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STRENGTHS

Holistic Approach
Strategic Design
National level innovation

PROJECT TITLE

National Action Plan for Design

CLIENT

Ministry of Economic Affairs and
Communication, Estonia

DESIGN SUPPLIERS

Estonian Design Centre and Enterprise
Estonia

LAUNCH DATE

April 2012

USEFUL LINKS

www.kul.ee/en/activities/design

National Design Action Plan – Estonia

SUMMARY

The National Action Plan for Design is an explicit design policy to promote design in Estonian enterprises. The most important action of the policy is the launch of a pilot programme named Design Bulldozer. The programme aims to produce ten excellent cases of the strategic use of design in companies from different sectors, boosting their businesses and export capability as well as giving them tools and skills for innovative developments in the future.

INSIGHT

The objectives for the National Action Plan are: to increase the competitiveness of Estonian companies through effective and clever application of design; to increase the number of strategic users of design among Estonian companies; to encourage the formation of a market of design services offering added value to other economic sectors in Estonia; and to increase the independent export capability of the Estonian service design sector.

APPROACH

In 2002 research was commissioned from Per Mollerup to map and analyse the state of Estonian design, aiming to develop recommendations for government intervention. In the next years several developments took place to support companies and to promote design, such as the Design Night festival and Design Year. In 2009, the Creative Industries Development programme was launched which meant more stable support for the Estonian Design Centre (established in 2008). The Estonian Design Centre established a network of design agencies and started to develop support programmes and consultation services for companies to use design more strategically. The SEE workshop (2010), which took place in Tallinn, on sharing experience and drafting support programmes for Estonian industry was especially insightful and also helped to lobby for the importance of design policy development among higher level ministry officials.

OUTCOME

The expected outcome of the National Action Plan for Design is the recognition of design as a tool for innovation, growth and competitiveness by companies, decision makers and the society at large. The aim is for the design support and strategic design programmes to continue and the demand for quality design services to grow, improving skills and competitiveness of businesses in international markets.