



THREEPOINTZERO™

Issues in design – challenges and solutions

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DESIGN MANAGEMENT > DESIGN THINKING > DESIGN CULTURE



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The next half hour

A tour of current issues related to education and research, design practice, design promotion and support, new business models and issues related to IPR – and not least – the uptake of design as an idea and a catalyst for growth and development in government and the public sector.





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The three "classic" pillars of design policies

Design research & education

Design support

Design promotion

And then the "new kid on the block"

Design commitment





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Design research & education

RAPID CHANGE OF DESIGN DISCOURSE • BALANCE BETWEEN
CORE COMPETENCES AND "AUXILLARY" TOPICS • DESIGN VS.
DESIGN MANAGEMENT • DISSEMINATION OF RESEARCH
FINDINGS • ACCREDITATION AND CERTIFICATION





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Design support

MARKET FAILURE • VOUCHERS OR PROJECT SUPPORT • THEORY AND PRACTICE • PUSH OR PULL • ACCESS TO FINANCE • ACCESS TO KNOWLEDGE (SOURCING, CONTRACTS, IPR ETC) AND TOOLS, METHODS AND PROCESSES





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Design promotion

DISSEMINATION OF KNOWLEDGE AND CASE STORIES • TARGETED CONFERENCES AND WORKSHOPS • AWARENESS BUILDING THROUGH EXHIBITIONS AND EVENTS • AWARD SCHEMES • INTERNATIONAL RELATIONS AND EXPORTS

**SUSTAINABLE
DESIGN
CONFERENCE**





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Design commitment

PUBLIC PROCUREMENT OF PRODUCTS AND SERVICES • APPLICATION ON OWN PROCESSES AND SYSTEMS • LOOKING AT DESIGN AS A SYSTEMIC APPROACH • ADAPTING LABOUR MARKET SYSTEMS TO FIT CREATIVE INDUSTRIES • SUPPORTING CREATIVE ENVIRONMENTS





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Major challenges

- ALIGN EDUCATION AND RESEARCH WITH MARKET NEEDS
- COMPETITION BETWEEN ART SCHOOL DESIGN AND MBA DESIGN
- NEED FOR NEW BUSINESS MODELS
- CLARIFICATION OF PROFESSIONAL IDENTITY AND DOMAIN
- ESTABLISH A MORE SOLID DATABASE





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Structural barriers

- PROCUREMENT POLICIES AND RISK AVERSION
- LABOUR MARKET REGULATIONS
- LACK OF RELEVANT FUNDING SCHEMES
- POLITICAL AND BUREAUCRATIC TAXONOMY
- THE IMMATURITY OF THE DESIGN INDUSTRY ITSELF





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Opportunities not to be missed

- PERVASIVENESS (AS IN PERVASIVE COMPUTING)
- POLITICAL ATTENTION – NATIONALLY AS WELL AS ON EU-LEVEL
- FOCUS ON USER INTERACTION AND INVOLVEMENT
- ISSUES TO BE ADRESSED; SUSTAINABLE GROWTH, CSR, AGEING
- RESEARCH IS CURRENTLY DELIVERING MEASURABLE FACTS

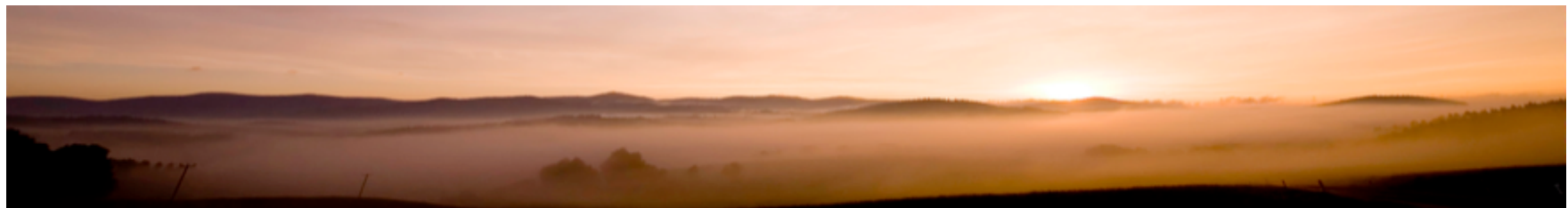




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Questions we need to keep asking

- EXACTLY WHAT ARE THE DELIVERABLES OF DESIGN AND DESIGN PRACTITIONERS?
- WHAT IS DESIGN'S UNIQUE PROPOSITION VIS-A-VIS ALL OTHER KINDS OF PROBLEM SOLVING APPROACHES?
- HOW DO WE ENSURE THAT BOTH COMPANIES, INDIVIDUALS AND GROUPS OF INDIVIDUALS – AND CONSEQUENTLY SOCIETY AT LARGE – BENEFIT THE MOST FROM THIS UNIQUE CAPACITY?



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THANK YOU !

