

05/07/2026

Work Plan for Culture 27+ / Short Version

Topic: Design as Strategic Sector for European Competitiveness and Everyday Democratic Citizen-Centred Public Value

Rationale: Design is both a world-class economic force and the cultural form every EU citizen encounters daily. Europe's competitive advantage in design is inseparable from its humanist tradition. European Design positions Europe on global markets. Civically, design shapes the social fabric of European societies through daily experience. Design understood as the commitment to serve every person with equal consideration is both a democratic act and a competitive positioning.

Working Methods: Open Method of Coordination (OMC) Group for learning and voluntary exchange of national experience with thematic workshops, joint policy mapping, and practitioner testimony, including best-practice examples of design processes and design objects as an inspiring data base. During transectoral high-level governmental meetings under each Council presidency, a framework should be created to consolidate findings, such as on policy and economic transformation processes through design, for endorsement by political and governmental representatives across all twenty-seven Member States.

Target Outputs: A comparative mapping of national design policy frameworks to identify transferable best practices. A joint declaration affirming design as a strategic sector for European competitiveness and as a democratic measure of quality of life for all citizens.

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: BE40 0018 8385 3063
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