

1 People Powered Future (Strategic Innovation Area)

1.1 Definition of the strategic innovation area

Design driven innovation has the power to change our future. By design we mean the systems of staging processes of innovation and reconsideration in complex and ambiguous situations with several stakeholders, mixed knowledge-foundations and no self-evident approaches. The People Powered Future SIA will build a stronger and more competitive Sweden and aims at achieving a paradigm shift in the awareness, understanding and uptake of design in policy-making and in the public and private sectors at large. The consortium seeks to continuously strengthen the design innovation eco-system in Sweden through leveraging on networks and actions, hosted and implemented in a joint process, towards a common vision.

The People Powered Future consortium aims for change that can only be achieved through the commitment from a wide range of stakeholders and a network of actors within Sweden and internationally. Therefore the process of connecting existing and future activities and stakeholders is the key for the People Powered Future SIA, not the creation of a new organization.

1.2 The innovation area in facts and figures

Sustainable development is about quality of life - now and in the future - and it concerns environment, culture, economy and wellbeing. For future decision making to lead in the right direction, we need to include a holistic perspective where the environment, people, economy and culture are included in future development. An

increasing number of Swedish companies turn to design to balance traditional product oriented, technology- and research-driven innovation with customer-driven innovation capabilities. This corresponds to increased market demands for more flexible, customized and complex solutions, increasingly stemming from the global challenges. In this context, Swedish business needs a strong capability of developing complex, customized, high-end offerings. This is key for facing the increasing global competition and the shifting focus from mass production to flexible production of advanced goods and services. A long-term sustainable prosperity requires handling the pressure on public finances caused by a growing share of care-takers in relation to the working force. It must also be able to attract and retain the competence needed to maintain efficient public services. Design processes enable citizens and employees to be co-creators of public wealth, thus enabling higher satisfaction and a focus on what really creates value. Design also develops democracy including and involving citizens directly in exploring alternative futures.

Large shares of Swedish design, in terms of research, education and commercial services are of high international standards. There are successful Swedish design providers¹, both in business and academia, acting in the global market with a large international network. Umeå Institute of design has been ranked as best design school in Europe, North- and South America three years in a row.² In 2014 alone, two international high level conferences take place in Sweden, DRS 2014³ and The Service Design Network conference in Stockholm.⁴ Sweden has a national research school in design with 16 universities and university colleges involved. The school has so far been funded by the Swedish Research Council through an earmarked governmental grant. While the expected number of PhD students initially was around twenty, the interest has far exceeded the estimations and hitherto over 65 students have been enrolled, a development which in the coming years will ensure an internationally unique competence base for Swedish design research.

1.3 International position and competition

The widening of the design concept, from a confined creative practice within traditional industrial product development to a driver for innovative transformation of systems, services, organizations and environments, is a global trend. In Sweden, however, the role of design is still an under-developed aspect in the innovation debate and practice. Furthermore, the Swedish design community is not structured to produce a maximum collective output that would strengthen the Swedish innovation capability. There is a big potential in increasing the use of existing design research in business, third and public sectors. Design modules need to be integrated in a higher number of education programs, and design education needs to be adapted for new design users. Knowledge producers in the field of design, in both academia and business, need to develop new offerings in response to the changing markets and the widened scope of design. And the use of design in policy areas will continuously increase. Today we can see design and policy being brought closer, not only in EU by the European Design and Innovation Platform⁵ financed by the European Commission and run by Design Council in UK⁶, but also on the national level in UK, Denmark⁷ and France⁸ for example.

At EU level, design is seen as a key driver of user-centered innovation. This is articulated in EU's *Strategy for growth*, through The European Design Leadership Board (founded by the European Commission) in the board's report *Design for Growth and Prosperity* and in the 2013 action plan of the European Commission to promote design as means for innovation. The Europe 2020 Flagship Initiative Innovation Union includes design among its identified priorities. To further strengthen the position of design as a driver of user-centered innovation the European Commission in 2013 appointed a consortia to deliver a *European Design and Innovation Platform*. *People Powered Future SIA* will be a strong and important player in delivering appropriate actions in Sweden.

A number of countries have adopted national or regional policies for design, e.g. Denmark, UK, Australia, China, India, Korea and Singapore. *People Powered Future* includes strategic alliances with bodies in a number of these

¹ The Swedish firm Veryday was appointed "Design Team of the year" by Red Dot in 2014 <http://red-dot.de/pd/celebration/design-team-of-the-year-2014-veryday/?lang=en>

² <http://www.teknat.umu.se/pressinformation/nyhetsvisning//designhogskolan-topprankas-for-tredje-aret-i-rad-.cid239176>

³ <http://drs2014.org/en/>

⁴ <http://www.sdgc14.com/#&panel1-1>

⁵ http://ec.europa.eu/enterprise/policies/innovation/policy/design-creativity/index_en.htm#h2-1

⁶ <http://designforeurope.eu/>

⁷ <http://www.mind-lab.dk/>

⁸ <http://blog.la27eregion.fr/-About-la-27e-Region->

countries.

1.4 Potential to contribute to a safe, environmental friendly and effective energy system

Policy makers at all levels are increasingly aware of the need for creative, multidisciplinary, multi-stakeholder and multilevel collaborations of thinking and acting in order to solve the global challenges. The design process provides such new ways of working together across borders, in new modes of combining development of new knowledge with new capabilities for experimental and learning processes for change. In order to quantify sustainability through design, different methods, tools and indicators could be applied. The People Powered Future SIA will use empowering concepts opening up new opportunities to influence systems beyond organizational and national borders by leveraging the People Powered Future process connecting organizations, research, companies and decision makers. Thus the process could influence, share and develop knowledge as a strategic innovation area in itself but also in close cooperation with the already running SIAs and their future research and innovation calls.

2 Potential for the strategic innovation programme

2.1 Visions and goals for the strategic innovation programme

- The strategic innovation program, *People Powered Future*, first and biggest aim is to create, roll out, maintain and develop the open design process guiding the future research and innovation calls within the People Powered Future SIA.
- *People Powered Future* aims to create a platform and design process enabling a set of key actions and open calls to strengthen the Swedish competitiveness and capability to face societal challenges through design.
- The consortium and the People Power Future process gathers committed stakeholders and users, existing and future, within Sweden and internationally that share a vision and combine resources to strengthen the design eco-system in Sweden. The People powered future SIA is for Sweden to make use of design when it comes to influence the development of innovative policies to tackle major societal challenges and the European innovation policy process.

2.2 The most important challenges/needs and why public intervention is needed

On a European level, design is recognized as a critical factor for differencing Europe and its power to innovate on a global scale. Based on the same arguments, it is urgent that Sweden fosters design capabilities and embeds design as an essential tool and component in the national innovation structures and innovation policies.

The big challenges ahead of us require big transformations in the way public administration and businesses are organized and developed. We need the courage to commit to and invest in development, although the final solution is not entirely defined at the outset. We need to dare experimenting and prototyping, as well as develop our ability for systematic learning. We need courage to leave our expert roles and trust the users. We need to work across boundaries. This calls for increased insights in the potential of design and user involvement to permeate our society - therefore this calls for public intervention and a process open for influence from future design users to give direction to the research and innovation agenda in Sweden. Without national and strategic intervention Sweden risks that Design-aware organisations and leaders exist mainly outside of Sweden, Swedish businesses, Swedish public sector and Swedish policy areas, which impair Sweden's competitiveness and that value adding work takes place elsewhere.


2.3 Renewal of the innovation area by the innovation programme

The Swedish innovation strategy from 2012 builds on a broad definition of innovation and a broad scope of innovation policy. It stresses the importance of design, organization, marketing and development of business models. Furthermore, the innovation strategy highlights the need for better coordination between different policies, and different sectors of society. It emphasizes the importance of involving people in co-creation and open innovation. The Government's strategy for a digital collaborative public administration raised the need for simple, transparent and innovative solutions based on user needs. The design process is as natural as necessary to succeed in these ambitions and the People Powered Future SIA aims to deliver on that.

The People Powered Future SIA will organize, develop and maintain an **open, involving process built on**

design principles to create knowledge and support decision makers, in order to stimulate needs driven innovation in all sets of surroundings. The nine needs from the agenda have been developed to a number of **key initiatives** that each has a number of activities to be rolled out (some of them already running with funding from different sources)

2.4 Contribution to the addressed impact goals

Conditions	Activities	Results	Vision and goals	Impact goals
<p>Design driven innovation has the power to change our future. By design we mean the systems of staging processes of innovation and reconsideration in complex and ambiguous situations with several stakeholders, mixed knowledge-foundations and no self-evident approaches.</p> <p>Strategy and leadership for the People Powered Future Process and SIA based on the needs and vision from the National design agenda</p> 	<p>Open School</p> <p>Research Networks</p> <p>Innovation in business</p> <p>Innovation in public sector</p> <p>Impact labs</p>	<p>Spreading knowledge</p> <p>Developing knowledge</p> <p>Sustainable and competitive business</p> <p>Sustainable and effective public sector</p> <p>Knowledge transfer</p>	<p>Enabling a set of key actions and open calls to strengthen the Swedish competitiveness and capability to face societal challenges through design.</p> <p>Strengthen the design eco-system in Sweden.</p> <p>For Sweden to make use of design when it comes to influence the development of innovative policies to tackle major societal challenges and the European innovation policy process.</p>	<p>Sustainable development and decision making through a holistic perspective including environment, culture, economy and welfare</p> <p>More flexible, customized, high-end offerings from Swedish business</p> <p>A public sector attracting, retaining the right competence delivering efficient public services</p> <p>Including and involving citizens developing the democracy</p> <p>Design aware decision makers</p>

3 Actors

3.1 Coordinator (program office)

Building the community presides over a number of processes for monitoring delivery, reporting of progress, managing change, controlling risk, reporting issues among many other aspects. The program office is now run by SVID, the Swedish Industrial Design Foundation but becoming a SIA the executive body for the People Powered Futures will be a project board, consisting of representatives of users and suppliers in the key areas formulated through the Design SIA process and the *People Power Future* process. The **Project board** will facilitate the process and a program office will undertake the day-to-day management of the SIA and together with the task force manager be responsible for the People Powered Future Assembly process. **Task forces** – For the key initiatives task forces and project managers will be designated. They will create and facilitate the process for users from research networks, impact labs, open schools, innovation in public sector and innovation in business and design in society and future key initiatives.

3.2 Main actors supporting the programme

The actors behind the agenda and the *People Power Future SIA* are among others D!, the national research school in design, the Swedish Industrial Design Foundation, the Service Design Network Sweden, Linköping University, the Business and Designlab at HDK, the Swedish Association of Designers, the County Council of Värmland, the design companies Doberman and Veryday, the Umeå Institute of Design, and the individuals of the network designagenda.ning.com

3.3 Important actors that will be invited

People Powered Future SIA will accelerate the take-up of design innovation policies in Sweden and stimulate

increased use of design through directly involving the public sector, business, academia and civil society in joint actions. The horizontal approach in the *People Powered Futures SIA* will also contribute to and cross pollinate other SIA programs and initiatives. **People Powered Future General Assembly Process** – open for all stakeholders, 50-100 free seats. Through a joint design process strategic activities will be developed within the scope of open school, innovation in public/private sector, research networks and impact labs, as well as future open calls within the strategic innovation area. Engagement in this Assembly is free of charge but without compensation and the time from the engaged people will count as in-kind funding of the SIA. To capture the leveraged power of *People Powered Future SIAs*, continuous actions will be taken to sustain and expand the effect of design-driven innovation well beyond 2018.

3.4.1 Open School



Description of initiative: Foster design competencies through actions in the form of Open Schools. Open Schools includes targeted activities in a multitude of delivery modes where business, public and third sector, schools and academic partners bring the best of their knowledge and education to other design users.

Activities funded and running; Design management SALAR-SVID.

Strategic activities to be funded: Open School – platform, Open school – Life Cycle Management, Chalmers; Service Design Academy – BEDA,

design aware leaders.

3.4.2 Research Networks



Description of the initiative: Development of research nodes of international excellence, in cross- and multidisciplinary collaborations as well as with actors in all parts of society. Increased collaboration with leading international research and innovation milieus is crucial to strengthen Sweden as a design-led nation.

Activities funded and running: Post Doc- Flexit, Riksbankens

Jubileumsfond; Designresearch.se, SVID; Forum för tjänsteinnovation (partly); Strategic Activities to be funded: Design Research School D! – funding from 2015; Nordic version Designresearch.se; NordCode; Research cluster - Design for Service and Social Innovation and design (LiU, MAH, HDK, UmU, MSI, SVIDs network, Experio); Research Cluster - design and sustainability and urban development (KTH, Linne, Konstfack, Greenleap, Lund, Seismic)

3.4.3 Innovation in business

Description of initiative: This initiative will support both designers and clients in the innovation and change processes needed to develop messages, products, services, processes, systems or environments that meet future requirements. This initiative gathers and disseminates information, methods, examples and actions on how to use design to achieve a profitable, sustainable business. This initiative will be carried out partly in collaboration with other sectorial SIAs.



Activities funded and running; SP Service labs, Tjänstelyftet (open call relevant for the SIA area), Nordic Design Impact, Innovationspiloterna. *Activities to be funded:* Ledarskapslabbet (planned open call relevant for the SIA), open calls, and impact labs, joint activities and open calls with existing SIAs and Forum för Tjänsteinnovation, job rotation, mentors. Cluster - design and sustainability and urban development (KTH, Linne, Konstfack, Greenleap, Lund, Seismic))

3.4.4 Impact Labs

Description of initiative: Impact labs are knowledge intensive service providers (in academia, business or the public sector) – where the design process is used for experimentation, prototyping and testing to create and refine new ideas. *People Powered Future* will form a national structure connecting existing and future Impact Labs.



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Activities funded and running, Experio LAB at the County Council of Värmland, MSI platform, Green Leap.

Activities to be funded; platform for impact labs, open calls for impact labs and design driven innovation,

3.4.5 Innovation in public sector

Description of initiative: People Powered Future a movement to make design an obvious and bring about co-produced solutions and efficient citizens need and demand. This will be done practices and customized training and building on new networks for shared learning through schools and management training.



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Activities funded and running; Lead-users, SVID, Service innovation and design council, FRÖN, VINNOVA, Innovation network public sector, Social Innovation, MSI

Activities to be funded; Open Schools, job rotation, mentors, open calls. Research cluster - Design for Service and Social Innovation and design (LiU, MAH, HDK, UmU, MSI, SVIDs network, Experio);

3.4.6 Design and society

Description of initiative: The People Powered Future General assembly process will use design to formulate future open calls and activities within the strategic innovation area. The open calls and strategic activities will be relevant for other SIAs or/as well as for society at large through design driven innovation.



²⁵ E.g. Ericsson User Experience lab, <http://www.ericsson.com/uxblog/>

²⁶ Vinnväxt miljö <http://www.smarthousing.nu/>

