

Estonian Design and Innovation Policy

Diana Tamm

Estonian Design Centre

Design Policy

Innovation Policy

Design Policy

developments in the 00s

Research ordered by the Ministry of Economic Affairs and
Communications,
Funded by the Danish Government

Per Mollerup

**Establishing the basis for elaboration of the Estonian
design policy measures**

2003

Working group by the Ministry of Economic Affairs and Communications (2001-2003)

Estonia – design country?

**Proposals for the development of applied design in
Estonia**

2003

Proposals for the development of design in Estonia:

- vision for 2010
- proposed actions for 5 target groups:
industry and enterprises, designers and design education field, public sector, general public, international audience
- establishment of Design Information Centre as the main actor for implementation

Proposals for the development of design in Estonia:

- vision for 2010
- proposed actions for 5 target groups:
industry and enterprises, designers and design
education field, public sector, general public,
international audience
- establishment of Design Information Centre as the
main actor for implementation

Document adopted by the government in 2003

A specialist hired at the ministry to kick off the process of establishing the Design Information Centre

Process cancelled due to differences of opinion over the centre

No further developments in implementation of the document

In the meantime:

- design year 2006/2007
- other events and activities by different actors
- some support measures via Enterprise Estonia for entrepreneurs, that can be used for design (export support, product development grant, competence centre grant)

2008: ESTONIAN DESIGN CENTRE established

as an initiative of two universities (art and technical university)
and two design organisations

DESIGN POLICY TODAY - work in progress:

Development Plan for the Design Field 2010-2013

- Ministry of Economic Affairs and Communications is coordinating the process, Design Centre is one of the partners
- due to be **ready by September this year**
- at this point just a structure, a lot of work to be done over the summer

DESIGN POLICY TODAY - work in progress:

Development Plan for the Design Field 2010-2013

- Ministry of Economic Affairs and Communications is coordinating the process, Design Centre is one of the partners
- due to be **ready by September this year**
- at this point just a structure, a lot of work to be done over the summer

Meet Kristiina and Erkki!

In preparation fase: **support for incubators and development organisations** in the field of creative industries.

Hopefully adopted this autumn.

Innovation Policy

KNOWLEDGE-BASED ESTONIA:

Estonian Research and Development and Innovation Strategy 2007-2013

- adopted 2007
- implementation plan 2008
- annual progress reports

The **word DESIGN** is mentioned **11 times**:

4 times in glossary and annexes

7 times in contents part

In the following context:

- public sector needs to set the example in using innovation, that includes using good design
- Estonia needs innovative enterprises that use knowledge, technologies and professional design

In the following context:

- **measures:** design as a competitive advantage;
increasing the development capacity of enterprises -
support for projects that include design and
management, support for recruitment of
development personnel from Estonia and abroad
(designers among others)
- dissemination of best practices valuing professional
design

Support measures mentioned earlier that possibly include design (export support, product development grant, competence centre grant via Enterprise Estonia), are a **result of this strategy**.

Aitäh!

Thank you!