

Tuesday 10  
Wednesday 11  
Valencia, march 2020

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DESIGNSCAPES POLICY FORUM:

# DESIGN & PUBLIC POLICY

A TWO-WAY STREET

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DESIGNSCAPES

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# Acknowledgements

This report is based on the 1<sup>st</sup> Designscares Policy Forum “Design and Public Policy: A Two-Way Street”, held on March 10<sup>th</sup> - 11<sup>th</sup>, 2020 in Valencia, Spain. The Forum was organised by the European H2020 project DESIGNSCAPES ([www.designscapes.eu](http://www.designscapes.eu)), co-hosted by research unit Econcult at the University of Valencia and the Organizing Committee of World Design Capital Valencia 2022 in collaboration with Centro Cultural La Nau of the University of Valencia and the Príncipe Felipe Museum, located in the cultural complex La Ciutat de les Arts y les Ciències. Additional support was provided by the Regional and Municipal governments of Valencia and Oficina de Turismo en Valencia.

The Policy Forum was co-chaired by Pau Rausell Köster (Professor and Director, Econcult at the University of Valencia) and Francesco Molinari (Project manager, Anci Toscana), with other members of academic committee including Grazia Concilio (Polytechnic University of Milan), Ingrid Mulder (Delft University of Technology), Mary Krimniantoti (EGTC Efxini Poli), Kerstin Junge (The Tavistock Institute), Mariela Petrova (RAM Central Stara Planina), Marisa Gallén (WDC Valencia 2022), Nicola Morelli (Aalborg University), Daniel van Lerberghe (Worldcrunch), Lampros Stergioulas (Surrey University), and Jurgen Jaehnert (Bwcon).

The event organising committee consisted of: Chuan Li (University of Valencia), Besnik Mehmeti (Anci Toscana), Sendy Ghirardi (Culturalink), Amparo Balbastre (WDC Valencia 2022), Ilaria Tosoni (Polytechnic University of Milan) and Talita Medina (Polytechnic University of Milan). Staff support was provided by: Pere Martínez Pastor, Jordi Sanjuán Belda, Maria Sendra Moreno, Guillem Bacete Armengot, Sendy Ghirardi, and Jaime Vinuesa Alonso.

Special thanks should go to the dozens of invited speakers and attendees who either came to Valencia in person or delivered their presentations virtually in the intensive one day and half of discussion, as well as to BEDA: Bureau of European Design Association and WDO: World Design Organisation, for their support in the successful organisation of this event, particularly in a moment when serious threats of epidemic COVID-19 outbreaks had been witnessed by the global community.

This report is authored by the Econcult team consisting of: Chuan Li, Maria Sendra Moreno, Guillem Bacete Armengot, Pere Martínez Pastor, Jaime Vinuesa Alonso, and Jordi Sanjuán Belda.

More information, such as video recordings and slides presented at the Policy Forum, are available at the DESIGNSCAPES website: <https://designscapes.eu/resources/>

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# Introduction

Across nearly every front, the global agenda is being redefined: the challenges of climate change, new commercial and technological paradigms, the crisis of the conventional democratic model, the slowing of economic growth, new challenges of robotization, the precarisation and digitalization of industry, the new meaning of welfare, it calls for drawing new scenarios. Confronting all these problems with a minimum of success requires a secure Europe, based on its enlightened values and defence of freedom of citizenship in a context of prosperity and solidarity and that must play a leading role in global governance. In the words of the European President, Ursula von der Leyen, “the world needs more Europe”.

In this context, we must efficiently use all the resources at our disposal. Design can be an engine of change. Design-enabled innovation creates user-centred solutions to global warming, environmental degradation, economic stagnation, digitalised society, and the crisis of values, as well as other global and European challenges. And design approaches these challenges in a neutral manner, solving problems not only by people but also for their needs.

## About DESIGNSCAPES project

In Europe, three-quarters of the population lives in urban areas and European cities generate more than 80% of all economic growth. It is obvious that these cities offer talent, resources and infrastructure which promote better use of design and design-enabled innovation to face the challenges and opportunities of our time.

The overarching aim of the DESIGNSCAPES project is to exploit such potential of urban environments in the highest possible number of European cities to encourage the uptake and further enhancement and upscaling of design-enabled innovation by existing enterprises, start-up companies, public authorities and agencies, and other urban stakeholders.

## Addressing A New Perspective on Design Policy

The first DESIGNSCAPES Policy Forum, titled as “Design and Public Policy, A Two-Way Street”, aimed to debate, discuss and explain why and how the public and private sector innovators in Europe could benefit from integrating design with the urban dimension. It was an opportunity to formulate proposals for vertical policy measures - to be adopted at European Union (EU), Member State (MS) and Regional levels - that could boost the design capacity and capability of European innovation actors and systems.

The forum advocated for design policy as a two-way path: public policy should be conducive to innovation in urban design and, in turn, design should be used to create public policy.

Employing this lens, the event harboured a public space to debate and explore why and how European investors from both the public and private sectors can benefit from integrating design into urban environments. The forum also generated proposals for vertical policy measures that boost design and innovation in European agents and systems.

Empirical studies, both by DESIGNSCAPES and other parallel research projects, were presented to show how design enabled urban innovation to solve global challenges— with a special focus on sustainability, digital economies, welfare and European values.

### **A congregation of top experts In design, innovation and public policy**

The forum brought together an international group of advanced scholars and specialists in the field of design, innovation and public policy. All are active public opinion leaders who advocate for user-centric design and the adoption of design tools and methods as a means to enable user-oriented innovation in public sector organisations and businesses— especially SMEs.

In recent years, these experts have conducted a number of empirical studies to examine how and to what extent design can contribute to performance, the digital economy, sustainable development, social innovation, and the expansion of European values. Their research provides rich scientific evidence in favour of public policies that foster and strengthen design innovation in European cities.

The knowledge and experience of these experts were shared at the forum through a set of keynote speeches, interventions and round table sessions. Highlights include:

- “Design and the city” by Joan Ribó, mayor of the city of Valencia
- “A global brand for design policy” by David Kusuma, president-elect of the World Design Organization (WDO)
- “Towards a New Generation in Design Policy for Europe” by Päivi Tahkokallio, President of the Bureau of European Design Associations (BEDA)
- “Public service innovation in the perspective of the digital transformation” by Gianluca Misuraca, senior scientist at the European Commission's Joint Research Centre
- “Social Design and the Expansion of Value” by Lucy Kimbell, director of the Institute of Social Design at the University of the Arts London.

In addition to these outstanding personalities, various collaborators on the DESIGNSCAPES project also participated in the forum. These include the University of Aalborg (Denmark), the Delft University of Technology (The Netherlands), Surrey University (the UK) and the University of Valencia, etc.

### **The Forum and Valencia, World Design Capital**

This first DESIGNSCAPES Policy Forum also set the stage for years of events and was a focal point of the innovation and creativity surrounding the celebration of WDC Valencia 2022.

It was no coincidence that so many experts were gathering this year in Valencia, a city that had made a strong commitment to design and innovation in urban spaces and planned to continue in this vein.



Awarded World Design Capital for 2022 last year, Valencia has been preparing for an historical event expected to have a remarkable impact on the city.

Last but not the least, as one of the meaningful milestones, a Green Paper on Design-enabled Innovation in Urban Environment was presented at the forum to discuss and consolidate to shape recommended policy actions for European cities. The forum ended up with the launch of the Declaration of Valencia, which highlighted the importance of design and innovation in terms of problem solving and improvement in European cities. The declaration was expected to act as a guideline for Europe's short-term future in Europe.

### The structure of report

The entire policy forum had a one day and a half long, composed of nearly 30 speakers and various types of activities including keynote speech, plenary discussion, communication speech, and round table session.

For the sake of the integrity and understandability of logic and structure involved in policy forum, this report is re-structured in terms of type and logical sequence of activities meanwhile the agenda of the forum is attached as annex 1.

Additionally, as an important outcome of this policy forum, the final version of the Valencia Declaration is attached as annex 2.

Finally, main outputs and outreach of the forum is reported in the annex 3.



DESIGNSCAPES project partners and staff team at el Museo Principe Felipe, March 11th, 2020.

# Warm Up: A Walk through DESIGNSCAPES

Nicola Morelli, Francesco Molinari, Besnik Mehmeti, and Ingrid Mulder (from left to right) at speech



Moderated by Francesco Molinari, from Designscapes project manager from Anci Toscana and in charge of scientific and technical coordination of the project, the opening session of the Policy Forum was addressed at presenting the European H2020 project Designscapes, including the presenters: Nicola Morelli, professor and director of Service Design Lab at Aalborg University; Besnik Mehmeti, project coordinator from Anci Toscana; Kerstin Junge, principal researcher and consultant at Tavistock Institute; and Ingrid Mulder, professor in Design Techniques at Delft University of Technology.

Francesco Molinari opened the session by introducing the three main and mutually-dependent concepts at the core of the project: innovation, design and city. Based on the three concepts, Nicola Morelli began his presentation on the new perspective of Design Enabled Innovation (Hereinafter DEI). He argued

that the city is a complex and challenging environment and innovation could be seen as a non-linear and multilevel evolving process from idea to solution to tackling various global challenges, meanwhile design could provide an alternative mechanism for embracing complex challenges and enable innovation with transitional power and thus, mobilising intellectual resources, bringing challenges and solutions to an operational level and facilitate processes of systemic change.

Besnik Mehmeti shared some key facts relating to the first two phrases of Designscapes open calls with a view to demonstrating the generative potential of urban environment in fostering DEIs. Based on this context, Kerstin Junge gave the insights into results of project evaluation based on near 100 funded projects under the first two phases calls, including (1) a low participation of citizens; (2) the dominance of service innovation in the project portfolio; (3) high-degree transferability of projects; (4) collaboration and cooperation with stakeholders are required for scaling up. Junge ended up with some reflections on civic engagement challenges as well as social changes based on DEIs.

Francesco Molinari, together with Ingrid Mulder, introduced *the Green Paper on Design Enabled Innovation in Urban Environments*<sup>1</sup> with a view to providing evidence and recommendations on innovation policies from EU level to local level. They stressed that design could play an enabling role in fostering innovation capacity by shaping and supporting informal and diffuse infrastructure in which value generation takes place in cities. In a word, it is necessary and urgent to create a design culture rather than design tools from scratch.

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<sup>1</sup> <https://designscapes.eu/green-paper/>



The Mayor of València Joan Ribó (right on the floor) was invited to give a keynote speech.

## Keynote Speech I: Design and the City

The first keynote speech was given by Joan Ribó, the Mayor of Valencia, with a highlight of the relationship between design and democracy in today's urban governance. In his discourse, different from conventional understanding of a way in which individuals are organised, the city should be viewed as the “field of our relationships and the stage for intense lives” in an efficient and emotional manner meanwhile design is an essential tool for understanding and being attentive to the user's perspective through experimentation and deliberative space opened by democratic models. Design, therefore, plays a central role as a tool to articulate new processes of co-creation, social interaction, participation and governance to enable more efficient, resilient, cooperative, attractive and sustainable cities.

The mayor called for all cities of the world “to reflect together on the various ways of incorporating design into the toolbox for governing cities” with four steps, as follows:

- The first step is to raise awareness of the importance of design as a facilitator of innovation. To do so, detailed information and applied knowledge are needed to explain design as a tool can provide solutions to the great challenges faced by cities such as sustainability, inclusion, prosperity and equality.
- The second step is to generate a favourable environment for the emergence and sustainability of training institutions that train stakeholders and the general public in the acquisition of knowledge, including design techniques and practices.
- The third step is to understand the role of design in urban policies. This requires to explore how design may fit within the existing political and administrative structure of the city government at institutional and organizational dimensions.
- The fourth step is to effectively implement policies at the urban level so as to encourage and support different agents to use and internalise design as a central tool for their actions through different initiatives.

As a conclusion, Joan Ribó stressed that design had a potential to be a strategic tool for urban management, which implied bringing citizens, politicians, professional designers, scientists and



technologists, and innovators together at the same table. He also expressed his commitment to supporting the World Design Capital Valencia 2022.

### Box 1. A wrap-up speech of Joan Ribó (by David Barberá)

## Joan Ribó, València City Major



- Two dimensions in city level policy making: efficacy and emotions
- València: not just an efficient machine, but a vehicle for emotions
- **Thoughts on traits shared by design thinking and democracy:**
  - **Participative problem-solving approaches**
  - **User-centered, citizen-centered, co-creation**
  - **Trial and error in dialogical, deliberative environments**
  - **Sharing and enjoying, hopefully also in democracy**
- Steps of local design policies:
  1. Spreading the importance of desing as an innovation enabler
  2. Education for designers and for the publics
  3. Institutional arragements for introducing design in policy-making organizations (examples from Madrid and Barcelona)
  4. Concrete policies: tax exemptions, public procurement, creation of databases of good practices, alliances of cities

## Keynote speech II: Public service innovation in the perspective of digital transformation

The second keynote speech was delivered by Gianluca Misuraca, senior scientist at the European Commission's Joint Research Centre in Seville.

Starting from the introduction of the mission and function of the Joint Research Centre of European Commission, Gianluca Misuraca firstly stressed the importance of institutional policy

design in the digital age. In this context, some concrete practices of policy design were manifested in the Coordinated Action Plan on Artificial Intelligence (AI), AI Watch (the Knowledge Service to monitor the Development, Update and Impact of AI for Europe) and other AI policies in Europe.

Following above policy frameworks, Gianluca Misuraca continued to discuss the governance

issue for digital transformation. He argued that digital transformation disrupts traditional governance models and therefore, bringing both opportunities and risks, particularly in its impacts on job, growth and inequality. It is, therefore, vital and necessary to find the right balance between digital innovation and social cohesion.

AI has the potential for better governance by enhancing analytical capabilities and facilitating policy making, among others. Possible measures are to enable digital governance and social innovation for radically innovative governance models; to embrace new data ecosystem paradigms for these radically innovative governance models; and to enable social and sustainable innovation. In this process multi-stakeholder partnership engagement can play a determined role in making more disruptive changes.

Gianluca emphasised the future of innovation is social innovation. In this sense, we should move

from mission-oriented social innovation policy to mission-oriented design enabled innovation (MODEI). This would involve adaptive and experimental governance for different scaling processes beyond scaling up, but including scale out and scale deep. For this reason, it is necessary to develop a multi-level governance approach, which requires a redistribution of political and financial responsibilities.

Responding to audience questions, Gianluca complemented that design thinking could be supportive tool for rethinking the way in which policies are designed, implemented and evaluated, and “EU policy lab” project produced some inspiring results as an early experiment concerning policymaker engagement and policy impact assessment by embracing complexity and design thinking approach.

## Box 2. A wrap-up speech of Gianluca Misuraca (by David Barberá)

### Gianluca Misuraca, Joint Research Centre, European Commission



Governance & public sector innovation in the digital age

- **Public procurement as a crucial factor**
- Research on combining digital & social innovation: multistakeholder engagement means disruptive changes
- **Leveraging on innovative financial instruments: to finance social infrastructure & local systems & policy experimentation**
- Designspaces: innovation is about purpose & European Commission 2018: the future of innovation is about social innovation
- **From Mission oriented social innovation policy (Misuraca et al, 2017) ... to mission oriented design enabled innovation (MODEI): adaptative & experimental governance for different scaling processes. Beyond scaling up, including scale out and scale deep.**
  - Join, Boost , Sustain & Scale: 300M people in Europe supported by digital governance platforms
- What design offers? Growing awareness of design thinking can be supportive of the way policies are designed and evaluation. New policy lab: addressing complexity ; Impact assesment: embrace complexity and design thinking.

# Plenary Discussion I: Design Policy in the Global Scenario



Anna Whicher (left) was talking about the lessons from prior design policies in EU.

Moderated by Pau Rausell, professor and director of Research Unit for Economics of Culture and Tourism (Econcult) at the University of Valencia, the first plenary discussion focused on the design policy in the global scenario. Four international high-level experts on design policymaking were invited to share their opinions from EU and global perspectives. They are Anna Whicher, head of Policy at PDR of Cardiff Metropolitan University, Päivi Tahkokallio, president of BEDA-The Bureau of European Design Associations, and Srini Srinivasan and David Kusuma, president and president-elect of WDO-World Design Organization, and Tuija Hirvikoski, director at Laurea University of Applied Sciences, responsible for strategic research, development and innovation alliances.

The first presentation by Anna Whicher focused on lessons learnt from design policies across Europe in the last decade. Starting from an introduction of a brief history of design policy agenda across EU Member States, she summarized main features of EU design policies

based on seven aspects of design action plans, including stakeholder groups, mechanisms, supporting and funding, promotion and awareness, education and research, design sector, and public sector and government. Accordingly, she proposed eight lessons that we could learn for shaping next generation of design policies, including (1) appointing a steering committee; (2) analysing design ecosystem; (3) defining clear actions; (4) engaging stakeholders; (5) promote design policies; (6) connect design with innovation policy and ecosystem; and (7) prioritising high-impact actions.

Following a retrospective look at prior design policies, the president of BEDA Päivi Tahkokallio aimed to propose the next generation of design policies for successful Europe. Aligning with the recently published New Strategy for EU, she highlighted the potential role of design in supporting digital economy, environmental challenges, european value in achieving EU's public agenda and emphasised the necessity of enhancing the collaboration between design agents and their stakeholders. Finally, Päivi Tahkokallio pointed out the creative industry could be a main arena where design creates value for successful Europe in the future.

Afterwards, Srini Srinivasan and David Kusuma, on behalf of the World Design Organisation, communicated about an ongoing proposal for a global framework of sustainable design policies. This proposal highlighted design policy as a tool for social, economic and cultural change and finally, guiding the growth of global economy and prosperity. Particular emphasis should be paid on the value of design in achieving the United

Nations 2030 development agenda - design should be in the service of the inspiration and mobilization of the UNSDGs. By doing so, the World Design organisation is preparing to build strong connections with political bodies and global foundations to support design initiatives and new ways of thinking with a view to generating better statistical information on design-related activities.

At last, Tuija Hirvikoski, former president of ENoLL - European Network of Living Labs, shared further policy practices of design for sustainable digital transformation in European cities based on prior projects and studies. Her presentation concentrated mainly on two beneficial factors of innovation policies - diverse design domains and

the cross-level dynamics of design. On the one hand, she identified four generations of design domains from design 1.0 to design 4.0 in terms of different contexts, function and objectives; on the other hand, she stressed the importance of horizontal and vertical development of thinking capacity at cross-level partnership. Through four design initiative examples (i.e. Declaration on joining forces to boost sustainable digital transformation in cities and communities in the EU; scalability strategy for 6 biggest Finnish cities, CityDrivers, and vertical development of leadership, Tuija explained how individual and organisations utilise design to create value in both horizontal and vertical development to solve complex problems through cross-sectoral, cross-disciplinary and cross-border collaboration.

## Plenary Discussion II: Enabling Design – Empirical Evidence at Hands

Moderated by Kike Correcher, creative director of Filmac and member of ADCV-the Valencian Association of Designers, the 2nd plenary discussion focused on empirical evidence at hands about enabling role of design. In this session speakers are Kike Correcher and Ricardo Fibla from ADCV, Carita Eklund, postdoctoral at Danish Center for Studies in Research and research Policy of Aarhus University, Ann Petermanns, professor at Hasselt University, and Lucy Kimbell, director of Social Design Institute at University of the Arts London.

In the first presentation, Kike Correcher and Ricardo Fibla communicated a recently published report about the structure of the Valencian economy and the role of design. They revealed that design-related production represents around 2% of Valencian economy and designers have been highly engaged in more than half of the companies of the region; and yet, there was a highly positive correlation between design and innovation and financial performance. However, the wages of designers stay at a quite low level although the number of design studios keeps increasing in recent years.

In the second presentation, Carita Eklund shared further scientific evidence about strategic contribution of design to innovation from the Nordic countries. Based on a survey of design and innovation in Danish and Finnish companies, she found that (1) using design early in innovation process supports new to the world products (highest level of innovation) more than design used at the end of the innovation process; (2) the



end use of design relates positively to all novelty levels of innovation; (3) the share of designers is a factor that can predicting high growth measured by size neutral Birch index.

In the third presentation, Ann Petermanns demonstrated the close relation between design and happiness. Based on her studies of interior architectural design, Ann argued that space is a platform for enabling intentional activities that contribute to happiness and good design can affect main aspects of ours daily life at a high level and hence, (architectural) design has an impact, both positively and negatively, on our life circumstances and then, psychological happiness and wellbeing.

In the fourth presentation, Lucy Kimbell discussed the relation between social design and value expansion based on several project-oriented studies. In the healthcare sector, she pointed out that co-design could contribute to added-value generation in the healthcare sector in the UK but it was difficult to transfer it to other sectors. In the case of urban development, she assumed that design is more than a problem solving approach and it also produces knowledge and expands things. Despite many studies relating to design and value, she concluded that there still is little evidence to capture the relation between design and value issue and therefore, further joint research is required based on multi-disciplinaries, such as organizational studies, management and design.



Kike Correcher, Ricardo Fibla, Carita Eklund, and Lucy Kimbell (from left to right)



Raul Abeledo, Xavi Calvo and María Lapiedra (from left to right) were interacting with other representatives through video conference

## Round Table: Design In Motion. How Design Capitals Foster Innovation Capability And Social Transition

Moderated by Raul Abeledo, professor of the University of Valencia, this roundtable session aimed at the discussion about the role of design capitals in fostering city's innovation capacity and social transition, with the participation of representatives from four World Design Capitals (WDC) in Europe. They are Xavi Calvo and María Lapiedra from World Design Capital Valencia 2022, Adele Berault from World Design Capital Lille 2020, Paivi Hietanen and Anu Mänttäre from World Design Capital Helsinki 2012, as well as Michael Thomson, managing director.

The entire discussion was conducted around three questions about activities, challenges and the legacy of World Design Capital initiatives. Their discussion is summarized as follows.

### WDC Helsinki 2012

Pointing out the strong design heritage, Paivi Hietanen and Anu Mänttäre firstly introduced that WDC Helsinki 2012 aimed at design as a new way for urban development. There were over 12000 projects and 28000 activities held within the year of WDC and now design has become a new normality for Helsinki to develop city services.

To achieve the goal, two priorities were given to children and citizen participation. A total of 6000 children in Helsinki and its neighbouring cities received design course meanwhile online engagement was utilized to mobilize citizens. A big challenge was to communicate the significance of design as well as the process of design adoption.

The WDC remarked a wide range of legacy for Helsinki, including the setting up of chief design officer, the acceptance of design as a new

capacity of city organisations, a supportive culture for design experiments among Finnish companies, designing sustainable changes and the utilisation of design to tackle digital transformation.

### **WDC Lille 2020**

Adele Berault introduced that main activities of WDC Lille 2020 just started several months ago and Lille regarded design as a trigger of social innovation and changes at a massive scale. This year, more than 600 ideas of projects from local actors through a call for POCs (Proofs of Concept) in 2018 will be implemented as a prototype for design-driven transition in a wider society.

However, Lille is facing similar challenges as Helsinki faced in relation to awareness raising and citizen mobilisation, together with a democracy crisis from which local society is suffering. A stronger creative action is required to re-engage citizens to seek new solutions. In this sense, a big challenge is to shorten the distance between the citizen and decision makers at policy making level. The call in 2018 was a good example of citizen-oriented policymaking to allow people to be involved in the design process for problem solving and decision making.

Regarding anticipated legacy, Lille attempts to make changes for people wherein all stakeholders can use design to change and make their life better meanwhile convincing other projects to use design for their own sakes and finally, building and supporting a design ecosystem based on the evaluation and sustainability of design-related initiatives and projects.

### **WDC Valencia 2022**

As an initiative in preparation, Xavi Calvo and María Lapiedra emphasised that WDC Valencia 2022 would be more than a showcase for designers, but a design thinking process to initiate innovation and transformation for the city and finally urging the integrity of design strategy

in public policies for urban planning, management, and education etc.

A big challenge, as well as ambition, of WDC Valencia 2022 is to make a social agenda with a half year long social activities programmed in different areas to address various social problems, like climate changes and gender inequity.

Despite being far away to talk about the legacy of WDC Valencia, Xavi thought that they needed to think of it fully and realistically. One is what design means in its general term and another, how design changes life, at both social and political levels, which, in turn, requires to develop strategies based on different stages of communication and activation and so on. Last but not least, they can rediscover design tradition in the city of Valencia.

### **BEDA**

Starting from the introduction of history of BEDA and its role in shaping the design policy framework for Europe Commission, Michael Thomson stressed the importance of emerging understanding of design as a powerful role for cities in managing the transition and changes through citizen-centred social innovation and collaboration with diverse and multiple groups.

The key is to raise public awareness on the importance and benefits of design by taking advantage of WDC initiatives to establish a new framework for such understanding. By doing so, design not only helps cities to make come true urban changes but also supports them to realise cultural change and organizational change as a whole.

A legacy could be the establishment of networking among cities after long-term preparation, strategic development and program implementation of WDC initiatives, which would provide an opportunity to bring key players together to transfer intelligence, knowledge and experience and thus, move the design agenda forward.

# Communication: Design Education: A Framework for the Future

The communication session regarding design education was delivered by Lefteris Heretakis, a researcher and practitioner in design with international experience, who always combines theoretical reflections with practical actions.

Focusing on visual communication design in an art school environment, Lefteris adopted Paul Rand's definition of design as "the method of putting form and content together", with the emphasis on the link between the arts and the solutions that we are looking for.

By a snapshot of design education in UK art schools in recent years, Lefteris identified three types of educators in the teaching field: design historians, designers and technicians. In most cases technicians could offer advice that moved someone forward more than anyone else. One of the most important challenges is that today technicians moved out and designers moved into a more theoretical area in the absence of the criteria of art design education. Therefore, the balance needs recreating.

In addition, attention also needs to be paid to the students' journey before Art School (selection process), during Art School (curriculum, teaching and learning), and after Art School (employability, transferable skills). Two extremes could be observed between private schools and public schools. He argued that in private schools the selection criteria are lower and more students are accepted whilst in public schools there is narrow acceptance. Both extremes are encountered with strengths and weaknesses. Ultimately, design education needs self-learning.

Lefteris concluded his speech with two recommendations: to place the student and the practice at the heart of the curriculum of teachers and; to bring back technicians and industry.

## Box 3. A wrap-up speech of Lefteris Heretakis (by David Barberá)

### Lefteris Heretakis

Design education (visual communication)

- Stakeholders: students, lecturers and industry
- Definitions: "putting form and content together" (Paul Rand)
- Brief history of UK Art Schools: **Apprenticeship, guilds**; Technological shifts : mass production, colour lithography; Ruskin and his principles: arts & crafts more relevant today than in his times; Current Synthesis: digital + analogue. But we need to teach very different skills and abilities
- Challenges:
  - **Original teachers: design historians, designers, technicians**
  - **Now technicians moved out, and designers moved to more theoretical stuff.**
  - Need for recreating balance
  - Contact time: 20% of what used to be 20 years ago, 12 hours time ago
- Polar opposites (2 main categories);
  - Private schools: accepting more students, hire best talent from the industry
  - Public schools: narrow acceptance, teachers have never experienced the real world
  -
- Recommendations:
  - **Place the student and practice and the core**
  - **Bring back technicians and industry**







## Conclusive Discussion: Towards a White Paper for DEI Policy in European Cities

The last session was moderated by DESIGNSCAPES project manager Francesco Molinari, in collaboration with Ingrid Mulder from Delft University of Technology, Nicola Morelli from Aalborg University, and David Barberá, from Polytechnic University of Valencia.

This conclusive session focused on the discussion of opportunities and challenges of policies for DEI, with joint inputs collected from the contribution of all speakers and feedback from the audience. It began with an interactive process named 'voting by foot' - moderated by Nicola Morelli and Ingrid Mulder - that allowed all participants to submit and share their opinions on a series of predefined questions relating to Green Paper. All answers were collected by DESIGNSCAPES project partners for further analysis after the conference.

Furthermore, Nicola Morelli pointed out that it is useful to employ designers in public administrations and private companies but design-oriented policy recommendations should be more transversal. Ingrid Mulder placed more concerns on important but seldom touched questions about what role different design actors - policy-makers, academia or civil society - could play in design-enabled innovation. Francesco Molinari concluded with his remarks on the Green Paper as an interim guidance to bridge policy recommendations and project findings and finally to shape White Paper of Designscapes

Afterwards, David Barberá was invited to wrap up the entire conference with his personal reflection on DEI from the perspective of innovation studies. He commented that innovation had been well considered among policy makers more than in academia but cultural and value impacts were not traditionally considered in innovation studies. In his opinion, design thinking can be very useful for mission-oriented problem-solving and designers have special capability of imaging new futures, scenarios and horizons and anticipating social, economic and environmental consequences. This is how responsible innovation should emerge.

Finally, the 1st DESIGNSCAPES policy forum ended up with launching the Valencia Declaration.

# Annex 1. Agenda

## Day I

09:15-9:30	Welcome speeches	Dean of Faculty of Economics
09:30-10:10	Design and the City	Joan Ribó (Alcalde de València)
10:10-11:10	A walk through Designscapes -Design enabled innovation: a new perspective -Designscapes open calls: findings and lessons learnt -The Green Paper on design enabled innovation in cities	Partners Designscapes project
11:20-13:00	Design policy in the global scenario -Lessons from design policies across Europe -Towards new generation of design policy for Europe (online) -A global framework for design policy (Communication letter) -Design for sustainable digital transformation in European cities (online)	Anna Whicher. PDR-international Centre for Design and Research  Päivi Tahkokallio. BEDA-Bureau of European Design Associations  David Kusuma. World Design Organization  Tuija Hirvikovski. Laurea University of Applied Sciences
16:00-17:30	Enabling design – empirical evidence at hand -Design economy in the Valencian Community of Spain -Design strategies for innovation in firms -Happiness in place and space exploring the contribution of architectural design to happiness (online) -Social design and the expansion of value	Kike Correcher & Ricardo Fibla. ADCV-  Carita Eklund. Aarhus University  Ann Petermanns. Hasselt University  Lucy Kimbell. University of the Arts London
17:50-18:50	Concluding session: towards a white paper for DEI policy in European cities -Opportunities and challenges for DEI related policies -Presentation of gathered inputs from the participants -Conclusion & wrap up of Day I	Socios del Proyecto David Barberá

## Day II

10:00-10:10	Welcome	Blanca Marín. Secretaría Autonómica de Comunicación  Enrique Vidal. Director General de la Ciudad de las Artes y las Ciencias
10:10-10:40	Public service innovation in the perspective of digital transformation	Gianluca Misuraca. Joint Research Centre, European Commission
10:40-11:40	Round Table . Design in motion: how design capitals foster innovation capability and social transition.	Moderator: Raul Abeledo . University of Valencia.  Xavi Calvo & María Lapedra. WDC Valencia 2022  Adele Berault. WDC Lille 2020  Anu Mänttari & Päivi Hietanen. WDC Helsinki 2012  Michael Thomson. BEDA-Bureau of European Design Associations.
12:00-12:30	Design Education: a framework for the future	Lefteris Heretakis. IE University
12:30-13:00	Vote with your feet. Look back on Green Paper	Nicola Morelli. Aalborg University.  Ingrid Mulder. Delft University of Technology.
13:00-13:30	Closing Ceremony -Wrap up of Day II -Launch of "Valencia Declaration"	Designscapes project partners  David Barberá

## Annex 2. Valencia Declaration

CITY OF ARTS AND SCIENCES. VALENCIA 11/03/2020

Design for urban transition

We, participants at the DESIGNSCAPES POLICY FORUM meeting held in Valencia, Spain, in March 2020, with a view to contribute to a smarter, more sustainable and more economically and socially inclusive European Union, and aware that we live in a globally-connected and evolving world believe that design enabled innovation is a powerful tool for tackling many unsolved problems of modern cities, including but not limited to: climate change, natural disasters, migration, inequalities and segregation, aging populations, crisis in democracy.

The European Commission also recognizes design as a key discipline and activity that has much to contribute to the process of innovation. In this context, the aim of this declaration is to encourage the uptake, enhancement and upscaling of Design Enabled Innovation by large enterprises, start-ups and SMEs, public authorities and agencies, NGOs and other stakeholders in the cities of Europe. The application of design thinking, and its tools and design methodologies, facilitate structured innovation in products, services and business models, organizational innovation and other intangible forms of innovation.

We can assert, then, that design is a catalyst for innovation, as reflected in the Montreal Declaration, a promoter of sustainability, a support for culture and a value-adding element to technology, agent of change, contributor to resilience and risk management, and promoter of development.

On the other hand, cities play a crucial role, acting as testbed environments for new solutions targeting global challenges, to be commercially exploited at a later stage, and/or being the cradles of emerging, radically innovative practices that disrupt existing markets and create new opportunities for growth and jobs. In fact, it is in the city that innovation is driven by problems that present themselves in the most societally relevant way.

We are, therefore, at the right time and the right place to propose a declaration that puts the focus on the social relevance of design and takes advantage of the aforementioned qualities to underpin design enabled innovation as an transitional approach to urban change.

### **Design as a new common good**

When we speak of design, we certainly have in mind its close relation with creative and collaborative problem solving, though not limited to the capacity of professional experts, despite the relevant role they play in supporting Design Enabled Innovation. Designers as professionals and design as problem-solving tools ought to be filtered, incorporated and embedded in the different levels of social, political and economic life. We need to socialize design as an enabler of challenge oriented innovation.

### **Design as a new Policy Competency**

Creating the conditions for design, as well as innovation, to unleash their potential is tightly connected with the parallel diffusion of a design and innovation prone mindset in policy makers and civil servants. This is only part of the broader issue of capacity building for the public sector of the future. In that sense, design is



no longer to be simply considered as a (public but still fundamental) goal of innovation policy, but also as a resource to generate innovation.

### **European cities as launchpad for design enabled innovation**

It is true that we have not yet developed complete conceptual frameworks, nor do we have a clear and conclusive corpus of experiences, which is why European cities must launch themselves into the mission of becoming the world's largest field of experimentation of design-enabled innovation. Cities should facilitate the generation of innovation both as an endogenous process relating to local resources and the result of embedding innovations from other contexts. Cities must help sharing and propagating local innovation skills and capacities within urban contexts not previously exposed to other innovation enabling conditions. Cities ought to facilitate the scaling, embedding and/or transferring of innovation.

### **Building design capabilities for all**

We have to move from awareness of the need for design to processes to train all urban actors in the uses and practices of design methodologies. Design as a mindset should become more prominent in formal education (primary/secondary school) in all disciplines of university education (including STEM curricula) and lifelong learning. But to make sure that change occurring at “niche” level is instigated at societal scale, European cities should procure more financial support to creative and “garage” innovators led by design. And more collaboration is needed between design and innovation intermediaries (fab labs, incubators, business associations, etc.) and other cultural and social ecosystems; and of course, public authorities must have confidence in the potential of design for all.

### **Each design-enabled innovation has its own optimal dimension**

The challenges facing societies are urban in scale, but solutions can be found at different levels. A relevant part of the process of generating innovation through design is precisely to find the right scale of intervention. Design enabled innovation should experiment in the urban neighbourhood, where face-to-face relations keep it alive. It should experiment also in the small town, still the prevailing profile in the EU urbanization model, and in the large sized city, to add to the technology push concept of smartness, and in the region as well, where large and small cities can be made to work together and in the city twinnings, large with small, or advanced with lagging behind in terms of innovation, or in city networks cutting across regional and country borders. Every insight has its scale.

From these approaches, we, the signatories of the Valencia declaration, propose an alliance of European cities whose mission is to promote the use of design as a lever for innovation, widening the awareness of the impacts of design, developing appropriate policy frameworks, strengthening local skills and capacity, undertaking strategic city missions. We want to make Design-Enabled Innovation more and more purpose driven: that is, give it a transitional value. The goal of this alliance is to work on capacity building of public and private actors, not only in terms of more and better appropriation of design methods and tools, but effective acquisition of that “design thinking” mood and mindset being oft-cited in association with the best practice examples.

To this end, we took the motto of Valencia as the world capital of design in 2022: **Design for the senses, design for changes**

**Valencia, 11<sup>th</sup> March 2020**

## Annex 3. Outputs and Outreach

Outputs	Ex ante	Mid-term	Ex post
Posters (copy)	Unlimited (digital)	10 (printed)	/
Brouchure (copy)	Unlimited (digital)	100 (printed)	/
Programmes (copy)	Unlimited (digital)	120 (printed)	/
Website	1	/	/
Online stream	/	6	/
LinkedIn (post)	3	3	2
Facebook (post)	20	40	5
Twitter (post)	20	10	5
<b>Outreach</b> (up to April 1 2020)			
Website (visit)		739	
Online stream (visit)	/	60 (live)	2334 (recorded)
LinkedIn (post engagement)		1119	
Facebook (post engagement)		12794	
Twitter (post views)		14318	
Registrants (person)		135	
Attendances (person)		64	