

12/05/2026

BEDA Design Forum 2026: BEDA Convenes Europe to Advance Inclusive Design Policy

Brussels, 12/05/2026 • Press Release – For Immediate Release

The Bureau of European Design Associations (BEDA) hosted the BEDA Design Forum 2026, a pan-European policy and knowledge exchange bringing together designers, policymakers, researchers, and institutions to strengthen the role of design in Europe's decision-making landscape. Held under the title "Beyond Thoughtless Design", the Forum examined how design policy, regulation, and standards can enable accessibility, inclusion, and long-term societal value.

A Shared European Responsibility

Held on 8 May 2026 at the Bavarian Ministry of Economic Affairs, Regional Development and Energy in Munich, as part of "Munich Creative Business Week", the Forum invited the European design community to reflect on the often invisible habits, structures, and assumptions shaping products and services. Discussions highlighted that despite existing knowledge and tools, many systems remain non-inclusive, underscoring the need for stronger, more integrated design policy frameworks across Europe.

"Design must no longer be treated as an afterthought but embedded as a core driver of decision-making at political and organisational levels." – Christina Melander, Danish Design Centre

MADres and the European Policy Landscape

The MADres project, BEDA's EU-funded initiative, served as a key reference point, mapping design policy across Europe and supporting more coherent, inclusive, and responsible governance. Contributions from European institutions, including the European Union Intellectual Property Office (EUIPO), further underlined the growing relevance of design protection, regulation, and awareness within Europe's innovation ecosystem.

Beyond Thoughtless Design

Across panels, deep dives, and informal exchanges, participants explored how regulation and policy can protect design quality while enabling innovation, accessibility, and inclusion. A shared understanding emerged: design is inherently

ADDRESS

c/o BEDA The Bureau of
European Design Asso-
ciations c/o Wallonie-
Bruxelles Design Mode
(WBDM) – AWEX, Place
Saintelette 2,
1080 Brussels, Belgium |
www.madres.beda.org

ACCOUNT DETAILS

The Bureau of European
Design Associations | BNP
Paribas Fortis
IBAN: BE97 0019 8615 7549
BIC: GEBABEBB

CONTACT

office@beda.org

REGISTRIES

RPM: Bruxelles
**Union des Associations
Internationales Org ID:**
BE 0844.127.553
**Transparency
Registry Number:**
71 028 143 474-84

civic and political, shaping choices, distributing responsibility, and anchoring values in everyday life.

The BEDA Design Forum 2026 was structured around three interconnected themes: advancing accessibility and inclusion across physical, digital, and civic environments; positioning design as a strategic enabler in policymaking and public-sector innovation; and strengthening design protection and regulation through EU-level instruments and standards. Together, these pillars underscored a clear message that Europe already has the tools and data needed to act — the challenge now is scaling and embedding them.

The Forum brought together Europe's diverse design ecosystem across regions, disciplines, and professional backgrounds. It marked a step toward positioning design as a strategic driver of Europe's digital, ecological, and social transitions, while reaffirming BEDA's role as a pan-European facilitator of responsible design leadership.

Find out more about BEDA Design Forum and the speakers: [CLICK HERE](#)

Press Contact:

Evija Kraukle, evija.kraukle@beda.org

About MADres

MADres is a strategic initiative by BEDA and co-funded by the European Union. The initiative advances design as a key enabler of Europe's transformation for sustainable growth and economic value.

MADres aims to strengthen the European design community and deepen expertise in three focus areas: AI competencies and digital ethics, planetary design and accessibility, and business cases and development.

To sustain this, MADres ensures long-term impact by developing a Living Design Policy Framework—a flexible, adaptive model equipping our governments and institutions to integrate design into national and EU-level policy agendas.

About BEDA

BEDA, the Bureau of European Design Associations, is a pan-European advocacy with around 50 member organisations in nearly all European countries – representing millions of designers.

BEDA speaks for the design community and influences policy development among members and in turn their governments.

BEDA champions the role of designers in a business and a social context, promoting all organisations and governments to embrace design methodologies to solve complex problems and to lead innovative practices.

ADDRESS

c/o BEDA The Bureau of
European Design Asso-
ciations c/o Wallonie-
Bruxelles Design Mode
(WBDM) - AWEX, Place
Saintelette 2,
1080 Brussels, Belgium |
www.madres.beda.org

ACCOUNT DETAILS

The Bureau of European
Design Associations | BNP
Paribas Fortis
IBAN: BE97 0019 8615 7549
BIC: GEBABEBB

CONTACT

office@beda.org

REGISTRIES

RPM: Bruxelles
**Union des Associations
Internationales Org ID:**
BE 0844.127.553
**Transparency
Registry Number:**
71 028 143 474-84