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## Glorious 42: MADres Launches Its Pan-European Expert Group to Advance Design

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MADres announces the launch of the [Glorious 42 Expert Group](#) (G42), a pan-European network of leading specialists dedicated to advancing design as a strategic enabler in tackling Europe's most challenging tasks, digital, green and social, to foster a truly European competitive edge.

### The Expert Community for Europe's Transformation

The G42 has been curated through a transparent selection process to ensure excellence, fairness, and broad European representation. This interdisciplinary group of academics and leading practitioners will guide [MADres](#)' core outputs, including **Playbooks**, **Train-the-Trainer** workshops, **Heart of Change** for individual coaching, and **Deep Talk** events, delivering practical and future-proof resources for designers, institutions, and policymakers.

Inspired by Douglas Adams' iconic "answer is 42," the Glorious 42 are BEDA's "**Keepers of the Answer**"—for questions we do not yet know.

### Thematic Pillars

The G42 is structured around four strategic pillars:

- **Accessibility and Low-Barrier Design** (11 Experts)
- **Artificial Intelligence and Digital Ethics** (11 Experts)
- **Planetary and Eco-Sustainable Design** (12 Experts)
- **Strategic Business Case Development** (10 Experts)

Together, these experts bring depth and credibility to each domain, strengthening Europe's design capacity for sustainable growth and economic value.

The G42 reflect diversity in region, gender and professional background—strengthening Europe's pluralistic design ecosystem. They are the first step towards an expert pool that BEDA can activate for questions and actions we do not yet know, positioning design as a strategic driver of transformation.

See the full list of the G42 experts on our website:

[madres.beda.org/en/news/glorious-42-madres-launches-its-pan-european-expert-group-to-advance-design/](https://madres.beda.org/en/news/glorious-42-madres-launches-its-pan-european-expert-group-to-advance-design/)

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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.