

26/01/2026

National Policy Labs Call for BEDA Members Applications | Version 2.0 Updated on 26.01.2026

Notice of update (Version 2.0 – amended dates)

This document is an updated **Version 2.0** of the “National Policy Labs Call for BEDA Members Applications”. It reflects an **extension of the Call for Applications deadline** and the corresponding adjustment of a limited number of related dates in the call timeline.

Please note that the scope, eligibility rules, selection criteria, funding conditions, required documents, and application process remain unchanged. Applicants are therefore kindly requested to refer only to the dates included in Version 2.0 and to disregard any earlier dates communicated in Version 1.0.

In addition, Version 2.0 includes **minor editorial improvements**, such as the correction of small wording/typos and section numbering, without any impact on the meaning of the Call.

The related **Q&A document has also been updated accordingly**, to reflect the revised timeline and ensure consistency across all call materials.

All updated dates are reflected in the “§15 Timeline call procedure”.

§1 Introduction

Co-funded by the European Union Creative Europe Programme and BEDA, MADres is a strategic initiative that 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 the three focus areas: AI competencies and digital ethics, planetary design and accessibility, and business cases and development. By embedding values of responsibility, inclusivity, and sustainability into the pan-European design practice, **MADres** enables the driver for transformation and innovation, ‘design,’ with its professionals. MADres aims to create the assets and values necessary to foster Europe’s prosperous and sustainable future.

MADres, for long-term impact, will develop a Living Design Policy Framework — a model that, supports design organisation to co-create with governments and related institutions to integrate design into national and EU-level policy agendas. In this context, MADres publishes this call, providing support to BEDA members to establish four National Policy Labs (NPLs) one in each European macro-region (see p.7). These National Policy Labs will be set up and test the Living Design Policy Framework Materials (LDPFM), in two iterative rounds. The pilots will test the usability, applicability and effectiveness of the LDPFM. **The goal is to gain insights and feedback that informs the development of the Living Design Policy Framework (LDPF).**

Information is provided via application form: [Call for National Policy Labs](#)
Documents, such as e.g. Letter of Support, are mailed to: npl@beda.org
Please read the call first.

§2 Objectives of the call:

The purpose of this call is to support BEDA members in:

- Testing the **Living Design Policy Framework Materials (LDPFM)** through two iterative workshop rounds.
- **Facilitating dialogue between government** bodies, policymakers, and the design ecosystem.
- **Co-creating national-level insights**, including preliminary policy recommendations and roadmaps for integrating design into public policy.
- **Collecting behavioural, strategic, and structural feedback** to refine the LDPF at European level.
- **Contributing national findings** to the European-level synthesis coordinated by MADres.

§3 Scope and Expected Results

Each National Policy Lab (NPL) will:

- Serve as a **collaborative platform** connecting policymakers, public authorities, design organisations, academia, and societal stakeholders.
- Conduct **two national workshops** using MADres materials.
- Develop a **national Mission Statement (Design Policy Umbrella)**, outlining a shared understanding of the role of design in national policy.

- Work with at least **one public authority** toward integrating design into two identified policy areas, informed by the Design Policy Mapping Report for Europe.
- **Propose a national roadmap** (S.M.A.R.T format) for integrating design into the identified policy areas.

NPLs should adapt the LDPF Material to their national contexts while maintaining methodological fidelity.

§4. Expected Results

Each selected National Policy Lab must deliver:

4.1 Two sequenced national workshops

- Engagement of policy, cultural, economic, ecological, and societal stakeholders.
- Use of the MADres LDPF materials without modification (unless otherwise instructed).
- Documentation package for each workshop, including:
 - Preparation report (material used, actions taken)
 - Photos, video, transcribed audio
 - Transcripts from handwritten inputs from participants
 - Participant feedback forms
 - Written workshop documentation

4.2 Strategic deliverables

- Status Report BEFORE the workshop cycle (ecosystem baseline).
- Status Report AFTER the workshop cycle (observed change, insights).
- Minimum: a signed Letter of Intent to establish a National Design Policy Umbrella with public authorities at the end of the project.
- Draft agreement (e.g., Letter of Intent) co-developed with at least one governmental body for integrating design into two selected policy areas.
- National Roadmap for design policy integration (S.M.A.R.T.)
- Initial KPIs / KBIs for evaluating the proposed design policy umbrella.

4.3 European-level contribution

- Participation of the Lab's Lead and Project Manager in two to three MADres focus group exchanges.
- Contribution to the refinement of the LDPF based on national testing.

§5 Expected actions:

Overarching actions:

- Managing the National Policy Lab and preparing the needed pre-insights
- Working with the provided Living Design Policy Framework Material
- Invitation and Cost coverage for at least one MADres Core Team member
- Production of needed material
- Project Management

Workshop 1 (at least 15 participants and governmental participants)

- Preparation of workshop 1: Research, Network Integration, Actions asked for in the LDPFM, reporting about all material deployed
- Video-recording, transcribed audio, photos of workshop, digitalized input of participants in the provided Workshop Material
- Participant Feedback (Questionnaire)
- Workshop Documentation
- Participation in a focus group exchange (online) about experiences working with the provided material

• Workshop 2 (at least 15 participants and governmental participants)

- Preparation of workshop 2: Research, Network Integration, Actions asked for in the LDPFM, reporting about all material deployed
- Video-recording, transcribed audio, photos of workshop, digitalized input of participants in the provided Workshop Material
- Participant Feedback (Questionnaire)
- Workshop Documentation
- Participation in a focus group exchange (online) about experiences working with the provided material

Outcome of the Workshops

- Status report comparison before/after National Policy Labs workshops
- Letter of mutual understanding, design policies, or developed roadmaps

Legal

- GDPR agreements of all participants from each workshop

§6 Financial Support

Total call budget: €136.000

Number of Labs to be supported: 4 (one per macro-region)

Grant per Lab: €34.000 (lump-sum).

§7 Payment schedule:

Payment	Trigger	Percentage
1st payment	Contract signature	20%
2nd payment	Acceptance of Workshop 1 deliverables	30%
3rd payment	Acceptance of Workshop 2 deliverables	30%
Final payment	Acceptance of Final Report & Roadmap	20%

§8 Timeline (exact dates will be communicated)

Labs' activities implementation duration: 17 months

Month	Activity
April 2026	Information to NPLs
May 2026	NPL's discussion during BEDA General Assembly
July 2026	Lab's starts activities (Material sent out to NPLs)
November 2026	Delivery of first workshop insights (Preparation of workshop 1, Workshop 1, Workshop 1 Documentation)
February 2027	Lab's start second round of activities (Material sent out to NPLs)
March 2027	Delivery of second workshop insights (Preparation of workshop 2, Workshop 2, Workshop 2 Documentation)
September 2027	End of Project for NPL's, delivery of final report

§9 Eligibility criteria

Applicants must:

- Be an official BEDA member, at the time of application
- Be in place to provide a Letter of Support from the respective National Authority responsible for the development of Policies as stated in the Design Policy Spectrum (see [Design Policy Mapping Report](#)), at the time of application.

- National consortia applications are allowed, provided one BEDA member acts as the lead applicant. All further consortium partners must be verified by letter of intent.
- The applicant must be from a Creative Europe eligible country.

§10 Award criteria

Applications will be evaluated on the following criteria:

10.1. Organisational Capacity (4 points)

Demonstrated experience in cultural policy, design innovation, or related fields.

10.2. Project Proposal Quality (6 points):

- Clarity and feasibility of the application for establishing a National Policy Lab.
- Description and expected Quality of the requested feedback in expected actions (§5)

10.3. Ecosystem Readiness (6 points):

- Assessment of the current status maturity, prioritizing ecosystems with infrastructure, networks, and a culture conducive to implementing a National Policy Lab effectively. More specifically, aspects contributing to the Ecosystem Readiness criterion, are the following:
- **Infrastructure:** Availability of physical and digital spaces for collaboration with the various stakeholders
- **Networks:** Established connections with local policymakers, such as economic, societal, ecological and cultural institutions, and design communities.
- **Policy Influence:** Experience in advocating for or influencing economic, ecological, cultural and design policy at the local or national level.
- **National strategies status:** Connection to National strategies (RIS3), and existing/foreseen financial mechanisms/programmes, should be highlighted.

10.4. Gender balance, inclusion, diversity and representativeness (4 points):

Showcase alignment with EU strategies, describing existing organisation's activities for achieving a "Union of equality", either towards their members (if the applicant is a network) and / or in the development of the National Policy Lab implementation team.

§11 Evaluation and Selection

Applications will undergo an eligibility check, followed by cross-check by MADres Core Team and MADres Advisory Board. Scoring is on a 1–5 scale (1 = Poor, 5 = Excellent). Thresholds apply for each criterion, with an overall minimum score of 15/20 required.

Criterion	Threshold
Organisational Capacity	2.50 / 4.00
Project Proposal Quality (clarity, feasibility, research capability, connectivity to policymakers, coverage of the national design industry)	4.00 / 6.00
Ecosystem Readiness (infrastructure, networks, policy links, RIS3)	4.00 / 6.00
Gender balance, inclusion, diversity, representativeness	2.50 / 4.00

To ensure diversity, one National Policy Lab will be selected in each macro-region. That means that applications will compete against each other on the predefined evaluation criteria, in a macro-region level.

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

Selection procedure:

- Proposals ranked per macro-region.
- Top-ranked application per macro-region will be funded.
- Up to two runners-up per region placed on waiting list.
- Tie-breakers resolved by MADres Advisory Board.
- Appeals procedure available in case of evaluation shortcoming.

§12 Eligible activities to be funded

Indicative activities eligible for support, include:

1. Day-to-day management of the National Policy Lab.
2. Ecosystem mapping of national landscape influencing design
3. Pre-Workshop research into national political, economical, ecological and societal needs and potential gains
4. Pre-Workshop research into national data available on design
5. Pre-Workshop screening into needed political and governmental actors to be included in the workshop (based on 2&3) based on the identified policy areas within the 'Design Policy Mapping Report for Europe'
6. Workshops delivery: For national stakeholders on the impact of design in public policy, inclusive all needed production costs for delivering the needed:
 - Policy Development Sessions: Collaborative policy drafting with stakeholders according to national outcomes of workshop one and two. Development of an action-based roadmap (S.M.A.R.T.) for implementation.

Research and Dissemination activities: Participation in national policy-making events, trips and accommodation in the context of having one-on-one meetings.

§13 Milestones

Each selected Lab must deliver:

Milestones	Description	Due date	Related payment unlocked
Contract signature	-	M1	Payment 1 20%
Workshop 1	Deliverable of Workshop 1: see §5 Contribution to the focus groups see §4	M7	Payment 2 30%
Workshop 2	Deliverable of Workshop 2: see §5 Contribution to the focus groups see §4	M12	Payment 3 30%
Final report	see §4 Contribution to the focus groups see §4	M17	20%

§14 Application Process

Applications must be submitted electronically via the following form:
The majority of information will be submitted via the form, while supporting documents –such as Letter(s) of Intent and/or Letter of Support, etc.– will have to be sent to npl@beda.org, as indicated in the relevant form's questions.

Required documents/Information for the form:

- Completed application form
- Proposal (see §10 – for clarification see §4 and 5).
- Letter of support
- Letter(s) of Intent (in case of consortia)
- Declaration of Honour (as one per partner, in case of a consortium)

Additional documents

- Supporting Information (surveys, reports, etc.)

§15 Timeline call procedure

Step	Date
Call launch	10 December 2025
Info session	14 January 2026, 17:00 – 18:00 CET
Q&A closes	20 February 2026
Deadline for applications	03 March 2026, 23:59 CET
Evaluation & selection	by 31 March 2026
Notification of results	01 April 2026
Appeals period ends	13 April 2026
Responses to appeals	20 April 2026
Final results published	21 April 2026
Sub-grant agreements signed	by 7 May 2026
Implementation starts	immediately after contracting

§16 Contracting and Monitoring

Selected applicants will sign a Sub-Grant Agreement with BEDA, specifying deliverables, milestones, KPIs, and payment schedule. Monitoring will verify:

- Contract signature (linked to 20%)
- Deliverables Workshop 1 (linked to 30%)
- Deliverables Workshop 2 (linked to 30%)
- Participation in the three focus groups (linked to the W1, W2, Final Report)
- Final report and National Policy Brief & Action Roadmap (linked to 20% payment).

All reports must use MADres templates. Legal validation (entity documents, bank details, power of attorney) will be required prior to contracting.

§17 Publication and Communication

Results of the call will be published on the MADres and BEDA websites, with names of beneficiaries, project summaries, and countries. All Labs must ensure both MADres and EU visibility and follow both sides' communication guidelines (to be provided during contracting).

MADres has the prior communication rights about every content and material around each individual NLPs and their actions.

NLPs must align all communication approaches around MADres with the MADres communication team.

Contact

For questions, please address the National Policy Lab call's secretariat:
Fleur Fisher & Dimitris Kaboukos: npl@beda.org

We are looking forward to your application!
Join #impactbydesign

Link to the application form: [Call for National Design Policy Labs](#)