


# Design Policy Mapping in Europe

What We Found, Why It Matters,  
and What Comes Next

2018 → 2020

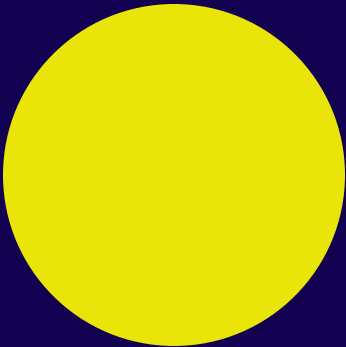


2020 → 2022

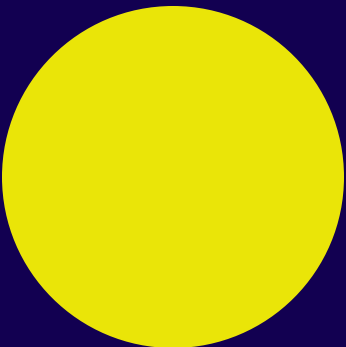
2022 → 2024



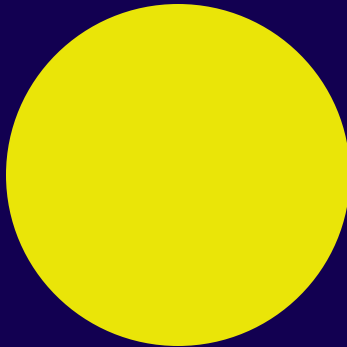
Design Policy Mapping  
Shift



Design Policy



Policy Design



Design for Policy

Design Policy Mapping  
What We Analysed?

# What We Analysed?



# Design Policy Mapping

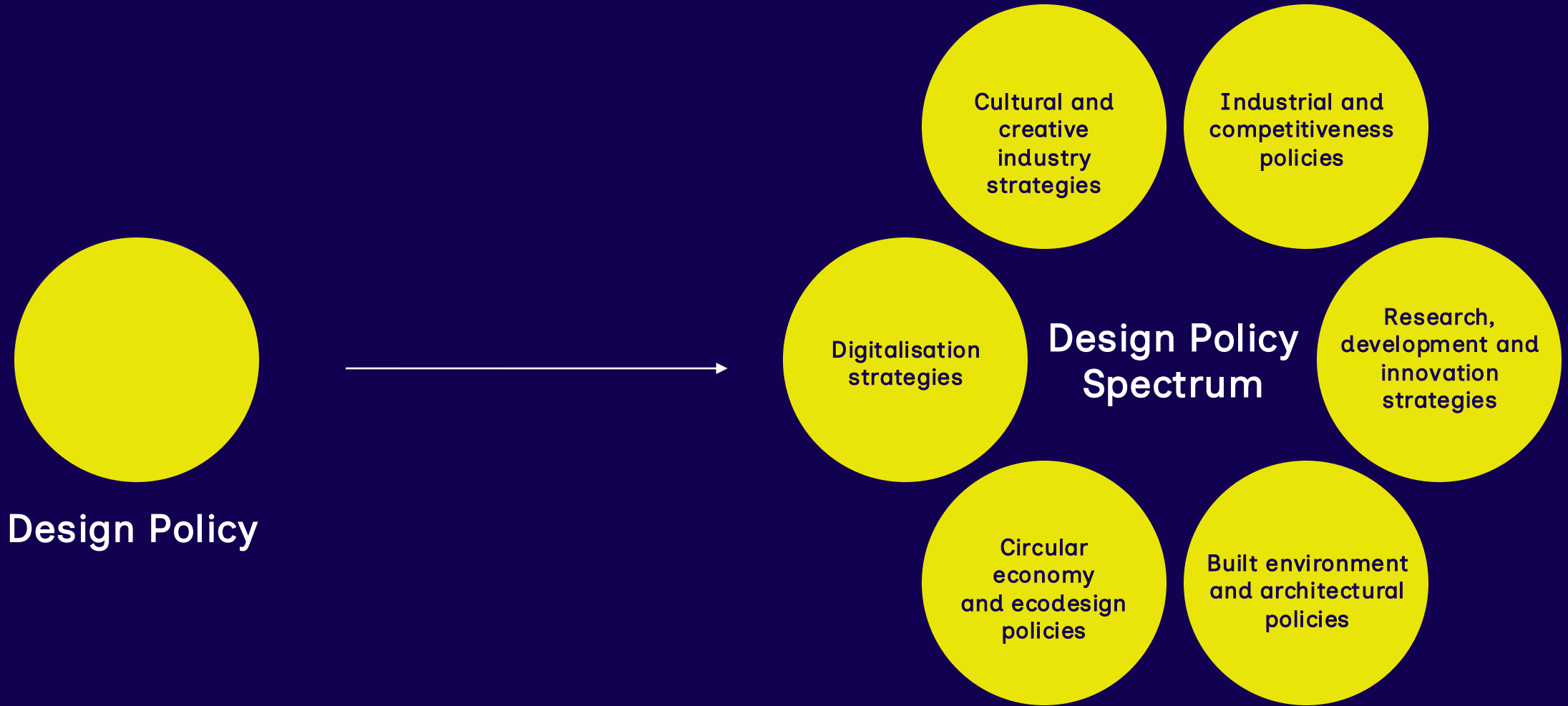
## What We Analysed?

- Albania
- Austria
- Belgium
- Bosnia Herzogowina
- Bulgaria Croatia
- Cyprus
- Czechia
- Denmark
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary Iceland
- Ireland
- Italy
- Latvia
- Lithuania
- Luxembourg
- Malta
- Moldova
- Montenegro
- Netherlands
- North Macedonia
- Norway
- Poland
- Portugal Romania
- Serbia
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- Turkey
- Ukraine
- United Kingdom

200+ policies



# Design Policy Mapping Shift

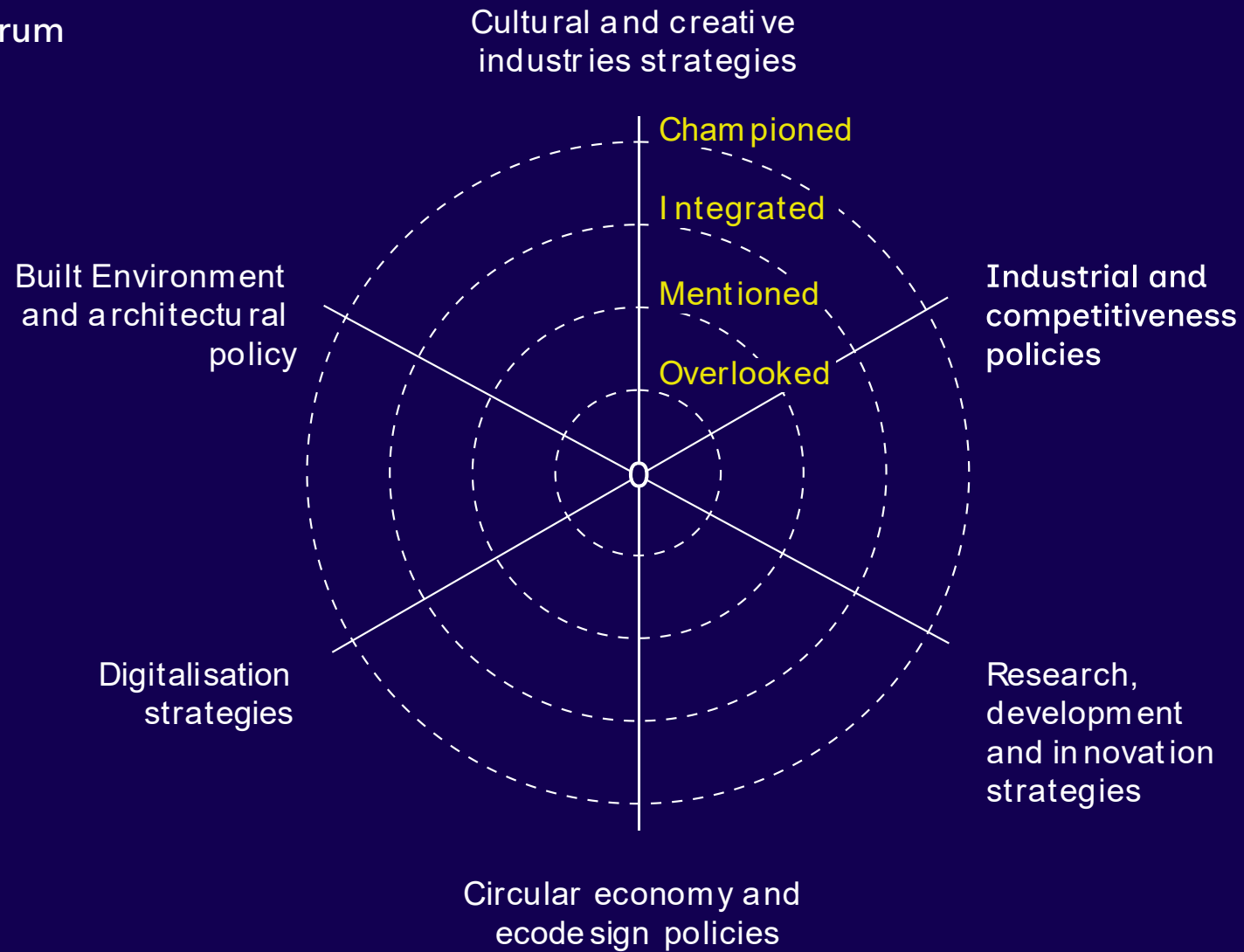


Design Policy Mapping  
The Design Policy Spectrum

# The Design Policy Spectrum Framework

# Design Policy Mapping

## The Design Policy Spectrum

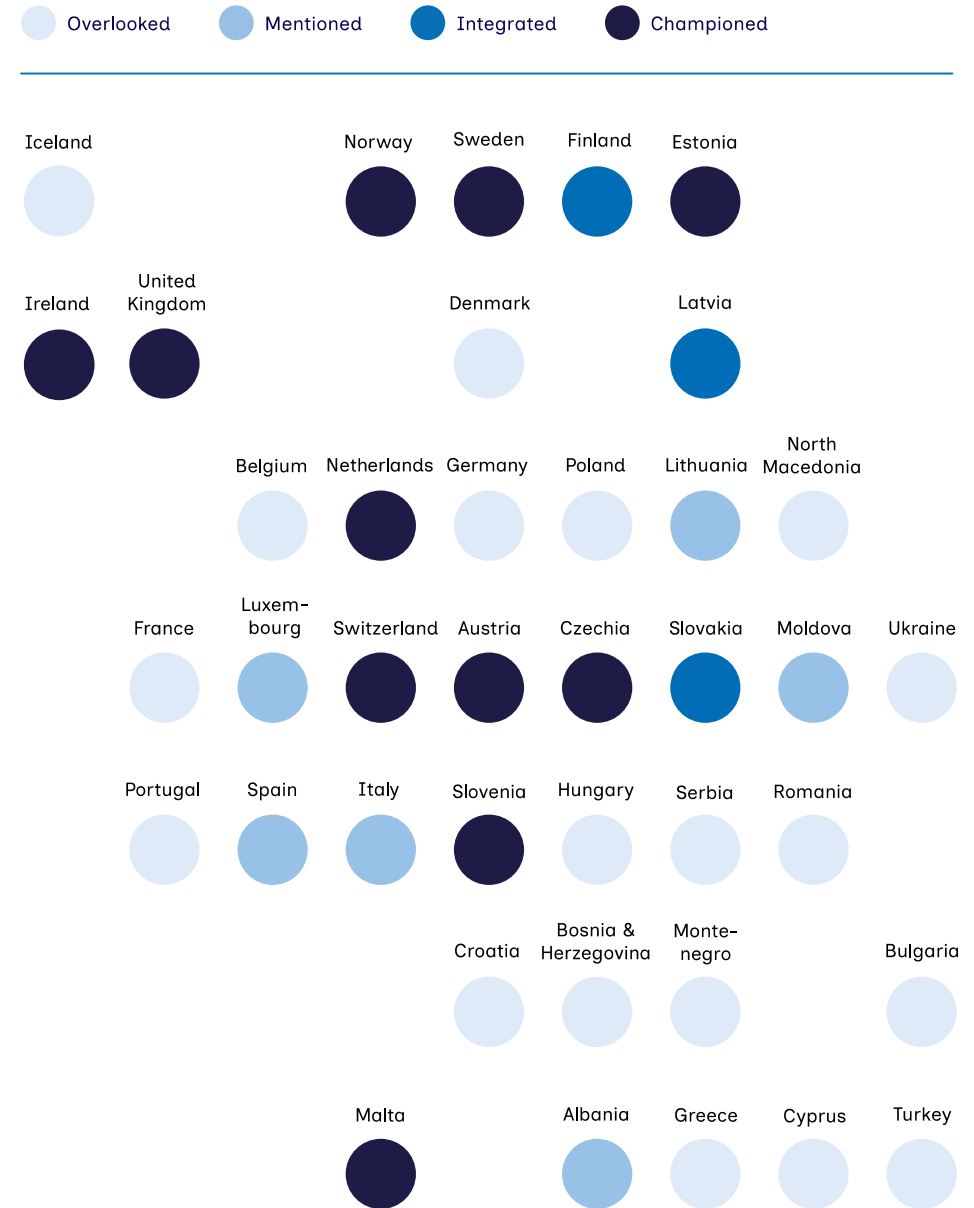


# Design Policy Mapping

## The Design Policy Spectrum

### Cultural and creative industries strategies

→ design as a creative sector and cultural export.

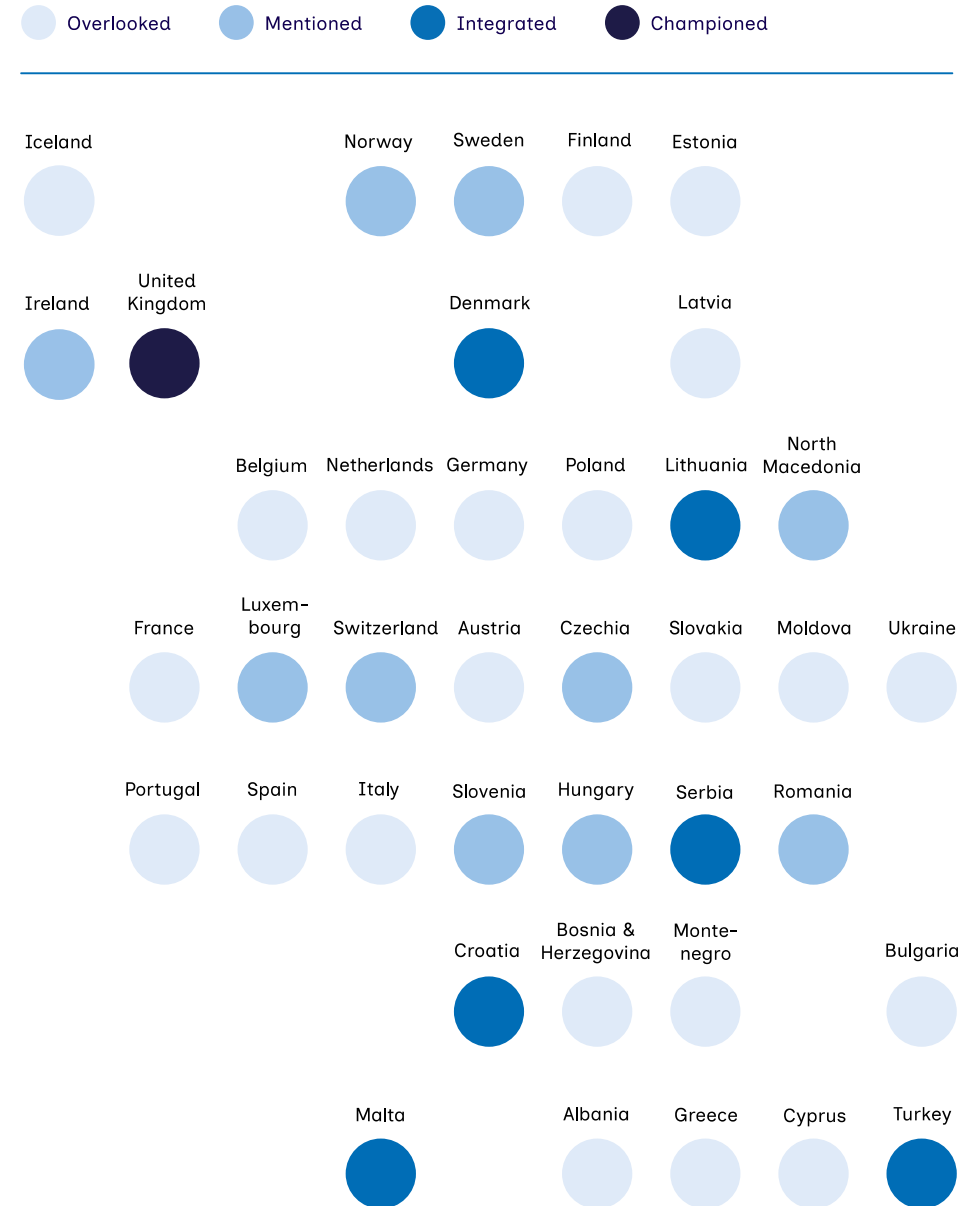


# Design Policy Mapping

## The Design Policy Spectrum

### Research, development and innovation strategies

→ design as a method for user-centred R&D and SME growth.

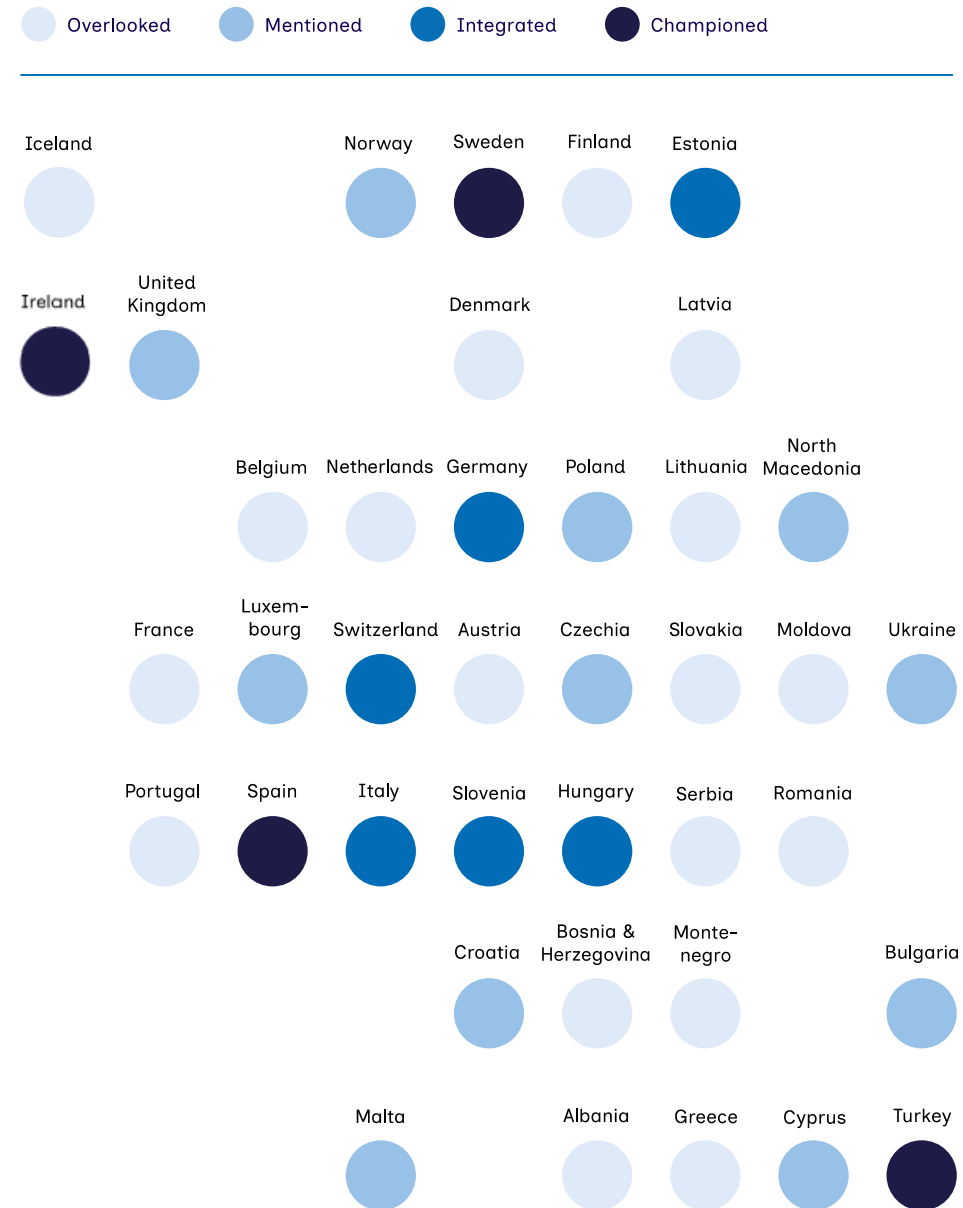


# Design Policy Mapping

## The Design Policy Spectrum

### Industrial & competitiveness policies

→ design as a competitiveness and export tool.



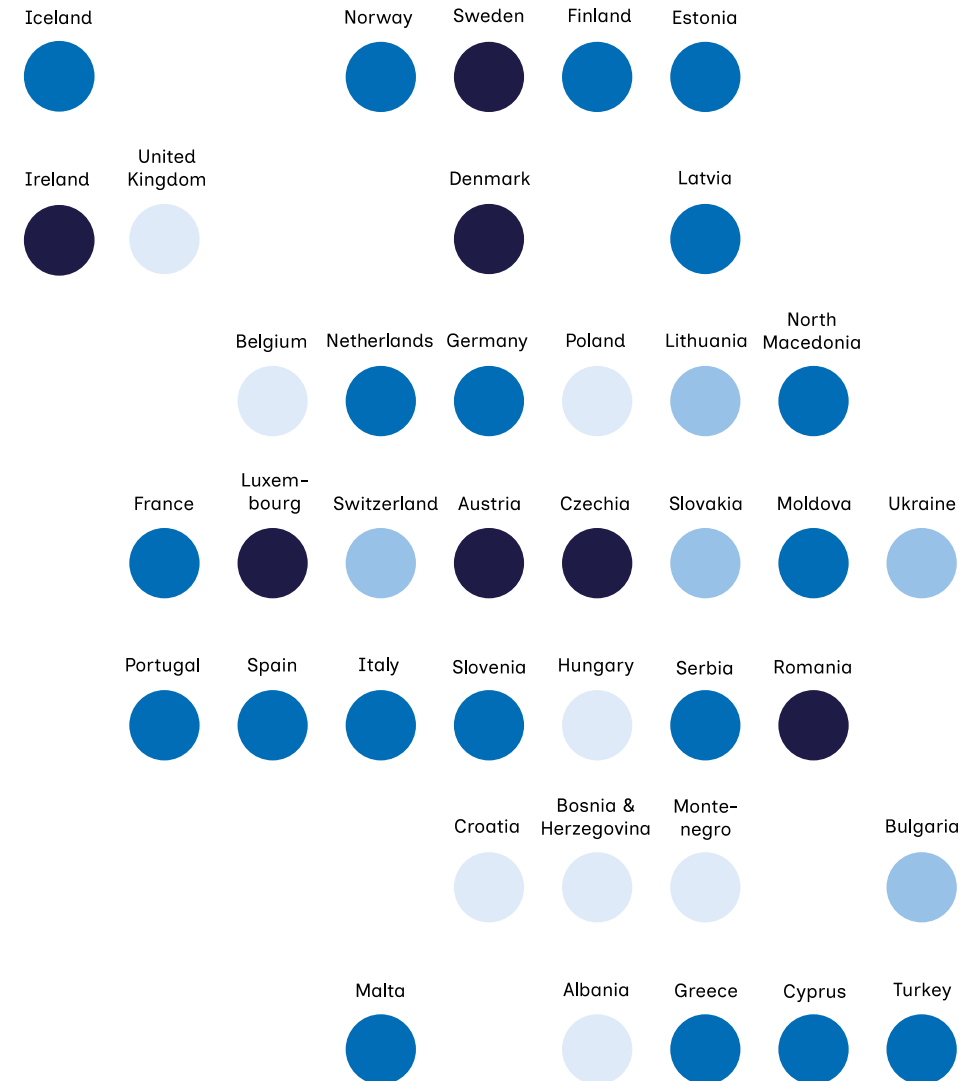
# Design Policy Mapping

## The Design Policy Spectrum

### Circular economy & ecodesign policies

→ design as a regulatory lever for durability, repairability, and lifecycle impact.

Overlooked   Mentioned   Integrated   Championed

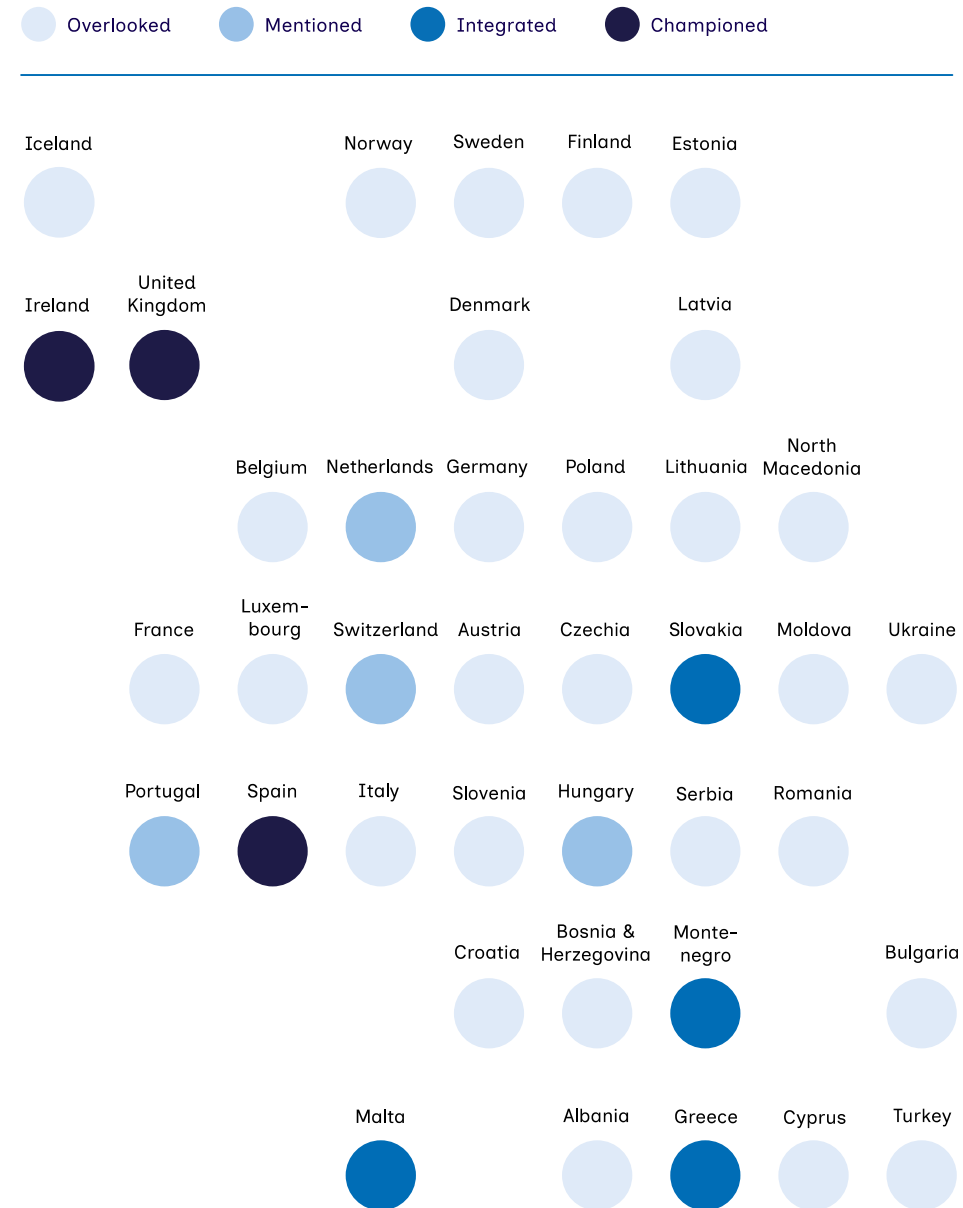


# Design Policy Mapping

## The Design Policy Spectrum

### Digitalisation strategies

→ design as a driver of user-centred public services.

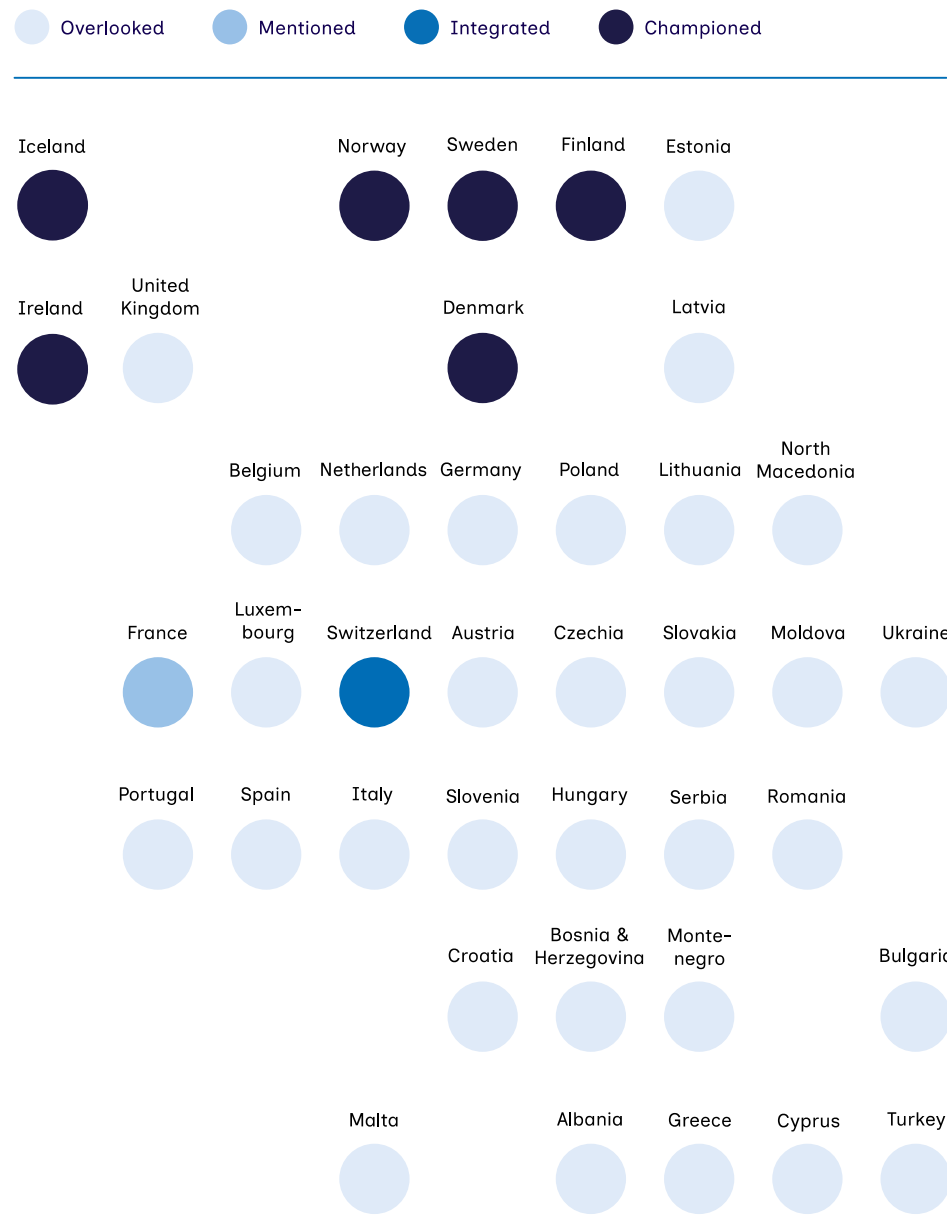


# Design Policy Mapping

## The Design Policy Spectrum

### Built environment & architectural policies

→ design as spatial quality and inclusion.



# Country Profiles

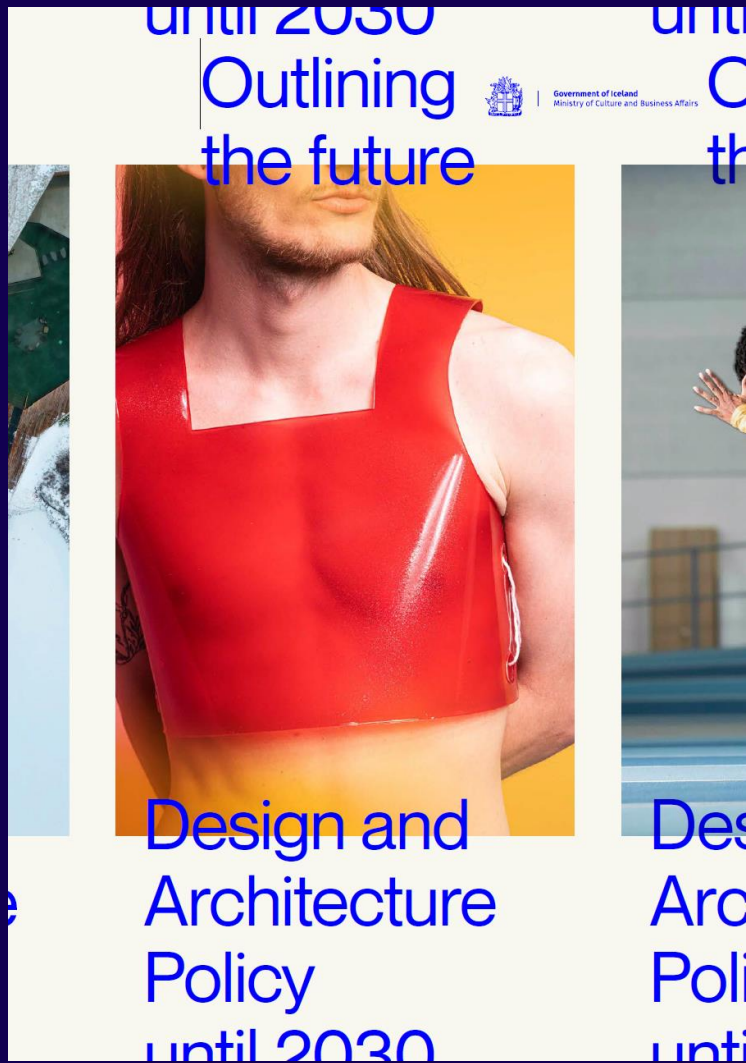
Soon available on our Website.

[madres.beda.org](https://madres.beda.org)

Design Policy Mapping  
What we found!

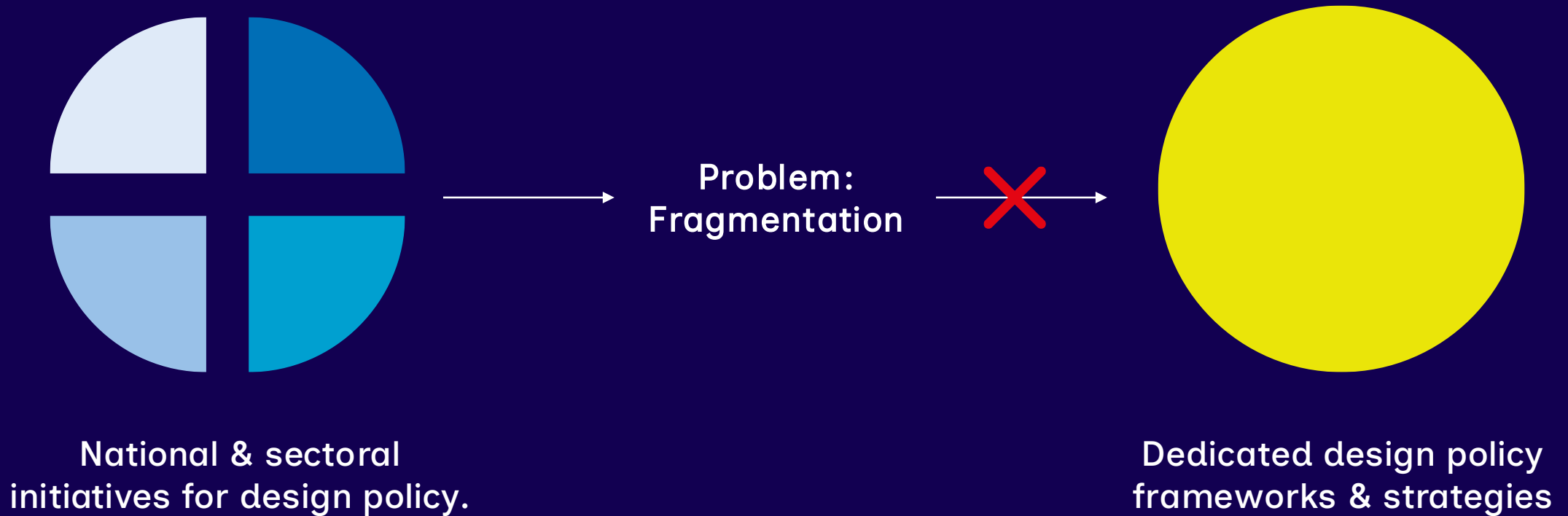
# Key Insights

# Design Policy Mapping Key Insights



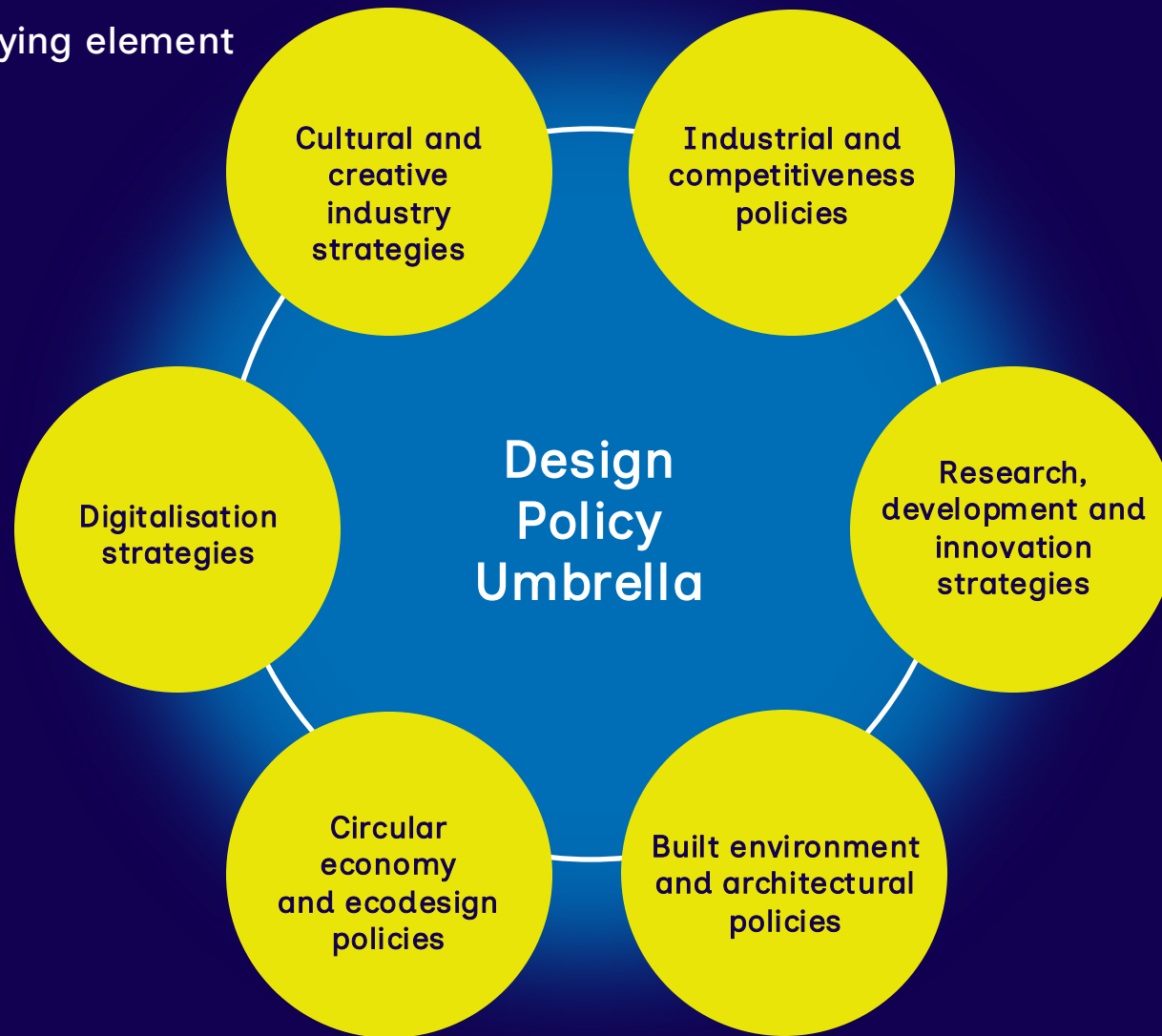
# Design Policy Mapping

## Key Insights



# Design Policy Mapping

## Design Policy Umbrella as unifying element



# Let's Discuss

# THX // Contact

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