

# Design and creativity in French national and regional policies

# French Innovation policy

- Distinction between technological innovation and non-technological innovation (including design)
- French government: important to encourage and support innovation on a national level:
  - boost long term economic growth
  - the investors are cautious towards risky investments
  - the Research & Development is the heart of innovation
  - the efforts of R&D and innovation are the first victims of a slowdown in the economy
- France is also committed to the European objective of 3% of the national GDP to be spend on R&D in 2010 (but we're still not there...)
- Evolution of the Directorate-General of Enterprises into Directorate-General of Competitiveness, of Industry and of services: in charge of encouraging innovation, industrial research of the technological development of companies, in particular SMEs

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# National: Technological innovation

- Several financial support schemes to encourage technological innovation:
  - R&D tax credit
  - young innovation companies (tax advantages)
  - young academic companies (tax advantages)
  - fast growth SMEs (tax advantages)
- Several support schemes of grants directly to the companies

# National: Business & research clusters

- Launched in 2004
- An example of the French innovation policy, to help companies be more innovative and competitive
- Attached to a geographical territory and around a specific theme or industrial sector - in 2009 71 clusters in France
- The association of companies, research centres and training centres in a joint partnership approach with the objective of developing innovative collaborative projects
- The clusters have an official structure with coordinators supposed to facilitate the work between the members
- Call for projects once or twice a year with possibility to present specific projects and obtain grants for the development of the innovative projects.

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# National: Non-technological innovation Creation & design

- Design and creation considered in France as non-technological innovation, to complete and enrich technologic innovation
- Important to encourage the use of design in the companies, to improve the competitiveness - in France only around 40% of companies use design
- Different initiatives from the public authorities to promote design & creation:
  - tax credits for textile and clothing sector and crafts sector
  - calls for project proposals (first one in 2006 - 16 projects financed, second one just ended) with possibility of obtaining financial grants
  - training and education - support to the National School of Industrial Creation (design)
  - studies and research - regular studies on the impact of design: a comparison of design schools in France and abroad, international comparison of design politics, actual call for a study on the offer of design in France.

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# In the Rhone-Alps: Before: Design Centre Rhone-Alps

- From 1991 - 2008, part of a network of 7 semi-public associations with the aim of helping companies in the Rhone-Alpes region to innovate
- Main objective: help regional companies to integrate the use of design in the development of new products and more widely the development of their business
- Main activities: provide information, training, awareness raising, support and accompanying companies, expertise, gather and inform about regional design offer (design businesses)
- Strategic focus: design management and ecodesign
- Strong national recognition within the world of design

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# In the Rhone-Alps: Before: FRAC design

- Financial support granted by the Ministry of Industry (regional department) and the Regional government of Rhone-Alps to regional SMEs
- Support for the use of a design consultancy or for hiring a designer, colourist, fashion designer
- Less than 5 days of work: grant of 80%, maximum 3000 €
- More than 5 days of work: grant of 50%, maximum 15 000 €
- For hiring a designer: 50% of the salary the first year, maximum 15 000 €
- *Has now been replaced by more complete support schemes, taking into account a total development project and not only the design part.*

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# In the Rhone-Alps

## Today: ARDI Rhone-Alps

- Since 1st of January 2008: creation of ARDI Rhone-Alps - the Regional Agency of Development and Innovation to replace the former system of the 7 different semi-public associations
- ARDI is the main tool of the Rhone-Alps region to support and assist innovation in regional companies
- Consists of 7 departments corresponding at the core competencies of the 7 associations: design, materials, ICT, industrial performance, health, electronic systems, networking
- Main activities:
  - Business intelligence: identify regional stakeholders, their expertise, their technological offers, theirs competitors. Synthesise and release information
  - Engineering of collective actions (strategy, performance, innovation, technologies) proposed by region or state. Coordination and follow on these actions
  - Project engineering (R&D): based on its knowledge of the different regional actors needs, detection of new projects and business opportunities, support to build projects and contribution to project management and project result dissimulation
  - Networking promotion of regional research actors, regional companies and training

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Further information:

# Design and creativity watch in national policies

- › Initiatives in France
- › Initiatives abroad
- › Bookmark