



European Design Training Incubator

Progress Report

Public Part

Project information

Project acronym: EDTI
Project title: European Design Training Incubator
Project number: 2007 – 1976 / 001 – 001 LE3 MULPRO
Sub-programme or KA: Enter your text here
Project website: <http://www.edti.eu>

Reporting period: From 01 January 2008
To 31 December 2008
Report version: 1
Date of preparation: Enter date

Beneficiary organisation: design innovation

Project coordinator: Thierry Van Kerm
Project coordinator organisation: design innovation
Project coordinator telephone number: +32 71 232 133
Project coordinator email address: thierry.vankerm@designinnovation.be

This project has been funded with support from the European Commission.

This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Executive Summary

The 'European Design Training Incubator' (EDTI) is a new 24-month (1 January 2008 - 31 December 2009) EU network project within the Leonardo da Vinci programme. EDTI covers the whole range of learning focused on professional practice in design.

By benchmarking design education and training in the context of the lifelong learning, the core idea behind EDTI is to establish a common European platform where design-related organisations can audit existing training provision, identify needs and share and coordinate training development and its implementation.

Under the coordination of 'design innovation', the 6 partners were chosen because of their specific expertise in the field, they are 'design innovation', (Belgium - Project leader: Thierry Van Kerm), Designkunst (Germany - Project leader: Sybs Bauer), Business Support Center for SMEs – Ruse (Bulgaria – Project leader: Katya Goranova), Cirtes (France – Project leader: Jérôme Thabourey), Estonian Design Centre (Estonia – Project leader: Ruth Melioranski), Gray's School of Art, the Robert Gordon University (United Kingdom - Project leader: Stuart MacDonald).

The vision of EDTI is to support the creative industries in Europe through design training and education.

Table of Contents

- 1. PROJECT OBJECTIVES 5
- 2. PROJECT APPROACH 6
- 3. PROJECT OUTCOMES & RESULTS 7
- 4. PARTNERSHIPS 8
- 5. PLANS FOR THE FUTURE 10
- 6. CONTRIBUTION TO EU POLICIES 11
- 7. EXTRA HEADING/SECTION 13

1. Project Objectives

The core idea behind EDTI is to establish a common European platform where design-related organisations can audit existing training provision, identify needs and share and coordinate training development and its implementation.

The vision of EDTI is to support the creative industries in Europe through design training and education, with the final goal of:

- Fostering employment growth
- Fostering the growth of value added in the design industries
- Fostering career development in the design domains

2. Project Approach

Through this 2-year project, EDTI intends to establish the foundation of long-term initiative by benchmarking design education and training in the context of the lifelong learning:

- Communicate and disseminate information on design education and training
- Communicate and disseminate information on the outcomes of the EDTI project
- Develop a database of design education and training institutions
- Develop a standard list of design domains
- Develop a standard list of design skills areas and themes for career development
- Develop a common course structure for description
- Audit training needs
- Audit training and education provision
- Develop specific course descriptions matching identified topics
- Share specific course descriptions into a collaborative database
- Foster development of an ECVET
- Foster development of e-learning
- Foster expansion of the EDTI network
- Foster development of quality assessment

3. Project Outcomes & Results

After one year of development, the European Design Training Incubator has provided a number of concrete outcomes and deliverables:

- Development of a website available in the 5 languages of the partners
- Distribution in 5 languages of a monthly Press Release
- Distribution in 5 languages of an eNews sent every second week to some 8000 recipients
- Development of a list of 7 design domains, ± 40 sub-domains and ± 200 sub-sub-domains
- Development of a standard list of 11 main topics and 264 sub-topics for skill development
- Development of a database of education and training institutions (Available to public: 03/2009)
- Development a common course structure for description
- Reports on training needs
- Reports on training and education provision
- Development of specific course descriptions matching identified topics
- Development of a collaborative database (Available to public: 05/2009)
- Reports on ECVET implementation in the design domains
- Reports on e-learning development in the design domains
- Proposals for the EDTI development and expansion
- Reports on quality assessment tools and needs

4. Partnerships

Under the coordination of 'design innovation', the 6 partners were chosen because of their specific expertise in the field, they are:

P1 – design innovation (Belgium)

Project coordinator: Thierry Van Kerm

'design innovation' is a skill centre dedicated to design based in Wallonia, the French speaking part of Belgium. Its main activities include training, benchmarking design careers, dissemination of information about design careers, and the development of design-related training. The aim of 'design innovation' is fostering development of employment and value-added in the design-related domains.

'design innovation' has identified the following priorities for the development of its actions:

- Management of design business
- Design management
- Communication skills
- Creative thinking
- Methods/tools/technologies for conception, presentation and production
- Materials
- Intellectual properties
- Languages

P4 – Cirtes (France)

Project leader: Jérôme Thabourey

The CIRTES, European Research Centre for Rapid Prototyping and Rapid Tooling, has been located in the heart of the industrial area of Saint-Dié-des-Vosges (France) since 1991. The CIRTES team is more than 20 persons (doctor, engineer, and technician), dedicated to the rapid product development area. The CIRTES offers a process research and technology platform equipped with the latest powerful numerical rapid development product chain (3D scanning, CAD/CAM, 3D modelling, rapid prototyping, tooling and manufacturing processes, high speed machining and 3D control). These, with the research and transfer team of the CIRTES, are at the disposal of industrial companies for R&D contract on new process research and rapid product development. Research and Technology Organization (RTO, member of EARTO), the CIRTES aims at developing Research and Development projects around its two fields: Rapid Prototyping and Tooling with its patented and trademarked process Stratoconception® and Machining monitoring with its patented and trademarked process Actarus® . Its contracts relate to various branches of industry. Among its current contracts, it is necessary to quote PSA and MECACHROME for the automotive branch, DAUM and BACCARAT for the crystal manufacture branch, SAINT-GOBAIN PAM for pipes manufacturing, AIRBUS and CEA DAM for aeronautics and the army, La POSTE,...

P5 – Business Support Center for SMEs – Ruse (Bulgaria)

Project leader: Katya Goranova

Business Support Centre for SMEs – Ruse (BSC SME) has been registered in 1996 as a non-government no-profit organisation aiming at fostering economic and regional development in North Central Region of Bulgaria. Through the years it gained reputation as being one of the biggest organisations in support of the business in the country. It specialized in developing pilot projects for Bulgaria with great sustainability. It established the first business incubator in Bulgaria back in 1997 in hostile business environment and proved that the idea works in Bulgaria. In 1998 it opened a second business incubator along with a virtual incubator and since then the Bulgarian Government has used the expertise of the Business Centre in order to open similar structures all over the country. The Business Centre has developed as well financial instruments for SME support such as a start-up loans scheme, credit line for established companies, machine leasing line, a guarantee fund, an agricultural loan scheme for environment friendly agriculture. Together with the department of industrial design in

Ruse University it has started the initiative for business incubator JUNIOR, preparing young entrepreneurs for the real business environment. BSC SME has hosted the Euro Info Centre BG812, part of the official EU network in support of the business and innovation, for 9 years. Since 1st January 2008 the Euro Info Centres Network merged with the Innovation Relay Centres Network to form the largest information and consultancy network in Europe supporting SMEs and innovation - the Enterprise Europe Network. It provides consultations to companies in the field of innovation, technology transfer, business cooperation, EU legislation, participation in EU funding schemes, opportunities for foreign investors, etc.

P6 – Gray’s School of Art, the Robert Gordon University (United Kingdom)

Project leader: Stuart MacDonald

The Robert Gordon University (RGU) is a Higher Education Institution, which was founded in 1750, and received full University status in 1992. It has 3 faculties, 8649 full-time, 4643 part-time students and 2500 students of eLearning. It has been developing its international profile for a considerable number of years now, and has been involved in EC funded Programmes for a minimum of 16 years. It provides professional degrees at Bachelors, Masters and Doctorate level which are very industry focussed and are regularly updates to ensure students gain the most relevant skills for employability. This has been proved over recent years, being placed top for graduate employment in the UK. The project will be located in Gray’s School of Art in the Faculty of Design and Technology.

P7 – Estonian Design Centre (Estonia)

Project leader: Ruth-Helene Melioranski

The Estonian Design Centre is a not-for-profit organisation aiming to increase the application and knowledge about design in Estonia. The centre was founded by the Estonian Art Academy, Tallinn University of Technology, Estonian Association of Designers and Estonian Institute of Design as one of the results of the successful campaign Year of Design 2006/2007. The main activities of the Estonian Design Centre are developing design awareness, design education and utilisation of design at all levels and spheres of life.

P8 – designkunst (Germany)

Project leader: Sybs Bauer

designkunst is a design studio based in the centre of Hamburg. It works for national and international clients within three main areas: product design, visual communication and design education. Product design ranges from furniture, consumer products to technical and ergonomic industrial products. Visual communication ranges from CD development, packaging design to brand strategy. Design education is an interdisciplinary and intercultural experience and provides a basis for new strategies, methods and holistic projects. The philosophy of “designkunst” comes from the German word “FormBildung”, which suggests both the active design process and its final outcome as well as the associated learning.

5. Plans for the Future

After completion of the tasks as described in the project description, EDTI will seek expansion of the network and look into the development :

- Continue and expand work done during the 2008-2009 period
- Develop methodology for curriculum and training development
- Identification of various design careers in the design domains
- Description of identified design careers
- Identification of knowledge, skills and competences needed for these careers
- Development of EQF grids for identified skills, knowledge and competences
- Foster development of curriculum and trainings based on the EQF grids
- Promote the EDTI initiative and collaborative curriculum and training database
- Foster assessment of design education and training according to the EQF grids
- Disseminate good and best practice
- Disseminate the outcomes

6. Contribution to EU policies

Lisbon Key Competences:

KC2 – Communication in the foreign languages

- Most communication tools are translated in the 5 partners national languages
- Deliverable like the list the surveys, the lists of domains, of topics, etc, are translated in the 5 partners' languages

KC4 – Digital competence

- A specific attention is given to development of e-learning
- Use of software is identified as a specific topic of interest and will also be addressed in topics such as 'conception technologies', 'presentation technologies', 'prototyping technologies' and 'production technologies'.

KC5 – Learning to learn

- 'Learning to learn' has been identified as a competence to be taught to students. It will be addressed in the development of various courses and trainings.

KC7 – Entrepreneurship

The streams 'Management of Design Business' and 'Design Management' directly deals with fostering and developing 'Entrepreneurship'. Design is a domain where entrepreneur spirit is higher than the average but it is not taken advantage of. Trainings intend to take the best advantage of this positive entrepreneur spirit to generate more added value and foster employment.

KC8 – Cultural expression

Design is intimately related to culture. By fostering development of the design industry and fostering integration of design and innovation by a more appropriate VET policy, cultural expression will be reinforced.

LLP Horizontal policies

a.1 – Cultural and Linguistic diversity

- Most communication tools are translated in the 5 partners national languages
- Deliverable like the list the surveys, the lists of domains, of topics, etc, are translated in the 5 partners' languages

Complementarity with other policies

1.5 – R&D Research Framework programme

The outcomes of the European Design Training Incubator will, through education and training, foster innovation, entrepreneurship, competitiveness by developing collaboration –this is a truly collaborative project– and by fostering circulation and exchanges of ideas, people and capacities.

1.6 – Employment

- By fostering growth in size in the design sector thanks to appropriate 'Management of Design Business' courses
- Dedicated 'Management of Design Business' and 'Design Management' courses will be dedicated to job seekers and unemployed designers. These will include specific courses on how to be more efficient in job seeking
- Regular surveys and benchmarking as well as quality assessment will be carried on all through the project to ensure pertinence and relevance of trainings as well as reinforcing employability of workers

1.8 – Enterprise

- Design is directly related to enterprises that will be one of the main targets for the trainings to be developed in the streams 'Design Management' and 'Design Practice'.
- Design is a tool to foster innovation and raise competitiveness within enterprises

- The project has strong link to the industry through dissemination of information on the project among members of the Enterprise Europe Network – the largest European information and consultation network for SMEs, supported by DG Enterprise and Industry of the European Commission. The network has members in more than 40 countries (EU27 + candidate and potential candidate countries, Russia, Chile, USA, etc.)
- Some of EDTI surveys have also been developed for design buyers, among which SMEs, to match design trainings to their needs.

1.9 – Environment

Design being at the outset of the product development, it will play a major role in the coming years to bring answers to current and future challenges faced by the global warming. Sustainable design – Eco-design– is envisioned as a driving force, a red thread, throughout courses to be developed and more specifically for the 'Design Management' and 'Design Practice' streams.

7. Extra Heading/Section

Enter your text here

