



€ Design | Measuring Design Value



# communication toolkit - guidelines

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# the context

## Design Creates Value

Value creation by design is a critical issue for shaping European innovation capacities, as well as for Europe's economic growth and global competitiveness. The project €Design aims at a better understanding of design as a strategic connector that brings Research & Development (R&D) into the market and responds to new demands.

The project has provided guidelines to analyze and measure the economic impact of design as an innovation tool and economic factor of production. The measuring effort is needed to support the overall EU policy objective, which is "to improve the impact of innovation policies by speeding up the take-up of design as a user-centred innovation tool". Improving the capacity of measuring design impact will contribute effectively to creating a wider awareness of the economic and social relevance design plays among stakeholders.

The capability to measure more systematically and to analyse more deeply design efforts, design processes, and related outputs should help increase general awareness and professional insights into design as a tool for advancing innovation, promoting new goods and services, and generating economic growth. This should also help put design on policy agendas.

## Definition and Framework

In order to measure the economic contribution of design, it is required to reach consensus on an economic definition of design. When defining the economic conceptual framework of design as a factor of production and a user-centred innovation tool, design seems to fall between organisational boundaries of R&D and marketing.

Beyond the traditional economic view of design as an add-on process in innovation taking place after technology development, it was highlighted that design activities focus on the integration of functional, emotional, and social needs and wants of users, consumers, and customers, at the very outset of systemic models of innovation. Thus, the following definition of design is proposed: **to design is [to focus on] the integration of functional, emotional, and social utilities.**

Design is also considered a styling add-on providing appearance to performance in a technology-push model of innovation. On the other hand, a systemic model of innovation recognises design as an integrator of functional, emotional, and social utilities (the capacity to satisfy users'/customers' needs and wants). It may also be defined as an integrator in the contexts of functional problem solving and creating meaning.

Available data on design and design applications filed at IP offices at both national and European levels may currently be inadequate in order to capture the complexity and increasing variety of design and design solutions as part of intangible resources and capabilities. Identification of the most relevant input and output data will enable firms and policy makers to better understand the impact of design efforts in innovation processes and make their strategic decisions accordingly. Yet current statistics focus on industrial design data (limited to the protection of appearance) and do not provide data on design as integrator, and they provide insufficient data on the linkages and other key data of systemic innovation.

As it showed that current questions in the Community Innovation Survey do not match respondents' perceptions of design as a part of innovation, it became apparent that

independent questions on design are needed. They proved to be successful in generating useful data on design as an economic factor of production and were also judged to be understandable and possible to answer in testing.

- Question 1 asks for a comparison of innovations against competition along a number of dimensions.
- Question 2 examines the introduction and attributes of different types of innovation.
- Question 3 explores whether the design resources used are in-house, outsourced, or a combination of both.

## Communication Toolkit : Showing Design's Unique Delivery

This tool should be applicable to existing and new innovation platforms in companies and other organisations. The model aims at further refining skills and capabilities and at disseminating techniques to measure (and manage) design. The model should also raise general awareness and provide specific insights within our stakeholder groupings into the importance of design as a value-creating factor of production that is often critical in user-centred innovation processes. The tangible results deriving from the capacity to measure design impacts will not only be a motivation but also a strong dynamic factor to increase awareness among stakeholders.

# the toolkit

The present toolkit is composed of a canvas and a number of cards aiming to guide companies and/or organisations in their innovation processes in order for them to develop a better understanding of design value and its potential.

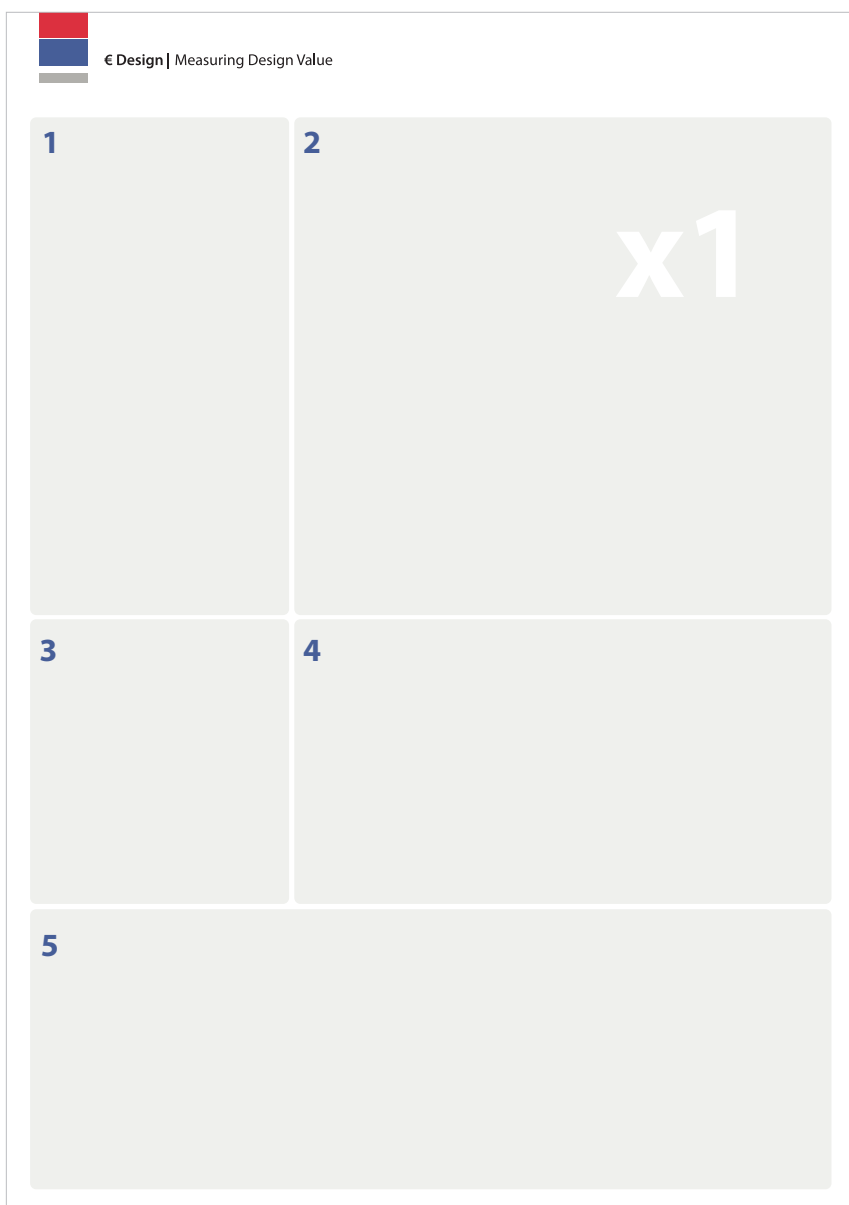
The tool is divided into five activities split into two areas: your own company and/or organisation and that of a competitor. The tool will be useful to:

- 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 and improve the perceived value.

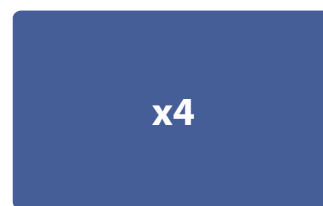
The tangible results deriving from the capacity to demonstrate and measure design impacts will be a strong dynamic factor to increase awareness within stakeholder groupings.

## toolkit elements

### canvas



### innovation field cards



### innovation cards



### rating cards

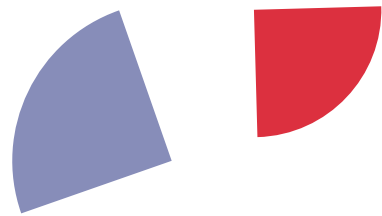
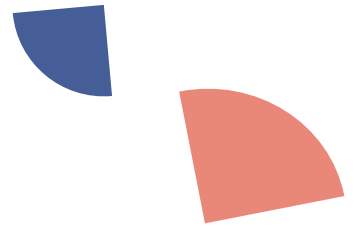


### specialists cards



### utility cards





designed by



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