



Canadian Design Policy Initiative

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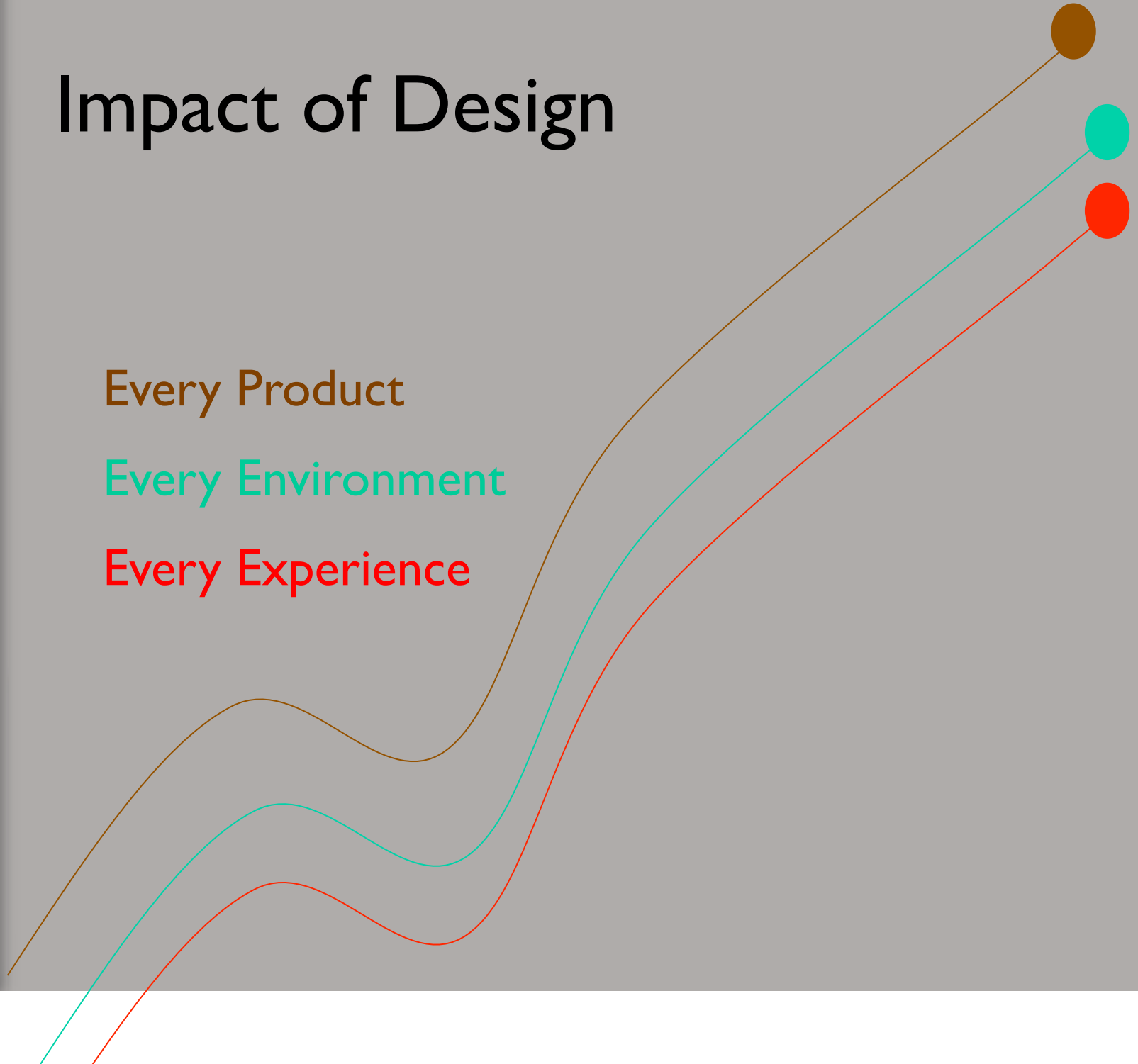
March 24, 2010

Impact of Design

Every Product

Every Environment

Every Experience



Reduces Impact on Pollution

Produces Better Products

Offers Enjoyment

Improves Logistics

Increases Productivity

Fosters Health, Safety, Well-Being

Champions Ergonomics

Fosters Inclusivity

Reduces Injury

Attracts Tourists

Retains Talent

Increases Competitiveness

Improves Communication

Gives Us Cultural Identity

Content

Background

Committee

Terms of Reference

Discovery

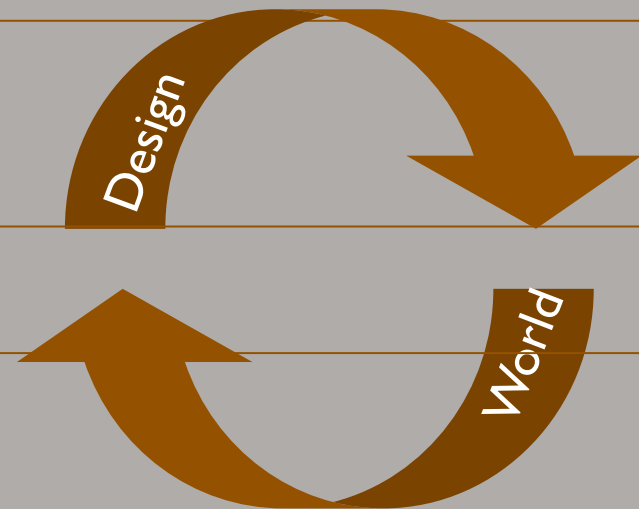
World-Wide Policy

Scoreboard

Our Research

Canadian Survey

Q & A



Background

Background

- The DX and key leaders from Canada identified the need for a Canadian Design Policy.

*A **Canadian Design Policy** would indicate leadership by governments within Canada in an area that is **key to Canadian competitiveness, cultural identity and environmental leadership.***

Design influences our economy, environment and quality of life.

Committee

- The committee composition is in development and will **include heads** from **national design associations** and **key leaders from business in Canada**.
- This initiative **will be led by DX in partnership** with associations, universities and organizations across Canada who seek to establish a formal Design Policy.

*Design can increase profit, speed time to market
and increase market share.*

Terms of Reference

Goals

- To **raise awareness among governmental agencies, business and the public as to the power of design for addressing the crucial issues of our times** – namely prosperity, accessibility, health, social fabric, the environment and economic competitiveness of Canada.
- To **make specific recommendations to implement** the above.

Design can brand businesses and cities, attract and retain employees, entice tourists and create a sense of place.

Terms of Reference

Deliverables

- A **survey** conducted through the Design Exchange of designers, business and education on design policy.
- A **national forum** on Design (and business, innovation, etc.) Forum scheduled for 2010.
- A **position paper** that addresses Canada's immediate economic crisis and long-term economic success through developing recommendations that exploit a key component for innovation-design.

Design can reduce injury and create healing environments.

Terms of Reference

Scope

Development of a **policy brief** which includes:

- An analysis of the current awareness and understanding of design.
- A case for government support and incentive schemes (i.e. funding agencies such as SSHRC, NSRC, Canada Council, R&D tax credits, intellectual property, procurement policies, education funding).
- A strategy to educate leadership (in higher education, business, education, technology and the creative arts) as to the necessity of design as a key component of future success.
- A strategy to raise the profile of Canada's design capabilities nationally and internationally.
- A strategy to preserve and support Canada's design heritage.

*Design can foster productivity in office, research
and manufacturing environments.*

Discovery

Discovery

World-Wide Policies

- **Denmark** (strong national policy, public investment)
- **Finland** (ambitious national policy)
- **Hong Kong** (strong policy, public investment, proximity to China)
- **Korea** (emerging as a design powerhouse)
- **Singapore** (very high public investment in design)
- **Sweden** (design services large compared to overall population)
- **UK** (historic capability, large service sector, focus on user-centered)
- **India** (design for all)
- US, China, Taiwan, Russia, Japan (all in development)

Design can brand nations.

Discovery

European Union Policy

2009 Year of Creativity and Innovation

- Guidance to EU Member States on national design promotion strategies in addition to other measures to **support the growth of Europe's design industries and to stimulate the wider adoption of design** by Europe's 23 million Small and Medium Enterprises.
- The Commission will **ensure the existence of a permanent body for a dialogue on design policy as a key component of Europe's innovation policy**, within the context of achieving the goals of the Lisbon Strategy for Growth and Jobs.
- Focus on **User-Centered Design**

Design can create jobs.

Discovery

World-Wide Policies

- All policies advocate for a **strong role of design in business and education. Public investment funds** National or Regional Design Centres which help manufacturers and small businesses understand the role of design in producing objects.
- Successful programs, such as the Korean Design and Promotion Centre, have helped grow LG, Samsung and Hyundai.
- Many **policies advocate the role of design in public services** and reinforce the role of design in responding to new social challenges and the environment. (UK)

Design can reduce strain and repetitive injury syndromes such as carpal tunnel and lower back pain.

Discovery

Scoreboard - Canada

International Design Scoreboard: University of Cambridge, UK, Institute for Manufacturing, published June 2009

- Ranks **Canada 5th overall** among 12 countries for design capability, both **relative and absolute** rankings.
- This study cites **Export Capability, Profitability, Number of Design Graduates and Design Employment as Key Indicators.**
- This study cites the **absolute lack of public investment** in design across Canada.
- Number of **WIPO trademark registrations** peaked in 2004 and have since declined.

Design can create learning environments for children.

Our Research

Discovery

Survey by Canadian Design Policy Committee
August-December 2009

- DX distributed survey via DX email database
- 1,831 complete responses to date
- 328 partial responses
- Only complete responses have been used in survey results

Design can create learning environments for children.

Our Research

Canadian Survey - **Business and Design**

- **69%** believe that design policy should be **municipal, provincial and federal.**
- **61%** believe that it should be a **stand-alone policy** rather than integrated into another government policy.
- **73%** believe that it is critical that the **design policy reinforce or foster programs that educate and train business leaders about the strategic nature of design.**
- **74%** believe that **intellectual property laws** should be strengthened.

Design can alter our reliance on natural resources.

Our Research

Canadian Survey - Education and Design

- **73%** believe that it is critical that **design programs should be funded at the same rate as science and engineering.**
- **67%** believe that the **creation of multi-disciplinary centres** that connect design, business and science in higher education is critical.
- **60%** believe that **design related curriculum** should be **strengthened in primary and secondary** schools.
- **53%** believe that **research funding for higher education** is critical.

Design can help commercialize technology and science.

Our Research

Canadian Survey - Promotion and Design

- **70%** believe that design policy should **help audiences understand the value of design and its contribution to the economy, environment and our quality of life.**
- **54%** believe that it is **critical that government support a national awards programme.**

Design can motivate us.

Our Research

Canadian Survey - Culture and Design

- **52%** believe that government should support the **preservation of a National Design Collection.**

Design can communicate ideas and strategies.

Our Research

Canadian Survey - Design Policy Issues

- **80%** believe that the **federal government should include Design as a key component in Canada's official stand** on Innovation, Competitiveness, Sustainability, Prosperity, Science and Technology, Creative Economy and Culture Policy Initiatives.
- **57%** believe that we should **use Canadian embassies abroad to promote Canadian Design** by using Canadian designers and Canadian designed products.

Design can create and sustain memories.

Our Research

Canadian Survey - Design Policy Issues

- **69%** believe that we should **create a Network of Centres of Creativity, Design and Innovation with the Hub at the National Design Centre (Design Exchange)**

Canadian National Design Policy Initiative

