

Questionnaire for organisations for the public consultation on Design as a driver of user-centred innovation

Identification of the stakeholder	
1) Name of the organisation The European Network for Accessible Tourism asbl. (ENAT)	
2) In which country is the organisation you represent located?	Belgium
3) What kind of organisation do you represent?	Not-for-profit
Specify. If more than one category applies, choose the most characteristic one.	Other not-for-profit (non-governmental) organisation
Which statement best describes the activities of your organisation?	'Our main activities are related to innovation' (e.g. innovation promotion, innovation support, innovation policy, innovation management consulting, etc. whereof design may be one aspect)
The key questions	
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
4b) Why?	Design plays a key part in every part of economic, social and industrial activity, whether it is explicitly recognised or not. It can be influential in consumer choices, it is essential to the creation of new products and ways of doing things and reflects the tone and purpose of society.
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 organisation Design research Design education
6) Should initiatives in support of design be an integral part of innovation policy?	Yes
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
In what main areas would EU level initiatives add value to the own initiatives of Member States and their regions?	Education and Training, Cultural understanding, and non-discrimination, Industry and enterprise, Information Society, Research, Regional development, Initiatives for the tourism sector.
Specific questions	
8) People associate design with different things. What is the first thing that comes to your mind when you hear the word 'design'?	Other
Other, namely:	Other, namely a conscious method of interpreting a particular problem and finding a solution to it by applying logic, creativity and intuition
The following could be an operational definition	No

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?

Why not?

The phrase "Design for User-Centred Innovation" is problematic. It can be confusing, even somewhat tautological since, to many people, design implies innovation (a degree of novelty or uniqueness). Instead, to integrate design into European innovation policy, make the emphasis more simple, focussing on the value of user-centred and inclusive design in innovation policy development.

9b) What could alternatives be?

European innovation policy must take greater account of User-centred and Inclusive Design as means of promoting innovation in products, services or systems. See the definition of 'User-centered design' in Wikipedia. A definition of Inclusive Design: "Inclusive Design is neither a new genre of design, nor a separate specialism. It is a general approach to designing in which designers ensure that their products and services address the needs of the widest possible audience, irrespective of age or ability. Two major trends have driven the growth of Inclusive Design (also known as Design for All and as Universal Design in the USA) - population ageing and the growing movement to integrate disabled people into mainstream society. From: <http://www.designcouncil.info/inclusivedesignresource/>

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

Very important

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

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

ENAT believes that the "Design for All" approach and following the "Universal Design principles" are crucial to the delivery of tourism that is accessible to and inclusive of all citizens. Environments, facilities, products and equipment, Information and Communication Technologies (ICTs) and services in the travel and tourism sector must be designed to take into account the widest range of user requirements, including the needs of children, people with disabilities and older visitors. User-centred and inclusive design can be the focus of a great deal of much needed innovation in many areas of accessible tourism, for example in accommodation, attractions, transportation, tours and all kinds of tourist activities.

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

Very 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

For low-tech organisations:

Yes

For service organisations:

Yes

14b) Should such targeted policy exist at EU level?	Yes
15a) Does the current economic climate affect the relevance of design?	Yes
15b) What should be the role of design policy in response to the crisis, if any?	
The economic crisis threatens the maintenance and growth of businesses, jobs and livelihoods due to reduced demand and lower spending. It is a time for slimming down, getting more out of less and using innovative ways to provide high quality products and services at lower cost than before. In the tourism sector, bookings are down and those customers who are travelling typically spend less. Design should be promoted, not neglected in these circumstances! It is important to create high quality venues and better experiences for visitors with smaller budgets. The tourism sector has many examples to show that by focussing on user needs and developing inclusive solutions, positive economic results can be obtained.	
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.	Design should be a separate policy
16a) If there were to be a policy for design in Europe, how should it be related to innovation policy?	
16b) Why?	
If design is subsumed under innovation policy it may not be applied ("horizontally") wherever it is needed, due to 'bureaucratic' policy boundaries. Design should be considered in analysis and development of all policy areas, not only in Innovation policy.	
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?	
Design should be a consideration in all planning and development work at every level. Users (of all ages and abilities) have a key role to play in the development of innovative solutions: design-for-all / universal design is key. The pursuit of quality in the tourism sector and especially in accessible tourism depends on greater attention to design excellence and user-centred innovation. The EU should stimulate greater awareness of the effect of design in innovation and support actions to improve design skills, design research and the development of applications in all sectors. User-centred and inclusive design is relevant to, for example, ICTs, the Web, natural and built environment, transport, and services.	
18) What would be the best forum to discuss policy on design for user-centred innovation at EU-level?	A new forum
Who should be part of this new forum?	
Policy-makers, educators and researchers, designers, NGOs, social partners, interest representatives, professional associations, consumer bodies.	
19a) Which are the most serious barriers to the better use of design in Europe, if any? Multiple answers possible.	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 public support to use design in organisations
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:	No

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?

20b) What could alternatives be?

The "vision" should incorporate elements which emphasise: the relevance of design in a modern and inclusive European society (the European social model, expressed to the world and being developed, through design); the central role of the education of designers to respond to social and human needs for shaping the future; the importance of engaging all sectors of society in responsible and inclusive design.

21) Other comments

Meta Informations

Creation date

29-06-2009

Last update date

29-06-2009

User name

chladag

Case Number

606013743281318009

Invitation Ref.

Status

N