May 14th 2013

Dear friend,

We are happy to enclose for your attention two new papers identify and establish guidelines for measuring design as a factor of economic production and its impact on GDP:

- the Design Guideline and Research Report
- a new version of the Analytical Framework Paper

Design counts with the participation of six European partners: BCD Barcelona Design Centre, Coordinator (Spain); Copenhagen Business School (Denmark); designaustria (Austria); Hungarian Intellectual Property Office (Hungary); SVID Swedish Industrial Design Foundation (Sweden) and the University of Cambridge / Design Management Group (United Kingdom).

The project, co-financed by the European Commission, ENISA (Spanish Ministry of Industry, Energy and Tourism), the Swedish Agency for Economic and Regional Growth and the Austrian Federal Ministry of Economy, Family and Youth, with a budget of one million euro, will analyse and define the conceptual framework of design in the economic context, in order to measure it as a tool for user-centred innovation and as an economic factor of production. The objective is to obtain tangible results that demonstrate the importance of design as a crucial element to enhance the innovative capabilities of Europe and increasing economic growth and business competitiveness in the global market.

The initiative is part of the 1st Action Plan of the European Design Innovation Initiative, a commitment of the Innovation Union Europe 2020 flagship to exploit the full potential of design for innovation and to reinforce the link between design, innovation and competitiveness.

Please feel free to disseminate this document amongst your associates or colleagues, as well as through your website.

We are particularly interested in receiving your feedback. Please send your comments to:

With regards,

Isabel Roig
Director
BCD Barcelona Design Centre
task 1
innovation field card

goods

task 5
rating cards

↑ competitive advantage

↑ competitive advantage

task 3
innovation cards

increase the quality of manufacturing or delivering goods or services

reduce the cost of manufacturing or delivering goods and services (e.g. automation equipment)

use new media or new techniques for promoting goods and services

enable the production or delivery of an entirely new product or service

create a new brand image, brand symbols or brand identities for goods and services

use new methods for product placement or new sales channels for goods and services
do not reduce the cost of manufacturing or delivering goods and services (e.g. automation equipment)

do not enable the production or delivery of an entirely new product or service

do not use new methods for product placement or new sales channels for goods and services

do not increase the quality of manufacturing or delivering goods or services

do not use new media or new techniques for promoting goods and services

do not create a new brand image, brand symbols, or brand identities for goods and services
task 1
innovation field card

services

task 3
innovation cards

provide lower costs of production

provide changes in performance (e.g. efficiency, speed)

provide changes in user-experience

provide changes to product form (appearance) or packaging

provide new levels of functionality to customers (e.g. internet banking, pick-up and drop-off services for rental cars)

provide changes in technology, performance or functionality, including usability

competitive advantage

competitive advantage
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- do not provide changes in technology, performance or functionality, including usability
- do not provide lower costs of production
- do not provide changes to product form (appearance) or packaging
- do not provide changes in performance (e.g. efficiency, speed)
- do not provide new levels of functionality to customers (e.g. internet banking, pick-up and drop-off services for rental cars)
- do not provide changes in user-experience
marketing methods

- **Task 1**: Innovation Field Card
- **Task 2**: Utility Card
- **Task 4**: Specialist Cards
- **Task 5**: Rating Card

**Categories**: Competitive Advantage, Emotional

**Designers**: In-house Designer, Outsourced Designer
task 1
innovation field card

processes
(production process, distribution method or delivery method)

task 2
utility card

social

functional