

**MAD
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Project info

Project Title: MADres

Grant Agreement Number: 101187001 (CREA-CULT-2024-NET)

Coordinator: Bureau of European Design Associations (BEDA)

Project Duration: 01/03/2025 – 28/02/2029 (48 months)



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Members Survey

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MADres in a nutshell

- MADres is a strategic initiative that advances design as a key enabler of Europe's digital, green, and social transitions.
- MADres aims to strengthen the European design community and deepen expertise in the three focus areas: **AI competencies and digital ethics, planetary design and accessibility, and business cases and development**. These domains are crucial for the extension of the technical skill set.

MADres in a nutshell

MADres is about equipping designers and design-enablers with the connections and knowledge they need to create **#impactbydesign**

- MADres will develop a Living Design Policy Framework—a flexible, adaptive model that equips our governments and institutions to integrate design into national and EU-level policy agendas.
- MADres aims to create the assets and values necessary to foster the Design Industry and Europe's prosperous and sustainable future.

Living Design Policy Framework

Design is how we
shape the future –
policy is
how to make it stick.

Living Design Policy Framework

- Design Policy Mapping (published: madres.beda.org)
- Learning Case: Medical Guideline Development Mapping (done)
- New European Bauhaus Mapping (in progress)

KPI: Mapping of existing Design Policies

KPI: Policy Workshop Playbook

KPI: NEB Blueprint

Living Design Policy Framework

4 National Policy Labs

- Regional Distribution
- Call for members goes out Q4
- Two iterative Workshops
- Material through MADres, 34.000€ per NPL

KPI: 4 Labs

National Policy Labs



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Why National Policy Labs (NPLs)?

- Prototype the Living Design Policy Framework (LDPF) in national contexts to pilot the approach
- Create valuable and practical insights to enhance the approach for the LDPF
- Create a structured dialogue with four national design ecosystems and the according public authorities

What gets funded

- 4 National Policy Labs — one per European macro-region (North / South / East / West)
- 17-month implementation window (May 2026 - Sept 2027)
- Two iterative workshop rounds using MADres' LDPF Materials

What gets funded

- **Northern Europe:** Denmark (Greenland), Estonia, Finland, Iceland, Latvia, Lithuania, Norway, Sweden
- **Southern Europe:** Bulgaria, Croatia, Cyprus, Greece, Italy, Malta, Portugal, Romania, Spain, Balkan States (excl. Türkiye)
- **Eastern Europe:** Austria, Germany, Czech Republic, Hungary, Poland, Slovakia, Türkiye
- **Western Europe:** Belgium, France, UK, Ireland, Luxembourg, Netherlands, Switzerland

Who can apply

- BEDA members in Creative Europe eligible countries
- Legal entities (e.g., design councils, public bodies, universities, NGOs, associations)
- Single applicant or national consortium
(lead must be a BEDA member)

Core activities

- Deploy methodology and material provided by MADres (provided digitally, production is with the NPL)
- Run 2 national workshops (min. 15 participants each) incl. governmental participants
- Co-create a national Mission Statement ("Design Policy Umbrella")
- Work with **at least one public authority** toward design integration in 2 policy areas as laid out in the 'European Design Mapping Report'

Expected deliverables

- **Workshop documentation** package (prep, documentation & participant feedback)
- **Participatory observation** through MADres
- **Before/after** status reports (baseline & observed change)
- **National roadmap** for design policy integration (S.M.A.R.T.) & initial KPIs/KBIs
- **Letter of Intent** to establish a National Design Policy Umbrella with public authorities

Funding & payments schedule

→ €34,000 lump-sum per Lab (total call budget: €136,000)

Payment schedule

- 20% at contract signature
- 30% after acceptance of Workshop 1 deliverables
- 30% after acceptance of Workshop 2 deliverables
- 20% after acceptance of Final Report & Roadmap

How to apply

- Submit the **online application** form (proposal narrative included)
- Email required documents to npl@beda.org (single PDF bundle)
- **Mandatory:** Letter of Support (national authority) & Declaration of Honour
- *If consortium: Letters of Intent from each partner & bio of Project Manager*

Evaluation & selection

- Eligibility check
- Evaluation by MADres Core Team & Advisory Board

Notes

- 4 criteria scored 1–5 (max 20 points)
- Minimum quality threshold: 15/20 and per-criterion thresholds
- Comparative ranking within each macro-region – top ranked application per region is selected

Criteria

- Organizational capacity
- Project Proposal Quality
- Ecosystem Readiness
- Gender Balance, Inclusion, Diversity, Representativeness

Support & Q&A

- Check the Q&A regularly — updated throughout the call period
- Send your questions to npl@beda.org,
by January 31st at the latest
- The final Q&A version will be updated at February 1st

Next steps

- Identify your public authority contact
 - secure Letter of Support early
- Confirm your national partners (if consortium)
 - align roles & commitments
- Draft your Lab concept: policy areas, stakeholder mix, realistic roadmap outputs
- Submit before the deadline (10. Feb. 2026 / 23:59 CET)

Key dates

○	Call launch	10 Dec 2025
○	Info session	14 Jan 2026 · 17:00–18:00 CET
○	Q&A closes	31 Jan 2026
●	Call deadline	10 Feb 2026 · 23:59 CET
○	Notification of results	10 Mar 2026
○	Final results announced	7 Apr 2026
○	Agreements signed by	7 May 2026
○	Implementation starts	immediately after contracting

Answer the Member Survey Call

- Status of the Design Organisations and Industry in Europe
- Policy related questions

Q&A

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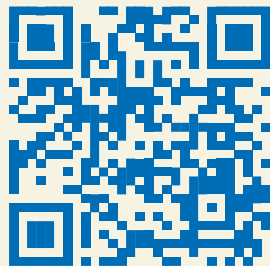
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Curious?

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soon more!



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