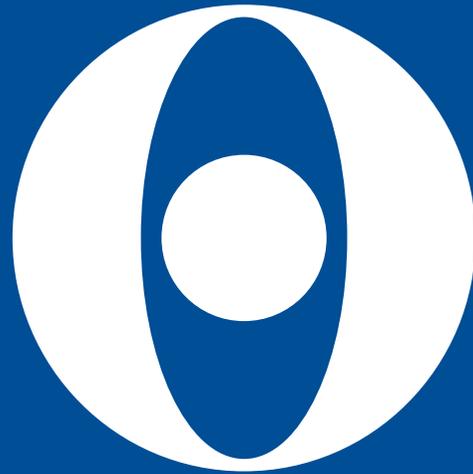


Design as a Driver for Change in Society and Sustainable Development

Design Sector Policy Recommendations 2019–2024



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Ornamo Art and Design Finland is an expert organization for designers, established in 1911. Ornamo advances the profession of designers and promotes the role of design in society. Our more than 2,700 members form a unique network of highly educated design

professionals: employees, freelancers, entrepreneurs and students in the field of design. Our members work in interior design, industrial design, furniture design, textile and fashion design, package design, service design, digital design and contemporary craft and art.

Design as a Driver for Change in Society and Sustainable Development

Design has a key role in industrial and service production. Design thinking and design methods support innovativeness, accelerate product development processes and thus create intangible capital. Intangible asset predicts and accelerates the growth of companies. In physical products design helps to find solutions that correspond to the needs of a customer. Deployment of design enhances the competitiveness of an industry, as it improves the quality of products, maintainability and serviceability, technical compatibility and usability, management of life-cycle or reducing production costs.

Design operates in many levels of business and society. At best, it is a strategic and societal resource. In society design has a central role in developing services. In Finland, the upcoming changes in social

and health services benefit greatly from service design, like simulating care and service paths. Service design has a great potential for creating new business and service models.

Intangible property or IPR (Intellectual Property Rights) is vital for the European Union. The value of it, originating from new innovation and as an outcome of a creative work, is equivalent to 45 per cent of the European Union's GDP. The value of IPR-intensive industry is 6,6 billions of euros in total. The industry employs directly almost 63 million people which constitutes 29 per cent of the labour in the EU. The indirect employment is 84 million people which is 39 per cent of all labour in the EU. The growth of IPR-intensive industry is rather stable, as the branch seems to be resilient in coping with even severe economic turmoil.

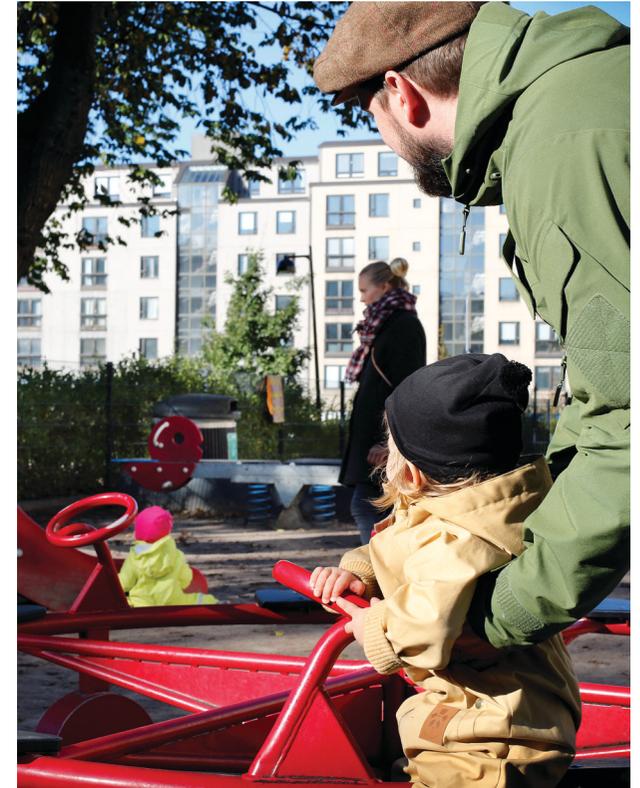


Photo: Anni Koponen

Design as a Driver for Change in Society and Sustainable Development

Companies using design formulate 16,2 percent of the EU's GDP. Design has a central role in the chain of intangible asset. It is a link from new ideas to innovations – from products to services, brands and business models. Design thinking is an approach that supports most branches which are under heavy transformation due to digitalization.

The global climate and sustainability crisis is the most urgent question of our time. Finland has set up a globally ambitious goal to be the forerunner in carbon neutrality by the year 2035. In this challenge, design offers solutions for reductions in emissions.

One of the core principles of design is empathy. It helps us understand human behavior and other humans: users, customers and citizens. Design thinking has strategic tools for creating anthropocentric resolution and tools that help build a better future for entire societies.

The Finnish Design Sector Policy Recommendations 2019–2024

The Competitiveness of the European Union is Founded on Intangible Value

- 1.** In Finland, the state should guarantee sufficient and predictable finance instruments for design and creative businesses. The new organization, Creative Business Finland, should respond to and cater for the needs of creative micro enterprises. Business Finland should solidate an innovation coupon that offers design services for small and medium-size enterprises (SMEs). The state and the municipalities should allocate resources for developing public procurement.
- 2.** The state should develop Finnish strategy for intangible value in a manner that supports micro enterprises in particular. Legislation must provide more comprehensive protection of IPR for micro and SME enterprises. Legislation for intellectual property created in employment relationships must be clarified so that it is equivalent to the principle of moderate compensation in legislation on employee invention. Also legislative protection for copyright in employment relationships must be improved. In Finland, more resources must be allocated for Centres for Economic Development, Transport and the Environment so that they are able to fully and comprehensively support creative enterprises in protecting their IPR. On an EU-wide level, the weak negotiating position of micro enterprises and freelancers in the creative sector must be acknowledged. The EU must revise legislation on industrial property.

- 3.** Finland should advance the EU's goals for building a sustainable regulatory framework for the digital market. Finland must implement EU-legislation on the digital environment in a manner that acknowledges and advances the use of design.
- 4.** Finland must advance sustainable and ethical guidelines for policy in exploiting data within the EU.
- 5.** In Finland, the state must acknowledge the significance of design and its potential in innovation while increasing RDI-investments up to 4 percent of Finland's GDP.
- 6.** The EU should include contemporary craft in funding programmes. In Finland, a new structure for supporting and exporting contemporary craft is needed in order to capitalize the sector's full potential. Finnish municipalities should create new opportunities for artists in public procurement and in construction projects, for example by following the percent for art principle.

The Finnish Design Sector Policy Recommendations 2019–2024

Design Takes Responsibility for the Environment and People

7. In Finland, the state must foster the role of design in life cycle thinking and circular economy as part of Finland's strategy for sustainable growth. The EU must increase the significance of design in research, development and innovation funding as part of a solution for the climate crisis. The EU should allocate funding for design in its research programmes and structural fund programmes.

8. Circular and sharing economy must be advanced with Europe-wide regulation. Finland must support and encourage sustainable solutions in all industries and sectors in society. The Finnish state and municipalities must integrate life-cycle evaluations into public procurement and should increase the amount of innovative procurement.

9. In all Europe, cities and municipalities should deploy the anthropocentric methods of design on every level of urban planning and development. In Finland, the prospect of interior designers operating as principal designers must be secured in the current reform of Land Use and Building Act.

Knowledge-intensive Competitiveness Rises from a Fair Working Life

10. Finland and the EU are forerunners in defining ethical guidelines for the global digital platform economy. The features of employment relationships must be updated to equate to the working methods of platform economy. Definition of the employee in the Employment Contracts Act should be extended so that it also includes the entrepreneurs that de facto lack a negotiating position for their working conditions. A specific combination unemployment insurance should be introduced for people who in their career combine working as paid labour and entrepreneurship or self-employment.

11. In Finland, the state must allocate more resources for design education and its strategic development. The newly created design education network Finnish Design Academy should be supported to enable promoting higher education and qualitative employment. The state must respond to future competence needs by increasing the expertise in design at all levels of education.



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