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SEE PLATFORM PARTNERSHIP

Design Wales/Cardiff Metropolitan University

(Lead Partner) (UK)

Design Flanders *(Belgium)*

Regional Development Agency of South Bohemia

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Danish Design Centre *(Denmark)*

Estonian Design Centre *(Estonia)*

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and Architecture *(Finland)*

Jyväskylä University of Applied Sciences *(Finland)*

Business and Cultural Development Centre (KEPA) *(Greece)*

Border, Midland and Western Regional Assembly *(Ireland)*

Castle Cieszyn *(Poland)*

Design Council *(UK)*

The SEE Platform is a network of 11 European partners engaging with national and regional governments to integrate design into innovation policies and innovation programmes. Between 2012 and 2015, SEE is operating as part of the European Commission's European Design Innovation Initiative (EDII). EDII seeks to embed design for user-centred innovation in government policies and company strategies across the European Union. The challenge we face is convincing a wider audience of the potential for design to foster innovation among SMEs and deliver innovative solutions for products, services, society and the public sector. Design is an approach to problem-solving that is creative, user-centred and viable.

Through new research, workshops for policy-makers and programme managers, case studies, policy recommendations and the annual Design Policy Monitor, SEE aims to build a bank of evidence to support public authorities to integrate design into their mainstream practice.

Our key objective is to engage with 100 public authorities across Europe over three years. Innovation policy-makers and programme managers can attend free workshops on themes such as design policy, business support for small companies, service innovation, social innovation and academia-industry collaboration to gain practical insight into how design can realise policy priorities. The dates for these workshops, which will take place across Europe, will be available on the SEE Platform website from September 2012.

It is the European Commission's vision that **"by 2020, design is a full acknowledged, well-known, well-recognised element of innovation policy across Europe"** (Peter Dröll, European Commission, speaking at the SEE conference, 29 March 2011). The SEE Platform, led by Design Wales at Cardiff Metropolitan University, will help to realise this vision through the following activities:

■ **Annual Design Policy Monitor** to examine current and emerging trends in design policies and programmes across Europe.

■ **80 workshops** delivered to innovation policy-makers and programme managers across Europe on themes such as design policy, business support, service innovation, social innovation and academia-industry collaboration. To receive news about upcoming SEE workshops subscribe online.

■ **20 presentations** at innovation network meetings to enhance the understanding of design among innovation audiences.

■ **5 policy booklets** with policy recommendations on the themes of design policy, business support, service innovation, social innovation and academia-industry collaboration.

■ **44 case studies** related to design and innovation policies and programmes to encourage the exchange of good practice between regions.

■ **6 bulletins** containing research, case studies, policy updates and resources from around the world.

SEE is an open network that is looking to provide support to actors seeking to develop design programmes and integrate design into innovation policy. As an ultimate goal, SEE expects to be able to further accelerate the integration of design into innovation policies and programmes across Europe.

www.seeplatform.eu



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