

SEE Workshop 1: Design Policy

Cardiff, 18 and 19 June 2012

SEE is a network of 11 European partners sharing experience to enhance the understanding of design for innovation among policy-makers and programme managers. Over three years SEE will monitor design policy developments across Europe, support policy-makers looking to more effectively integrate design into innovation policy and engage with 100 regions that have not previously had design as part of their economic, public service or social development programmes.

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 at national, regional and local levels" (Peter Droll, European Commission, speaking at the SEE conference, 29 March 2011). In helping to realise this vision, SEE aims to build a pan-European platform that engages national, regional and local actors currently active in innovation support and policy to enhance the use of design for user-centred innovation. Operating from 2012 to 2015, SEE is part of the European Commission's European Design Innovation Initiative (EDII).

A key initiative of SEE is to examine design policies and programmes in the partner countries and regions in the annual Design Policy Monitor to facilitate the multilateral exchange of good practices between experienced and less experienced partners. As part of the first workshop in Cardiff, hosted by the lead partner Design Wales / Cardiff Metropolitan University, the partners will be joined by their regional or national innovation policy-makers to examine the Design Policy Monitor. The data for the Design Policy Monitor will be collected from the partners and their policy-makers prior to the workshop. It is hoped that the Design Policy Monitor will enable the policy-makers to benefit from a peer learning platform for policy improvement.

The workshop will be delivered with speeches and interactive sessions over two days. The meeting will not open to the general public, but the content will be shared on the SEE website for public access.

Programme Day 1: Monday 18th June 2012

Venue: Cardiff Metropolitan University, School of Management, Conference Room

Attendance: SEE partners and innovation policy-makers

09.00 - 13.00 **SEE Steering Committee Meeting** (attendance restricted to the SEE partners)
Meeting chaired by Design Wales

13.00 - 14.00 **Lunch (policy-makers welcome)**

- 14.00 - 14.20 Welcome and official launch of the SEE Platform
First Minister of the Welsh Government, Rt. Hon Carwyn Jones AM (TBC)
- 14.20 - 15.00 Overview of the SEE Platform
Director of Design Wales at Cardiff Metropolitan University, Gavin Cawood
- 15.00 - 16.00 Interactive exercise 1: **Mapping design and innovation systems**
- 16.00 - 16.30 Tea break
- 16.30 - 17.30 Interactive exercise 2: **Mapping design policy and programme opportunities**
- 17.30 Workshop close

19.00 - 22.00 Dinner

Design Wales would like to offer you a Welsh Banquet at Cardiff Castle including a four course meal of traditional Welsh cuisine, wine and evening entertainment.

Programme Day 2: Tuesday 19th June 2012

Venue: Cardiff Metropolitan University, School of Management, Conference Room

Attendance: SEE partners and innovation policy-makers

- 09.00 - 09.30 Overview of the Design Policy Monitor
Anna Whicher, SEE Platform Manager
- 09.30 - 10.30 Monitoring Innovation Union,
Kincso Izsak, INNO Policy TrendChart (TBC)
- 10.30 - 11.30 Interactive exercise 3: **Data availability versus policy-makers' needs**
- 11.30 - 12.30 Interactive exercise 4: **Strengths and weaknesses of the Design Policy Monitor**
- 12.30 - 13.30 Lunch
- 13.30 - 15.00 Interactive exercise 5: **Examining the results of the Design Policy Monitor I**
- 15.00 – 15.30 Tea break
- 15.30 - 17.00 Interactive exercise 6: **Examining the results of the Design Policy Monitor II**
- 17.00 End of the workshop

Contact

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Travel Information

The closest airport is **Cardiff Airport** www.tbicardiffairport.com
Cardiff Airport is about 30 minutes from Cardiff Metropolitan University
The following airlines fly to Cardiff:

www.klm.com
www.aerlingus.com
www.flybe.com
www.vueling.com

The second closest airport is **Bristol Airport**: www.bristolairport.co.uk
Bristol Airport is about 1h30 minutes from Cardiff Metropolitan University
The following airlines fly to Bristol:

www.airfrance.com
www.brusselsairlines.com
www.easyjet.com
www.flybe.com
www.klm.com
www.ryanair.com

If a number of people are travelling to Cardiff or Bristol Airports on the Sunday evening or Monday morning, we will coordinate a minibus to collect people. We would recommend paying a little more to travel to Cardiff or Bristol so we can collect you rather than travelling from London airports, which are more complicated to get to from Cardiff.

London Gatwick and **London Heathrow** are about 3 hours from Cardiff and **London Stanstead** and **London Luton** are about 4 hours from Cardiff:

www.gatwickairport.com/
www.heathrowairport.com/
www.stanstedairport.com/
www.london-luton.co.uk/

To get to Cardiff from the London Airports you can get a coach or travel to London Paddington and take the train.

Hotels in Cardiff

Churchills Hotel (10 minute walk from Cardiff Met.)
A standard hotel but close to the venue
www.churchillshotel.co.uk
3 Llandaff Place, Cardiff Road,
Llandaff, Cardiff, CF5 2AE

Tel: +44 (0)2920 401300

Single room including breakfast: £60 per night if you quote 'UWIC – Cardiff Metropolitan University'.

Courtfield Hotel (12 minute walk from Cardiff Met.)

A Victorian town-house hotel

www.courtfieldhotel.com

101 Cathedral Road,

Cardiff, CF11 9PH

Tel: +44 (0)29 2022 7701

Standard single room including breakfast: £30 per night.

En suite single room including breakfast: £45 per night.

En suite double room including breakfast: £60 per night.

St David's Hotel (20 minute taxi at about £10 – not possible to walk)

A very stylish hotel with swimming pool but far from the venue

www.thestdavidshotel.com

Havannah Street,

Cardiff CF10 5SD

Tel: +44 (0)844 824 6171

Double room including breakfast: £85 per night.