# European Design Report 2.0

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BEDA
The Bureau of European Design Associations

Co-funded by the Creative Europe Programme of the European Union

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# Preface

## Gernot Blümel

Federal Minister for the EU, Arts, Culture and Media of the Republic of Austria

About ten years after the successful first edition of the European Design Report it is a great pleasure that during Austria's Presidency of the Council of the European Union in the second half of 2018, a new edition of the report is being launched.

As Federal Minister for the EU, Arts, Culture and Media I appreciate this initiative and would like to thank the Bureau of European Design Associations (BEDA) and designaustria as member and professional representative of Austrian designers in Brussels since Austria became part of the European Union, for the compiliation and edition of the second European Design Report.

Not only is Austria well known for its arts and culture in the past but also for its contemporary artistic and creative activities and achievements. A wide variety of innovative, young designers experiment with new approaches and create our present and our future, designing and working on a high international level.

Design as creative industry is not only an important part of the economy and a major force to develop and realize ideas, but also plays an essential role in arts and culture. Within these measures the European Design Report provides a great overview of the design industry in facts and figures on the European level.

**Gernot Blümel**

Federal Minister for the EU, Arts, Culture and Media

Federal Chancellery

# Preface

## Margarete Schramböck

Federal Minister for Digital and Economic Affairs of the Republic of Austria

Non-technological innovation, including design, as well as culture-based creativity, are important tools to boost the economy's competitiveness and growth and thus improving the quality of life for the citizens of Europe.

Design as part of the creative industries plays a crucial role when it comes to the development, dissemination and marketing of products, processes, services and business models due to radical changes in society and the economy. The rapid development of digital networks and communication technologies have severe impacts on design: it changes the value-chain from producer to consumer and the work-processes resulting from the use of new tools.

As a consequence, the conventional borders between product design, production and the user are beginning to merge. Design as a driver of user-centered innovation contributes substantially to getting good ideas onto the market. It enhances agile and focused product and service development and facilitates the development of better, transparent and more effective public services.

I welcome the initiative and the commitment of the Bureau of European Design Associations for a second edition of the European Design Report and would like to thank its Austrian member association Design Austria to compile and present the report during Austria's Presidency of the Council of the European Union.

**Margarete Schramböck**

Federal Minister for Digital and Economic Affairs

Federal Ministry
Digital and
Economic Affairs

# Prologue

In this edition of the »European Design Report 2.0«, published more than 10 years after a first attempt that sought to map the European design industry, one can see that many achievements have been brought about; in many countries, new and improved data have been made available, and new countries appear on the map.

More or less all of the European Member States and acceding countries, as well as EEA countries and Turkey, are included in this edition – all in all 37 nations (compared to 2006, there were 27) and except Montenegro and the European microstates (Andorra, Liechtenstein, Monaco, San Marino, and Vatican with less than 0.1m inhabitants) all European countries are included.

To give a first survey in terms of size and economic performance, all countries are introduced with their number of inhabitants and their GDP (gross domestic product) per capita expressed in PPS (purchasing power standards). These data and figures were taken from Eurostat ec.europa.eu/eurostat.

On the following pages either received information/(last available) data and answers to a questionnaire or results of done research on available studies, surveys and polls conducted by official institutions and private interest organisations have been compiled and reproduced; no additional specific research on the individual countries was conducted on the editor's side.

On the bottom of each page/country, the answers received on NACE code, design policy, innovation and/or creative industries strategy and design awards is documented; the specific answers »yes« or »no« are given in colour and bold (if something is neither highlighted nor bold, no answer has been received).

Still, measuring design as an industry and identifying design in official statistics is problematic. Design is no/not one sector, but has to be seen as transversal/transsectoral activity.

Although a lot has been achieved in the last 10 years (when the first European Design Report had been published), still, a lot has to be done in order to get reliable and comparable data. A first step and, as it seems, an easy exercise could be an aligned terminology and usage of NACE Code 74.10 in all European countries with the introduction of the same named subcategories for the different disciplines.

Thus, we would welcome NACE Code 74.10 »Specialised Design Activities« with (aligned) subcategories – up to now only in use in 17 (out of 37) countries – which allow more accurate measures, comparisons and benchmarking. And: Congratulations to 11 European countries which have a national design policy/strategy in place/use!

# Editorial

## Bart Ahsmann

President, Bureau of European Design Associations

With great pleasure we present you the second European Design Report of national facts and figures from 37 European countries. These facts show again that design is an economic sector of importance in Europe.

These are exciting times for design. Leading global companies have a new appetite for design, while governments are coming to see that design can play a major role in solving the toughest social and environmental problems. More and more over the last fifteen to twenty years, design has been applied in a wider range of contexts, from services to understanding user and citizen needs to defining strategy and policy at the highest levels in both business and government. At the same time, in more established areas such as product and graphic design, design continues to be a vital differentiator and generator of value.

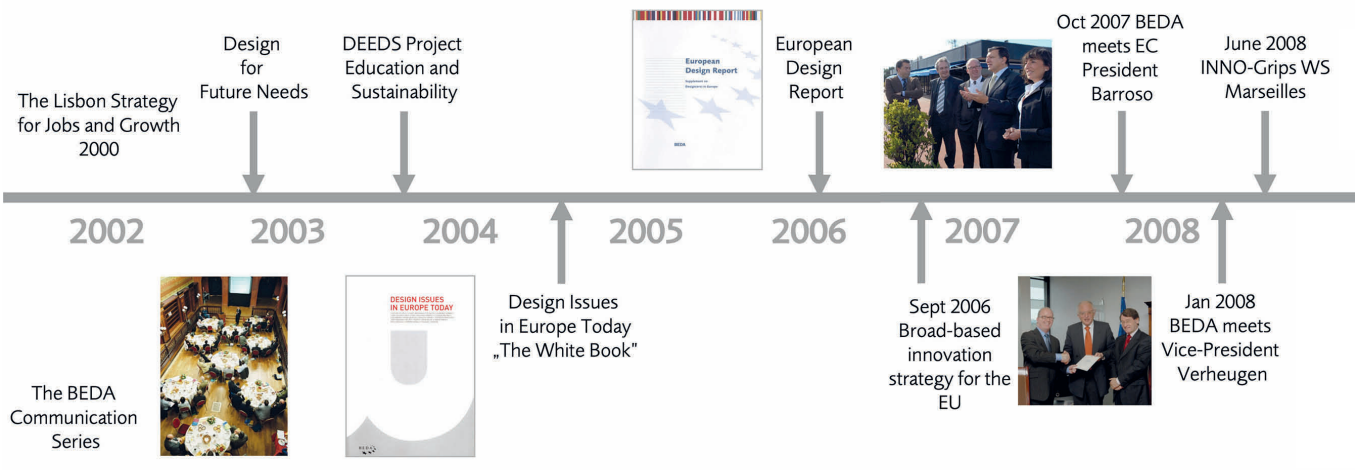
At a time of daunting challenges for Europe, there is, therefore, enormous potential for design to play a fundamental role in delivering solutions. Given the right conditions, it could help to grow Europe's global competitiveness and make the connections between citizen and environmental needs and social responsibility.

BEDA is the only pan-European multi-disciplinary design association. We see design as a creative approach to problem-solving that can be applied across the private and public sectors to drive innovation in products, services, society and even policy-making. Our vision is for design to be embraced in Europe as a driver for growth and prosperity. The facts represented in this publication help us in proving that value.

**Bart Ahsmann**

President, Bureau of European Design Associations

## BEDA and EU Design Policy



# Introduction

## Michael Thomson

Founder and Director, Design Connect

Since the publication of BEDA's first EU Design Report in 2006 and its 2007 supplement, the landscape for design and design policy at the European level has changed dramatically.

BEDA's lobbying of the EU, including its seminal meeting at the end of 2007 with the then EU Commission President, José Manuel Barroso and Commission Vice President Gunter Verheugen in early 2008, led in 2010 to the inclusion of design as a component of the European Commission's, »Innovation Union«, a flagship initiative of the Europe 2020 strategy. For the first time, design – with a key role as a user-centred driver of innovation in bringing ideas to the market – was recognised at the European level as a strategic contributor to Europe's innovation agenda.

### Inputs

As a consequence, the European Design Innovation Initiative was launched in 2011 to exploit the full potential of design-driven innovation and to reinforce the links between design, innovation and competitiveness. The European Commission acted further in establishing the European Design Leadership Board which published. it's Report 2.0 »Design for Growth and Prosperity« in 2012.

In 2013 the Commission published. its European Design Action Plan to promote the understanding of design's impact on innovation; its role in industry to strengthen European competitiveness, and its potential to drive renewal in the public sector.

Under the plan, six EU projects, co-financed through the Competitiveness and Innovation Programme, were delivered by a total of 46 organisations from 19 Member States. In addition to these, a larger co-financed project, 'Design for Europe' created a web-based platform supporting peer-learning, networking and partnerships and ran a significant programme of events promoting design-led innovation across Europe.

In 2016, the Commission launched the »Design for Enterprises« programme to deliver training sessions on the various possible applications of design methodologies in the day-to-day business of SMEs across Europe.

BEDA's own capacity-building project, »Design Europe 2021«, which concluded at the end of 2018, was co-funded through »Creative Europe« – the European Commission's EUR 1.4bn framework programme 2014–2020. BEDA Members continue to gain access to EU funded programmes with current successes including Design4Innovation (Interreg Europe – lead partner PDR Cardiff Metropolitan University) and »Human Cities« (Creative Europe – lead partner Cité du design, Saint-Etienne).

## Outcomes

But what changes have emerged in the field as a consequence of all this activity?

In addition to outputs and outcomes triggered by the specific projects mentioned, it could be argued that spill-over effects include a wider consensus on the need for design policy.

For example, a number of Member States, including Denmark, Estonia, Ireland and Slovenia, have produced their own design action plans and two – Finland and Latvia in 2013 and 2018 respectively – have published. national design strategies. These outcomes demonstrate the potential to mobilise the design agenda at the highest levels of government.

In recent years, design and innovation policy labs have also emerged as a tool to support the development of user-centred design policy and services. To cite only two of many, these include the Commission's own EU Policy Lab, a collaborative and experimental space for innovative policy-making, and Northern Ireland's iLab which aims to improve public services and policy by creating a safe space to co-create ideas, test prototypes and refine concepts with citizens, civil servants and stakeholders.

## Comparable data

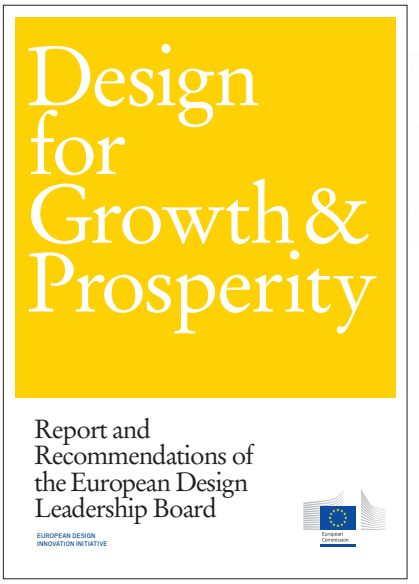
Much has been achieved since 2006. The great sweep of policies, strategies, action plans and activities of recent years could perhaps be likened to a flowing river. And a flowing river, even a large one, without the right conditions and with no nourishment, will dry up. For momentum to be maintained, Europe's policy-makers must continually be reminded of design's strategic and practical role in improving the lives of its citizens.

BEDA understands that a key nutrient, vital to the on-going development of design-led policy, is trustworthy, robust and comparable data. Without this, evidence-based policy-making cannot happen.

This Report 2.0 therefore offers a snapshot into design and the design industries across Europe. It is intended to offer insight to policy-makers and other key stakeholders engaged in the design-driven innovation agenda that is not available anywhere else.

BEDA will therefore continue to work towards still greater alignement of language used in the NACE code 74.10, specialised design activities. In particular, the intent is to introduce and harmonize across all Member States the naming and indicated content of subcategories of 74.10, to gain further knowledge of the economic importance of different design disciplines, and to ensure greater levels of comparability.

It seeks to maintain the momentum built up since 2006 and to support the increased recognition by policy-makers of design's importance to Europe's economy, culture and public-sector innovation.



**Michael Thomson**

Founder and Director, Design Connect | BEDA Vice President and President 2005–2009

# Albania

**Population: 2.9m**
**GDP in PPS: 29%**

There are approximately
**350** registered designers/design studios in Albania.
**120** to **150** are self-employed and **175** to **200** employed.

**47** % work in graphic and communication design as major design field,
**35** % in interior design,
**10** % in illustration,
**5** % in fashion and textile design, and
**3** % in product and industrial design.

The total annual turnover per professional designer is
EUR **6,000**.
**15** to **20** % of all Albanian designers work for international clients.

The average number of employees of a designer/design studio is
**1** to **3**; the around
**15** established design agencies have
**8** to **15** designers employed.

Albania has
**4** design universities, where up to
**50** people graduate annually.

**NACE code 74.10**

| | |
|---|---|
| (specialised design activities) existing | \| yes \| no |
| with subcategories (like 74.11, 74.12, etc.) implemented: | \| yes \| no |

**Design policy**

| | |
|---|---|
| national \| **regional** \| local \| exists | \| **yes** \| no |
| and is published. | \| yes \| no |

| | |
|---|---|
| A **national** \| regional \| local | |
| **innovation** \| creative industries **strategy** exists | \| yes \| **no** |
| and is published. | \| yes \| no |

**Design award**

| | |
|---|---|
| **national** \| regional \| local \| exists | \| yes \| **no** |
| and takes place annually \| biannually. | |

Source:
Universiteti POLIS – International School for Architecture and Urban Development Policies

# Austria

**Population: 8.8m**
**GDP in PPS: 128%**

**31,300** designers professionally work in the country,
**11,100** are self-employed **20,200** are employed.

The fields of design are
**56** % graphic and communication design,
**23** % product and industrial design,
**8** % environmental and interior design,
**8** % illustration, and
**5** % in fashion, textile and other design fields.

The total annual turnover of design activities is
EUR **4.76**bn.

The average annual turnover per designer comes up to
EUR **137,600**.

**58** % of all designers work for international clients;
**17** % earn more than **50** % of their annual income from international contracts.
**47** % of all designers have **1** or more employees, the average is
**1.8**.

There are
**31** design schools, of which
**19** courses are at university level. There are approximately
**1,300** graduates per year.

**NACE code 74.10**

| | |
|---|---|
| (specialised design activities) existing | **yes** / no |
| with subcategories (like 74.11, 74.12, etc.) implemented: | yes / **no** |

**Design policy**

| | |
|---|---|
| **national** / regional / local / exists | yes / **no** |
| and is published. | yes / no |
| A **national** / regional / local | |
| **innovation** / **creative industries strategy** exists | **yes** / no |
| and is published. | **yes** / no |

**Design award**

| | |
|---|---|
| **national** / regional / local / exists | **yes** / no |
| and takes place annually / **biannually.** | |

Source:
designaustria – knowledge center and interest organization & Kreativwirtschaft Austria (KAT – 7. Österreichischer Kreativwirtschaftsbericht)

# Belgium

**Population: 11.4m**
**GDP in PPS: 118%**

More than
**200,000** jobs in Belgian companies are related to design; by estimation around
**15** % (**30,000**) are professional designers. More than
**6,200** of those work in Flanders, around
**5,000** are self-employed.

In average every design company has
**3.5** employees.

The fields of design activities are:
**25** % each in graphic and communication as well as product and industrial design,
**15** % in environmental and interior design,
**15** % in fashion and textile design,
**15** % in crafts, and
**5** % in illustration.

The total turnover of design activities is
EUR **0.92**bn (Flanders: EUR **0.6**bn which makes
**0,1** % of the GDP).

There are
**23** design schools, out of which
**11** are universities/academies.
More than
**710** students graduate annually.

**NACE code 74.10**

| | |
|---|---|
| (specialised design activities) existing | \| **yes** \| no |
| with subcategories (like 74.11, 74.12, etc.) implemented: | \| **yes** \| no |

**Design policy**

| | |
|---|---|
| national \| **regional** \| local \| exists | \| **yes** \| no |
| and is published. | \| **yes** \| no |
| A national \| **regional** \| local | |
| innovation \| **creative industries strategy** exists | \| **yes** \| no |
| and is published. | \| yes \| no |

**Design award**

| | |
|---|---|
| national \| **regional** \| local \| exists | \| **yes** \| no |
| and takes place **annually** \| biannually. | |

Source:
Flanders DC, Wallonie Bruxelles Design Mode & Wallonie Design

# Bosnia and Herzegovina

**Population: 3.5m**
**GDP in PPS: 32%**

**600** to **700** designers work in Bosnia and Herzegovina, around
**60** to **70** % are self-employed, and **30** to **40** % are employed.

The fields of activity in design are
**35** % graphic and communication design,
**25** % enviromental and interior design,
**20** % product and industrial design,
**8** % fashion and textile design,
**4** % illustration, and
**8** % others.

The total turnover of design activities is
EUR **10** to **30** m which constitutes **0.001** % of the GDP.
In average a designer's annual turnover is between EUR **5,000** and EUR **20,000**.

**1** to **3** % work internationally, realizing a turnover between EUR **1** to **2** m.
**2** to **10** is the average number of employees of a designer/design studio.

There are
**8** high schools and
**8** colleges, of which
**6** are universities.
In high schools the number of annual graduates is
**300**, in colleges there are
**20** to **30** graduates per year.

**NACE code 74.10**

| | | |
|---|---|---|
| (specialised design activities) existing | **yes** | no |
| with subcategories (like 74.11, 74.12, etc.) implemented: | yes | **no** |

**Design policy**

| | | |
|---|---|---|
| **national** \| regional \| local \| exists | yes | **no** |
| and is published. | yes | no |
| A **national** \| regional \| local | | |
| **innovation** \| creative industries **strategy** exists | yes | **no** |
| and is published. | yes | no |

**Design award**

| | | |
|---|---|---|
| **national** \| regional \| local \| exists | **yes** | no |
| and takes place **annually** \| biannually. | | |

Source:
ULUPUBIH – Association of Applied Artists and Designers of Bosnia and Herzegovina

# Bulgaria

**Population: 7.1m**
**GDP in PPS: 49%**

Around
**1,200** designers work in Bulgaria,
**800** of them are self-employed,
**400** are employed.

Most of them,
**40** % work in graphic and communication design,
**13** % in illustration,
**12** % in fashion and textile design,
**15** % in environmental ant interior design,
**10** % in product and industrial design, and
**10** % in other design fields.

**40** % work for international clients,
making about **70** % contribution to export.

The average number of employees of a designer/design studio is
**3** to **7** persons.

The total annual turnover per designer is around
EUR **12,000**.

There are more than
**20** private and public design schools of which **7** are universities.
Each year approximately **500** students graduate in design.

**NACE code 74.10**
(specialised design activities) existing | yes | **no**
with subcategories (like 74.11, 74.12, etc.) implemented: | yes | no

**Design policy**
**national** | **regional** | local | exists | yes | **no**
and is published. | yes | no

A **national** | regional | local
**innovation** | creative industries **strategy** exists | **yes** | no
and is published. | yes | no

**Design award**
**national** | regional | local | exists | yes | **no**
and takes place annually | biannually.

Source:
Edge Project & Patent Office of Bulgaria

# Croatia

**Population: 4.2m**
**GDP in PPS: 60%**

There are approximately
**2,000** designers working in Croatia.

**3/4** of all industrial designers also work as graphic designers.

Around
**85** % of all Croatian design companies employ less than
**4** persons.

There are
**6** design schools in Croatia; all of them
higher education institutions (universities) with about
**100** graduates per year.

**NACE code 74.10**

| | | |
|---|---|---|
| (specialised design activities) existing | yes | **no** |
| with subcategories (like 74.11, 74.12, etc.) implemented: | yes | no |

**Design policy**

| | | |
|---|---|---|
| **national** \| **regional** \| local \| exists | yes | **no** |
| and is published. | yes | no |
| A **national** \| regional \| local | | |
| **innovation** \| creative industries **strategy** exists | yes | **no** |
| and is published. | yes | no |

**Design award**

| | | |
|---|---|---|
| **national** \| regional \| local \| exists | **yes** | no |
| and takes place annually \| **biannually**. | | |

Source:
Hrvatsko dizajnersko drustvo (HDD – Croatian Designers Association) & ULUPUH – Association of Applied Artists and Designers of Croatia

# Cyprus

**Population: 0.9m**
**GDP in PPS: 83%**

Around
**1,350** designers work in Cyprus. About
**680** are employed; the majority as graphic and communication designers in advertising agencies.

Around half of the design community, i.e.,
**50** % are in graphic and communication design,
**28** % in environmental and interior design,
**11** % in fashion and textile design,
**4** % in illustration,
**3** % in product and industrial design and
**4** % in other/various design fields.

**1** % of all designers works for international clients.

The total turnover of design activities is EUR **7.5** m.
The annual turnover per designer is EUR **11,100**.

The average number of employees of a designer/design studio is **4**.

There are
**6** design schools, of which
**4** are universities. Each year up to
**120** students graduate.

**NACE code 74.10**
(specialised design activities) existing | yes | **no**
with subcategories (like 74.11, 74.12, etc.) implemented: | yes | no

**Design policy**
**national** | regional | local | exists | yes | **no**
and is published. | yes | no

A **national** | regional | local
**innovation** | creative industries **strategy** exists | yes | **no**
and is published. | yes | no

**Design award**
**national** | regional | local | exists | yes | **no**
and takes place annually | biannually.

Source:
University of Nicosia & Cyprus Designers' Association

# Czech Republic

**Population: 10.6m**
**GDP in PPS: 88%**

**3,500** designers work in the Czech Republic,
**2,000** are self-employed and **1,500** are employed.

Major fields of design they work in are
**20** % environmental and interior design,
**20** % fashion and textile design,
**15** % graphic and communication design,
**10** % product and industrial design,
**10** % illustration, and
**25** % others.

The total turnover of design activties is
EUR **87**m, which is **0.049** % of the GDP.
For each EUR of turnover realized by a designer/design studio,
EUR **61**m follow on subsequent investment.

The annual turnover per head is EUR **20,000**.
The average number of employees of a designer/design studio is **3**.

**25** % of all designers work for international clients.
EUR **76**m of turnover is realized with international clients, which means that
**85** % of designers' turnover comes from abroad.

**52** design schools exist, of which **14** are universities.
**500** students graduate annually.

**NACE code 74.10**

| | |
|---|---|
| (specialised design activities) existing | \| **yes** \| no |
| with subcategories (like 74.11, 74.12, etc.) implemented: | \| yes \| **no** |

**Design policy**

| | |
|---|---|
| **national** \| **regional** \| local \| exists | \| yes \| **no** |
| and is published. | \| yes \| no |

| | |
|---|---|
| A **national** \| regional \| local | |
| **innovation** \| **creative industries strategy** exists | \| yes \| **no** |
| and is published. | \| yes \| no |

**Design award**

| | |
|---|---|
| **national** \| regional \| local \| exists | \| yes \| **no** |
| and takes place annually \| biannually. | |

Source:
CzechTrade

# Denmark

**Population: 5.7m**
**GDP in PPS: 124%**

Around
**9,000** designers work in Denmark,
**5,000** are self-employed, and another
**2,000** each are employed respectively part-time employed and self-employed.

**25** % work in graphic and communication design,
**25** % in product and industrial design,
**15** % in environmental and interior design,
**15** % in fashion and textile design,
**2** % in illustration, and
**18** % in other fields of design.

The total turnover is around EUR **0.9**bn which constitutes **0.3** % of the GDP.
The annual turnover per head is EUR **100,000**.
The average number of employees of a designer/design studio is **2**.

Over
**40** % of all Danish designers work for international clients, realizing a turnover of EUR **200**m making design's contribution to export **0.01** %.

There are
**15** public and private design schools in Denmark.
**5** can be categorized as universities.
The total number of graduates is up to
**1,200** per year.

**NACE code 74.10**

| | |
|---|---|
| (specialised design activities) existing | \| **yes** \| no |
| with subcategories (like 74.11, 74.12, etc.) implemented: | \| **yes** \| no |

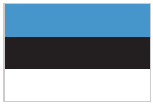
**Design policy**

| | |
|---|---|
| **national** \| **regional** \| local \| exists | \| **yes** \| no |
| and is published. | \| **yes** \| no |
| A **national** \| regional \| local | |
| **innovation** \| **creative industries strategy** exists | \| **yes** \| no |
| and is published. | \| **yes** \| no |

**Design award**

| | |
|---|---|
| **national** \| regional \| local \| exists | \| **yes** \| no |
| and takes place **annually** \| biannually. | |

Source:
Danish Design Centre & Steinar Valade-Amland



# Estonia

**Population: 1.3m**
**GDP in PPS: 75%**

**1,500** to **2,000** designers work in the country.
**1,000** to **1,200** are self-employed and
**500** to **800** are employed.

The major fields of design are
**30** % graphic and communication design,
**25** % environmental and interior design,
**20** % fashion and textile design,
**15** % product and industrial design,
**6** % illustration, and
**4** % others.

The total annual turnover per designer is in average
EUR **24,000** (to a maximum of EUR **40,000**).
**10** to **20** % of all designers work for international clients making
**40** to **50** % of their income through export.

The average number of employees of a designer/design studio is
**2**.

Estonia has
**6** design schools, of which
**2** are universities.
Approximately
**60** students graduate per year.

**NACE code 74.10**
(specialised design activities) existing | **yes** | no
with subcategories (like 74.11, 74.12, etc.) implemented: | **yes** | no

**Design policy**
**national** | regional | local | exists | **yes** | no
and is published. | **yes** | no

A **national** | regional | local
**innovation** | creative industries **strategy** exists | **yes** | no
and is published. | **yes** | no

**Design award**
**national** | regional | local | exists | **yes** | no
and takes place annually | **biannually**.

Source:
Estonian Association of Designers

# Finland

**Population: 5.5m**
**GDP in PPS: 109%**

**9,000** professional designers work in the country.
**60** % of all designers are self-employed and
**40** % are employed.

Designers work
**30** % in product and industrial design,
**30** % in environmental and interior design,
**20** % in graphic and communication design,
**5** % in fashion and textile design,
**5** % in illustration, and
**10** % in other design fields.

The total turnover of design activities is
EUR **3.23**bn, which is
**1** % of the GDP.

The number of employees of a designer/design studio is between
**1** to **5**; totaling some
**19,420** people working full-time in the design sector.

Finland has
**8** design schools, of which
**2** are universities.
**100** to **150** students graduate each year.

**NACE code 74.10**
(specialised design activities) existing | **yes** | no
with subcategories (like 74.11, 74.12, etc.) implemented: | **yes** | no

**Design policy**
**national** | **regional** | local | exists | **yes** | no
and is published. | **yes** | no

A **national** | regional | local
**innovation** | creative industries **strategy** exists | **yes** | no
and is published. | **yes** | no

**Design award**
**national** | regional | local | exists | **yes** | no
and takes place **annually** | biannually.

Source:
ornamo – The Finnish Association of Designers

# France

**Population: 67.0m**
**GDP in PPS: 104%**

Around
**35,000** designers professionally work in France.
By including the position of designmanagers the number goes up to **40,000**.
**45** % of all designers are self-employed, **55** % employed as
**33** % inhouse designers, and **22** % as employees of design studios.
The average number of employees of a designer/design studio is **2** to **3**.

**26** % work in product and industrial design,
**16** % in graphic and communication design,
**16** % in environmental and interior design,
**1** % in fashion and textile design, and
**41** % in other »new« design fields e.g. service design, interactive and digital design.

The total turnover per year is
EUR **3.5** to **8**bn which is **0.1** to **0.4** % of the GDP.
The total turnover per head is
EUR **106,000** to **242,000**.

**70** % of all French designers work for international clients, but
**40** % realize less than **5** %
of their turnover for these clients.

There are **68** design schools delivering diplomas at master level, around
**10** of those are universities. Around
**2.000** students graduate annually with a master degree.

**NACE code 74.10**

| | |
|---|---|
| (specialised design activities) existing | \| **yes** \| no |
| with subcategories (like 74.11, 74.12, etc.) implemented: | \| **yes** \| no |

**Design policy**

| | |
|---|---|
| national \| **regional** \| local \| exists | \| **yes** \| no |
| and is published. | \| yes \| no |
| A **national** \| regional \| local | |
| **innovation** \| creative industries **strategy** exists | \| **yes** \| no |
| and is published. | \| yes \| no |

**Design award**

| | |
|---|---|
| **national** \| regional \| local \| exists | \| **yes** \| no |
| and takes place **annually** \| biannually. | |

Source:
Agence pour la promotion de la création industrielle

# Germany

**Population: 82.5m**
**GDP in PPS: 123%**

In 2016 there existed some
**147,300** employed designers (in 2003 this figure was only **53,000**),
and another **94,600** self-employed.

Major fields of design activity are
**24** % graphic and communication design,
**19** % environmental and interior design,
**7** % product and industrial design, and
**50** % other specialised design fields.

The total turnover of all design activities is
EUR **19**bn which makes
**0.31** % of the GDP (**2.47** % considering all creative industries).

The annual turnover per head is EUR **130,600**.

**22.1** % of all designers work for international clients with a turnover of
EUR **885.1** m.
Thus, design makes
**4.8** % of a contribution to export.

In Germany about
**290** programmes in
**120** design schools on tertiary level exist, of which around
**15** are private institutions.

**NACE code 74.10**

| | |
|---|---|
| (specialised design activities) existing | **yes** / no |
| with subcategories (like 74.11, 74.12, etc.) implemented: | **yes** / no |

**Design policy**

| | |
|---|---|
| national / **regional** / local / exists | **yes** / no |
| and is published. | yes / no |
| A **national** / regional / local | |
| **innovation** / creative industries **strategy** exists | **yes** / no |
| and is published. | **yes** / no |

**Design award**

| | |
|---|---|
| national / **regional** / local / exists | **yes** / no |
| and takes place **annually** / biannually. | |

Source:
Bundesministerium für Wirtschaft und Energie, Büro für Kulturwirtschaftsforschung,
Deutscher Designtag & German Design Council

# Greece

**Population: 10.8m**
**GDP in PPS: 68%**

There are about
**10,000** designers working in Greece,
**50** % on an employed basis,
**50** % self-employed.

About
**68** % work in graphic and communication design, another
**11** % in environmental and interior design,
**8** % in fashion and textile design,
**8** % in illustration, and
**5** % in product and industrial design.

The average annual turnover per designer is about
EUR **12,000**.

**65** % work for international clients,
**4** is the average number of employees.

There are
**11** design schools in Greece,
**5** of those are universities with around
**350** graduates in total per year.

**NACE code 74.10**

| | |
|---|---|
| (specialised design activities) existing | \| **yes** \| no |
| with subcategories (like 74.11, 74.12, etc.) implemented: | \| **yes** \| no |

**Design policy**

| | |
|---|---|
| **national** \| **regional** \| local \| exists | \| yes \| **no** |
| and is published. | \| yes \| no |
| A **national** \| regional \| local | |
| **innovation** \| creative industries **strategy** exists | \| yes \| **no** |
| and is published. | \| yes \| no |

**Design award**

| | |
|---|---|
| **national** \| regional \| local \| exists | \| yes \| **no** |
| and takes place annually \| biannually. | |

Source:
Design Federation & KEPA

# Hungary

**Population: 9.8m**
**GDP in PPS: 67%**

In Hungary there are around
**5,000** professional designers
working in the following fields of design:

**35** % graphic and communication design,
**15** % product and industrial design,
**15** % fashion and textile design,
**10** % environmental and interior design,
**5** % illustration, and
**20** % other.

**25** % of all designers work for international clients.

Annually, the total turnover of design activities per head is
EUR **11,300**.

Out of
**11** design schools in the country
**9** are universities.
There are about
**840** graduates per year.

**NACE code 74.10**

| | |
|---|---|
| (specialised design activities) existing | \| **yes** \| no |
| with subcategories (like 74.11, 74.12, etc.) implemented: | \| yes \| **no** |

**Design policy**

| | |
|---|---|
| **national** \| regional \| local \| exists | \| **yes** \| no |
| and is published. | \| **yes** \| no |
| A **national** \| regional \| local | |
| **innovation** \| **creative industries strategy** exists | \| **yes** \| no |
| and is published. | \| **yes** \| no |

**Design award**

| | |
|---|---|
| **national** \| regional \| local \| exists | \| **yes** \| no |
| and takes place **annually** \| biannually. | |

Source:
Office of the Hungarian Design Council

# Iceland

**Population: 0.3m**
**GDP in PPS: 128%**

A total of
**1,300** designers work in Iceland.

They work in the following fields of design:
**41** % in threedimensional (architecture), environmental and interior design,
**39** % in graphic and communication design,
**8** % in product and industrial design,
**8** % in fashion and textile design, and
**4** % in illustration.

There are
**3** design schools, of which
**1** is an university.
Approximately
**50** students graduate per year.

**NACE code 74.10**

| | |
|---|---|
| (specialised design activities) existing | \| **yes** \| no |
| with subcategories (like 74.11, 74.12, etc.) implemented: | \| yes \| **no** |

**Design policy**

| | |
|---|---|
| **national** \| regional \| local \| exists | \| **yes** \| no |
| and is published. | \| **yes** \| no |
| A **national** \| regional \| local | |
| **innovation** \| creative industries **strategy** exists | \| yes \| **no** |
| and is published. | \| yes \| no |

**Design award**

| | |
|---|---|
| **national** \| regional \| local \| exists | \| **yes** \| no |
| and takes place **annually** \| biannually. | |

Source:
Hönnunarmiðstöð – Iceland Design Centre

# Ireland

**Population: 4.8m**
**GDP in PPS: 183%**

In Ireland about
**48,000** people work as professional designers, which means
**1** % of the Irish population.
**11,040** are self-employed and
**36,960** are employed.

**12** is the average number of employees of a designer/design studio.

Fields of design:
**48** % digital design,
**21** % crafts,
**14** % threedimensional (architecture),
**13** % specialised design, and
**4** % engineering.

Design makes
**21** % of contribution to export.

There are
**24** design schools, out of which
**8** are universities.
There are about
**3,260** graduates per year.

**NACE code 74.10**
(specialised design activities) existing | **yes** | no
with subcategories (like 74.11, 74.12, etc.) implemented: | yes | **no**

**Design policy**
**national** | regional | local | exists | **yes** | no
and is published. | **yes** | no

A **national** | regional | local
**innovation** | creative industries **strategy** exists | **yes** | no
and is published. | **yes** | no

**Design awards**
**national** | regional | local | exist | **yes** | no
and take place **annually** | biannually.

Source:
Design & Crafts Council of Ireland

# Italy

**Population: 60.6m**
**GDP in PPS: 97%**

According to NACE code there are
**29,201** design firms registered in Italy with
**48,163** employed designers.

The total turnover per year is
EUR **4.33**bn with another
EUR **1.9**bn value added.

According to their specialised design activities there are
**25,4** % graphic and communication designers,
**14,5** % product and industrial designers,
**5,4** % working in threedimensional (architectural) design,
**24,8** % fashion designers,
**7** % digital designers, and
**22** % working in other design fields.

Italy has
**89** design schools/institutes including
**19** universities (not including high/er schools, technical and vocational institutes).
Only
**59** out of these
**89** institutions grant diplomas.There are
**7,094** graduates per year.

**NACE code 74.10**

| | |
|---|---|
| (specialised design activities) existing | \| **yes** \| no |
| with subcategories (like 74.11, 74.12, etc.) implemented: | \| **yes** \| no |

**Design policy**

| | |
|---|---|
| **national** \| regional \| local \| exists | \| yes \| **no** |
| and is published. | \| yes \| no |
| A **national** \| regional \| local | |
| **innovation** \| creative industries **strategy** exists | \| **yes** \| no |
| and is published. | \| **yes** \| no |

**Design award**

| | |
|---|---|
| **national** \| regional \| local \| exists | \| **yes** \| no |
| and takes place **annually** \| biannually. | |

Source:
Symbola – Fondaziona per la Qualità Italiane

# Kosovo

**Population: 1.8m**
**GDP in PPS: n/a**

Approximately
**700** designers work in Kosovo,
**300** of them are self-employed and
**400** are employed.

The major design fields are
**40** % graphic and communication design,
**30** % environmental and interior design,
**15** % fashion and textile design,
**8** % product and industrial design, and
**7** % illustration.

**30** % of all designers work for international clients.

There are
**2** design schools (but no university) with about
**150** graduates per year.

**NACE code 74.10**

| | | |
|---|---|---|
| (specialised design activities) existing | yes | **no** |
| with subcategories (like 74.11, 74.12, etc.) implemented: | yes | no |

**Design policy**

| | | |
|---|---|---|
| **national** \| **regional** \| local \| exists | yes | **no** |
| and is published. | yes | no |

| | | |
|---|---|---|
| A **national** \| regional \| local | | |
| **innovation** \| creative industries **strategy** exists | yes | **no** |
| and is published. | yes | no |

**Design award**

| | | |
|---|---|---|
| **national** \| regional \| local \| exists | yes | **no** |
| and takes place annually \| biannually. | | |

Source:
Kosovo Architecture Foundation

# Latvia

**Population: 2.0m**
**GDP in PPS: 65%**

More than
**1,230** designers work in Latvia; most of them, more than
**90** % on an employment basis, and more than
**60** % in graphic and communication design.

The average number of employees of a designer/design studio is
**2**.

The annual turnover of design activities is
EUR **25.54**m.

There are
**16** design schools in Latvia of which
**10** can be classified as universities with about
**360** graduates per year.

**NACE code 74.10**

| | |
|---|---|
| (specialised design activities) existing | \| **yes** \| no |
| with subcategories (like 74.11, 74.12, etc.) implemented: | \| **yes** \| no |

**Design policy**

| | |
|---|---|
| **national** \| regional \| local \| exists | \| **yes** \| no |
| and is published. | \| **yes** \| no |
| | |
| A **national** \| regional \| local | |
| **innovation** \| creative industries **strategy** exists | \| **yes** \| no |
| and is published. | \| **yes** \| no |

**Design award**

| | |
|---|---|
| **national** \| regional \| local \| exists | \| **yes** \| no |
| and takes place **annually** \| biannually. | |

Source:
Bureau of Statistics & Ministry of Culture, Creative Industries Division

# Lithuania

**Population: 2.8m**
**GDP in PPS: 75%**

There are about
**250** design companies and another
**650** individual designers working in Lithuania.

Their total turnover annually amounts to
EUR **32.84**m.

There are
**9** design schools, of which
**6** are universities. Approximately
**400** students graduate per year.

**NACE code 74.10**

(specialised design activities) existing | **yes** | no
with subcategories (like 74.11, 74.12, etc.) implemented: | yes | **no**

**Design policy**

**national** | regional | local | exists | yes | **no**
and is published. | yes | no

A **national** | regional | local
**innovation** | creative industries **strategy** exists | **yes** | no
and is published. | **yes** | no

**Design award**

**national** | regional | local | exists | **yes** | no
and takes place **annually** | biannually.

Source:
Lithuanian Design Forum & National Statistics Department

# Luxembourg

**Population: 0.6m**
**GDP in PPS: 258%**

In Luxembourg approximately
**3,000** designers work in
**211** enterprises.
This makes
**4.1** % of the creative industries sector.

About
**2/3** of all designers work predominantly in the field of graphic design.
The rate of self-employed designers is about
**34.5** %.

Designers in Luxembourg generate in average
EUR **43.6**m per year.

**NACE code 74.10**

| | | |
|---|---|---|
| (specialised design activities) existing | **yes** | no |
| with subcategories (like 74.11, 74.12, etc.) implemented: | **yes** | no |

**Design policy**

| | | |
|---|---|---|
| **national** \| regional \| local \| exists | yes | **no** |
| and is published. | yes | no |
| A **national** \| regional \| local | | |
| **innovation** \| creative industries **strategy** exists | **yes** | no |
| and is published. | **yes** | no |

**Design award**

| | | |
|---|---|---|
| **national** \| regional \| local \| exists | **yes** | no |
| and takes place annually \| **biannually**. | | |

Source:
Design Luxembourg & Luxembourg Creative Industries Cluster, Philipp Robin & Jan Glas

# Macedonia

**Population: 2.1m**
**GDP in PPS: 37%**

More than
**1,500** designers work in Macedonia.

There are
**10** design schools, of which
**6** are universities.
There are approximately
**200** graduates annually.

**NACE code 74.10**

| | |
|---|---|
| (specialised design activities) existing | \| **yes** \| no |
| with subcategories (like 74.11, 74.12, etc.) implemented: | \| yes \| no |

**Design policy**

| | |
|---|---|
| **national** \| **regional** \| local \| exists | \| yes \| **no** |
| and is published. | \| yes \| no |
| A **national** \| regional \| local | |
| **innovation** \| creative industries **strategy** exists | \| **yes** \| no |
| and is published. | \| yes \| no |

**Design award**

| | |
|---|---|
| **national** \| regional \| local \| exists | \| yes \| **no** |
| and takes place annually \| biannually. | |

Source:
State Statistical Office & European University of the Republic of Macedonia, Faculty of Art & Design

# Malta

**Population: 0.5m**
**GDP in PPS: 96%**

There are about
**200** designers in Malta, about
**50** % working in interior design, and another
**25** % in graphic design.

The total turnover of design companies is
EUR **240**m of which
EUR **80** is value added, equivalent to around
**1** % of the total GVA (gross value added) generated by the economy.

The turnover per employee of design firms is around
EUR **93,000** and value added
EUR **31,000**.

**3** is the average number of employees of a design enterprise.

There are
**2** design schools of which
**1** is the (only) University of Malta.

**NACE code 74.10**

| | | |
|---|---|---|
| (specialised design activities) existing | **yes** | no |
| with subcategories (like 74.11, 74.12, etc.) implemented: | yes | no |

**Design policy**

| | | |
|---|---|---|
| **national** \| regional \| local \| exists | **yes** | no |
| and is published. | yes | no |
| A **national** \| regional \| local | | |
| **innovation** \| creative industries **strategy** exists | **yes** | no |
| and is published. | **yes** | no |

**Design award**

| | | |
|---|---|---|
| **national** \| regional \| local \| exists | **yes** | no |
| and takes place **annually** \| biannually. | | |

Source:
Malta Business Bureau, Ministry for Finance, Economic Policy Department, Ministry for the Economy, Investment and Small Business, National Statistics Office (NSO) & Office of the Prime Minister.

# Netherlands

**Population: 17.1m**
**GDP in PPS: 128%**

**104,000** people work as part of the creative industries in the Netherlands; about
**40** % of them (**41,600**) in design.
**45,000** are self-employed, and
**59,000** are employed.
Nearly **3,000** bigger studios/entities exist with an average number of
**9** employees.

**72** % work in graphic and communication design,
**18** % in product and industrial design, and
**10** % in environmental and interior design.

**6.5**bn is the total turnover which is
**2** % of the GDP.
The average turnover per head is approximately
EUR **75,000**.

**37** % of all designers work for international clients, making a
**5** % share of their annual turnover.
**0.2** % is design's contribution to export.

There are
**16** design schools, of which
**3** are universities; but in around
**35** institutions more than **100** design programmes exist.
Approximately **960** students graduate per year.

**NACE code 74.10**

| | |
|---|---|
| (specialised design activities) existing | \| **yes** \| no |
| with subcategories (like 74.11, 74.12, etc.) implemented: | \| **yes** \| no |

**Design policy**

| | |
|---|---|
| **national** \| **regional** \| local \| exists | \| **yes** \| no |
| and is published. | \| **yes** \| no |
| A **national** \| regional \| local | |
| **innovation** \| **creative industries strategy** exists | \| **yes** \| no |
| and is published. | \| **yes** \| no |

**Design award**

| | |
|---|---|
| **national** \| regional \| local \| exists | \| **yes** \| no |
| and takes place **annually** \| biannually. | |

Source:
Beroepsorganisatie Nederlandse Ontwerpers, CLICKNL & Statistics Netherlands (Central Agency for Statistics – CBS)

# Norway

**Population: 5.3m**
**GDP in PPS: 148%**

Around
**10,000** designers work in the country,
in studios the average number of employees is
**3** to **4**.

**60** % work in graphic and communication design,
**28** % in product and industrial design,
**9** % in environmental and interior design, and
**3** % in fashion and textile design.

The total turnover of design activties is
**450**m which makes
**0.4** % of the GDP.

The annual turnover per professional designer is
EUR **45,000**.

There are
**10** design schools, of which
**4** are universities. Around
**270** students graduate per year.

**NACE code 74.10**

| | |
|---|---|
| (specialised design activities) existing | \| **yes** \| no |
| with subcategories (like 74.11, 74.12, etc.) implemented: | \| **yes** \| no |

**Design policy**

| | |
|---|---|
| **national** \| regional \| local \| exists | \| yes \| **no** |
| and is published. | \| yes \| no |
| A **national** \| regional \| local | |
| **innovation** \| creative industries **strategy** exists | \| **yes** \| no |
| and is published. | \| **yes** \| no |

**Design award**

| | |
|---|---|
| **national** \| regional \| local \| exists | \| **yes** \| no |
| and takes place **annually** \| biannually. | |

Source:
The Norwegian Centre for Design and Architecture

# Poland

**Population: 38.0m**
**GDP in PPS: 68%**

**8,000** designers professionally work in Poland,
**6,500** are self-employed, and
**1,500** are employed.

Most of them,
**35** % are graphic and communication designers,
**30** % environmental and interior designers,
**15** % fashion and textile designers,
**10** % product and industrial designers,
**5** % illustrators, and
**5** % others.

The total annual turnover per designer is in average
EUR **14,000** with another
EUR **0.2** subsequent investment of each realized EUR of turnover.

**10** % of all designers work for international clients.

**3** is the average number of employees of a designer/design studio.

There are
**21** design schools, of which
**9** are universities.
There are approximately
**1,500** graduates per year.

**NACE code 74.10**

| | |
|---|---|
| (specialised design activities) existing | \| **yes** \| no |
| with subcategories (like 74.11, 74.12, etc.) implemented: | \| **yes** \| no |

**Design policy**

| | |
|---|---|
| national \| **regional** \| local \| exists | \| **yes** \| no |
| and is published. | \| **yes** \| no |
| A **national** \| regional \| local | |
| **innovation** \| creative industries **strategy** exists | \| **yes** \| no |
| and is published. | \| yes \| **no** |

**Design award**

| | |
|---|---|
| **national** \| regional \| local \| exists | \| **yes** \| no |
| and takes place **annually** \| biannually. | |

Source:
The Association of Industrial Designers (SPFP)

# Portugal

**Population: 10.3m**
**GDP in PPS: 77%**

Approximately
**25,000** designers work in the country, most of them, around
**15,000** are self-employed, and
**10,000** are employed.

Fields of design activities are defined in
**4** areas according to Portugese law (CPP 2010).

Thus, designers work
**40** % in graphic and communication design,
**30** % in product and industrial design,
**20** % in environmental and interior design, and
**10** % in fashion and textile design.

Around
**5,000** designers (**20** %) work for international clients.

There is an average of
**12** employees per designer/design studio.

In Portugal are
**28** design schools/universities with around
**1,000** students graduating per year.

**NACE code 74.10**

| | |
|---|---|
| (specialised design activities) existing | \| **yes** \| no |
| with subcategories (like 74.11, 74.12, etc.) implemented: | \| **yes** \| no |

**Design policy**

| | |
|---|---|
| **national** \| regional \| local \| exists | \| yes \| **no** |
| and is published. | \| yes \| no |
| A **national** \| regional \| local | |
| **innovation** \| creative industries **strategy** exists | \| yes \| **no** |
| and is published. | \| yes \| no |

**Design award**

| | |
|---|---|
| **national** \| regional \| local \| exists | \| yes \| **no** |
| and takes place annually \| biannually. | |

Source:
Statistics Portugal (Classificação Portuguesa das Profissões) & Nuno Sa Leal

# Romania

**Population: 19.6m**
**GDP in PPS: 58%**

The GDP contribution of the creative industries in Romania is
**7** % of about
**62,400** companies in total.

Excluding digital design (software, gaming) there are about
**10,800** designers/design studios, the majority self-employed, with more than
**28,200** employees in total; i.e. in average **2.6** employees.

Around
**55** % to **60** % work for international clients, making
**45** % of their turnover with them.

The annual turnover is
EUR **4.53**bn (including software some EUR **3**bn more).
The average annual turnover of a professional designer is
EUR **21.200**.
The annual labour productivity per employee in advertising is
EUR **192,400**.
The number of employees in design companies increased by
**17** % in the mid 2010s and is in average **3** to **5** in a design studio.

There are
**9** design schools and
**5** universities (top university centers are Bucharest, Cluj and Iasi) with about
**1,500** students at bachelor level.

**NACE code 74.10**

| | |
|---|---|
| (specialised design activities) existing | \| **yes** \| no |
| with subcategories (like 74.11, 74.12, etc.) implemented: | \| yes \| **no** |

**Design policy**

| | |
|---|---|
| **national** \| **regional** \| local \| exists | \| yes \| **no** |
| and is published. | \| yes \| no |
| A **national** \| regional \| local | |
| **innovation** \| creative industries **strategy** exists | \| yes \| **no** |
| and is published. | \| yes \| no |

**Design award**

| | |
|---|---|
| **national** \| regional \| local \| exists | \| yes \| **no** |

Source:
investromania & Romanian Design Council

# Serbia

**Population: 7.0m**
**GDP in PPS: 37%**

**4.59** % (**79,189** persons) of the total number of employees in Serbia belong to the creative industries, contributing some **2.94** % to GVA (gross value added).

**23.18** % (**17,660** persons) thereof are employed in the design sector. About **40** % of those, around **7,000** persons, are designers.

Nearly **2,500** entrepreneurs exist in design and creative services, employing in average **7** persons.
Additionally there are some **700** self-employed designers – **2/3** in graphic design – as members of the national professional design association.

There are **6** design schools and **6** universities in Serbia with **80** to **100** graduates annually.

**NACE code 74.10**

| | | |
|---|---|---|
| (specialised design activities) existing | yes | **no** |
| with subcategories (like 74.11, 74.12, etc.) implemented: | yes | **no** |

**Design policy**

| | | |
|---|---|---|
| **national** \| regional \| local \| exists | yes | **no** |
| and is published. | yes | no |
| A national \| regional \| local innovation \| creative industries strategy exists | yes | no |
| and is published. | yes | no |

**Design award**

| | | |
|---|---|---|
| **national** \| regional \| local \| exists | yes | **no** |
| and takes place annually \| biannually. | | |

Source:
Foundation Creative Economy Group & ULUPUDS – Association of Applied Artists and Designers of Serbia

# Slovakia

**Population: 5.4m**
**GDP in PPS: 77%**

There are about
**1,250** designers in Slovakia, around
**24** % of them in graphic and communication design,
**24** % in interior and furniture design,
**20** % in product and industrial design,
**16** % in fashion and textile design,
**12** % in multimedia, and
**4** % in illustration.

More than
**10** % work for international clients, but around
**20** % leave the country to work abroad.

A majority of
**75** % of all designers are under
**40** years of age, around
**850** are employed,
**400** self-employed.

More than
**70** students graduate each year from
**4** universities (**3** technical ones and **1** Academy of Fine Arts and Design).
Additionally there are about
**50** secondary schools with design related specialisations.

**NACE code 74.10**

| | |
|---|---|
| (specialised design activities) existing | **yes** / no |
| with subcategories (like 74.11, 74.12, etc.) implemented: | yes / **no** |

**Design policy**

| | |
|---|---|
| **national** / regional / local / exists | yes / **no** |
| and is published. | yes / no |
| A **national** / regional / local | |
| **innovation** / **creative industries strategy exists** | **yes** / no |
| and is published. | **yes** / no |

**Design award**

| | |
|---|---|
| **national** / regional / local / exists | **yes** / no |
| and takes place **annually** / biannually. | |

Source:
Slovak Design Center & Centre for Folk Art Production

# Slovenia

**Population: 2.1m**
**GDP in PPS: 83%**

About **2,770** designers are employed as commercial designers and decorators; another
**970** are registered via NACE;
**670** of those are self-employed and
**300** are employed.

They work in the following fields of design:
**27** % in graphic and communication design,
**20** % in product and industrial design,
**14** % in decorative arts and crafts,
**12** % in interior design,
**10** % in photography and scenography,
**9** % in illustration, and
**8** % in fashion and costume design.

The total annual turnover of specialised design and photographic activities amounts to EUR **56.5**m, with focus on industrial design it is EUR **8.2**m.

The annual turnover per head is approximately EUR **27,800**.

There are **4** design schools of which
**2** are universities, and another
**4** design departments/programmes existing.
**140** students graduate per year in design schools, and another
**80** students annually at university level.

**NACE code 74.10**

| | |
|---|---|
| (specialised design activities) existing | \| **yes** \| no |
| with subcategories (like 74.11, 74.12, etc.) implemented: | \| **yes** \| no |

**Design policy**

| | |
|---|---|
| national \| **regional** \| local \| exists | \| **yes** \| no |
| and is published. | \| **yes** \| no |
| A **national** \| regional \| local | |
| **innovation** \| creative industries **strategy** exists | \| **yes** \| no |
| and is published. | \| **yes** \| no |

**Design award**

| | |
|---|---|
| **(inter)national** \| regional \| local \| exists | \| **yes** \| no |
| and takes place annually \| **biannually**. | |

Source:
Designers' Society of Slovenia, Institute for Economic Research (IER) & Regional Development Agency of the Ljubljana Urban Region (RRA LUR)

# Spain

**Population: 46.5m**
**GDP in PPS: 92%**

The total number of design companies and self-employed designers in Spain is
**229,040**. About
**3,780** design studios employing
**15,775** people are situated in Catalonia.

The national annual turnover is
EUR **73.64**bn which is about
**4.94** % of Spain's GDP.

The total annual turnover per head is between
EUR **30,000** to EUR **93,000** (in Catalonia).

The most export orientated region is Catalonia with more than
**45** % working for international clients which makes nearly
**4** to **5** % contribution to export.

In average
**4.3** people work in Catalan design companies,
**2.7** of them being designers.

There are
**104** design schools in Spain (about **1/3** of them, **35**, in Catalonia) including
**39** universities with nearly
**30,000** graduates a year.

**NACE code 74.10**

| | |
|---|---|
| (specialised design activities) existing | \| **yes** \| no |
| with subcategories (like 74.11, 74.12, etc.) implemented: | \| **yes** \| no |

**Design policy**

| | |
|---|---|
| national \| **regional** \| local \| exists | \| **yes** \| no |
| and is published. | \| yes \| no |
| A **national** \| regional \| local | |
| **innovation** \| creative industries **strategy** exists | \| **yes** \| no |
| and is published. | \| yes \| no |

**Design award**

| | |
|---|---|
| **national** \| regional \| local \| exists | \| **yes** \| no |
| and takes place **annually** \| biannually. | |

Source:
Barcelona Centre de Disseny, Filmac Centre, Observatorio Espanol del Diseno & Surgenia

# Sweden

**Population: 10.0m**
**GDP in PPS: 123%**

There are approximately/more than
**19,570** designers active in Sweden, more than
**3,230** of them working in industrial design.

The whole industry, dominated by small to medium-sized firms,
is responsible for more than
EUR **1**bn of turnover; the turnover of design activities in industrial design only is
EUR **382**m.

The annual turnover per industrial designer is in average
EUR **87,000**.

**3/4** of all design firms are located around Stockholm, Gothenburg, and Malmo.

There are
**30** public and private design schools of which
**13** are universities with around
**4,000** graduates annually, but only
**300** with a degree.

**NACE code 74.10**

| | | |
|---|---|---|
| (specialised design activities) existing | yes | **no** |
| with subcategories (like 74.11, 74.12, etc.) implemented: | yes | **no** |

**Design policy**

| | | |
|---|---|---|
| **national** \| regional \| local \| exists | **yes** | no |
| and is published. | **yes** | no |
| A **national** \| regional \| local | | |
| **innovation** \| creative industries **strategy** exists | **yes** | no |
| and is published. | **yes** | no |

**Design award**

| | | |
|---|---|---|
| **national** \| regional \| local \| exists | **yes** | no |
| and national place **annually** \| biannually. | | |

Source:
Swedish Industrial Design Foundation (SVID)

# Switzerland

**Population: 8.4m**
**GDP in PPS: 161%**

The Swiss design industry counts some
**8,600** design businesses with an average number of
**1.8** employees. Divided into sectors there are
**5,600** businesses in graphic and communication design,
**2,000** in interior and spatial design,
**900** in industrial and product design, and
**100** in fashion and other design fields.

A total workforce of
**15,600** are responsible for a total turnover of EUR **1.9**bn.
Some further **17,000** employed designers work outside the creative industries.

The average turnover in the design industry amounts to
EUR **390,000** per business and the average turnover
produced per employee comes up to EUR **160,000**.

Looking at the design industry in product, graphic and fashion design
**62** % are male,
**61** % are self-employed, and
**51** % have a tertiary education.

There are **20** public and private design schools of which
**7** are universities. The numbers of tertiary graduates amount to
**680** bachelors and
**225** masters of arts.

**NACE code 74.10**

| | |
|---|---|
| (specialised design activities) existing | **yes** / no |
| with subcategories (like 74.11, 74.12, etc.) implemented: | **yes** / no |

**Design policy**

| | |
|---|---|
| **national** / regional / local / exists | yes / **no** |
| and is published. | yes / no |

| | |
|---|---|
| A **national** / regional / local | |
| **innovation** / creative industries **strategy** exists | yes / **no** |
| and is published. | yes / no |

**Design award**

| | |
|---|---|
| **national** / regional / local / exists | **yes** / no |
| and takes place **annually** / biannually. | |

Source:
CreativeEconomies and Zurich University of the Arts, ZHdK (Kreativwirtschaftsbericht Schweiz) & Swiss Design Association (sda)

# Turkey

**Population: 79.8m**
**GDP in PPS: 64%**

There are
**140,000** designers working in Turkey,
around **45** % (**64,000**) in Istanbul.

Most of them,
**42** % work in graphic design and advertising,
**10** % in publishing,
**4** % in product and industrial design, and
**44** % in other parts of the creative industries.

The average number of employees is
**1.4** to **2**.

The average annual salary of a designer is
EUR **3,400**.

There are
**76** universities,
**59** with graphic design,
**17** with industrial design programmes;
**7** of them with
**13** faculties in Istanbul, and additionally
**41** two-year-degree schools with around
**4,600** graduates in Istanbul only.
**800** of them are trained in product and industrial design.

**NACE code 74.10**

| | |
|---|---|
| (specialised design activities) existing | \| yes \| no |
| with subcategories (like 74.11, 74.12, etc.) implemented: | \| yes \| no |

**Design policy**

| | |
|---|---|
| **national** \| **regional** \| local \| exists | \| **yes** \| no |
| and is published. | \| yes \| **no** |
| A national \| **regional** \| local innovation \| **creative industries strategy** exists | \| **yes** \| no |
| and is published. | \| **yes** \| no |

**Design award**

| | |
|---|---|
| **national** \| regional \| local \| exists | \| **yes** \| no |
| and takes place **annually** \| biannually. | |

Source:
Design Turkey & Industrial Designers Society of Turkey

# United Kingdom

**Population: 65.8m**
**GDP in PPS: 107%**

**1,693.200** designers work in the UK,
**36.9** % directly employed in the design industry,
**63.1** % working in other sectors.

**39** % work in digital design,
**22** % in architecture and environmental design,
**12** % in product and industrial design,
**9** % in graphic and communication design,
**9** % are multidisciplinary,
**8** % in graphic and communication design and advertising, and
**1** % in fashion and textile design.

The total annual turnover of design activities is
EUR **95.4**bn which is
**7** % of the GVA.
The annual output (GVA) per person is
EUR **56,300**.

Design makes
**7** % contribution to export.

There are
**232** design schools, where
**166,930** students graduate annually.

**NACE code 74.10**

(specialised design activities) existing | **yes** | no
with subcategories (like 74.11, 74.12, etc.) implemented: | yes | **no**

**Design policy**

**national** | regional | local | exists | yes | **no**
and is published. | yes | no

A **national** | regional | local
**innovation** | **creative industries strategy** exists | **yes** | no
and is published. | **yes** | no

**Design award**

**(inter)national** | regional | local | exists | **yes** | no
and takes place **annually** | biannually.

Source:
Design Council & Design Business Association (DBA)

## abbreviations

**EEA** European Economic Area (European Union and EFTA members)
**EFTA** European Free Trade Association (Island, Liechtenstein, Norway and Switzerland)
**GDP** gross domestic product
**GVA** goss value added
**PPS** purchasing power standards

BEDA The Bureau of European Design Associations

## about BEDA

The Bureau of European Design Associations (BEDA) was formed in 1969 as the representative body for professional design associations within the European Union.

BEDA today boasts 46 members from 28 Member States in Europe. Members can be design promotion centres and other publicly funded organisations that promote design national or regional, as well as professional and trade associations for designers from across Europe. These professional associations represent some 400,000 designers from across Europe in every discipline of work from industrial and interior design to digital design and branding.

BEDA provides a platform where members can pool knowledge, awareness and strength. BEDA represents designers' interests with the legislative, legal, financial and other bodies within the EU. BEDA also works towards harmonizing professional design qualifications and raising and maintaining standards within the EU. As a result of years of successful lobbying in Brussels, design is today part of the innovation policy for Europe, called Innovation Union 2020.

designaustria®

## about designaustria

Founded in 1927, designaustria is Europe's third oldest design association. Today, designaustria has about 1,300 members from all design disciplines. designaustria represents the Austrian design scene on both national and international levels, seeking to highlight its achievements through numerous exhibitions, conferences, publications, competitions, and workshops. designaustria organizes the Joseph Binder Award and the Romulus Candea Prize and since 2001 has been entrusted by the Federal Ministry for Digital and Economic Affairs with conducting the National Design Prize. designaustria is excellently connected to all of the relevant schooling and training facilities and partner organizations in Austria and is represented in numerous advisory boards and commissions. Similarly, designaustria can resort to a large global network through its collaboration with international associations and institutions.

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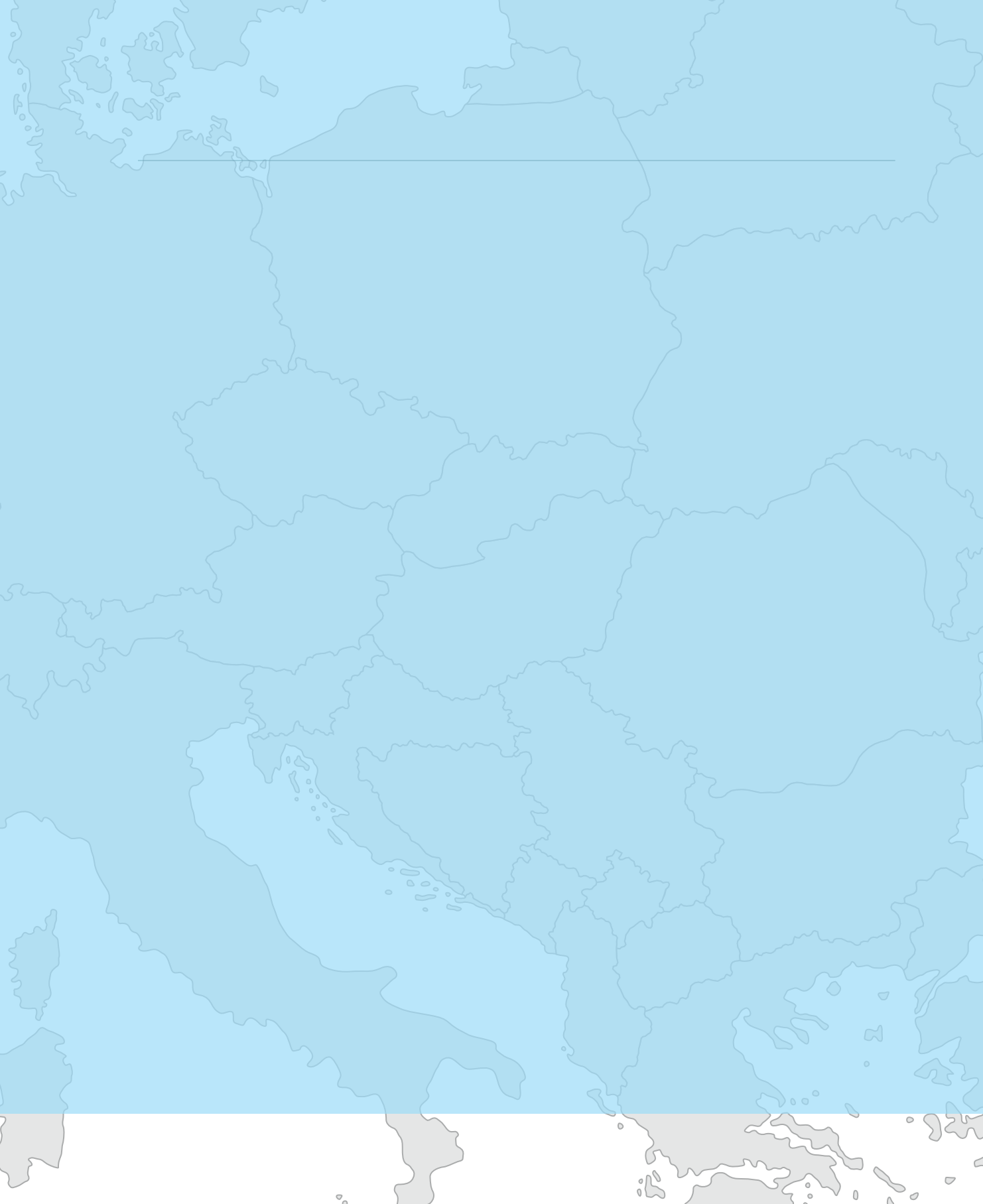

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