Design Policy in Action

The model of the Luxembourg Design Action Group

Monday 21st March
MUDAM (Luxembourg - Kirchberg)

DESIGN FOR EUROPE

Co-Funded by the European Union

POLITECNICO DI MILANO

DIPARTIMENTO DI DESIGN

Nice to meet you —

Katre Savi, Estonian Design Centre.

The Estonian Design Centre is promoter and developer of the Estonian design field.

The aim of Estonian Design Centre is to increase the role of design both in Estonian business and the public sector by carrying out practical programs for designers, companies, public sector and educational institutions.

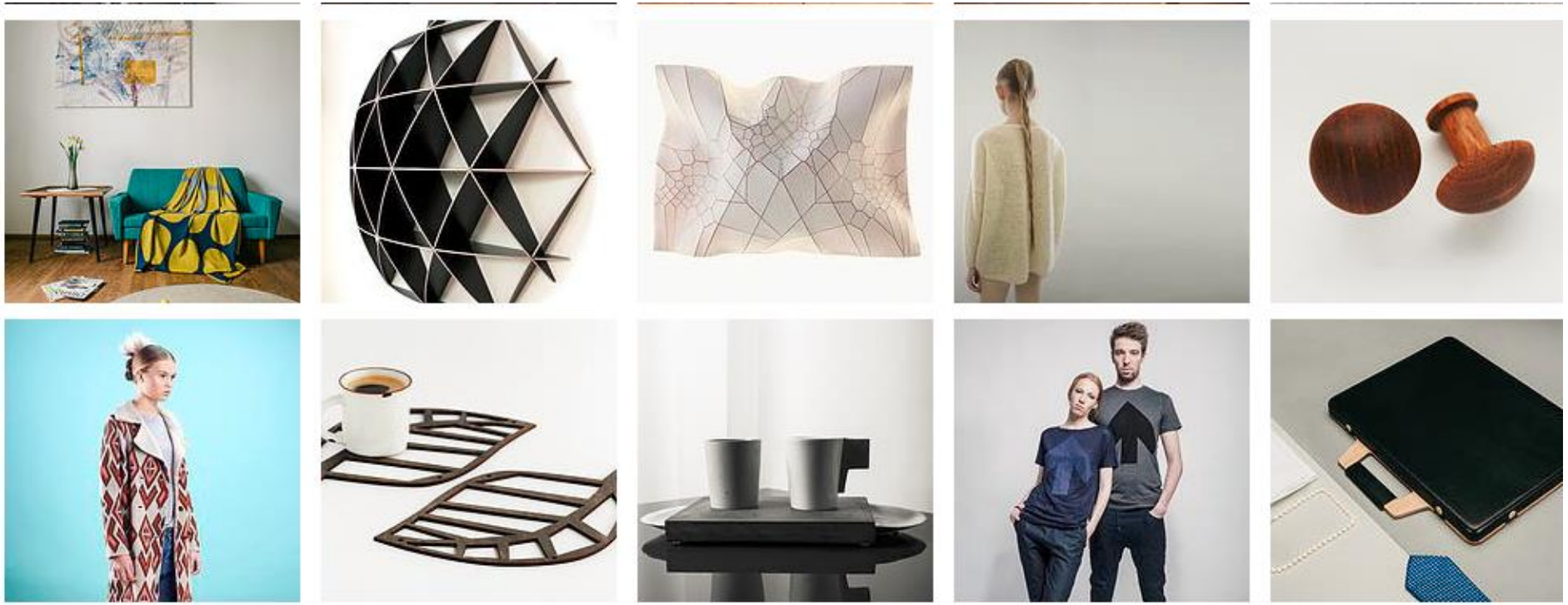
EESTI DISAINI KESKUS

ESTONIAN DESIGN CENTRE

Some data about Estonia

Population: **1 311 800**
Population Density: **28 /km²**
Total Area: **45 339 km²**

GDP: $**39,431 billion**
GDP per capita: **$ 30 038**
N. of designers: ~ **530**
GDV Design Sector: **€13 million**
R&D of GDP: **1,5%**



Estonian Design Action Plan 2012-2013

Type: **Policy**
Preparation started at: **2009**
Part of: **Estonian Research and Development and Innovation Strategy 2007-2013**
Current status: **completed**

POLICY CATEGORIES
Category: **Human Development; Framework Development**
Subcategory: Capabilty building, Service Supply; Promotion and Advocacy, Financial Support

OBJECTIVES:
• To increase the competitiveness of Estonian companies through effective and clever application of design
• To increase the number of strategic users of design among Estonian companies
• To encourage the formation of a market of design services offering value added to other economic sectors in Estonia.
• To increase the independent export capabilty of the Estonian design services sector

System of subjects

FUNDERS
Enterprise Estonia, govermental body
Ministy of Culture, govermental body

POLICYMAKERS
Ministy of Culture, govermental body
Ministry of Economic Affairs and Communicaions, govermental body

INTERMEDIARIES
Estonian Design Centre, advocates body
Estonian Association of Designers, advocates body
Ceative Incubators (2), advocates body

BENEFICIARIES
Designers, enterprises, public sector

EVALUATORS
Ministry of Economic Affairs and Communicaions, govermental body

Next steps

As of 2014, design is under the administration of the Ministry of Culture.
Earlier, design belonged to the area of goverment of the Ministry of Economic Affairs and Communications.

In 2016 Estonian Design Centre in cooperation with Ministry of Culture initiated the developement strategy of Estonian design sector for 2017-2022.

This is not a govermental policy, the strategy is initiative of the sector.

Thank you!