



Leadership Working Group

Agenda, Wednesday 31 May at 13.30

- 1) Welcome by Luisa Collina and Elsebeth Gerner Nielsen. News from the Board. Cumulus strategy. (10 minutes)
- 2) New Cumulus initiative: Proposal that all Cumulus institutions work with the business potential of the UN Sustainable Goals. (5 minutes)
- 3) Talk by Sheila Copps about World Design Summit, Montreal. How does the World Design Summit expect to achieve impact on the significance of design in relation to community, democracy and industry? (10 minutes)
- 4) Talk by Ezio Manzini: What can Cumulus and design do to address the democratic deficit? (10 minutes)
- 5) Discussion of the Cumulus contribution to the Montreal Declaration. See attached proposals. Goal: Completion of the Cumulus contribution to the Montreal Declaration, which we expect will be a political declaration on what the design community can do for the world and vice versa. Important: it is about impact.
- 6) Two working groups:
 - 1) Three key focus areas for the Montreal Declaration
 - 2) Three key messages for the Montreal Declaration



29 May 2017

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Cumulus Association

Short tool kit towards WDS 2017 within “WDS Economics Group”.

Three key focus areas

The Cumulus Association proposes to the WDS the following key areas of focus, which through our members believe will make a significant impact to the WDS mission.

- 1) Design Education - Technological change, artificial intelligence and an increasingly more complex world requires new forms of education, new curricula, new interdisciplinarity, and a stronger interplay between educational institutions and the wider society. Design education through both formal and informal programs will be crucial to fostering the talents who will create the sustainable economy of the future and globally acting societies. With more than 400,000 students, the Cumulus Association will be a key dialogue partner in ensuring further relevance and quality within design education.
- 2) Design Research - Increasing the scientific and artistic research through design in order to continue to develop the language, the conceptual universe, and thus the unique identity of the design profession.

Cumulus recognises intangible values carried out by its disciplines. Cumulus is advancing e.g. IPR, union of technology and humanism and understanding productivity adds value for wellbeing. As an organisation, the Cumulus Association will work to ensure excellent publication opportunities and advanced scientific forums. Cumulus will commit itself to the task of ensuring that design research achieves maximum impact and the research becomes absorbed by business and industry, society to its large extent and the public sector.

- 3) Design Impact - There is a substantial need for a greater understanding and awareness into the value of design and designers to drive change. Using the UN Global Goals and so the major human and environmental challenges as a launch pad for new educational programs and research projects in order to create, new business models, new prosperity, new jobs and decision processes that include the public

The Cumulus Association will make these topics the focal point of a number of future initiatives.



Three key audiences

We must REDO our design education, design practice, and design research so they come to have an actual effect on the way that we live; from the micro level of the domestic to the macro level of politics.

Our main audiences are:

- 1) Government and Policy - Political decision-makers on all levels, nationally and internationally (including OECD, UN, Unesco, EU, BSDC, etc). Trade unions.
- 2) Non-Designers - Private decision makers within industry and civil society.
- 3) Design Community - Design schools, design students, researchers and practitioners.

Three key messages and Programmes

- 1) We urge the surrounding society to support the development of excellent design programmes all over the world, especially in the developing countries. This will require improvement and growth in design research through a substantial increase in the public and private funding of research.

We suggest the establishment of a **Global Design Fund** to be financed by an optional contribution from organisations who realise value from the application of design. We suggest the establishment of a working group under the framework of WDS to lobby for this course where education and research play a role.

- 2) We urge the surrounding society to exploit design, design research and designers much more in the transformation of the world economy, e.g. to realise the economic potential of the UN Sustainable Goals; to develop new jobs and possibilities for all people to the benefit of both democracy and economy in a time threatened by environmental break downs; hyper automation = mass unemployment.

We suggest that the Cumulus Association initiates a collaboration with BSDC, among others, concerning this and invites other organisations to join.

- 3) We urge the surrounding society to acknowledge the value of design and designers, e.g. pay the designers a proper wage corresponding to the value of their work, invite designers to the board room, etc. (audience: business community), give design students access to internships, do partnerships with design schools, etc.

We encourage WDS to appoint a working group that will focus on creating better financial terms for the designers and increasing research into the value of design, for instance through dialogue with employers and employees' associations.