

## Press Release

### European Commission to drive business, policy and public sector modernisation with launch of €3.8 million European Design Innovation Platform

25 March 2013

**Today, the European Commission has launched the European Design Innovation Platform (EDIP) in Brussels – a project to increase the use of design for innovation and growth across Europe. The project will be led by the UK Design Council and has been co-financed by the European Commission. The launch event brought together key stakeholders to test plans and ideas for the EDIP.**

Design Council was selected in November 2013 to lead a consortium that will deliver the EDIP over 3 years. It aims to accelerate design-driven innovation in order to boost innovation, growth and job creation across the EU. It will do this by raising awareness of how design-driven innovation already increases efficiency in public services and drives business growth across Europe.

The project will be delivered in three key ways:

- **A web platform** that will bring together knowledge and examples of design for innovation, from across the EU, in the public and private sector. This will act as a one-stop-shop for anyone interested in finding out the latest tools and techniques for applying design and making connections
- **A programme of events** for European business people, public service managers, and policymakers to increase their awareness of design's role in innovation and growth, and inspire investment
- **Sharing the power of design with European industry** through a consortium of 14 EU-wide partner organisations, from NESTA to the Estonian Design Centre, and The Danish Design Centre to KEPA Business and Cultural Development Centre, Greece. Countries that currently lag behind with design-driven innovation will be equipped with the knowledge and tools, and confidence and capacity to catch up by being included in the project. Design Council welcome other organisations and networks interested in advancing design-driven innovation in their area to get in touch to discuss how they can contribute to the EDIP.

Today's launch invites businesses, policy makers and public service professionals to register interest in the project and receive updates about EDIP and other EU opportunities at [designplatform.eu](http://designplatform.eu).

Antti Peltomäki, Deputy Director-General, DG Enterprise and Industry, European Commission commented on the vision of the project:

*“Investment in design can give enterprises a competitive edge over rivals, which is why Europe must take full advantage of its global leadership position in design”.*

Over 100 business, policy and public service professionals gathered at today’s launch to discuss the vision further and hear a selection of design-led success stories from across Europe including Philips, based in Norway, and the UK’s own White Logistics. Judith Stracey, Chairman, White Logistics said:

*“Things are brighter for us because of design. Design coaching helped us realise and update our brand, including our values. We were able to put ourselves into our customers’ shoes; understanding their journey and touch points. The results speak for themselves: £500k new sales in first 6 months and three years later turnover us up by 2 million pounds.”*

John Mathers, CEO of Design Council also commented:

*“The European Commission has provided a unique opportunity to bring together key business, policy and public service networks to share and advance design-led innovation. Europe is already leading the way so we’re honoured to be curating the EDIP to further stimulate innovation and growth across the continent.”*

This is the European Commission’s main vehicle for turning its *Action Plan for Design-Driven Innovation* into reality.

ENDS

### **Notes for editors**

1. For further information please contact Margarita Ktoris, Marketing and Communications Officer at Design Council: 020 7420 5213, [margarita.ktoris@designcouncil.org.uk](mailto:margarita.ktoris@designcouncil.org.uk)

2. Design Council champions great design. For us that means design which improves lives and makes things better. As an enterprising charity, our work places design at the heart of creating value by stimulating innovation in business and public services, improving our built environment and tackling complex social issues such as ageing and obesity. We inspire new design thinking, encourage public debate and inform government policy to improve everyday life and help meet tomorrow’s challenges today.

3. To find out more about the European Commission’s Action Plan for Design-Driven Innovation here: [http://ec.europa.eu/enterprise/newsroom/cf/itemdetail.cfm?item\\_id=6964](http://ec.europa.eu/enterprise/newsroom/cf/itemdetail.cfm?item_id=6964)

4. The consortium delivering the EDIP comprises

Design Council, UK

NESTA, UK

Lancaster University, UK

Birmingham City University, UK

Danish Design Centre, Denmark

KEPA Business and Cultural Development Centre, Greece

Politecnico di Milano, Italy

Invest Northern Ireland, UK

Estonian Design Centre, Estonia

ARC Fund, Bulgaria

Luxinnovation, Luxembourg

La 27e Region, France

dSola, Slovenia

European Network of Living Labs