



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 exptected results outlined under § 4 in the call? *

- Yes
- No
- Maybe

9. Do you agree to take all exptected 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 capacatiy, as asked for under §10.1. (up to 500 words) *

12. Please insert here you project proposal (up to 2000 words) as asked for unter § 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 sent 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

Dieser Inhalt wurde von Microsoft weder erstellt noch gebilligt. Die von Ihnen übermittelten Daten werden an den Formulareigentümer gesendet.

 Microsoft Forms