

WHY BE PART OF DESIGN DAYS 2021?

The Design Day is an initiative of the ERRIN Design & Creativity Working Group, which aims at promoting design and creativity as tools for innovation. We present them as a relevant approach to tackle different societal, economic and environmental challenges, showcase the importance of innovative creative solutions through practical examples, and create a strong and vital community among our stakeholders.

First organised in 2012, the Design Days have become an annual event with different thematic focuses, such as the support of young designers, the economic value of design, digitalisation & design and sustainability & design.

A BRAND YOU CANNOT MISS ...

After several successful events, Design Days has become a concept and a brand recognized by the key players within design at European level and the European Commission. Design Days provides you with an excellent opportunity to brand your region as one of the top-European regions when it relates to design.

WHERE DESIGN PEOPLE MEET ...

Design Days breaks borders between different sectors and provides opportunities to meet and network with people. The event creates a unique platform where designers from private enterprises meet representatives from local/regional authorities and the European Institutions, public entities working with design and universities educating tomorrow's designers and creative minds. Design Days is the only European design event that recognizes the important role that regions play in creating favourable working conditions for design across sectors.

A PLATFORM FOR INFLUENCE ...

The team behind Design Days uses this event to create awareness of design at a broader level. Design Days is much more than an event – it is also the background for influencing the political approach to design at European level. In addition, it raises the awareness of design thinking as tool to tackle current challenges. With nine successful events behind us, Design Days positions itself as a very good starting point for putting forward expressions of interest and opinions in relation to design.

NETWORK THAT POINT IN OTHER DIRECTIONS ...

Getting involved actively in preparing Design Days gives you network opportunities beyond people you normally meet in Brussels. The contacts you establish while working on preparing the event are to the benefit for stakeholders in your region in many other contexts.