Questions for private persons for the public consultation on *Design as a driver of user-centred* innovation─ PRINT VERSION (pdf format)

The Commission staff working document on *Design as a driver of user-centred innovation* provides an analysis of the rationale for making design an integral part of European innovation policy. The questions below are based on the document. Their aim is to find out whether more should be done at EU level in the area of design and if so, what.

The questions are split into three sections below: (1) *identification*, (2) *key* questions and (3) *specific* questions. The identification and key questions are compulsory. The specific questions are optional and respondents may therefore reply to all, none or a selection of the latter group of questions. Respondents are however strongly encouraged to respond to as many questions as possible, to help ensuring the best possible results from the public consultation.

Unless otherwise specified, only one answer per question is possible. You have 90 minutes to fill in the online questionnaire. After this delay your responses will be lost. If you would like to have more time to think about your answers, we advise you to print this document (in pdf format) which has been created for printing purposes only. Once you are ready to answer the questions, **it is important that you complete the online version of the questionnaire**, not the print version.

Please also note that there are different questionnaires for respondents who represent an organisation and for those who act as private persons. **The questions below are for private persons.**

The Staff Working Document and the online questionnaires are available on the following website:

http://ec.europa.eu/enterprise/newsroom/cf/itemlongdetail.cfm?item_id=3054&tpa_id=135&lang=en

For questions, please contact entr-innovation-policy-development@ec.europa.eu

The consultation closes on the 26th of June 2009.

Section 1: Identification of the stakeholder (compulsory)

2) In which country are you a resident?

☐ Albania	☐ Germany	☐ Norway
☐ Australia	☐ Greece	☐ Poland
☐ Austria	☐ Hungary	☐ Portugal
☐ Belgium	☐ Iceland	☐ Romania
☐ Brazil	☐ India	☐ Russia

☐ Bulgaria	☐ Ireland	☐ Serbia
☐ Canada	☐ Israel	☐ Slovakia
☐ China	☐ Italy	☐ Slovenia
☐ Croatia	☐ Japan	☐ South Korea
☐ Cyprus	☐ Latvia	☐ Spain
☐ Czech Republic	☐ Liechtenstein	☐ Sweden
☐ Denmark	☐ Lithuania	☐ Turkey
☐ Estonia	☐ Luxembourg	☐ United Kingdom
☐ Finland	☐ Malta	☐ USA
☐ France	☐ Montenegro	☐ Other
☐ FYROM	☐ Netherlands	

Section 2: The key questions (compulsory)

General role of design in public policy

4a) Do you consider design to be important for the future competitiveness of the EU economy?

☐ Very important

☐ Important

☐ Not important

4b) Why? _
_ _
_ _
_ _

5) What are the main areas where public initiatives in support of design could be useful, if any? (Multiple answers possible)

☐ Awareness raising and design promotion

☐ Design support to organisations

☐ Design research

☐ Design education

☐ None (public initiative in support of design is not useful)

☐ Other, namely: _

---

6) Should initiatives in support of design be an integral part of innovation policy?

☐ Yes

☐ No

Scope for action at EU level

---

7) Should initiatives in support of design be taken at EU level in addition to Member State and regional level?

☐ Yes

☐ No, initiatives in support of design should only be taken at Member State and/or regional level

☐ No, no public initiatives in support of design should be taken

---

[*If the answer to question 7 is yes:*] In what main areas would EU level initiatives add value to the own initiatives of Member States and their regions?

_ _
_ _
_ _
_ _
_ _
_ _

Section 3: Specific questions

The specific questions are optional. Respondents may therefore reply to all, none or a selection of these, but are strongly encouraged to respond to a maximum of questions.

---

8) People associate design with different things. What is the first thing that comes to your mind when you hear the word 'design'?

☐ A designed object or the design of an object

☐ Design as an activity in an organisation

☐ A drawing

☐ An intellectual property right

☐ Other, namely_ _

The following could be an operational definition of design for the purpose of innovation policy development:

Design for user-centred innovation is the activity of conceiving and developing a plan for a new or significantly improved product, service or system that ensures the best interface with user needs, aspirations and abilities, and allows for aspects of economic, social and environmental sustainability to be taken into account.

9a) Do you agree with this definition as the basis for integrating design into European innovation policy?

☐ Yes

☐ No

[If no:] Why not? _
_ _
_ _

9b) What could alternatives be?

_ _
_ _
_ _
_ _
_ _

The definition of design for user-centred innovation suggested above stresses the potential of design to support socially responsible and environmentally sustainable innovation.

10) How important is the use of design to achieve social objectives?

☐ Very important

☐ Important

☐ Not important

11) How can EU policy promote design that takes user diversity into account, regarding for example physical and mental abilities, education and skills?

_____
_____
_____
_____
_____

12) How important is the use of design to achieve environmental objectives?

☐ Very important

☐ Important

☐ Not important

13) How can EU policy promote design that takes environmental aspects into account, such as resource efficiency, durability, reuse and recycling?

_____
_____
_____
_____

Design may be an innovation activity with untapped potential, especially in SMEs, low-tech companies and the service sector, where design usage is comparatively low.

14a) Is there a need for a more targeted policy for these three groups of organisations?

For SMEs:

☐ Yes

☐ No

For low-tech organisations:

☐ Yes

☐ No

For service organisations:

☐ Yes

☐ No

14b) Should such targeted policy exist at EU level?

☐ Yes

☐ No

15a) Does the current economic climate affect the relevance of design?

☐ Yes

☐ No

15b) What should be the role of design policy in response to the crisis, if any?

_ _
_ _
_ _
_ _
_ _
_ _

The Commission is already involved in a number of design-related initiatives. What is potentially lacking is an explicit integration of design into European innovation policy.

16a) If there were to be a policy for design in Europe, how should it be related to innovation policy?

☐ Design should be a separate policy

☐ Design should be part of European innovation policy

16b) Why? _
_ _
_ _
_ _

---

17) How could other EU policies or initiatives — for example in the fields of internal market, research, social inclusion, education or culture — be instrumental in supporting design?

_ _
_ _
_ _

_ _
_ _
_ _
_ _

18) What would be the best forum to discuss policy on design for user-centred innovation at EU-level?

☐ A new forum

☐ An existing forum

☐ Neither

[*If new:*] Who should be part of this new forum?

_ _
_ _
_ _

[*If existing forum*:] What existing forum? _
_ _

19a) Which are the most serious barriers to the better use of design in Europe, if any? (Multiple answers possible)

☐ Lack of common definition of the word 'design'

☐ Lack of statistics and statistical analysis on design

☐ Lack of awareness of design among end-consumers

☐ Lack of awareness and understanding of the potential of design among policy makers

☐ Lack of awareness and understanding of the potential of design among potential design customers, i.e. private and public organisations

☐ Lack of knowledge and tools to evaluate the rate of return on design investment

☐ Lack of public support to use design in organisations

☐ Lack of designers/design companies with the right skills and/or capacity

☐ Lack of design skills and understanding among other professions

☐ Lack of high quality design education in Europe

☐ Lack of research in the area of design

☐ No barriers exist

19b) Please substantiate your answer: _
_ _
_ _
_ _

19c) Are there any other serious barriers?

_ _
_ _
_ _
_ _

19d) What can be done at EU level to address these barriers specifically?

_ _
_ _
_ _
_ _
_ _
_ _
_ _

The following vision is the result of a European innovation policy workshop organised with experts in design and design policy in Marseille, in June 2008:

To build on our existing strengths and our heritage to make Europe a reference for design excellence, whether for research, education and skills — attracting and retaining the best talents, for high-end design and excellence, and for breadth and depth of design usage in private and public organisations.

20a) Is this a good vision for European collaboration in the area of design?

☐ Yes

☐ No

20b) What could alternatives be?_ _
_ _
_ _
_ _

---

21) Other comments:

_ _
_ _

_____
_____
_____
_____
_____
_____
_____

Thank you for your participation!

For questions, please contact entr-innovation-policy-development@ec.europa.eu