

Towards a Taxonomy: Classifying Design Innovation Policies in Europe

DeEP: Design in European Policy

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Towards a Taxonomy

Classifying Design Innovation Policies in Europe

DeEP: Design in European Policy

Europe 2020 – Innovation Union

- places innovation at the heart of the Europe 2020 strategy for growth and jobs
- identifies ‘design as an enabler of growth’

European Design Innovation Initiative

- raise the awareness of design as a driver of innovation in Europe
- European Design Leadership Board
- 6 strategic design programmes

DeEP: Design in European Policy

- DeEP aims to create an understanding of the impact of design innovation policies by...
- ...building frameworks and indicators to evaluate these actions both at a macro (regional, national, European) and micro (specific initiative) level.

www.designpolicy.eu

DeEP: Design in European Policy

Consortium partners

Italy

- Politecnico Milano
- Confartigianato Lombardia

UK

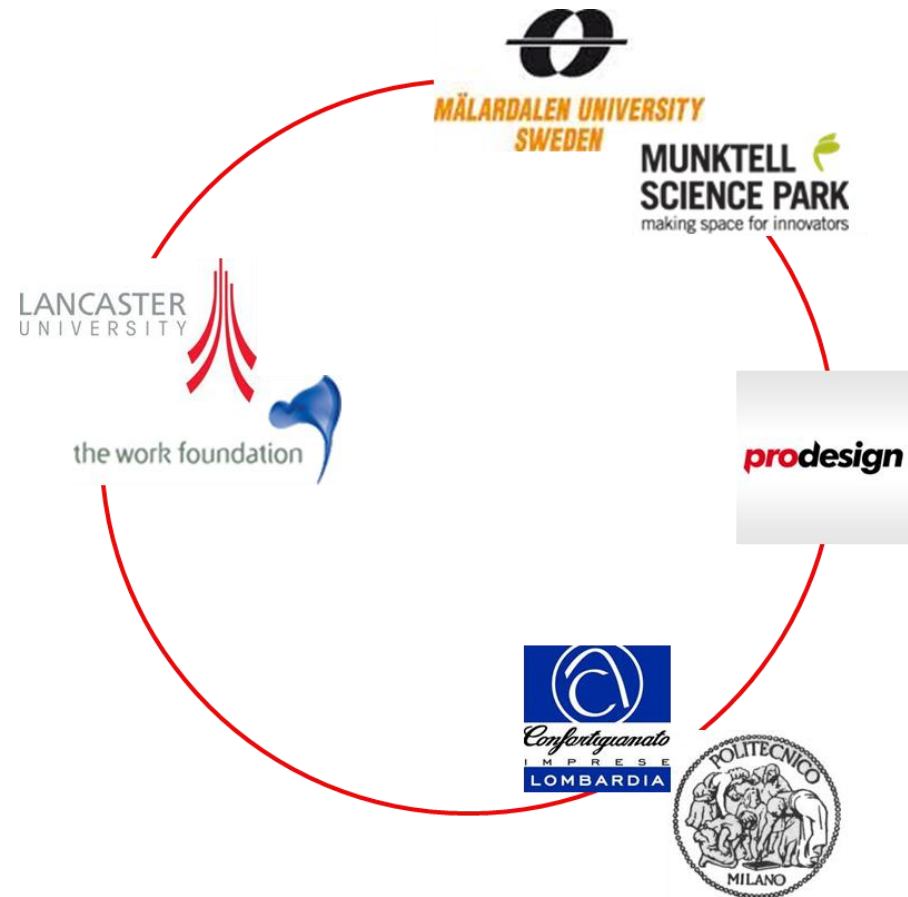
- Lancaster University
- The Work Foundation

Sweden

- Malardalen University
- Munktell Science Park

Poland

- ProDesign



DeEP: Design in European Policy

The project will deliver:

- A taxonomy of Design Innovation Policies
- The DeEP Evaluation Tool made of:
 - a Design Innovation Scoreboard to evaluate regional and national performance (set of macro indicators);
 - an analytical framework and indicators to evaluate the impact of specific initiatives directly on companies (set of micro indicators)
- An open platform for knowledge sharing and for evaluation.

Towards a Taxonomy: Classifying Design Innovation Policies in Europe

The paper...

- discusses the role of design in innovation policies
- presents an approach to classifying design innovation policies in the form of a taxonomy
- considers how a taxonomy has the potential to inform the evaluation of design innovation policies

Towards a Taxonomy

The Role of Design in Innovation Policies

Design [in] Innovation Policies (DIP)

The relation ship between design and innovation is not straightforward or well-established (Cruickshank 2011)

A broader view of innovation has evolved:

- integration of policy areas e.g. R&D and industrial policy
- multiple levels at which innovation takes place

...and which expands the boundaries of the policy instruments that may be applied to support innovation

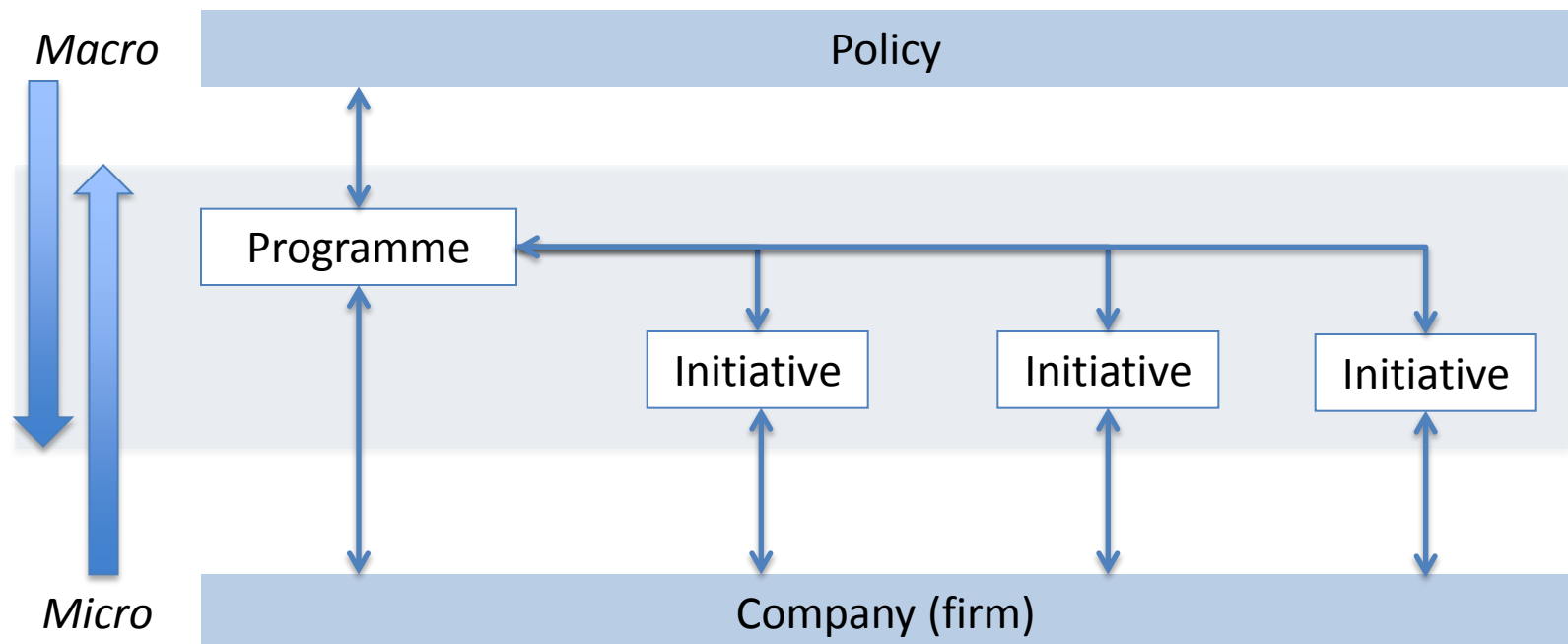
Design (where it is referenced) is positioned in a supporting role aimed at realising specific objectives rather than coherent or fully formed component of innovation support policy.

Classifying Design Innovation Policies in Europe

- General lack of understanding about contribution of design:
 - Macro (policy) level – need to demonstrate how to use design & designers to improve national competitive advantage & social & economic growth.
 - Micro (firm) level – problem of helping companies to use design – e.g. find & commission designers and manage design projects for business improvement.

Design Innovation Policy Landscape

Relationships & interactions



Design Innovation Policy Landscape

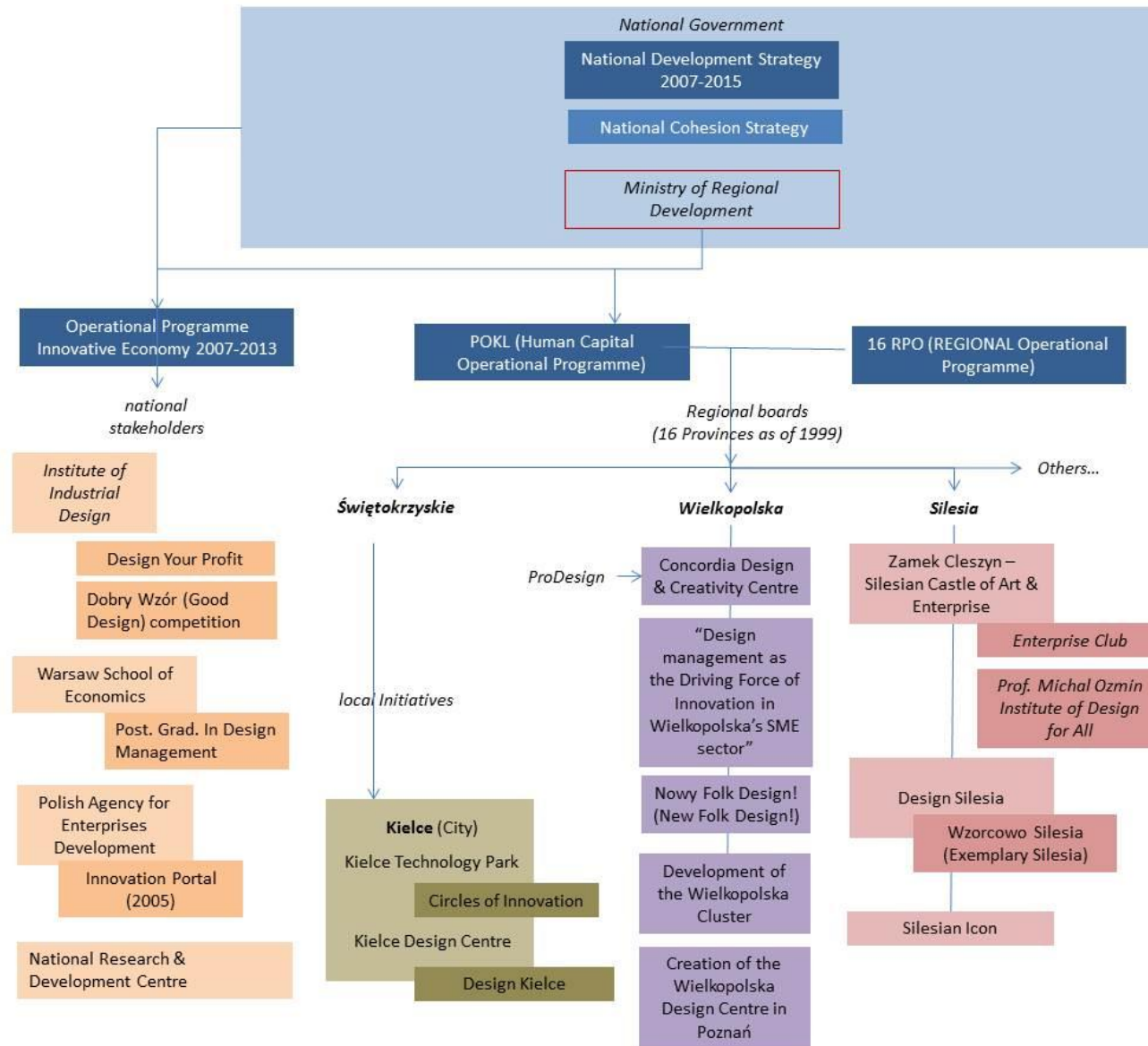

Policies

Policy Actions (Programmes / Initiatives)
- *Implementation*

Organisations

Research

Reports
- *Evaluation*

Poland 

Ministry of Education & Science

Ministry of Economic Affairs

Trans-national Initiatives**South Baltic Region**

- DesignSHIP – European Regional Development Fund

Wielkopolska/Berlin

- Design Innovation & Exchange Programme - Berlin Senat

12 European Cities

- Poznań City Hall in CREA re.project (INTERREG IV)

etc...

Towards a Taxonomy

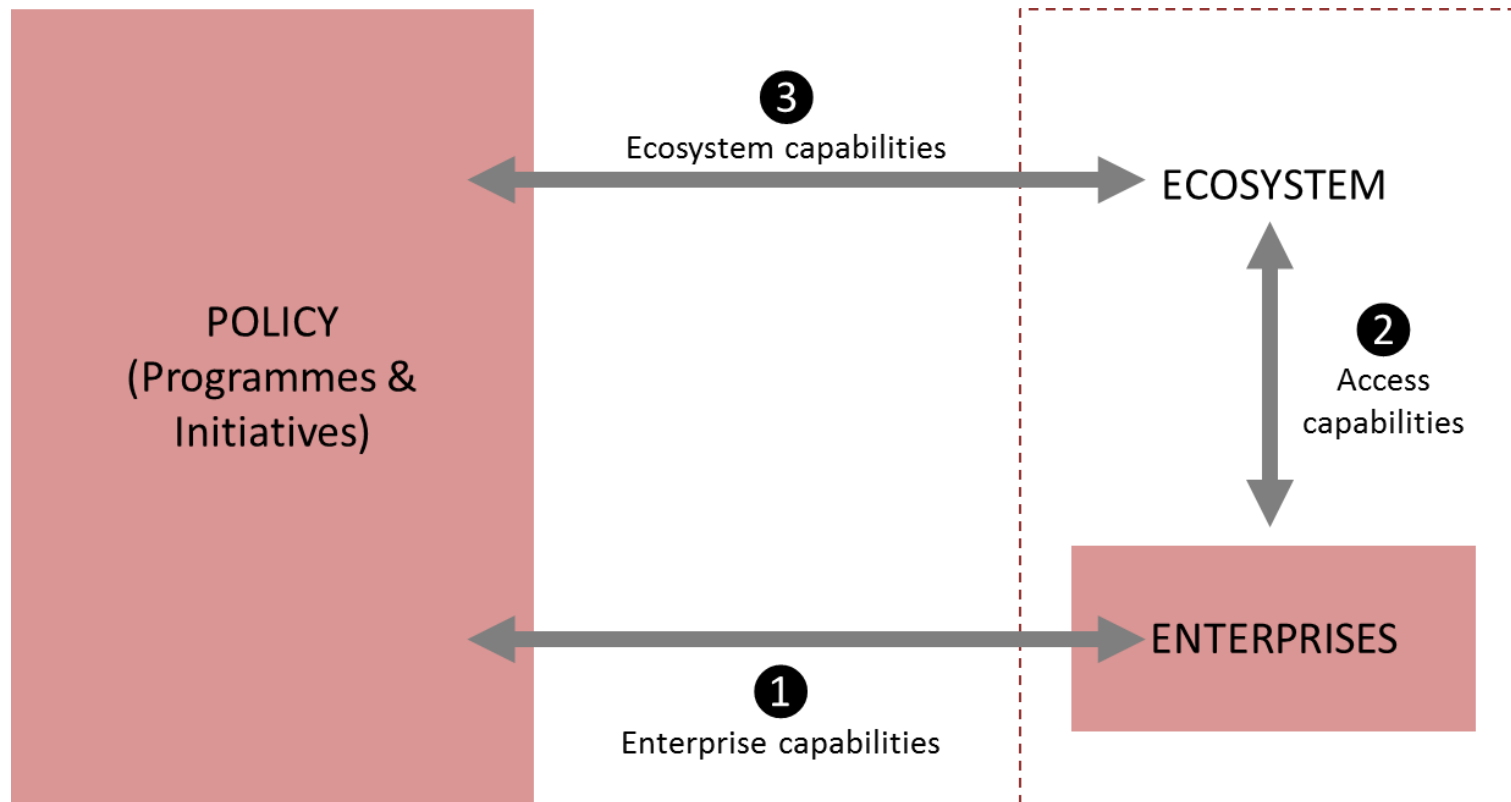
Classifying Design Innovation Policies in Europe

Innovation Taxonomy

- The design component is not explicitly stated.
- In the context of Europe 2020, design is a means to the end (innovation) just as innovation is a means to its end (jobs and growth).
- Design is dissipated 'amongst' innovation policy.
- Design can enhance any part of an innovation policy – in reality it appears in varying degrees and at various points.

The design innovation policy framework and taxonomy aims to provide a mechanism in which the relationship between macro and micro indicators can be accommodated and articulated.

DeEP Design Innovation Policy Framework



Route & Specificity

Route – the paths or routes within the DIP eco-system i.e. the route by which enterprises access the results of policy i.e. directly, indirectly and through collaboration.

Specificity – i.e. how specific is the use/recognition/ promotion etc. of design in increasing the design capability of the enterprise i.e. specific, complementary or opportunistic.

	Specific	Complementary	Opportunistic
Direct			
Indirect			
Collaborative			

Route

Direct – directly increasing the design capability of the enterprise itself.

Indirect – through increasing the design capability of surrounding ecosystem.

Collaborative – increasing design capability collaboratively by connecting enterprise with surrounding ecosystem i.e. improving access to ecosystem resources.

Specificity

Specific – increasing design capacity in an enterprise using specific policy actions where design has been explicitly stated from the outset.

Complementary – increasing design capacity in an enterprise through complementary policy actions where the focus is not on design, but design is recognised as a significant, or contributory, factor in increasing design capability.

Opportunistic - increasing design capacity in an enterprise in an opportunistic way where the policy actions may be accessed by the enterprise in order to increase its design capability, but where design was not the stated aim of the instrument

Classifying Policy Initiatives

		Specificity		
		Specific	Complementary	Opportunistic
Route	Direct	Designing Demand		
	Indirect		Catapult Centres	
	Collaborative			Innovation Vouchers

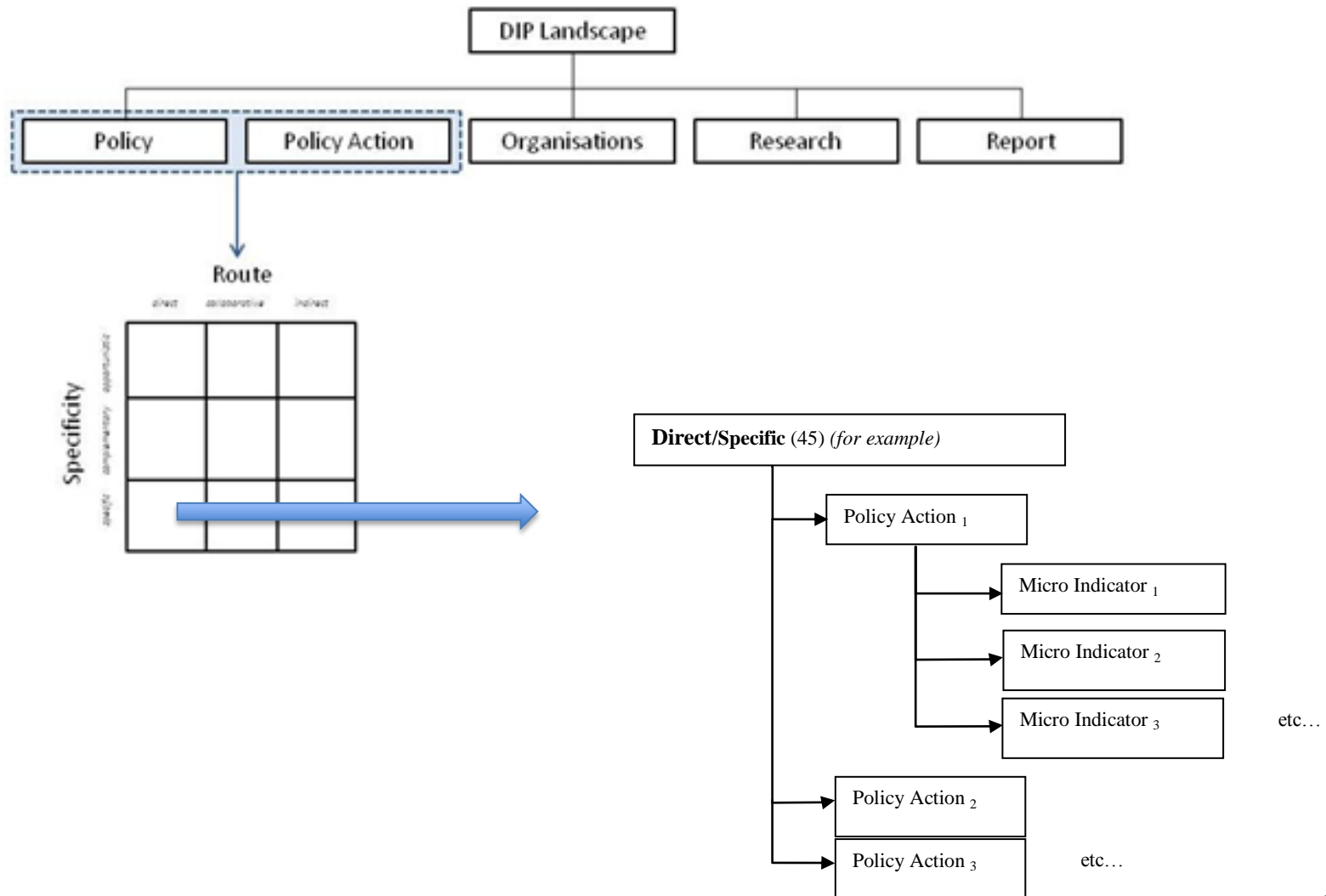
Validation

		Specificity			
		Specific	Complementary	Opportunistic	
Route	Direct	45	10	12	72
	Indirect	7	55	8	75
	Collaborative	12	16	6	36
		71	86	26	

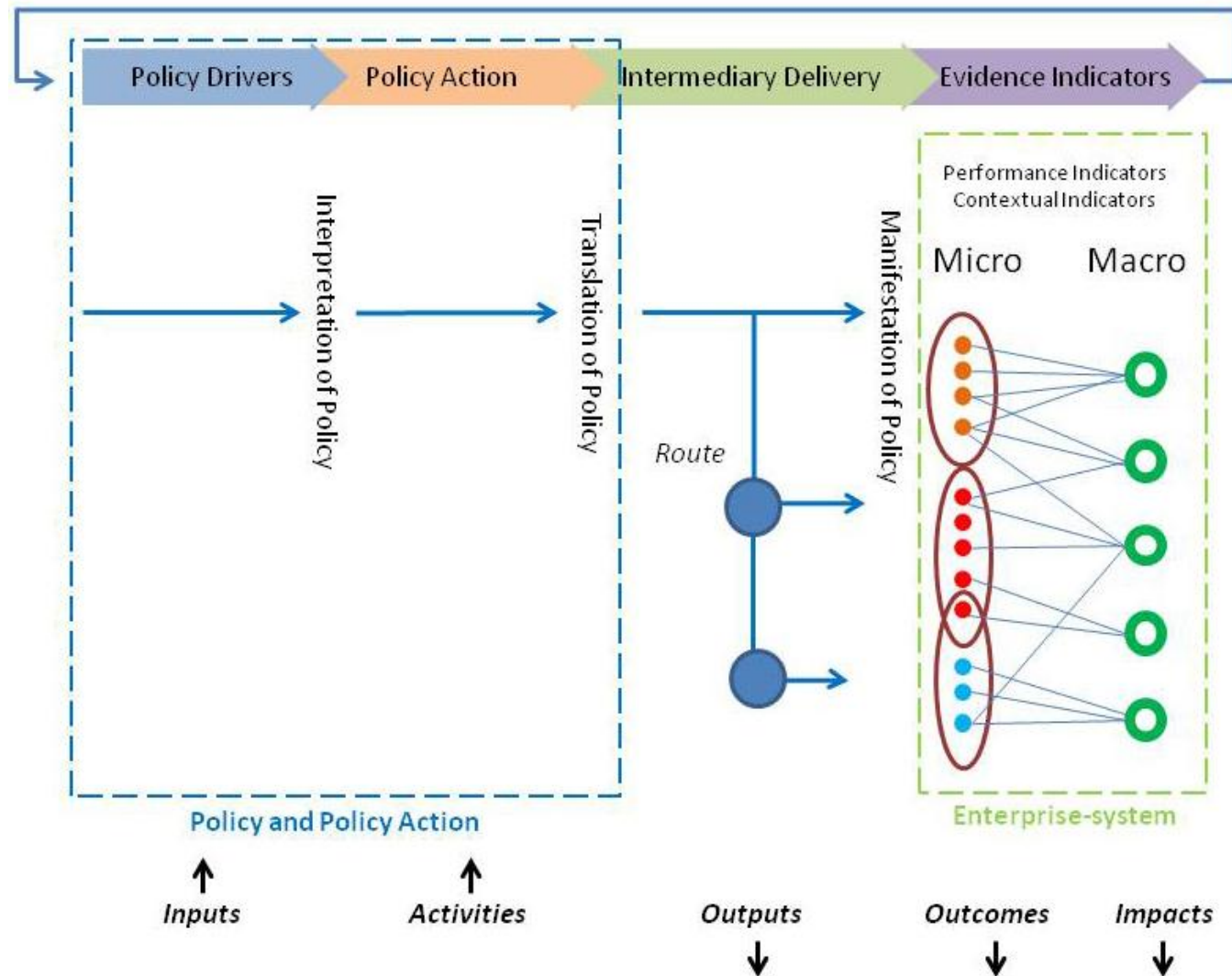
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Informing the Evaluation of Design Innovation Policies

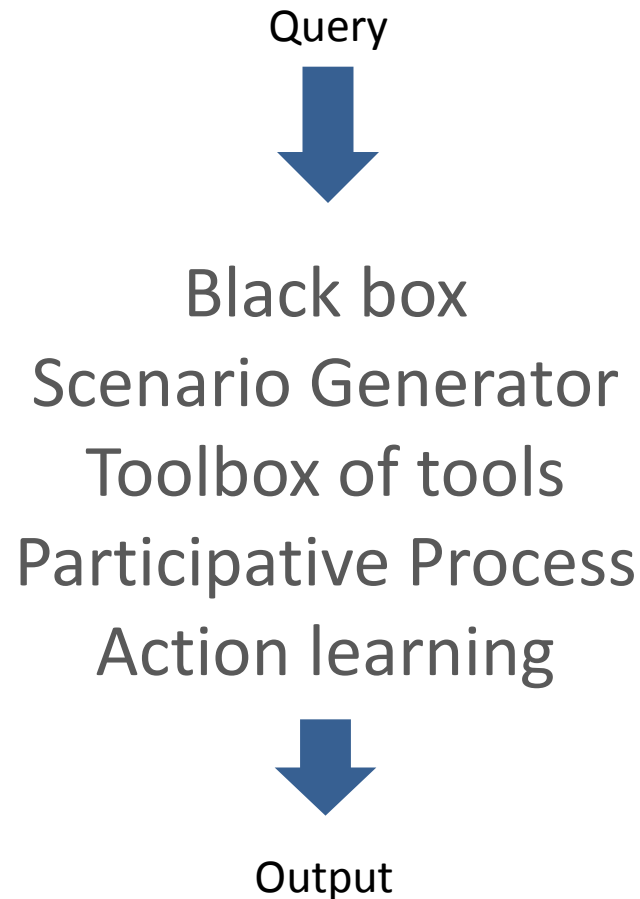
Indicators



Design Innovation Policy Cycle



Conceptualising the DeEP Evaluation Tool



Source: DeEP Taxonomy Workshop (Lancaster University/Big Innovation Centre), Lancaster, UK. 06 November 2012

Thank you



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