

DESIGN & CREATIVITY WG

ANNUAL PLAN 2020

WORKING GROUP LEADERS

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OBJECTIVES

The Design & Creativity WG aims at raising the awareness of design and creativity as tools and drivers for innovation in different sectors and across Europe. Our objectives are following:

- Present design and creativity as relevant and interesting approaches to different (societal) challenges; especially in relation to sectors which do not yet work with design (thinking) and creativity
- Showcase the importance of design & creativity through good examples and concrete cases
- Create a strong and vital community among our stakeholders across Europe through a bottom-up approach
- Connect designers, thinkers, business, policy and society interested in finding common solutions for different challenges
- Create opportunities for the WG members to develop project proposals.

CONTEXT

What are the key EU level priorities, strategies, and events that the Working Group aims to follow up in 2020?

The WG looks at all the Commission's priorities to tackle design and creativity as a relevant approaches to meet current challenges. The group aims at establishing cooperation with the relevant stakeholders in the European Parliament and strengthen the already existing relations with the European Commission.

The working group works bottom-up, the members set the agenda. Therefore, the planning for the entire year will also depend on spontaneous activities they propose, and that our working group decides to become part of. So far, the following ideas have been raised:

- Fostering the collaboration with other ERRIN WGs co-organising some activities.
- Collaborating with other networks active in CCI.
- Carry on the fruitful partnership with the Lille World Capital of Design 2020.

- Organise study trips in and outside Brussels to better connect with the designers and people active in this field.
- Organise another Design Days.

Which funding programmes are important for the Working Group and how does the WG aim to facilitate project development?

The most relevant funding programmes are Horizon Europe and Creative Europe. In the second half of the year, the group will organise an Info session on financing CCI and open calls, looking at opportunities coming up in the next programming period.

How does the group support partnership building (e.g. S3 partnerships) and collaborate with other European organisations or networks?

Continuous relationships are maintained with several networks e.g. BEDA and RICC with whom the WG is planning to collaborate in 2020. The WG will also look at the calls and project opportunities in the second half of the year.

ACTIVITIES

Meeting with Bureau of European Design Associations

12 February

We will share during this meeting the annual plan and discuss future meetings, e.g. study trip to Genk and the details of this year's edition of Design Days.

Our speakers will be Michael Thomson, Consulting Managing Director of the Bureau of European Design Associations (BEDA) and Isabelle Vérhilac, Vice President of BEDA and Head of Business and Innovation in Cité du Design. The focus will be on clusters, in particular the cluster on cities and users.

Design and active aging

March

Meeting on design and active aging with participation of Commissions' representatives and possibly other networks. This meeting will be focused on using design in active and healthy aging.

Study visit to Luca School of Arts in Genk

May

The Luca School of Arts, together with the local authorities, works on several design projects to tackle the city's challenges. During the visit, researchers will illustrate their projects and showcase how they work with the public administration. We will also get the chance to participate at an interactive workshop where we will learn more about design thinking and tools, and the collaboration with local

authorities. The visit will take place at the C-Mine site in Genk, which is itself a unique example of creative re-invention of an industrial site that now is a cultural meeting point for the community.

Study trip to Lille

TBC

The study trip will focus on design of the policy making process.

EU Design Days

end of November

First organised in 2012, the Design Days have become an annual event focusing on different topics and it aims at promoting design and creativity as tools for innovation. We present it as a relevant approaches to tackle different (societal) challenges, showcase the importance of innovative creative solutions through practical examples, create a strong and vital community among our stakeholders and shape opportunities for working group members to develop their project proposals. Furthermore, we would like to stimulate the cooperation with the different Directorate Generals of the European Commission and the European Parliament.

Information session on financing CCI and open calls

autumn

This meeting will look at opportunities coming up in 2021 in the area of CCI. During the meeting ideas for 2021 WG plan will be also collected.