





We're starting with the project

**D + Y + P**

**DESIGN YOUR PROFIT**

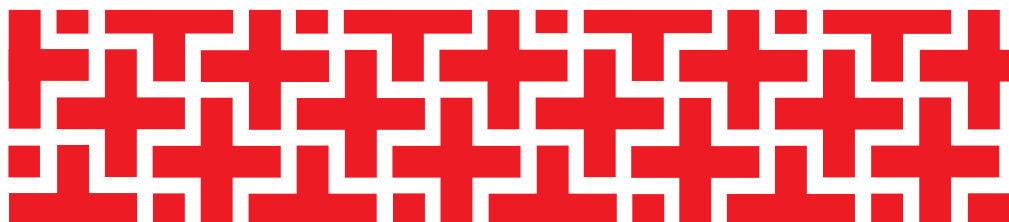
Participants in the project are  
**Entrepreneurs and designers**

Project partners may be  
**Regional institutions**



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## ■ **D+Y+P purpose is**

■ to improve the competitiveness of enterprises through design (process and product innovation) in the framework of the Operational Program for Economic Innovation



## **We would like to invite regional institutions to cooperate with us**



## **If you are**

- an institution from the business environment
- an institution connected with growth in innovation
- an institution involved in education in fields connected with product development, design or management

## **contact with IID**

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# Let's get started!

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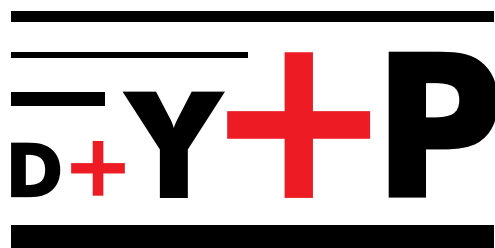
**The support program for Polish design, Design Your Profit, is getting underway. We want it to awaken and activate the tremendous hidden potential of our companies and designers**

**02**

Everybody at the Institute is creative excited, and simultaneously aware of the responsibility. We have convinced the decision-makers, earning the sympathy and agreement of the European Commission that it is worth giving money to Poland for the development of design and support for enterprises and designers. For over a year we developed the Project Initiation Document: we debated, simulated results, gathered market information from enterprises and designers, compared similar projects carried out in Europe, described results that are to be achieved during the project, and searched for people and knowledge. The project is very complex, will take three years and requires special management techniques in order to ensure smart and effective use of the funds, and not just spending. In connection with this project we have decided to implement a project management method for the entire IID, one used by the British (PRINCE 2). Owing to this, we can offer a faithful measurement of ef-

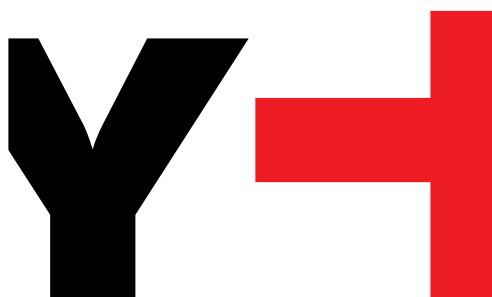
fects and a well-ordered realization of the project. Preparations have required a tremendous effort on our part. Today we are beginning!

Why has such a project come into our heads? Because of the continuing truth of the saying „you praise others not knowing your own...” How often have we heard about fantastic designers and excellent, innovative products from other countries? With what adoration do we look at those international designers, extolled by the media and supported by image specialists? Rarely are we aware of how many of our designer colleagues work in foreign studios and how many of them create innovative products which we ourselves purchase under foreign brand names. Even more rarely do we understand what a large number of products are created in Polish enterprises and arrive to our market with a foreign offer. This is a ridiculous situation. In a country of 40 million increasingly well-off consumers, advanced indu-



## DESIGN YOUR PROFIT

Cheers to those who can say they have fully used the potential in design to build a firm's value and turnover from sales.



strial technology, ideally located (yes, yes, in the heart of Europe!), with prepared, motivated and creative designers we bring hopelessly uncompetitive products to market under our own brand names! We ourselves resign from profit margins, full of complexes and fears.

It is time to change this. It is time to create a platform of understanding and teamwork. It is time to deliver knowledge and show the benefits. The thing we seek is access to knowledge, trust, awareness of hidden potential for profit and, at last, real cooperation: serious, thought-out, and above all consistent.

This was the spark of inspiration for our project, which we have named Design Your Profit. Cheers to those who can say they have fully used the potential in design to build a firm's value and turnover from sales. IKEA, GAP, ZARA, H&M – those are companies which have used the potential of designers in an exemplary way, and all of them once started as a small enterprise...

We dream of a global Polish brand and we are sure that now, thanks to the support of EU funds, there is a chance to create it.



# A partnership pattern

**We are not a lonely island. In the D+Y+P program the Institute is making use of good examples and creating them in conjunction with both domestic and international partners.**

**D+Y+P**

**04**

We are just getting started. Other European nations have already carried out similar programs (of a similar scale) with the goal of supporting the development of new design products in enterprises and at the same time improving their competitiveness. Their experiences are priceless for us.

## **A good example: Wales**

For 10 years, project and design advising services have been on offer for local enterprises. In the context of support for small and medium-size companies which rarely make use of the services of professional designers - a fact that makes it difficult for them to gain a competitive advantage on the market – the Welsh Assembly Government formed the Welsh Design Advisory Service (today: Design Wales). This organization offers free advising for SMEs in the area of design and development of new products. Financed by the government, Design Wales has held several hundred workshops and offered thousands of pieces of advice, helping enterprises to succeed in the process to of designing a new product.

## **A network of best practices**

The Institute does not limit itself only to observation of the achievements of others, but in the frame of the D+Y+P project actively cooperates with other European design centers. It has joined the International Research Collaboration (IRC) working group, in existence since 2005, which is an informal society of institutions and organizations involved in design. Its purpose is collaboration in the development of a common approach to methods for testing the creative sector (including industrial design), allowing for the comparison of data from different countries. The most important, however, is the possibility to share experiences in this area (e.g. best practices) and, owing to this, application of the best solutions to avoid needless mistakes.

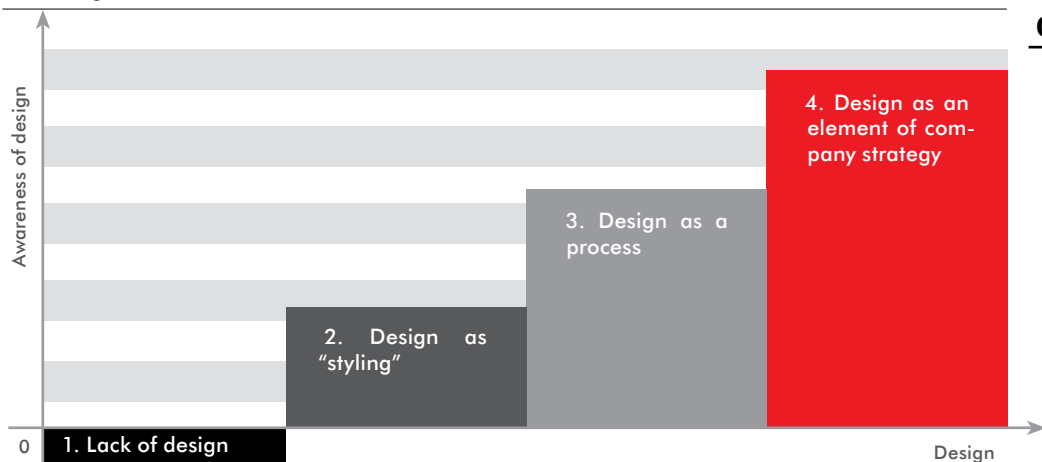
## The IRC is composed of:

APCI Agence pour la promotion de la creation industrielle (France)  
 Centre for Design Innovation (Ireland)  
 DDC - Danish Design Centre (Denmark)  
 DDI - Spanish Agency for Design & Innovation (Spain)  
 Design Austria  
 Design Council (Great Britain)  
 Design Vlaanderen (Belgium)  
 Institute of Industrial Design (Poland, since 2007)  
 National Institute of Design (India)  
 Norwegian Design Council (Norway)  
 Prensela (Holland)  
 SVID - Swedish Industrial Design Foundation (Sweden)

## Soon Warsaw

Each meeting of the IRC is held in a different country, which allows participants to better familiarize themselves with the activities and achievements of particular design centers. In January 2008 a working meeting of the group was organized in Paris by the APCI; the next host will be Denmark. The IID hopes to invite its colleagues from the IRC group to Warsaw in 2009.

## The design ladder



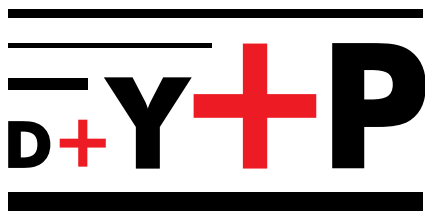
05

In tests conducted in 2007 by the IID concerning the application of industrial design in Polish enterprises (for the Ministry of Economy), questions were developed in cooperation with members of the IRC. One of them is the key question allowing to define the awareness of a firm in the application of design ("design maturity" of a company). Based on the answers

given by firms, a "design ladder" can be constructed, showing the levels of maturity of a company in its approach to design.



# A project with a future



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**For producers and designers to jointly create intelligent and competitive products, they have to speak in a common, professional language. The heart of the D+Y+P project, the center of all the activity, will be its internet portal. Today we are beginning its construction.**

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The diagram presented shows clearly the elements which constitute the D+Y+P project.

- It will deliver knowledge (workshops, e-learning).
- It will continually monitor the needs of participants and ensure the most efficient solutions are applied (surveys, tests).
- It will allow cooperation between participants (forum) along with the use of knowledge and international experience; in addition, it will allow us to share our experiences and accomplishments (library, designers' portfolios, exhibits of best practices).

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## + Workshops for companies

Lessons using modern methods enrich attendees' knowledge, as well as show specific systemic solutions for increasing the efficiency of introducing design products.

## + Workshops: companies + designers

Problems arising during direct cooperation between companies and designers will be resolved during these lessons.

## + Workshops for designers

They will ensure students of design and designers gain the necessary competencies and knowledge regarding standards in the development of design products, including respect for intellectual property.

## + E-learning

Part of the workshops and lessons will be conducted with the assistance of distance learning sessions using the internet.

## + Handbook

Containing the most recent knowledge in the area of design management, it will be the foundation of workshops and lessons.

## + Tests

These will serve to establish the level of competency and needs of enterprises as well as monitor the effectiveness of design in businesses. Their results will assist in shaping educational programs.

## + Surveys

They will serve as an on-going monitor of the efficacy, usefulness and appropriateness of our activities in the framework of D+Y+P. The opinion of each participant influences the project's results.

## + Virtual digital library

Digitalization of design library and design management resources will serve to make information widely available for designers, entrepreneurs and consumers.

## + Access to international sources of knowledge

Project participants will have free access to international knowledge bases in design.

## + Designers' portfolios

A database of Polish designers will ease contact between entrepreneurs and designers, as well as advising services.

## + Forum

An interactive platform for exchanging opinions, experiences and establishing contact between all the participants in the project.

## + Best practices exhibits

Organized domestically and internationally, they will promote the project and design as a tool for market competitiveness among entrepreneurs, designers, public administrators and in the media.



## Why it's worth it

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**Calling all entrepreneurs and designers! If you want to successfully introduce a new model to market, participate in the Design your profit program. Here are five reasons for doing it and five simple steps to take.**

08



### What D+Y+P gives designers

1. You will get FREE knowledge about how to professionally present your project to entrepreneurs.
2. You will get information on how to legally protect your projects.
3. You will receive practical knowledge in the area of cooperation with entrepreneurs, tailored to the realities of the Polish market. You will be a competent partner for entrepreneurs in the process of creating and introducing a new product to market.
4. You will present your portfolio to a wide audience (exhibitions, database on portal).
5. You will have the chance to make business contact with both domestic and international entrepreneurs.



#### Five steps to get there

1. Browse the project's home page at [www.iwp.com.pl/zsz](http://www.iwp.com.pl/zsz) for current information concerning the project.
2. Fill out the survey which we will make available shortly. It will allow you to realistically assess your needs for professional growth and development.
3. Assess if you can take part in the realization of a project, for example by participating in an interactive forum.
4. Take part in special training sessions for designers and in joint sessions with entrepreneurs.
5. Make use of e-learning, where you will be able FOR FREE to gain knowledge in the areas of entrepreneurs, best practices... everything that will help you become a professional designer.

## D+Y+P What D+Y+P gives businessmen

1. You will analyze the maturity of your business with regards to design application. This is easy to do thanks to a simple survey.
2. You will receive FREE information concerning methods for introducing a new product based on which you will be able to modernize your firm's strategy.
3. Every participant in the D+Y+P program will have free access to an electronic textbook which presents the process of preparation, growth and life cycle of a product: starting from market research, through preparation of a project order (brief), conceptualization, writing of construction and technical documentation, creation of a model and prototype, conducting testing sessions, preparation of a finalized project, and even introduction of a new product to market.
4. You will shape a competent team and raise employees' qualifications. Free training sessions and/or e-learning courses will help in acquiring (or filling in) knowledge on the subject of necessary competencies and standards in the area of developing new design products, including the field of respecting intellectual property rights.
5. You will establish cooperation with other entrepreneurs, both domestic and international. You will have the chance to exchange experiences and undertake joint ventures in the field of methods for introducing new design products. You will be brought up-to-date with the results of the latest research and examples of best practices.
6. You will build a new image for your company – innovative and trustworthy, in good finan-

cial condition. Such a mark will bring specialists to you, respected designers who will be your calling card, and clients. Also, your firm will strengthen its position vis a vis the competition.



### Five steps to get there

1. Make the decision to take part in the D+Y+P program. Write it into your company's three-year growth strategy.
2. Browse the project's home page at [www.iwp.com.pl/zsz](http://www.iwp.com.pl/zsz) for current information concerning the project.
3. Log on to [www.iwp.com.pl/zsz](http://www.iwp.com.pl/zsz) in order to participate in all on-going activities connected with the D+Y+P project.
4. Fill out the SURVEY, which will soon be made available. It will help determine which kind of training is optimal for you.
5. Take part in training courses and/or e-learning sessions for producers and joint sessions with designers and consumers. Later on, send employees of your company to such sessions, especially those who will have the greatest opportunities to make use of their knowledge in the application of design in the development of a new product.

Be up-to-date  
You can find up-to-date information on the D+Y+P project at:  
[www.iwp.com.pl/zsz](http://www.iwp.com.pl/zsz)