



Enterprise and Industry initiatives valorising design



Carsten Schierenbeck
Innovation Festival, Milano, 28 February 2012



Enterprise and Industry Initiatives valorising design

- European Design Leadership Board
- European Design Innovation Initiative
- Innovation Voucher schemes under the European Creative Industries Alliance
- Ecodesign Directive and Eco-Innovation Platform
- IPR Helpdesk
- Communication on the fashion industry

European Design Innovation Initiative

- Mainstreaming design into European innovation policy
- Development of a joint vision through an expert group: European Design Leadership Board
- Implementation of joint activities for policy-learning: "Joint Actions for Non-technological, User-centred Innovation: 1st Action Plan of EDII"

http://ec.europa.eu/enterprise/policies/innovation/policy/design-creativity/edii_en.htm

"Joint Actions for Non-technological, User-centred Innovation: 1st Action Plan of EDII"

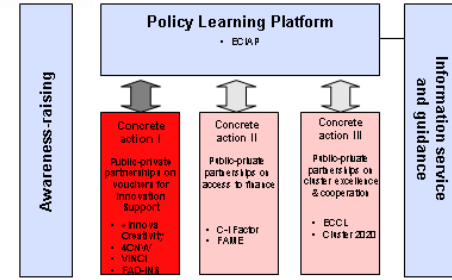
Aim of the call: *to improve the impact of innovation policy by speeding up the take up of design as a user-driven innovation tool in national, regional and EU innovation policies, projects and support mechanisms by:*

- 1. mutual policy learning and international cooperation - testing transfer-ability of best practices ("learning by doing")**
- 2. mobilising national, regional and European support providers to reach an acceptance of the positive impact of design in innovation policies for the benefit of users to mobilise necessary structural changes / adaptation and leverage budgets towards Design innovation support**
- 3. raising awareness of end-users about the strategic role of design in innovation and business processes**

Objectives of awarded projects

- **to connect designers with relevant policy actors at national and regional level => give access to specialist support for users**
- **to bring together designers and innovative ecosystems (Living Labs) for exchange of methodologies and best practices**
- **to develop design metrics on value creation via design=>measuring economic impact of design**
- **to develop metrics on design innovation policies impact across Europe**

Innovation vouchers under the European Creative Industries Alliance



Three out of four pilots to foster cross-sectoral linkages

Type B voucher scheme: encouraging SMEs from other industries to access innovative services from creative industries



Ecodesign

- Ecodesign Directive sets functional product requirements (e.g. max. energy consumption)
- Eco-innovation impacts benefit environment
- Europe INNOVA REMake is testing tools for recycling & resource efficiently orientated eco-design
- Process efficiency, product design, value chain optimisation
- Opportunities through more esthetical design of environmental products

IPR Helpdesk

- Raise awareness on IPR matters
- Provide free customised support for tackling general or specific IP questions
- Training actions to capacities to deal with IP issues
- Information and brokerage events
- Directed at participants of EU programmes, intermediaries and internationalisation activities of European SMEs

www.iprhelphdesk.eu

The fashion industry

- Design and creativity at the core
- Industrial structure and value chain crucial
- Linkages with other industries
- Planned Communication addressing key aspects of the competitiveness of the fashion industry
- Proposals for Policy Action