

# DESIGN FOR EUROPE

Summit  
15—

European Growth by Design  
Brussels, 07.05.2015—



Co-funded  
by the European  
Union

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European Growth by Design is a high-level summit focussing on how design can boost innovation and create economic growth across Europe.

The event will be a chance to hear the European Commission's plans to unleash Europe's potential and ensure global competitiveness. It's also an opportunity to learn first-hand from business leaders how to use design to create better products and services, increasing profits and improving customer experience.

Connect with leading figures in business, policy and the public sector – and find out how design can help your organisation innovate and grow.

## Summit programme

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09:30 Registration —  
Coffee on arrival

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10:00 Welcome—  
Antti Peltomäki, Deputy Director-General, DG Internal Market, Industry, Entrepreneurship & SMEs, European Commission

Setting the scene—  
John Mathers, CEO, Design Council  
(Consortium Lead, Design for Europe)

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10.10 Policy Keynote—  
Elżbieta Bieńkowska, Commissioner, DG Internal Market, Industry, Entrepreneurship & SMEs, European Commission (to be confirmed)  
– The renewed approach of the Commission to unleash Europe's growth potential  
– Creating value for the user in the heart of the modern economy

10.40 Europe's challenge to revitalise business growth through innovation—  
Ineke Dezentjé Hamming-Bluemink, President, FME  
– The key challenges facing European businesses when innovating for growth  
– Innovation in a mature economy and the face of global competition  
– Role of design and user-centric approach in industrial policy

11.00 Design as a driver for renewal—  
Kerstin Jorna, Director, Industrial Property, Innovation & Standards, DG Internal Market, Industry, Entrepreneurship & SMEs, European Commission  
– The Commission's actions to promote the use of design in revitalising the economy and modernising public services

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11.15 Refreshment break—

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11.45 European business strategies to understand user needs—  
Dr Anne Stenros, Design Director, Kone  
– How design strategically can help businesses to address economic and social challenges and to create value for customers and users

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- 12.10 **Debate—**  
**What is the European Design differentiator?**  
– How Europe can compete globally by harnessing European design ‘DNA’  
– ‘Insider’ view of European design difference vs ‘outsider’ looking in at European design
- Moderator—  
Robin Edman, SVID (and forthcoming chair of BEDA)
- Panel—  
Rogier van der Heide, Senior Vice President, Chief Design & Marketing Officer, Zumtobel Group
- Professor Lou Yongqi, Dean, College of Design & Innovation, Tongji University and VP, Cumulus
- Ezio Manzini, Professor of Industrial Design, Milan Polytechnic and Founder, DESIS Network
- Stefano Marzano, former Design Director, Electrolux and Phillips
- Professor Jonathan Woodham, Director, Centre for Research & Development (College of Arts & Humanities), University of Brighton

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12.45 **Lunch and networking —**

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- 14.00 **Design for Europe—**  
Annabella Coldrick, Director, Policy & Research, Design Council (Coordinator, Design for Europe)  
– Role of Design for Europe as a platform to raise awareness and trigger change  
– Importance of engaging business intermediaries to include design in their priorities and activities
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- 14.10 **Design management for public services: European House of Design Management—**  
Deborah Dawton, CEO, Design Business Association  
– Transferring methodologies used in the private sector to the public sector, by adapting systems to their requirements
- 14.30 **How to accelerate design driven innovation in Europe—**  
Ask Agger, CEO, Workz  
Introduce the session and set the scene
- 14.40 **Series of introductions—**  
Business, Public Sector and Design Policy
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- 15.10 **Refreshment break—**
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- 15.30 **Break-out session discussions—**  
Audience discussions to identify issues within the framework of:  
– Raising awareness  
– Making things happen  
– Building capacity  
– Scaling up
- 16.20 **Recap from co-facilitators—**  
Business, Public Sector and Design Policy
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- 16.30 **Summary of discussions, ideas and actions—**  
Ask Agger, CEO, Workz
- 16.45 **Closing plenary—**  
John Mathers, CEO, Design Council  
Reflection on the day with a call to action on how Design for Europe can move the design agenda forward
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- 17.00 **Networking reception—**
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- 18.30 **Close of summit—**
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Design for Europe is run by a team of 14 partners from across Europe.



Consortium lead



Nesta...



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dŠola

European Network of Living Labs