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BEDA Unveils MADres Advisory Board and Digital Hub for #impactbydesign

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BEDA – The Bureau of European Design Associations announces two major milestones for MADres: the launch of its new website – a digital hub for #impactbydesign and the appointment of the Advisory Board. Together, these initiatives strengthen design's role as a driver of Europe's sustainable, inclusive, and digitally ethical future.

Advisory Board

The MADres Advisory Board provides strategic direction across the project's key pillars: Design Policy, Planetary Design, Digital Ethics, and Accessibility. Consisting of leading figures from academia and the design sector, the Advisory Board ensures MADres remains relevant, forward-thinking, and aligned with Europe's transformation agenda. MADres Advisory Board Members:

- **Deborah Dawton**, Chief Executive of the Design Business Association (DBA); Former BEDA President
- **Antonia Mochan**, Deputy Head of Unit at the EU Policy Lab, Joint Research Centre of the European Commission
- **PhD, Marzia Mortati**, Associate Professor of Design at the Department of Design, Politecnico di Milano
- **Isabel Roig**, Executive Director of the Barcelona Creativity & Design Foundation, President of the World Design Weeks, Former BEDA President
- **Päivi Tahkokallio**, CEO of Tahkokallio Design+; Former BEDA President

MADres Website – Europe's New Hub for #impactbydesign

The MADres website www.madres.beda.org serves as a central hub for insights, updates, and opportunities. It features entry points to the initiative's strategic areas, insights into the G42 Expert Group and Advisory Board, an Events Hub, and a forthcoming Publication Repository.

Built to support accessibility standards and available in five languages through AI-driven translation, the platform is designed as a living ecosystem—connecting resources, tools and collaboration across Europe's design and creative landscape.

Find out more about MADres: <https://madres.beda.org/en/>

BEDA on LinkedIn: <https://www.linkedin.com/company/bedanetwork/>

Press Contact:

Evija Kraukle: evija.kraukle@beda.org

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.