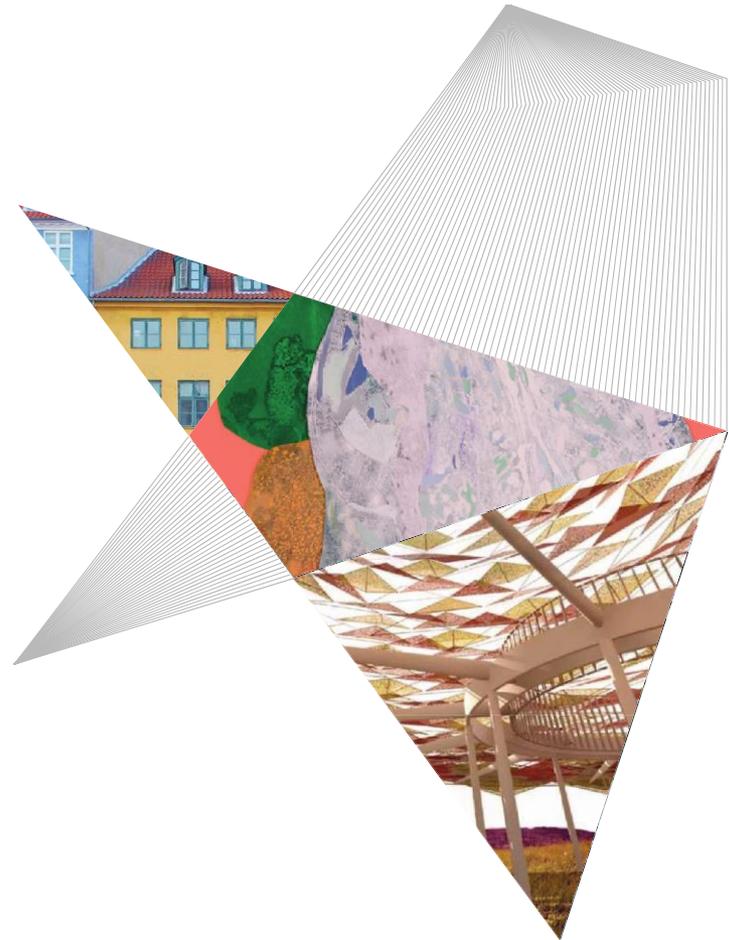


# Design Policy in Action

*The model of the Luxembourg  
Design Action Group*

Monday 21<sup>st</sup> March  
MUDAM (Luxembourg - Kirchberg)



DESIGN  
FOR  
EUROPE



# Nice to meet you —

My name is *Nuno Gomes*

My link with design policy is: *support, via incubation and provision of services, SMEs in various sectors, including design.*

# National design ecosystem—

The national design ecosystem of *Portugal* is very limited. Design innovation is considered as part of the innovation system, although not explicitly, and no specific policies, regulations or instruments exist.

## Some data about my country

Population: 10 374 822 (2014)

Population Density: 115,3  
hab./km<sup>2</sup> (66.<sup>o</sup>)

Total Area: 92 090 km<sup>2</sup> (109.<sup>o</sup>)

GDP: US\$ 275 997 mil milhões  
(IMF, 2014) (50.<sup>o</sup>)

GDP per capita: US\$ 26 306  
(IMF, 2014) (45.<sup>o</sup>)

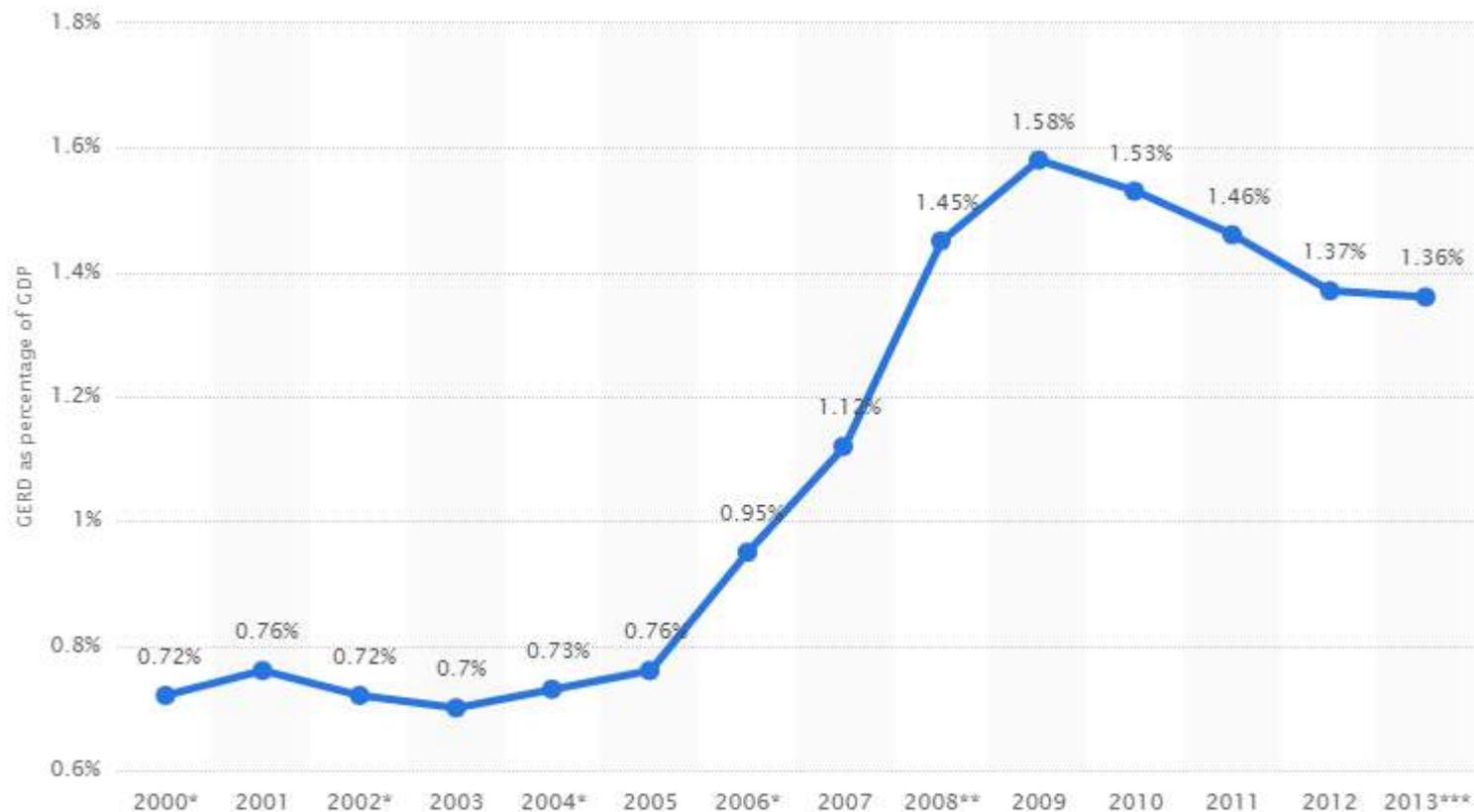
N. of designers: 22 000, according  
to Associação Portuguesa de  
Designers (APD, 2012)

GDV Design Sector: ***no data***

R&D Spending: next slide

# National design ecosystem—

Gross domestic expenditure on research and development (GERD) as a percentage of GDP in Portugal from 2000 to 2013



# Design Policy

*(INSERT TITLE OF POLICY/INITIATIVE)*

Type: *(insert if policy or initiative)*

Part of: *(insert if part of a bigger program or intervention plan)*

Start year: *(insert data)*

Current status: *(insert data)*

End year: *(insert data)*

Budget per edition: *(insert data)*

N. of edition: *(insert data)*

Duration per edition: *(insert data)*

## POLICY CATEGORIES

Category: *(insert one or more category)*

Subcategory: *(insert one or more subcategory)*

## SYSTEM OF SUBJECTS

Funders: *(insert funders names, separated by a comma)*

Policymakers: *(insert pm names, separated by a comma)*

Intermediaries: *(insert funders names, separated by a comma)*

Beneficiaries: *(insert pm names, separated by a comma)*

Evaluators: *(insert funders names, separated by a comma)*

# Design Policy

*Portugal has no design policy. Even the national innovation policies and instruments, solely address design and explicitly mention its relevance.*

*The contacts established with the innovation authorities, show that although design is not mentioned and given priority, there is a recognition that design can play an important role, and therefore design innovation can be considered for support as a form of innovation. This support may include:*

Places	Ecosystem	Linkages	Themes
Innovation in Firms Innovative Entrepreneurship Public Sector Innovation Universities and Public Research Institutes	Financing Innovation Intellectual Property Rights Markets, Competition and Standards Skills for Innovation	Innovation Networks and Clusters International Linkages Technology Transfer and Commercialisation	*Hot Topics Sectors Technologies

# Subjects

What are the main subjects involved in design policy in your country and which role they have?

## **FUNDERS**

Portugal 2020  
(Portuguese RDF  
programme).

## **POLICYMAKERS**

Ministry of Economy  
Ministry of Culture

## **INTERMEDIARIES**

AiD  
Aicep  
Assoc. Portuguesa de  
Designers  
Business Incubators  
Business and Sector  
Associations

## **BENEFICIARIES**

Experimenta design  
Association

## **EVALUATORS**

# Opportunities and limits

Which the main opportunities and limits to develop design policy in your country?

## Opportunities

- There are funding opportunities
- There is a growing recognition of the importance of design
- Quality of the Portuguese university system, public and private.
- SMEs and some economic sectors very open to innovation
- Large number of young designers

## Limits

- Policy makers little knowledge about design innovation
- The established design actors/organizations
- Risks associated with a new approach
- The weakness of the design innovation eco-system
- The financial and economic constrains that affect the entire economy and specially the SMEs.

Thanks!