OECD Expert Workshop on Measuring Design

Room E - OECD Headquarters - 2, rue André Pascal - 75016 Paris
Friday, 22 February 2013, 09:30-17:00

The OECD Directorate for Science, Technology and Industry (DSTI) is carrying out a project on measuring the role of design in relation to technology- and broader-based forms of innovation. Design has featured prominently in discussions to prioritise new areas for indicator development and set a broad agenda for future work on science, technology and innovation (STI) indicators, as reflected in the Blue Sky II Forum organised by the OECD in Ottawa in 2006.

Design transcends standard definitions, classifications, narrowly-defined communities of practitioners and conventional indicators used to describe the state of innovation and its impact. In the light of this challenge, this OECD project attempts to identify what concepts, definitions and measurement approaches can be used to produce policy-relevant indicators on the use of design and its economic and social impact as an enabler of innovation. By bringing together a diverse set of stakeholders alongside measurement practitioners, this specific workshop attempts to:

- identify what are the key user needs for producing data and indicators;

- draw lessons from recent and ongoing measurement exercises to build some preliminary conclusions on what are the most promising approaches for producing statistically sound estimates of the role of design;

- highlight avenues for further analytical work; and

- contribute to the review of existing OECD guidelines for measuring R&D and innovation, highlighting potential avenues for revision and new recommendations.

The OECD project on measuring design is part of a wider effort by DSTI to review and improve the measurement framework for R&D and innovation. The conclusions of the workshop will be presented to the Working Party of National Experts on Science and Technology Indicators (NESTI).

This project benefits from voluntary contribution support from the European Commission's DG for Enterprise and Industry within the framework of the OECD-EU Partnership on Innovation (2010-2013).

Draft agenda

Timing	Item
09:00 – 09:30	**Registration and networking breakfast**
09:30 – 09:40	**Welcome and opening**
	• *Introduction and objectives of the expert workshop* (OECD)
09:40 – 11:00	**Session I:** **Conceptualising and defining design for measurement and analytical purposes**
	Chair: OECD • ***Presentations*** *State of the Art- review and options for defining design* | Presentation Ray Lambert, Birkbeck College and Madano Partnership *Design: a proposed concept and definition* | Presentation Eusebi Nomen, BCD Barcelona Design Centre (Spain) and project member €Design • ***Discussion:*** Led by Giulio Perani, Italy's National Statistical Institute (ISTAT) and NESTI Bureau member. | Presentation
11:00-11:15	*Coffee break*
11:15 – 12:15	**Session I: Roundtable discussion** *Developing a framework for measuring design and its role in innovation:* *What are the key user needs?*
	Moderator: Ruth Flood, Madano Partnership • Antti Valle: DG Enterprise and Industry, European Commission • Jean Schneider: Agence pour la Promotion de la Création Industrielle, France | Presentation • Stefano Maffei: Politecnico di Milano, Italy • Ailbhe MacNabola: Design Council, United Kingdom. *Discussion*
12:15 – 13:15	**Session III:** *General approaches for measuring design*
	Chair: OECD • ***Short presentations*** *The potential use of IP rights-based indicators* | Presentation René Havermans, Office for Harmonisation in the Internal Market, OHIM *A skills-based perspective on measuring design* | Presentation Fernando Galindo-Rueda, OECD *The OECD agenda for measuring design-based capital alongside other KBC* Mariagrazia Squicciarini, OECD | Presentation • ***Discussion***

13:15-14:30 Lunch	
14:30 –16:15	**Session IV: Collecting information on design within business surveys – what works and what does not?**

Chair: OECD

- *Presentations*

  Lessons from questions on design within intangibles pilot surveys:

  o *The ISFOL-ISTAT pilot study.* Giulio Perani, National Statistical Institute (ISTAT), Italy.
     Presentation

  Lessons learned from cognitive testing of design questions in an international context:

  o *Design questions in the Community Innovation Survey.* Anthony Arundel, University of Tasmania, Australia; and UNU-MERIT, Netherlands.
     Presentation

  New approaches:

  o *Design in CIS questionnaire: the €Design vision.* James Moultrie, University of Cambridge, UK, and project member €Design.
     Presentation

  o *Findings from new questions on design and user-experience innovation strategies in Denmark's 2010 Innovation Survey.* Statistics Denmark. *(Presented by the OECD Secretariat)*
     Presentation

- *Discussion*
  Which questions are more likely to work in which contexts? What needs to be tested?

16:15 – 17:00	**Session V: Designing and implementing the design measurement agenda**

Chair: OECD

Focusing next steps:
   - What is the scope for developing robust and widely applicable measurement guidelines?
   - What are the relative merits of dedicated guidelines, vis a vis embedding into existing measurement frameworks?
   - Which are the priority concepts for concept and question development and testing?

- *Open discussion*
- *Co-ordination across projects and activities*
- *Summary of key conclusions and next steps for the OECD NESTI meeting in April 2013*