General theme
This year’s conference will focus on the potential synergies between design support actions and innovation policies.
Some recent evolutions suggest that it is time to look at the issue with new eyes.
> One can notice that there is an increasing interest for « user-driven » innovation from the innovation support side (this topic was already approached in the 2005 and 2006 conferences). Yet, this does not seem to result yet in a huge interest in the potential contribution of the existing design industry;
> There is a convergence between different actions taken at the european level and in different countries (e.g. IP protection, public procurement, clusters, taxation schemes etc.). But to what extent do they impact on the knowledge intensive services, and can they offer opportunities for the design profession;
> Finally, the European Commission (DG Enterprise and Industry) should release a consultation document this spring, that will focus on design and innovation.

The first day will be devoted to the instruments developed recently, as well as to the support strategies implemented in different european regions. The programme and the speakers will develop insights about the integration of design in many actions. Policy makers of regions that have focused on design and creative industries as part of their economical and social development strategies will come and share their experience.

The second day looks at the deployment of a design approach and the consolidation of design services as a core competence for driving innovation. It will gather representatives of various companies, and will illustrate the potential of a design attitude, ranging from small companies to the largest one, and from product through social innovation to the management of organisations.

(speakers are under confirmation)

Registration fees (-20% for registrations before December 15):
Normal registration:
Both days (12 & 13 January) : 500 € (400 € until 15/12)
One day: 300 € (240 € until 15/12)

Students (student card required) :
Both days (12 & 13 January) : 60 €
One day: 40 €
(registration fees include lunches and refreshments).
N.B.: the conference is in French and English (simultaneous translation)

Monday 12 January
10h-10h30 Opening:
> french official;
> Ziga Türk, minister for growth, Slovenia: « Europe must support « creative economy » ».

10h30-11h
« The new modalities of design ».
> Armand Hatchuel, Ecole des Mines.

11h15–13h
New instruments developed at the European level for SME. Is design integrated and how?
> Reinhard Büscher, DG Enterprise and Industry / Support for Innovation.
> results from the DME survey

14h30-16h
The integration of design and creative industries in the development strategies of various European regions.
Session introduced and chaired by Alain Quévreux, Head of Europe department, ANRT
> Sabine Lenk, Bad-Wurttemberg region;
> Paola Zini, Torino World design capital;
> Marc Dubois (Kortrijk city) & Karel Debaere (Intercommunality of Leiedal —Kortrijk-Lille-Tournai Eurometropolis);
> Marc Lipinski, Ile-de-France region;
> another representative of a French region.

16h30-17h
General discussion
6th european conference on the challenges of design promotion  
Paris, 12&13 january 2009 (preliminary programme) 

N.B. : the conference is in french and english (simultaneous translation)

Tuesday 13 January
10h-10h30 Opening:
> french official; 
> J-N. Durvy (DG Entreprise and Industry) 

10h30-12h30 
Design-innovation as a core competence : a service as well as a strategic asset (with nominees and winners of the Design Management Europe Award). 
> Benedetti (UK), 
> Grupo Vangest (Portugal), 
> CIAV (France) 

14h30-16h 
« Managing creativity or managing creatively ». Social innovation and organisational innovation. 
>Fred Collopy, Weatherhead School of Management, Cleveland 

A « ghost » innovation : services, social relations, entrepreneurship 
> Schwab foundation for social entrepreneurship 
> Cristobal Colòn, La Fageda ; 
> Anne-Karine Stocchetti, Optimômes. 

16h-17h30 
Final debate and conclusions. 

This conference is supported by:

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- The European Commission (Pro-Inno) ; 
- Beda ; 
- Association Nationale de la Recherche et de la Technologie (ANRT).