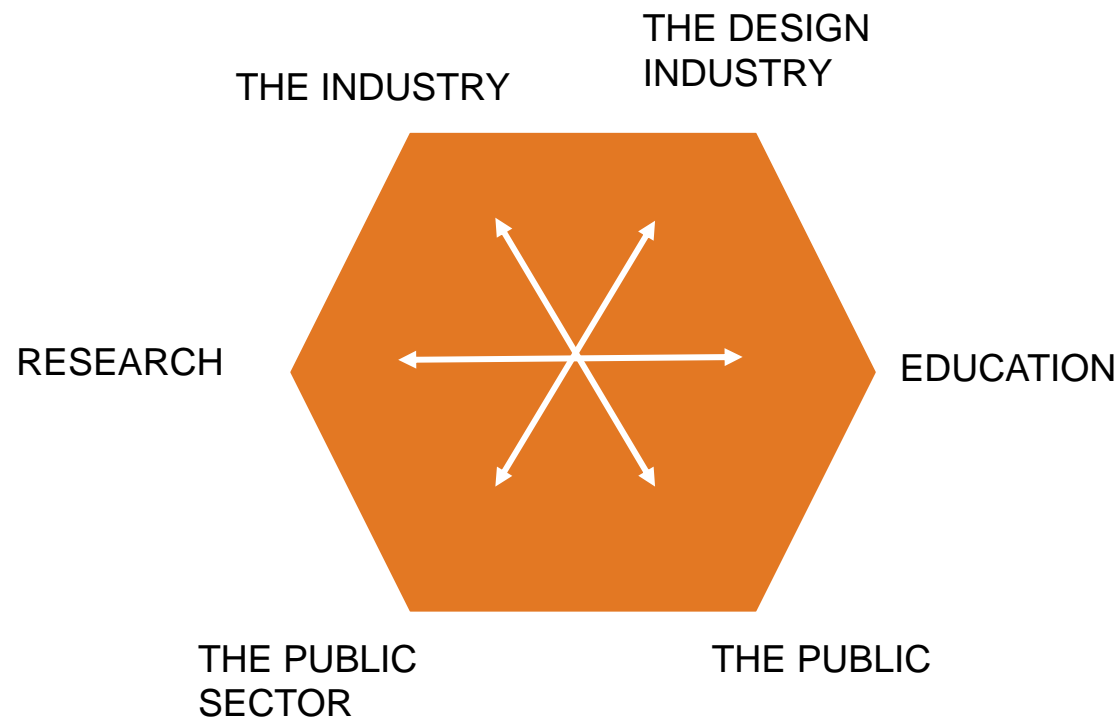


1. The First National Design Policy
2. Design tops the political agenda (2003 & 2007)
3. Future design policies

1. National Design policy



The architecture of a Design Policy



The Danish Design Centre

Established: 1978
New building: 2000



1. First National Design Policy: 1997



Main focus

To raise the industry's awareness of design and the industry's use of design

Policy goal

Within 5 years, 80% of Danish companies believe, that design has an impact on their competitiveness in relation to product Development - compared to 62%, 1997

Source: The Governments Design report 1997

1. First National Design Policy: 1997



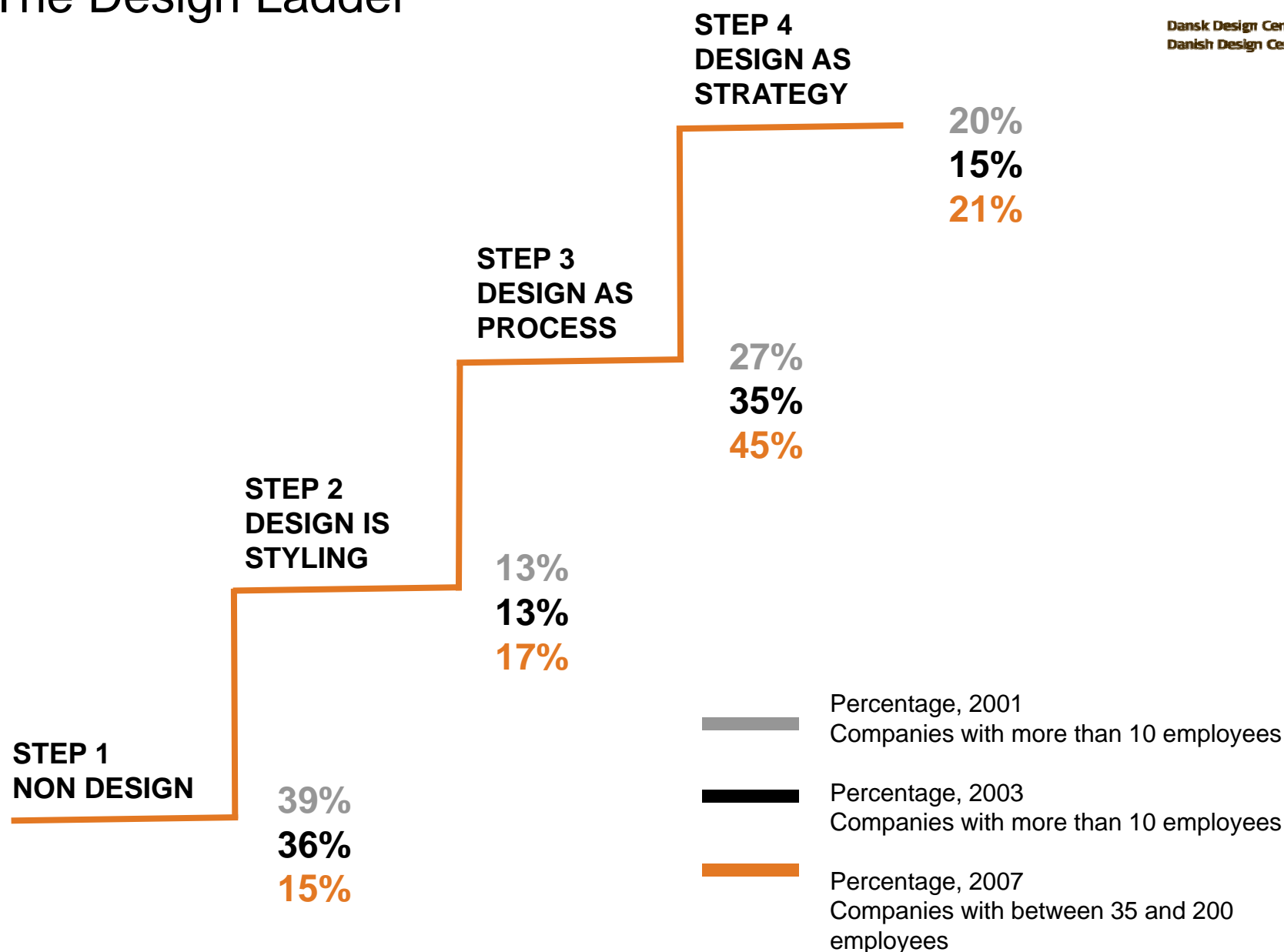
- Design support for businesses
 - increase use of design and designers
- Design in the public sector
 - motivate public organisations to demand design from the private sector
- Design competences
 - strengthening the competences among employees involved with design

1. The Design Icebreaker Scheme

- 0,5 mio € pr year, 1998 - 2001
- More than 400 companies, more than 120 different designers
- App 90% of the companies believe design has impact on their competitiveness

Source: The Design Icebreaker Scheme, Evaluation, Apr 2003
Danish Enterprise and Construction Authority

1. The Design Ladder



2. The Economic Effects of Design

- Companies with both in- and ex house design activities export 34% of their turnover on average compared to 18% by companies with different or none design behaviour.
- Companies using design have a 22% above-average growth in gross revenue
- Companies which have experienced an increase in design activity achieve an additional 40% gross revenue increase



Source: Danish Enterprise and Construction Authority, 2003

2. The Confederation of Danish Industries DESIGN NETWORK

FROM BEAUTY TO BUSINESS

2. Design in the culture and experience economy: 2003




- A new strategy for the Danish Design Centre
- THE INDEX AWARD
- Improved design research and educations

2. 2003 initiative: INDEX AWARDS

- INDEX - Design to improve life
- 5 awards – 100.000 € each
- Exhibition: 100 nominated designs
- International conference for the worlds leading designers
- 2005, 2007, 2009 And 2011 (as part of CPH Design Week)



2. Design Educations



Ministry of Culture

Institution	Students	Types of design
Kunstakademiets Arkitektskole		
Arkitektuddannelsen - design som hovedområde	115	Design practice and design thinking
Center for Designforskning		
Master i Design	-	Service design and strategic design
Arkitektskolen Aarhus		
Bachelor- and master in Architecture and design	80	Design practice, design thinking and service design
Designskolen Kolding		
Bachelor and master in Design	383	Design practice, service design and design thinking
Danmarks Designskole		
Bachelor and master in Design	642	Design practice, service design and design thinking
Total	1220	

Mapping of design educations in Denmark



- 14 schools and universities
- 28 educations
- 5500 students

	Educations	Students
The Ministry of Culture	5	1220
The Ministry of Science, Technology and Innovation	14	2648
The Ministry of Education	9	1601
In total	28	5469

2. Design Research

Danish Centre for Design Research



Mapping of design research in Denmark



	Research staff *	PhD's	2008-2010 Articles with peer review	2008-2010 Articles with out peer review
Danmarks Designskole	10	4	59	105
Designskolen Kolding	5	14	36	31
Kunstakademiets Arkitektskole	3	1	4	7
Arkitektskolen Aarhus	4,3	6	11	9
Center for Designforskning	2	1	12	13
Syddansk Universitet	44	31	58	53
DTU	35	30		105
CBS	15	9	70	78
Aarhus Universitet	55	28	34	38
Aalborg Universitet	23	11		104
Roskilde Universitet	12	0		5
IT-Universitetet	6,5	5	35	9
Total	214,8	140	319	557

*The definition of *research staff* varies between the institutions and can therefore not be subject to an exact comparison. Some institutions have reported the number of heads in the research department while others have reported full-time equivalent. Most institutions have reported full-time equivalent.

2. Design matters: 2006



71% Design is a driver for innovation

79% Design improve the growth potential

71% Design improve a products usability



Source: Report on the impact of Design, 2006

2. DesignDenmark: 2007

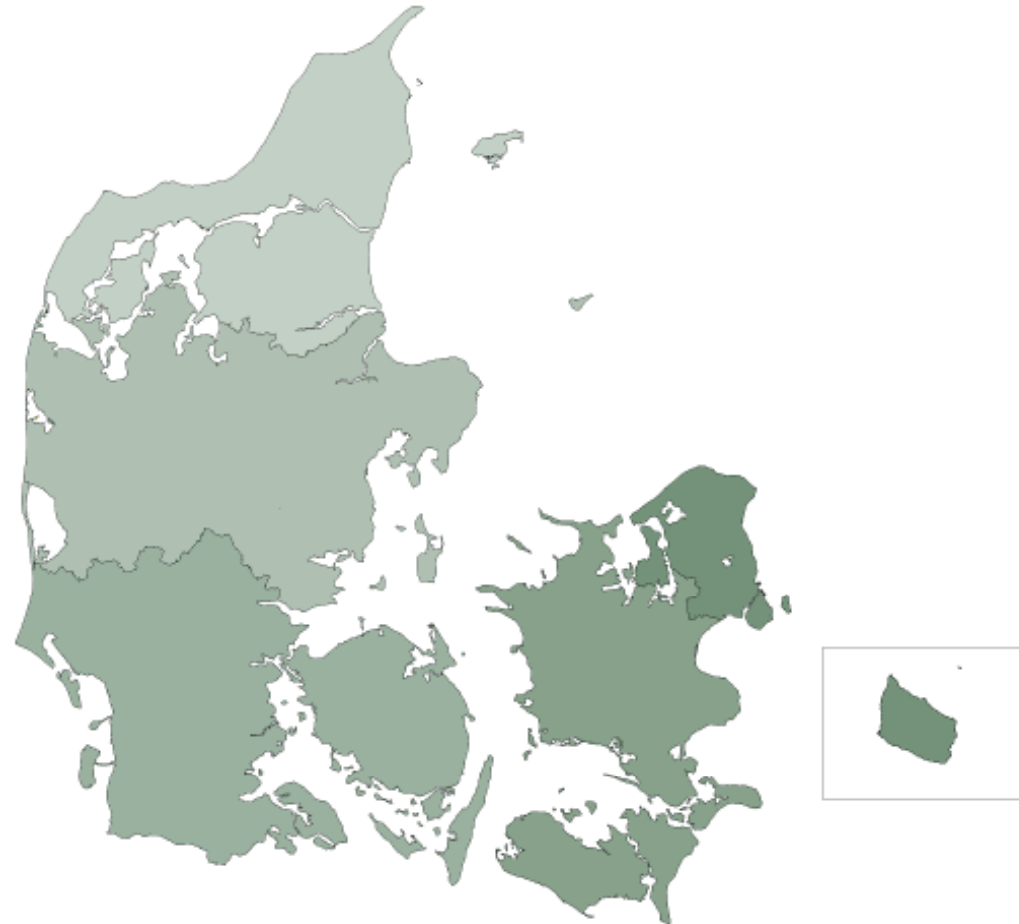


- A better functioning market for design services
Goal: An increasing number of Danish companies use strategic design
- Commercially oriented and international design competences
Goal: Level of employment among newly qualified designers must reach the level of newly qualified in general
- Better international use of design
Goal: Level of export among design supply companies must reach the level for engineers and architects (app 30%)

2. National supported – regional design promotion Design Ambassadors

DDC®

Dansk Design Center
Danish Design Centre



2. Service Design in the Public Sector: 2008 & 2009



**MORE PERSONAL
CHOICE IN
HOME CARE
SERVICE**

2. Programme for User Driven Innovation: 2007-2009

OBSERVATIONS

PARTICIPATORY DESIGN

ETHNOGRAPHY

ONLINE COMMUNITIES

SERVICE BLUEPRINT

PERSONAS

LEAD USERS

SCENARIOS

CO-CREATION

2. Danish design companies with at least 25 employees

2009

- Designit (Aarhus, Cph, Paris, Munich, Oslo)
- Kontrapunkt (Cph)
- Unizone (Herning)
- Cube design (Hammel, Cph)
- CBD (Cph, Vietnam, Beijing)
- Bysted (Cph, Malmö)
- ReD Associates (Cph, Hamburg, New York)
- 1508 (Cph)
- Form 3 (Kolding)
- Design:succes (Cph, Bruxelles, Mexico)
- E-types (Cph)
- CPH design (Cph)
- Creuna (Cph, Aarhus, Oslo, Stockholm)
- Hatch & Bloom (Aarhus)
- Prevas (Cph, Lyngby, Aarhus)

1997

Kontrapunkt (Cph)

Christian Bjørn Design (Cph)

Bysted (Cph)

CPH Design (Cph)

3. The NEXT National Design Policy



CHALLENGES:

- Delivery on design content is getting more complex due to still increasing globalization
- From design work to conceptualization with more front end research, technology and manufacturing involvement
- SME needs to go one gear up to cope with new agenda
- Design's new role to help solve societal challenges.

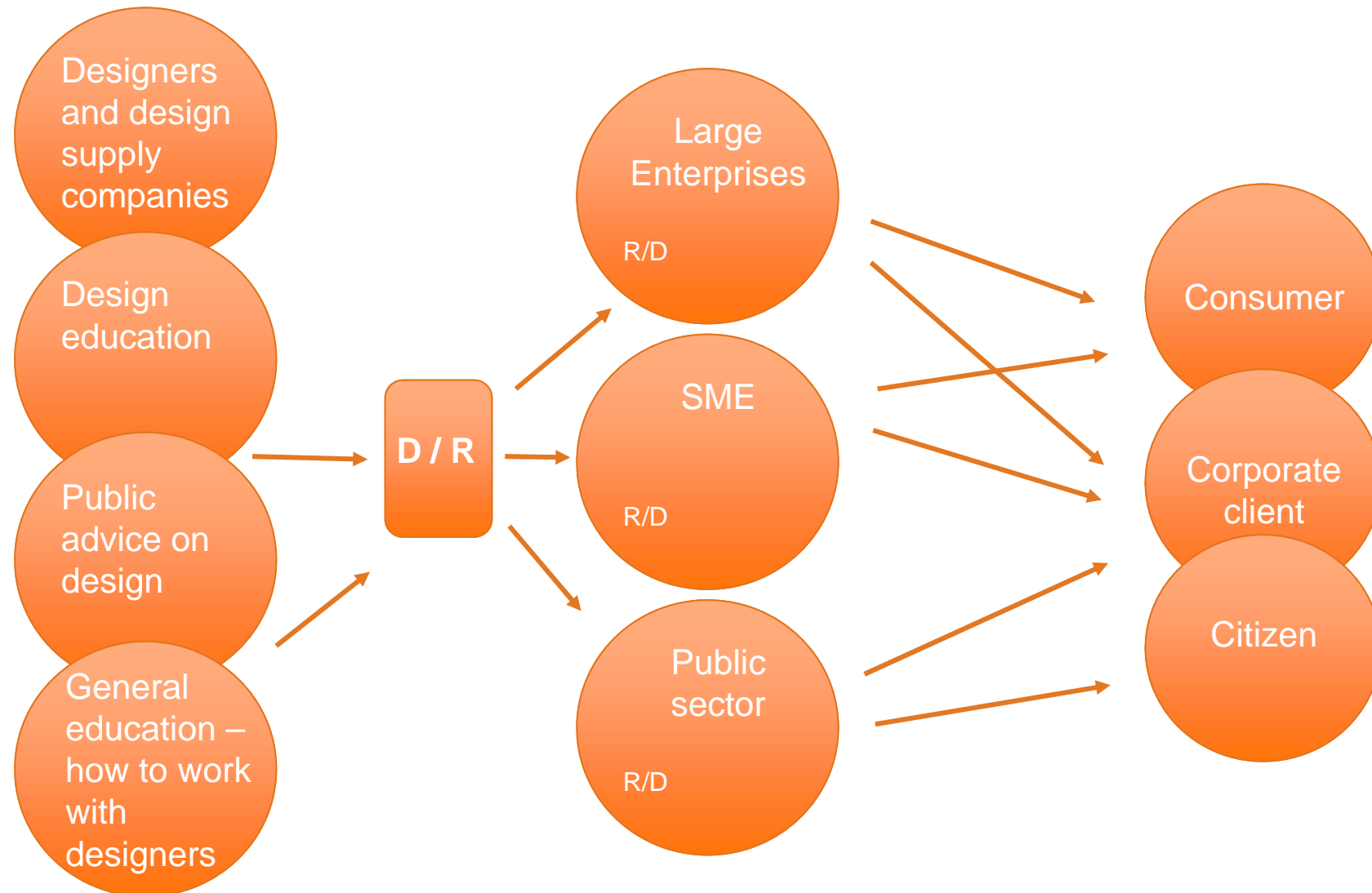
3. Draft for my Catalogue of Initiatives



- Public private partnerships stimulate design driven innovation to solve societal challenges (spin of to private)
- Leap in design educations
- Fund for new business driven design research (material and craft challenges)
- Educate business managers on the advantages of design (Design Thinking Institute)
- Communication of design values as promotion
- Design as a new and more updated reference point for identity creation for youth and children (Cultural anchoring is key to increase collective creative potential)

3. Build a cause and effect system

...known as the design society in 2020.....



3. Preparing for a Design Leap

DDC[®]

Dansk Design Center
Danish Design Centre

