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Design Council

APDIG

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Design Council

- Design Council's purpose is to make life better by design. We are an independent charity and the government's advisor on design. Our vision is a world where the role and value of design is recognised as a fundamental creator of value, enabling happier, healthier and safer lives for all. Through the power of design, we make better **places**, better **products**, better **processes** and better **performance**.
- Design Review
- Spark Innovation Challenge
- Design workshops
- Transform Ageing
- Research, Policy and Communication

Design for Export

Total value of exports where design played a key contribution was £48.4bn

7% of total UK exports

1.6% increase 2009-2015 (-3.1% UK total exports over same period)

Goods exports from design industries £2.4bn

Goods exports from other sectors £14.4bn

Service exports from design industries £14.2bn

Service exports from other sectors £17.4bn

Value of design-influenced exports by subsector, 2015 (£m, % is change 2013-15)



Architecture and built environment	£6,322	5.0%
Design (multidisciplinary)	£1,878	21.6%
Design (advertising)	£958	-3.6%
Design (craft/clothing)	£1,409	-2.4%
Design (digital)	£27,977	3.8%
Design (graphic)	£1,215	-4.5%
Design (product and industrial)	£8,647	-8.2%
UK economy	£693,031	-3.1%

Design Exports by Region

London - £10.6bn

South-East - £9.2bn

North-West, West Midlands, East, South-West all
c.£4bn

North-East and Wales – c.£1bn

Top 10 Countries by Value of Design Goods Exports (2015)(US \$m per year)



France	\$12,657.73
Switzerland	\$12,234.02
USA	\$10,804.00
Hong Kong	\$9,753.25
Germany	\$9,576.72
UK	\$9,020.00
Italy	\$5,129.50
Canada	\$4,079.47
UAE	\$4,072.00
Japan	\$3,364.93

Top 10 Countries by growth in the value of design goods exports (2002-2015)



Saudi Arabia	3457%
China	793%
South Korea	658%
Czech Republic	404%
UAE	326%
France	280%
Switzerland	274%
Australia	228%
Netherlands	209%
Italy	194%
<i>UK</i>	<i>127% (14th)</i>

Keeping Up

- Investing in innovation – R&D spending
 - S. Korea 4.23%
 - Switzerland 3.37%
 - Japan 3.14%
 - China 2.11%
- Investing in design and technology
 - 29% Higher productivity of designers
 - Businesses supported to make greater use of design survive longer
- The Fourth Industrial Revolution
 - Resilient jobs

GREAT campaign

Partnership with Exporting is Great campaign since May 2018

Joint badging

CEO Sarah Weir visited Hong Kong March 2019

Coming soon...



Craft Sector Profile

Design Skills and their Impact on Innovation

Design Economy 2021

Spark Innovation Challenge 2019