



The European
Design Association

Call for National Design Policy Labs

Dear Member – great that you are going to apply to become a National Design Policy Lab.

The Labs are co-funded by the **European Union Creative Europe Programme** and **BEDA. MADres** is a strategic initiative that positions design as a key enabler of Europe's transformation toward sustainable growth and economic value. Through MADres, we aim to strengthen the European design community and deepen expertise in these critical focus areas:

- **AI competencies and digital ethics**
- **Planetary design**
- **Accessibility**
- **Business cases and development**

By embedding values of responsibility, inclusivity, and sustainability into pan-European design practice, MADres empowers design professionals to drive transformation and innovation. For long-term impact, MADres will develop a **Living Design Policy Framework (LDPF)** — a model that supports design organizations in co-creating with governments and related institutions to integrate design into national and EU-level policy agendas.

In this context, MADres invites **BEDA members** to apply for the establishment of **four National Policy Labs (NPLs)**, one in each European macro-region. These labs will pilot and test the **Living Design Policy Framework Materials (LDPFM)** in two iterative rounds, assessing usability, applicability, and effectiveness. The insights and feedback gathered will inform the development of the final **Living Design Policy Framework**.

Please keep in mind, that all documents such as:

- Letter of Supports
- Letter of Intent (only for Consortia)
- Declaration of Honour are sent via email to: npl@beda.org

To ease the application process, we provided you with this form for your application.

Best

The MADres Team

GDPR: <https://beda.org/privacy-statement/>

Please be aware, that...

1. Please select your Organisation

- ☐ designaustria
- ☐ Design Museum of Ghent - Expertise Centre
- ☐ Designregio Kortrijk
- ☐ DDC - Danish Design Center
- ☐ Estonian Association of Designers
- ☐ Estonian Design Centre
- ☐ EDAWARDS
- ☐ Ornamo Art and Design Finland
- ☐ Alliance Francaise des Designers
- ☐ APCI - Promotion du Design
- ☐ bayern design
- ☐ Deutscher Designtag
- ☐ German Design Council
- ☐ Business and Cultural Development Centre (KEPA)
- ☐ Hungarian Design Cultural Foundation
- ☐ Design & Crafts Council Ireland (DCCI)
- ☐ Design Business Association (DBA)
- ☐ Design Association SPFP

- ☐ Wallonie-Bruxelles Design/Mode (WBDM)
- ☐ ADI - Associazione per il Disegno Industriale
- ☐ AIAP - Associazione Italiana Design della Comunicazione Visiva
- ☐ Latvian Design Centre
- ☐ Design Luxembourg
- ☐ BNO - Association of Dutch Designers
- ☐ CLICKNL
- ☐ Dutch Design Foundation
- ☐ Service Design Network
- ☐ PPNT Gdynia | Design Centre
- ☐ esad-idea
- ☐ Belgrade Design Week (BDW)
- ☐ Faculty of Design, Independent Higher Education Institution
- ☐ READ - Spanish Network of Design Associations
- ☐ Swedish Design Society
- ☐ Swiss Design Association (SDA)
- ☐ Türkiye Design Council
- ☐ UK Design Council
- ☐ PDR - International Centre for Design & Research

- ☐ CzechTrade Design Center
- ☐ German Society for Design Theory and Research (DGTF)
- ☐ Hungarian Fashion & Design Agency (HFDA)
- ☐ Iceland Design and Architecture
- ☐ Valletta Design Cluster (VDC)
- ☐ Vilnius Academy of Arts (VAA) Design Innovations Centre
- ☐ Zamek Cieszyn
- ☐ Barcelona Design Centre (BCD)
- ☐ Design Foundation of the Region of Valencia
- ☐ Service Design Network
- ☐ Wallonie-Bruxelles Design/Mode (WBDM)
- ☐ Design Business Association (DBA)

2. Do you apply as a consortia?

(There are more questions, once you answered this one – just in case you wonder!)

- ☐ Yes
- ☐ No

3. Please state all consortia partners, as outlined in the eligibility criteria §9 in the call, in the following order:
1. Name of the Non-for Profit - or Governmental Organisation
 2. Full Address
 3. Contact Person (Full Name & Email Address) – do not forget to add the biography as described in question 18. Please include from each Organisation a **Letter of Intent** in your email at: npl@beda.org

4. Please provide the full name of the primary contact person (Project Manager) for the National Policy Lab

5. Please provide a phone number of the Project Manager

6. Please provide an email address of the Project Manager

7. Please provide a short CV of the Project Manager (up to 1000 characters)

8. Do you agree to deliver all expected results outlined under § 4 in the call? *

- ☐ Yes
- ☐ No
- ☐ Maybe

9. Do you agree to take all expected actions outlined under §5 in the call? *

- ☐ Yes
- ☐ No
- ☐ Maybe

10. Are you capable of delivering the Lab activities implementation stated in §8 in the call? *

☐ Yes

☐ No

☐ Maybe

11. Please describe your organisational capacity, as asked for under §10.1. (up to 500 words) *

12. Please insert here your project proposal (up to 2000 words) as asked for under § 10.2. *

13. Please describe your ecosystem readiness, according to §10.3 in the call. (up to 2000 words)
Do not forget to address all ecosystem readiness aspects.

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14. Please describe how you will ensure Gender balance, inclusion, diversity and representativeness as described in the call under §10.4 (up to 500 words). *

15. Please describe how you will ensure the delivery stated under §13 in the call (up to 500 words). *

16. With this application, we sent the

- Letter of Support (from respective National Authorities)
- Letter of Intent (if you plan to apply as a consortium, you will need one Letter of Intent from each consortium partner)
- Declaration of Honour (one per partner, in case of a consortium)
- or any other supporting document

to npl@beda.org

(Keep in mind that your application is only eligible if it has at least one 'Letter of Support'.) *

☐ Yes

☐ no

17. Please inform us, when you did send the documents mentioned in question 16 to npl@beda.org.
(Keep in mind, that your application is only valid, if MADres receives the needed documents by 10. February 2026, 23:59 CET) *

18. We agree, that email and other contact details are shared within MADres and BEDA *

☐ Yes

☐ No

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