communication toolkit - trainer instructions
communication toolkit

The communication toolkit of €Design|Measuring Design Value is a tool to help stakeholders showing design's unique delivery.

It is a mapping document, a scoreboard, for existing and new innovation platforms in companies and other organisations as well as in public bodies.

It aims at
- further refining skills and capabilities,
- disseminating techniques to measure (and manage) design, and
- raising general awareness and providing specific insights within stakeholder groupings.

This tool should support stakeholders to show tangible results deriving from the capacity to measure design impacts in order
- to be motivation (to improve),
- to be a dynamic factor to increase awareness among stakeholders,
- to be a contribution to consciousness of the economic and social relevance design plays, and
- to show design as a tool for advancing innovation.

The basis an framework of this communication toolkit is the following definition:

\[
\text{to design is [to focus on] the integration of functional, emotional, and social utilities}
\]

As the current questions in the Community Innovation Survey (CIS) do not really match respondents perceptions of design independent questions on design were formulated:

- Q1 asks for a comparison of innovations against competition along a number of dimensions.
- Q2 examines the introduction and attributes of different types of innovation.
- Q3 explores whether the design resources used are in-house, outsourced or a combination of both.

This communication toolkit aims at answering these questions, visualising and re-ordering them in the existing canvas.
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 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

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**toolkit elements**

The communication toolkit consists of 1 canvas and 5 activity card sets:

- **Activity 1**: innovation field cards (goods, services, marketing methods, processes) - 4 cards

- **Activity 2**: utility cards (functional utilities, social utilities, emotional utilities) - 12 cards

- **Activity 3**: innovation cards (questions on innovation (+/-)*) - 12 cards

- **Activity 4**: specialists cards (in-house designer, outsourced designer) - 6 cards

- **Activity 5**: rating cards (questions on competition advantage (+/-)*) - 5 cards

The lower left corner shows you that there are positive (green) and negative (red) card sides.
Step 1

At first the company’s/public authority’s or other organisation’s representative has to choose one (the major) innovation field, is it in ...

- goods/products
- services
- marketing methods
- processes in production, distribution, delivery or organisational methods

One product card has to be chosen and placed on the canvas.

In case that the company/public authority/other organisation is active in two or even more innovation fields, only one card has to be taken/used at a time (of course, the whole process can be repeated).
Step 2

Choose one, two or all three of the utility cards, place them on the canvas and ask the questions next to it. There are short descriptions next to the symbol on the canvas in order to classify/position yourself more easily.

What functions can be performed? – functional utilities

How am I perceived by others? – social utilities

How does it make me feel? – emotional utilities

The total sum of your chosen utility cards should be 100%.
Step 3

According to the innovation field selected (in step 1), choose three according innovation cards that go along with the field of innovation you have chosen. Look at the matching pictograms and answer the (following) questions. Place the green face of the card on top if your organisation has innovated and red, if not.

Goods:
- provide lower costs of production
- provide changes in technology, performance or functionality, including usability
- provide changes to product form (appearance) or packaging

Services:
- provide changes in performance (e.g. efficiency, speed)
- provide changes in user-experience
- provide new levels of functionality to customers (e.g. internet banking, pick-up and drop-off services for rental cars)

Marketing Methods:
- use new media or new techniques for promoting goods and services
- 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

Processes:
- increase the quality of manufacturing or delivering goods or services
- reduce the cost of manufacturing or delivering goods and services (e.g. automation equipment)
- enable the production or delivery of an entirely new product or service
Step 4

In correspondence to your answer in activity 3, indicate the type of design resources your organisation has used for the implementation of innovation stated in task 3 by placing the specialist cards on the canvas.

There are 4 options:

Possibilities:

- in-house designer
- outsourced designer
- none (place no card)
- both (place both cards)
Step 5

Compare the offering of your organisation with the one of your competitor by placing the rating cards according to your performance in each of the five topics:

- Technical performance or functionality
- Style and aesthetics
- Brand identity
- Delivery to customer
- Sales price

You have a range of 5 levels – at the end it gives you a complete picture of your standing and the communication tool is helping you to position yourself and show you where and how to move forward/improve. (Of course, the next step would be to implement a design management tool).

Thus, the communication tool will be useful to

- identify product innovation,
- compare with the competitor’s products in the market,
- identify the specialists involved in the process,
- assess the perceived value of your goods, services, and/or methods, as well as those of your competitor,
- understand the potential of design for improvement,
- and it is a strong dynamic factor to increase awareness within stakeholder groupings.

<table>
<thead>
<tr>
<th>5 competitive advantage</th>
<th>significantly better</th>
<th>significantly more up-to-date or attractive</th>
<th>very strong brand identity</th>
<th>significantly better</th>
<th>significantly higher</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>slightly better</td>
<td>slightly more up-to-date or attractive</td>
<td>strong brand identity</td>
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<td></td>
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<td>slightly less attractive</td>
<td>weak brand identity</td>
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<td></td>
<td>significantly worse</td>
<td>very less attractive</td>
<td>very weak brand identity</td>
<td>significantly worse</td>
<td>significantly lower</td>
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</tbody>
</table>

Note: if your organisation/company has multiple products in different market segments, please answer for the development or most significant portfolio that best characterises your business.

Tech performance or functionality
- Efficiency: precision, speed, availability, etc.

Style and aesthetics
- E.g. how the product or service looks, its appearance, shape, graphics, etc.

Brand identity
- E.g. how strongly customers associate with the brand or overall image of the product, etc.

Delivery to customers
- E.g. speed of delivery, responsiveness, efficiency, etc.

Sales price