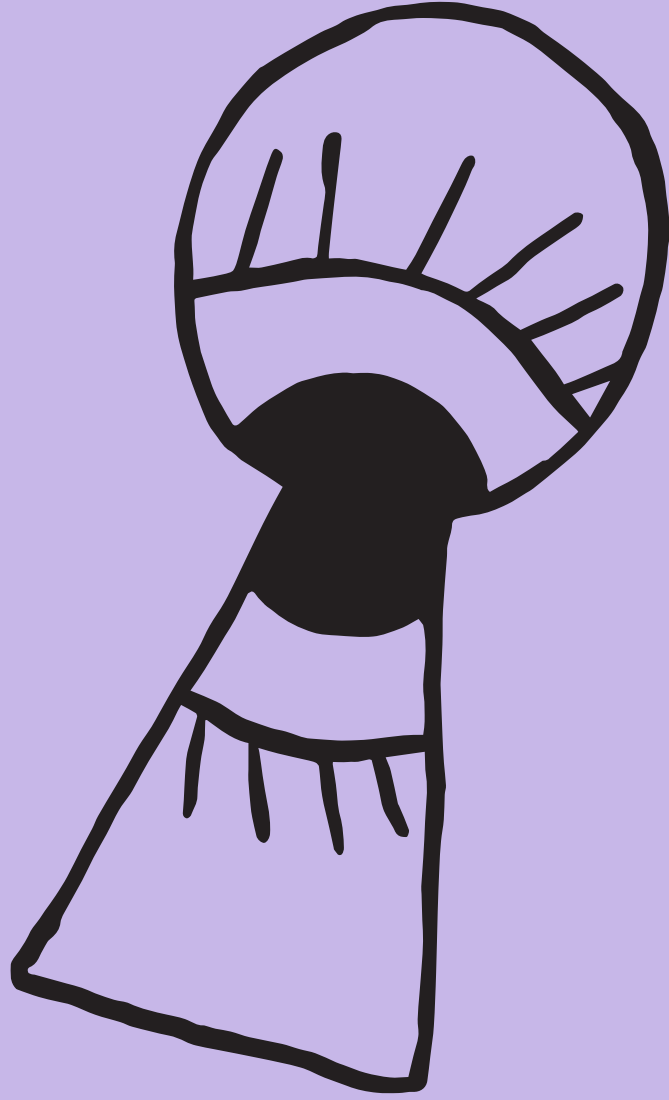


Design for *sustainable* growth

DDDC



Danish Design Center's *strategy* 2020-2025

Our purpose

Sustainable growth through design.

We bring the latest knowledge on design into play to create innovation and sustainable growth for Danish companies.

Our purpose and strategy is rooted in the Foundation Charter, which is to promote design, fashion and related creative industries in order to strengthen growth, promote Denmark, and contribute to *solving societal challenges*.

A boundary-pushing lab for design

We want to position ourselves as a laboratory that expands the field of design and qualifies the application of both design methods and thinking in companies, nationally and internationally. We will do this by continuously focusing on select societal challenges that can be addressed through focused strategic efforts.

As a supporting infrastructure for the design field in Denmark, we are committed to gathering new knowledge about design and making it openly available to everyone.

Our work pushes boundaries, is experimental, and does away with traditional frameworks and notions of where and how design can create change and sustainable growth. We choose to create and participate in initiatives where there is a need for innovation, where the solution requires collaboration across sectors, and where the investment in time and resources for the individual company is too risk-filled to be carried out on its own.

All of our work centers around design expertise. Through project-based learning, we lead companies through processes where they can experiment, test, fail, and learn. The result is that companies create future-proof products, services and business models that contribute to sustainable growth in Denmark. This is how we bridge the field of design with other actors.

The companies in the center

We choose to work with companies that strive to create new solutions. We mitigate risk and open up new business and market opportunities for those

that want to work innovatively and experimentally to realize sustainable growth. We focus on one target group and two groups of stakeholders:

Companies

Companies (startups, SMEs, corporates) are our target group. They gain new insights and new competencies that enable them to create new sustainable and future-proof products, services and business models. Designers are part of this target group. They can be self-employed, agencies or researchers. In this way, we add knowledge, open up market opportunities, create networks and brand Danish design.

Commissioners

Authorities, institutions, foundations and international organizations are key stakeholders and partly fund our projects. These include the Ministry of Industry, Business and Financial Affairs, Innovation Fund Denmark, The Danish Industry Foundation, Realdania and the European Commission. With us, partners and clients achieve visible results in the form of concrete cases, innovation, and sustainable growth within the company. The collaboration, they gain the capacity to apply design methods and design thinking in their ongoing work.

Policy actors

We provide knowledge and recommendations and collaborate with several government agencies and policy makers to create even better framework conditions for design as a lever for sustainable growth. It can be ministries, research and educational institutions, clusters and interest groups - nationally and internationally. We deliver design expertise, analyses, and new partnerships.

Ambitions

Over the coming years, we will define, develop, and implement a number of focused strategic initiatives, where design can make a significant difference and enable sustainable growth. The efforts will be linked to current and relevant government strategies and agendas, be based on the needs of the companies, and be anchored with selected clients and stakeholders in our business and innovation system. We orient ourselves towards three cross-cutting and closely linked societal transitions, as we define and implement our efforts.

Green *transition* is crucial for our society and a key to the competitiveness of companies in the future, both nationally and internationally. Digitalization plays a role in the lives of all people and will be part of most services and business models of the future. Finally, broader societal changes - demographic developments, changes in consumption patterns and lifestyles, health conditions, and social trends - create challenges as well as new opportunities for companies.

These changes constitute a broad framework for innovation and development, and must therefore be translated into concrete, coherent, effective, systemic and cross-cutting strategic initiatives that put companies at the center and are implemented in collaboration with clients and stakeholders.

Therefore, the fund continuously determines one or more strategic initiatives that specify what the fund will work with in the next 1-2 years. A strategic effort must relate to a current societal issue that has an untapped market potential. Besides this, it must also engage several companies, players and areas of knowledge across Danish

industries and strengths, and be measurable on several bottom lines. Finally, a strategic effort must define which design approaches are particularly relevant, and have the ambition to add something new to the design field.

A strategic effort is implemented through a portfolio of several projects and related activities.

Strategic efforts for green change and circular economy 2021-23

Over the next three years, Danish Design Center will implement a strategic effort for green transformation and circular economy with a focus on innovation and business development in the companies. The effort must lead to up to 60 percent of the project portfolio.

Value creation

We create value for our partners through in three ways:

Innovative project processes that lead to new solutions and new business for companies. We conduct research, facilitate dialogues and workshops with our target groups to define the problems that need solving. We engage companies to participate and contribute. We invite design consultants to carry out, for example, user surveys and idea development with the companies. We support the work of testing, experimenting, and developing new solutions - products, services, strategies, systems and business models - which the companies can implement in practice.

Knowledge production, where we collect knowledge, analyze, learn, teach, and contribute new insights to the design field. The “new” is for instance which types of design skills and -processes that give value to whom, how, and where. The predominant part of this knowledge stems directly from our project work, where we will include follow-up research to a greater extent. Occasionally, we also initiate independent analyses, e.g. of Danish companies’ design application, or analyzes of the design field’s development in the Danish business community.

Knowledge dissemination, where we “translate” and share our insights on the use of design into content that can be easily understood and used by our target groups - as inspiration, as recommendations, or as concrete tools. We will, moreover select and sharpen the communication efforts we offer in projects and collaborations, so that they best support and increase knowledge of the design and value of our efforts.

National & international

Our home is Denmark, with locations in both east and west, but our reach is international. We work to ensure that Denmark will also be recognized in the future as one of the world’s leading design nations.

Together with partners - especially Creative Denmark, BLOXHUB, the Ministry of Foreign Affairs of Denmark and others - we want to strengthen the global visibility of Danish design and increase the international inspiration for the Danish design field. Through this, we want to ensure that we are at the forefront and that designers and companies have access to the new global market opportunities that the current societal challenges will bring.

