AGENDA

12.30 – 12.45  Welcome
12.45 – 13.00  Introductions
13.00 – 13.20  Project overview
13.20 – 13.30  Workshop plan
13.30 – 14.00  Identifying stakeholders
14.00 – 14.30  Identifying participants
14.30 – 14.45  Connecting projects
14.45 – 15.00  Next meeting and AOB
About PDR

The National Centre for Product Design & Development Research (PDR) enterprise, research and knowledge transfer industry and government

29 staff and 16 PhD students (April 2013)

specialist design-related activities with a strong industry-facing / service-led culture
The design system can be thought of as operating at three levels: the macro-environment, i.e. an external environment that is conducive to the effective use of design; the micro-environment, i.e. the environment for design within organisations; and, the design process, i.e. the operation of design within organisations.

Within PDR, our Research Practice Groups map onto this system at each level.

- **Design Policy** is concerned with the macro-environment, looking at national and regional systems and policies to support design
- **Design Management** is concerned with how design is integrated within organisations
- **User Centred Design** is concerned with the discovery stage of the process, ensuring that design directions are based on real user needs and will deliver of valuable solutions
- **New Product Development, Service Design and Medical Applications** are primarily concerned with the creation of new products and services
- **Advanced Manufacturing** is concerned with the strategies and processes for producing designed output

These interactions of these groups results in **Research Outputs, Enterprise Projects and Knowledge Exchange Projects**, which in turn provides the Money, the Networks of People, and the **Interactions with Industry and Organisations** required for re-investment into the system.
PROJECT OVERVIEW

• Context
• Aim & objectives
• Partners
• Outputs & deliverables
• Actions
• Timescale
• Impact
• SEE Platform
• European Design Innovation Platform
• Design policies in Denmark, Estonia & Finland
• Welsh Government ‘Innovation Strategy’ (March 2013)
The aim of this research is to create a blueprint for stakeholders across the UK and Europe to map and analyse their design innovation ecosystems to provide input for evidence-based policy-making.
<table>
<thead>
<tr>
<th>Name</th>
<th>Organisation</th>
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<tbody>
<tr>
<td>Dr Andrew Walters</td>
<td>PDR</td>
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<tr>
<td>Phil Allen</td>
<td>Welsh Government</td>
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<tr>
<td>Lindsay Kirk</td>
<td>Scottish Enterprise</td>
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<td>Dr Martyn Evans</td>
<td>Lancaster University</td>
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<td>Michael Marra</td>
<td>Dundee University</td>
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<td>Michelle Rose-Innes</td>
<td>Rose-Innes Designs</td>
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<td>Gavin Cawood</td>
<td>PDR</td>
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<td>Victoria Jones</td>
<td>PDR</td>
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<td>Anna Whicher</td>
<td>PDR</td>
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OBJECTIVES

- Conduct four exploratory workshops (two in Wales and two in Scotland) to map programmes, stakeholders and initiatives in the design innovation ecosystems.
- Assess the strengths and weaknesses of the Welsh and Scottish design innovation ecosystems.
- Co-develop a set of policy recommendations for the Welsh Government and Scottish Enterprise to enhance design's use in innovation programmes and policies.
- Disseminate project findings to policy-makers, academics, designers and industry.
- Develop a blueprint for other stakeholders to conduct similar mapping exercises to provide input for evidence-based policy-making.
• A literature review of design and innovation ecosystems.
• A framework for design innovation ecosystems validated through testing in four workshops.
• A map of the Welsh and Scottish design innovation ecosystems and their strengths and weaknesses.
• A set of policy proposals co-developed with participants.
• A 'Blueprint for Mapping Design Innovation Ecosystems'.
• Two policy engagement events in Cardiff and Glasgow and two dissemination meetings in Lancaster and London.
• A website with the project outputs & mini film.
• Two peer reviewed articles.
• A summary report - findings, lessons and future plans.
ACTIONS

Action 1: Host 3 steering committee meetings.
Action 2: Report to the PDR Board.
Action 3: Review literature on design & innovation ecosystems.
Action 4: Plan the structure of the exploratory workshops.
Action 5: Host 4 workshops with policy-makers, academics, designers & SMEs in Cardiff, Bangor, Glasgow and Dundee.
Action 6: Process the outcomes of the workshops.
Action 7: Develop the blueprint report.
Action 8: Host 2 policy engagement events (Cardiff & Glasgow).
Action 9: Host 2 dissemination meetings (Lancaster & London).
Action 10: Disseminate the blueprint report through networks.
Action 11: Set up a website with the outputs & mini film.
IMPACT

• Integrate design into one innovation support mechanism in Wales.
• Integrate design into one innovation support mechanism in Scotland.
• Up to a year after the end of the project.
DESIGN POLICY WORKSHOP PLAN

• Overview of design policy in Europe
• Innovation context in Wales/Scotland
• Ice breaker exercise
• Exercise 1: Mapping stakeholders
• Exercise 2: Examining the systemic strengths and weaknesses.
• Exercise 3: Developing design policy proposals
IMPACT

• Bangor – 22 April
• Cardiff – 19 May
• Glasgow – 21 May
• Dundee – 23 May
• What is in reality useful for policy-makers? And academics?
• Feedback on the workshop structure.
• Identify stakeholders for the mapping exercise.
• Identify participants for the workshop.
• Connect with other projects.
• How do we make this something bigger?
• Key dates
• Next meeting
• AOB
• Thank you!
THANK YOU

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