Communicating the value of design for Europe
Europe’s only multi-disciplinary design association, consisting of 48 members from 28 Member States plus Norway, Serbia, Switzerland and Turkey.

Who is BEDA?

19 Professional associations

29 Promotional organisations
EU Challenges
(see EU future white paper march 2017)

- Shrinking population
- Ageing (oldest of the world in 2030)
- Blurring lines in business
- Digitisation
- Decarbonisation of the economy
- Security
- ....
Design challenges

- Systemic level of issues and solutions
- Multidisciplinary collaboration
- Digitisation, both in deliverables as in tools
- Evidence based solutions
- Blurring lines between disciplines
- ....
BEDA’s Strategic Objectives

- Enhance the awareness and understanding of the value of design.
- Strengthen the capability of the design sector to meet future needs.
- Build capacity for design among EU businesses.
- Advocate design for public sector renewal.
- Promote design as a new approach to policy-making.
BEDA’s vision is for design to be embraced in Europe as a driver of growth and prosperity.