BEDA

The Bureau of European Design Associations

Design in Europe – for sustainable growth and prosperity.

BEDA

BEDA has a clear vision: Design to be embraced in Europe as a driver for sustainable growth and prosperity.

European Design is a strategic asset that drives low- and high-tech innovation according to European values of sustainability, prosperity, and societal well-being.

Europe's current challenges are complex and critical to every European citizen's future well-being and security. Developing and implementing answers to those challenges requires Europe's brightest minds in design.

Design is everywhere, from our physical surroundings to the digital world and from scientific research to manufacturing. It's a key industry in solving Europe's most pressing topics – from brick and mortar to bits and bytes or lab to fab.

Integrating design methodologies into policymaking assists and strengthens crafting effective and inclusive policies that address pressing European challenges. Establishing the 'New European Bauhaus' as a European Movement demonstrates the utilisation of design methods to achieve impact at both European and regional levels.

This is the power of design—a problem-solving process that translates context-driven planetary, societal, and user needs into effective solutions fostered through creativity, empathy and aesthetics.
We have to optimistically shape the Europe in which we want to live.

By embracing and advocating for these actions, you, as MEP, can usher in a new era for European design. Design is not a luxury but a strategic imperative for a more prosperous, sustainable, safe and inclusive Europe.

Together, let's design a thriving Europe!
Do you want to know more about design actions on your national level?
Contact us – our members from over 25 European countries are happy to provide you with the needed national information!

Brussels, 18.07.2024

BEDA EXECUTIVE BOARD:

Christina Melander, BEDA President
Danish Design Center
DENMARK

Mark Illi, BEDA Vice-President
Swiss Design Association
SWITZERLAND

Piotr Swiatek, BEDA Treasurer
PDR– International Centre for
Design & Research
UNITED KINGDOM

Prof. Regina Hanke, BEDA Secretary
Deutscher Designtag
GERMANY

BEDA

Deploy Design to create a prosperous Europe.

BEDA

Deploy Design to create a prosperous Europe.

Foster skills for a prosperous Europe:

Increase and ease funding for design education programms across Europe to ensure the needed skill set and lifelong learning among design and creative cultural professionals. This will lay the ground for future prosperity. Currently, the Creative Cultural Industry is Europe's third largest GDP provider, where around 3% of the European Union's labour force is employed.

Invest in Design Research:

Increase funding for design research projects that bridge the science – implementation gap, explore future potentials, assess design impact, and address its role in tackling global challenges. This will strengthen Europe's position at the forefront of innovation and its positive effects.

Foster Design Innovation through IP Rights:

Strengthening intellectual property (IP) rights for design, particularly for micro-SMEs and start-ups. This will foster a secure environment for design investment and protect human rights and the creative work of European designers. The infringement of IP Rights and the power structure of content users vs. content creators must be acknowledged. An alternative dispute resolution—handled by a European-wide system of ombudsmen and clearinghouses similar to the Consumer Protection Cooperations—might be a feasible way to handle such disputes before they go to court.

Integrate Design in Procurement:

Establish clear guidelines for public procurement processes that consider design and functionality. This will ensure that public projects are efficient, aesthetically pleasing, user-friendly, and sustainable and decrease bureaucratic processes.

Design for Trade:

Ensure that trade agreements prioritize fair competition for European design products and intellectual property. This will protect European design businesses and promote the value of European design globally.

BEDA

Strengthen Democracy by re-building Trust and Citizen Engagement with Design Methods.

BEDA

Strengthen Democracy
by re-building Trust and Citizen Engagement
with Design Methods

Engage in citizen-centric policymaking:

Embed design methodologies throughout the policymaking process, from conception to implementation. This ensures creative, compelling and user-centred solutions that are effective, efficient, and meet the needs of European citizens and governments.

Create positive social impact:

Allocate funds to design projects that address societal challenges like accessibility, social inclusion, democracy, rural and urban planning, health and well-being. Design creates a more equitable and citizen-friendly environment for all Europeans.

Countermeasures against misinformation and disinformation:

Deploy Design methods and Strategies to support democratic thinking and media training to decrease the potential impact of misinformation and train critical thinking. Additionally, investing in a design-literate population will equip individuals with critical thinking, problem-solving skills, the ability to accept ambiguity, and an understanding of the need and ability for transformation. Thus, we can all support the defense of democracy in the current challenges of systems.

Design Diplomacy:

Develop a comprehensive design strategy to leverage design as a tool for international cooperation and cultural exchange to promote European values.

BEDA

Envision a safe and sustainable Europe for the digital extension of our living environments through Design.

Envision a safe and sustainable Europe for the digital extension of our living environments through Design.

Create an ethical AI, just Digital Market and trust in future developments:

Support the need for a harmonised European mutual understanding between all European Member states of the AI ACT.
This will positively impact digital innovation processes and potential European unicons, as European innovations and re-manufacturing depend highly on harmonised understanding and ethically just regulations. The obligation to provide evidence about IP Rights infringement in the training and use of generative AI should be reversed. Content creators of all creative industries (Micro-SMEs and Start-ups) need new and adapted tools to address and dispute infringements arising from AI – such as an Alternative Dispute Resolution through an AI-Ombudsman institution.

Safeguard and promote public values in the digital transitions:

More than ever, we need to take care of the values of a.o. democracy, non-discrimination, data ownership and diversity following our European position between East and West and big tech. Design is the tool for that.
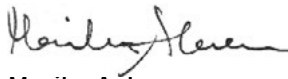
Shape Sustainable Futures:

Support and incentivise using value-driven business models, life-cycle assessment, and eco-design principles. Up to 80% of an artefact's or product's environmentally harmful impact is due to its planning and design phase, whether analogue or digital. This promotes sustainable or climate-positive practices that minimize environmental impact and resource depletion.

BEDA

BEDA is ready to partner with you to unfold these crucial actions and turn them into reality.

On behalf of the
BEDA BOARD MEMBERS:

Marika Aakesson,
ADI Associazione per il
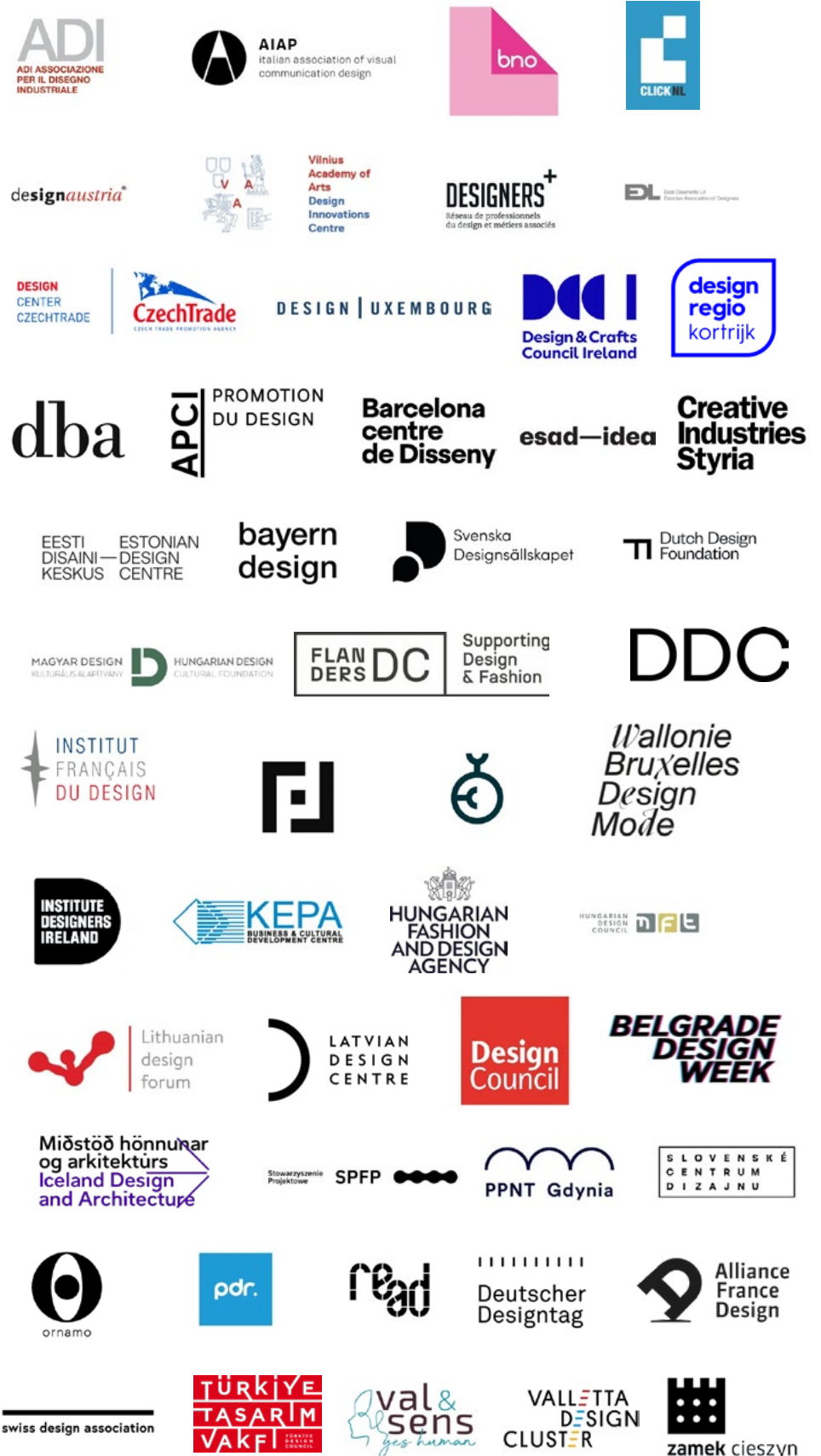Disegno Industriale
ITALY

Bart Ahsmann,
Click NL
NETHERLANDS

Furkan Demirci
Turkiye Design Council
TURKIYE

Levente Szabo
Hungarian Fashion and Design
Agency HUNGARY

BEDA MEMBER ORGANISATIONS:

BEDA

About BEDA

BEDA, the Bureau of European Design Associations, is a pan-European advocacy with over 50 member organisations based in almost every European country – that is millions of designers. BEDA speaks for the design community and along with its members, it influences policy development and in turn governments. BEDA champions the role of designers in a business and social context and encourages organisations and governments to embrace design methodologies to solve complex problems and to lead innovative practices.

Contact:
Fleur Fisher | office@beda.org
BEDA Office
Tel.: +44 7972346648
BEDA - The Bureau of European Design Associations
c/o Wallonie-Bruxelles Design Mode (WBDM) -AWEX, Place Sainctelette 2, 1080 Brussels (Belgium)
PIC: 950311426