

DESIGN
FOR
EUROPE

Summit
15—

European Growth by Design
07.05.2015—

The Square, 3 Coudenberg
1000 Brussels (Coudenberg entrance)



Co-funded
by the European Union

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European Growth by Design is a high-level summit focussing on how design can boost innovation and create economic growth across Europe.

The event will be a chance to hear the European Commission's plans to unleash Europe's potential and ensure global competitiveness. It's also an opportunity to learn first-hand from business leaders how to use design to create better products and services, increase profits and improve customer experience.

Connect with leading figures in business, policy and the public sector – and find out how design can help your organisation innovate and grow.

Summit programme

09:15	Registration— Coffee on arrival
10:00	Welcome and setting the scene— Bonifacio Garcia-Porras, Head of Unit of Innovation Policy for Growth, DG Internal Market, Industry, Entrepreneurship & SMEs, European Commission John Mathers, CEO, Design Council (Consortium Lead, Design for Europe)
10:10	Policy Keynote— Antti Peltomäki, Deputy Director-General, DG Internal Market, Industry, Entrepreneurship & SMEs, European Commission – The renewed approach of the Commission to unleash Europe's growth potential – Creating value for the user at the heart of the modern economy
10:40	Europe's challenge to revitalise business growth through innovation— Ineke Dezentjé Hamming-Bluemink, President, FME-CWM – The key challenges facing European businesses when innovating for growth – Innovation in a mature economy facing global competition – The role of design and user-centred approaches in modern industrial policy
11:00	Refreshment break—
11:30	European business strategies to understand user needs Dr Anne Stenros, Design Director, KONE – How does design strategically help businesses to address economic and social challenges, creating value for their customers and users?

11.55	Debate— What is the European Design differentiator? Moderator— Robin Edman, SVID (and forthcoming President of BEDA) Panel— Rogier van der Heide, Senior Vice President, Chief Design & Marketing Officer, Zumtobel Group Professor Lou Yongqi, Dean, College of Design & Innovation, Tongji University and VP, Cumulus Ezio Manzini, Chair of Design for Social Innovation, University of the Arts London Stefano Marzano, former Chief Design Officer, Philips and Chief Design Officer and Group Management member, Electrolux Group – Competition vs co-operation – How can Europe become a better partner? – Working together to solve societal problems and challenges
12.35	Lunch and networking—
13.45	Design as a driver for renewal— Kerstin Jorna, Director, Industrial Property, Innovation & Standards, DG Internal Market, Industry, Entrepreneurship & SMEs, European Commission – The Commission's actions to promote the use of design in revitalising the economy and modernising public services
14.00	Design management for public services— European House of Design Management Deborah Dawton, CEO, Design Business Association – Sharing methodologies currently used by leading companies in the private sector with the public sector, adapting existing systems to the requirements and objectives of public organisations

14.20	Design for Europe— Annabella Coldrick, Director, Policy & Research, Design Council (Coordinator, Design for Europe) – The role of Design for Europe as a platform to raise awareness and trigger change – Importance of engaging business intermediaries to include design in their priorities and activities
14.30	How to accelerate design driven innovation in Europe— Ask Agger, CEO, Workz – Introduction to the sessions and setting the scene
14.35	Series of introductions— Ezio Manzini, Chair of Design for Social Innovation, University of the Arts London Christian Bason, Chief Executive, Danish Design Centre
15.05	Delegates gather in breakout discussion groups— – Audience discussions on how to accelerate design-driven innovation – Delegates will move around three different discussion groups: Business, Policy and Public sector (Refreshments will be served during the session)
16.30	Collective recap and next steps— Ask Agger, CEO, Workz
16.45	Closing plenary: Reflection on the day's content with a call to action on how Design for Europe can move the design agenda forward— John Mathers, CEO, Design Council – Reflection on the day and a call to action on how Design for Europe can move the design agenda forward – European policy actions to support new business models, dynamics and skills
17.15	Networking reception—
18.30	Close of summit—

Design for Europe is run by a team of 14 partners from across Europe.



Consortium lead



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