

BEDA

The Bureau of European
Design Associations

The BEDA Vision on the Design Profession

BEDA's professional design and trade association members represent about 400,000 individual designers across Europe.

BEDA exists to ensure permanent liaison between its members and the authorities of the European Union in order to communicate and promote the value of design and innovation to the European economy. It also acts as the European authority on design practice and its professional development to constantly maintain the needs for state of the art design service delivery to the private and public sectors.

As the needs of the private and public sectors are changing, so do the demands on individual design practitioners, design firms and the design industry at large. BEDA needs to be able to guide its member associations – professional bodies as well as promotional and support organizations – on how to address these changes. These might include legislation and policy issues, competences and codes of professional conduct, business modelling and other management issues and the need for continuous professional development.

BEDA's vision for design practice in Europe is of the role of professional design practitioners as key players in fostering innovation, in enhancing the competitiveness of European enterprises, in reshaping the public sector and local communities, in improving the everyday lives of people and in ensuring a more coherent and holistic approach to the many challenges we are facing as a region. This should be more readily recognized and rewarded in Europe's future policies for design and innovation.

To ensure that this might happen, the following issues need to be addressed imminently:

1. To ensure that Europe's design capacity meets the demands and needs of **commerce** in the future, we need to promote continuous professional development as a key requirement in design support policies.
2. Design support activities should encourage design practitioners to work more closely with complementary professional disciplines such as technical, commercial and social sciences.
3. The professional design community needs to engage more actively in articulating policies for design and innovation on a European as well as on regional, national and local levels.
4. The role of design practice as resource that can impact sustainable and the socially responsible development of products, services and communities should be further enhanced.
5. The design community needs to recognize, nurture and argue the core values and virtues of design practice, such as its profound understanding of aesthetical resonance and emotional stimuli, its empathy and its ability to embrace diverse needs and user groups and its unique methodologies to embrace all these considerations into a coherent process delivery – alongside its endeavours at constantly adapting to market needs and new expectations towards design as a professional service.

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