

Innovation, Creativity and Design in the European Commission

presented by Gisele Raulik-Murphy, Design Wales

Innovation

Creativity

Design

WHERE WE ARE NOW



WHERE WE WANT TO GET TO

2006

Current innovation policy



2010

New European Innovation Plan 2010

2006

Current innovation policy

‘Innovation policy is about helping companies to perform better and contributing to wider social objectives such as growth, jobs and sustainability.’

Strategic Priorities for innovation action at EU level :

1. Intellectual Property Rights – IPR
2. Creating a pro-active standard-setting policy
3. Making public procurement work for innovation
4. Launching Joint Technology Initiatives (JTI's)
5. Boosting innovation and growth in lead markets
6. Enhancing closer co-operation between higher education, research and business
7. Helping innovation in regions
8. Developing a policy approach to innovation in services and to non-technological innovation
9. Risk capital markets

http://ec.europa.eu/enterprise/policies/innovation/policy/index_en.htm

2010

 **New European Innovation Plan 2010**

2006

Current innovation policy



2010

New European Innovation Plan 2010

Possible *new* long term orientations

- Innovation driven by societal challenges
- Non-technological innovation
- Service innovation (including public services)
- Human-focused and human-driven innovation

Design as a tool and enabler of sustainable and human-centred innovation

From Charlotte Arwidi's presentation at the Brainport Brussel Café 27 May 2009.

2006

Current innovation policy



2010

New European Innovation Plan 2010



Creativity
and Innovation
European Year 2009

**«... to promote creativity and innovation
among individuals, enterprises and
organisations as a response to a range of
personal, economic and social objectives »**

**Awareness raising, debate and
policy development**

From Charlotte Arwidi's presentation at the IWDS 2008, Cardiff 13 October 2008.

Lyon, June.2009

2006

Current innovation policy



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Design

Intellectual Property protection: the Community design

Design Management Europe

Design for all in public procurement

Eco-design directive

Design as part of the cultural sector

Fight against fraud and counterfeiting

SEE design / SEE project

Inclusive design

From Charlotte Arwidi's presentation at the IWDS 2008, Cardiff 13 October 2008.

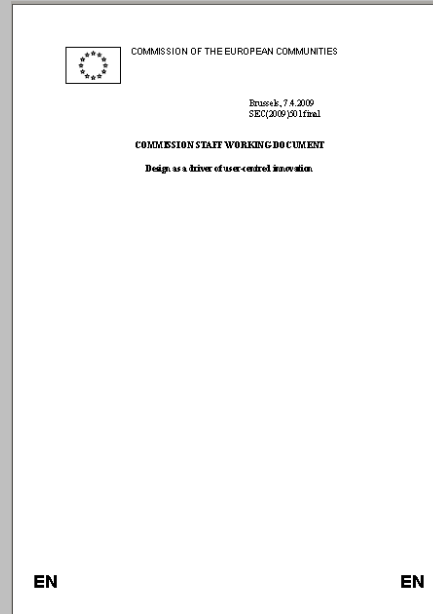
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the Staff Working Document «Design as a driver of user-centred innovation» + public consultation

http://ec.europa.eu/enterprise/newsroom/cf/itemlongdetail.cfm?item_id=3054&lang=en

***Innovation* is a key driver of growth, prosperity and well-being**
***Creativity* is innovation's prime source**
***Design* bridges the two**

From Charlotte Arwidi's presentation at the IWDS 2008, Cardiff 13 October 2008.



COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, 7.4.2009
SEC(2009)001final

COMMISSION STAFF WORKING DOCUMENT

Design as a driver of user-centred innovation

EN

EN

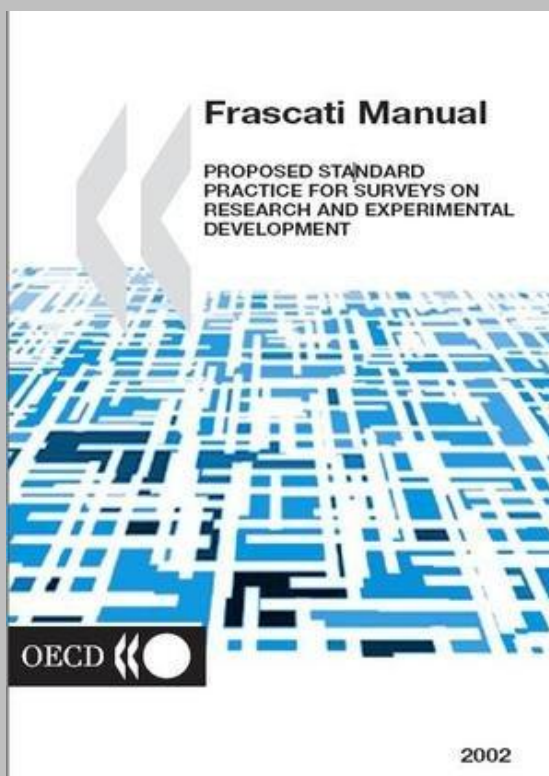
http://ec.europa.eu/enterprise/newsroom/cf/document.cfm?action=display&doc_id=2784&userservice_id=1&request.id=0

In short, the document..

- ... analyses the contribution of design to innovation;
- ... broadens the concept of design from a policy perspective.

A few key points:

- No clear definition for design



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- No clear definition for design

- Design as an innovation activity is complementary to R&D in that it transforms research into commercially viable products and services, and brings innovation closer to user needs.

Design can further broaden European

innovation policy, taking it closer to the market and user needs.

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- No clear definition for design
- Clear distinction between
 - Design as a sector
 - Micro-economic benefit of design
 - Macro-economic benefits of design

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- Barriers to better use of design as a tool for innovation in Europe

7.2. Barriers in the political and institutional framework for design

unclear boundaries. The broad nature of design is an advantage in many instances, but it does not aid communication with policy makers. As there is no clear understanding of what the

7.3. Barriers to growth of design businesses

The fragmented sector also means that designers often lack resources to organise themselves as a profession. This results in low levels of networking, coordination failures and weakens the influencing, marketing and lobbying powers of designers.¹⁶⁸

7.4. Barriers in education, training and research

The lack of designers with the right skills, as mentioned in section 7.2, is another area where the state could have a potential role to play. The role of design education cannot be overestimated as a driver of design excellence and competitive advantage. This is a common

CONCLUSIONS

Design has the potential to become an integral part of European innovation policy,

public consultation:

to find out if more should be done at EU level to support design and – if so – what.