

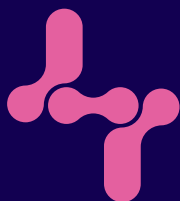
# MAD res

## Smart enough to be **MAD** about Design

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

This initiative is all about equipping designers and design-enablers with  
the connections and knowledge they need to create **#impactbydesign**.

MADres is building a growing European network that dives into these fields:



**AI Competencies  
& Digital Ethics**



**Planetary Design  
& Accessibility**



**Living Design Policy  
Framework**

### **Opportunities?** Plenty.

Be part of a growing European network through co-creation labs, shared thinking, and resources designed to move things forward. MADres is looking for contributors and experts who want to explore how design can support meaningful transformation – in practice, in policy, and in conversation. For experts we have interesting opportunities which include being part of a fascinating top-tier network and meeting some of the most interesting design protagonists and organisations.

### **Curious?** Find out more.

MADres is an opportunity for reflection, experimentation and learning in the context of design and value creation. It offers research, tools and fresh perspectives for anyone working at the intersection of design and transformation – whether you're deep in the field or just discovering what's possible.

→ More on MADres:

<https://beda.org/topic/madres/>

→ Subscribe to BEDA Newsletter:

<https://bit.ly/BEDANewsletter>

→ Contact: [office@beda.org](mailto:office@beda.org)

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