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Design: Shaping Innovation, Sustainability, Social Justice and Economic Value

BEDA Launches MADres – a Strategic Initiative Co-Funded by the European Union

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Design is one of the most dynamic and influential pillars of the Creative and Cultural Sector. As the industry evolves, it sits at the crossroads of technological innovation and societal demands. From the integration of Artificial Intelligence reshaping creative workflows to the green transition redefining materials, processes, and values—design is not just adapting; it is creating *#impactbydesign*.

MADres is a strategic project by BEDA, The Bureau of European Design Associations and co-funded by the European Union. The aim of the project is to fundamentally advance design as a key enabler of Europe’s transformation for sustainable growth and economic value.

MADres will strengthen the European design community with playbooks, Train-the-Trainer systems and coaching by deepening expertise in the strategic areas of:

- AI competencies and digital ethics,
- planetary design and accessibility,
- business cases and development.

“There has never been a more tumultuous time for us all, impacted as we will be by digital, green and social transformation on a scale not experienced since the advent of electricity. We can’t just let things happen anymore – we need to design our future intentionally.”

– Deborah Dawton, Chief Executive, Design Business Association, BEDA member

To learn from the best, MADres establishes the ‘Glorious 42’ (G42) – which is more than a group of experts— it’s a consortium of design-driven professionals with deep expertise in design and the European economic and political ecosystem.

Professionals and Academics with expertise in MADres’ strategic areas are invited to join the G42 and contribute to high-level initiatives across Europe.

Find out more about MADres: <https://beda.org/topic/madres/>
BEDA on LinkedIn: <https://www.linkedin.com/company/bedanetwork/>

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About MADres

MADres is a strategic initiative by BEDA and co-funded by the European Union. The initiative advances design as a key enabler of Europe's transformation for sustainable growth and economic value.

MADres aims to strengthen the European design community and deepen expertise in three focus areas: AI competencies and digital ethics, planetary design and accessibility, and business cases and development.

To sustain this, MADres ensures long-term impact by developing a Living Design Policy Framework—a flexible, adaptive model equipping our governments and institutions to integrate design into national and EU-level policy agendas.

About BEDA

BEDA, the Bureau of European Design Associations, is a pan-European advocacy with 51 member organisations in nearly all European countries – representing millions of designers.

BEDA speaks for the design community and influences policy development among members and in turn their governments.

BEDA champions the role of designers in a business and a social context, promoting all organisations and governments to embrace design methodologies to solve complex problems and to lead innovative practices.

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