

Preface

As a supplement to the first European Design Report of summer 2006, we hereby present this small follow-up as has been requested by many.

The present survey presents solely three figures; based on the available studies and national estimates (made by competent institutions and deriving from sources quoted in the first European Design Report), they allow for a national comparison of the size of professional groups and their economic impact.

A total of more than 447.000 designers in Europe today generate an annual turnover of more than 36 billion euros.

Design is everywhere. No matter whether it's an iPod or an Eames chair, a Porsche 911 or a plastic spoon, a website or the layout of a magazine: numerous objects surrounding us in our everyday lives are the result of design processes. In recent years, technological innovation (computer technology, microelectronics, nanotechnology, etc.) has increased the potentials of design enormously.

Finally, NACE code 74.10 for »Specialized Design Activities« will be introduced in 2008 and will allow even more accurate measures, comparison, and benchmarking.

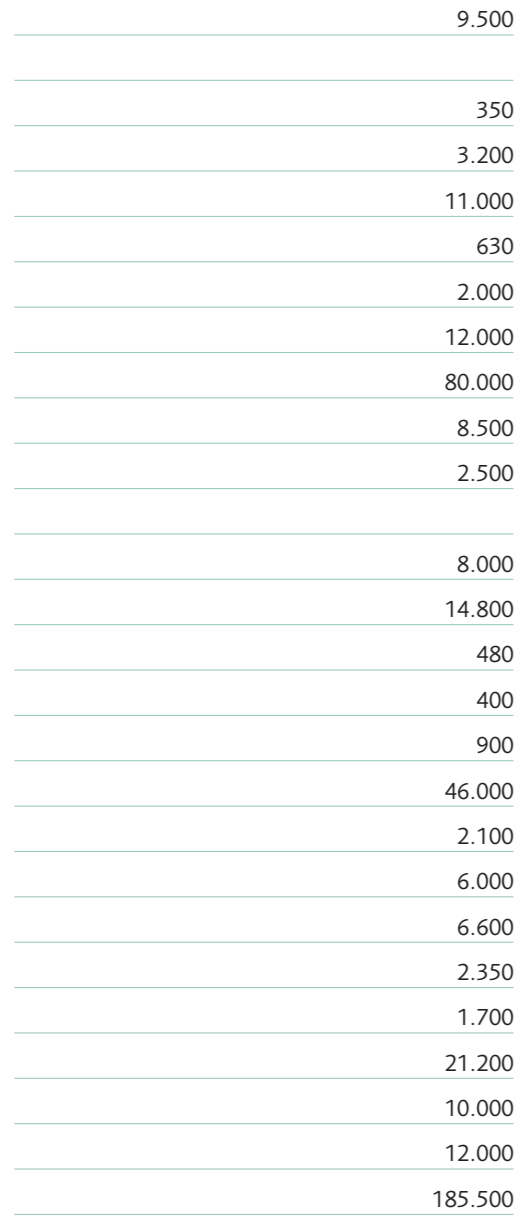
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BEDA board members

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Austria	1.560.000.000	0,67
Belgium		
Croatia		
Czech Republic		
Denmark	591.400.000	0,30
Estonia	40.000.000	0,40
Finland		
France	2.400.000.000	0,15
Germany	6.900.000.000	0,32
Greece	10.000.000	0,01
Hungary		
Iceland		
Ireland	600.000.000	0,40
Italy	900.000.000	0,07
Latvia		
Lithuania		
Luxembourg	36.000.000	0,14
Netherlands	2.600.000.000	0,57
Norway	350.000.000	0,16
Poland	57.000.000	0,02
Portugal		
Slovakia		
Slovenia		
Spain	817.000.000	0,09
Sweden	838.000.000	0,31
Switzerland	1.700.000.000	0,60
United Kingdom	16.700.000.000	0,99

number of designers



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Source
World Development Indicators database, World Bank, 1 July 2006



European Design Report

Supplement on
Design(ers) in Europe