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Design Policy Mapping in Europe

The following content is drawn from the “Design Policy Mapping in Europe” report. Access and download the complete report using the link:

https://madres.beda.org/en/publications/design-policy-mapping-in-europe/

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Sep 2025

Country Profile: Austria

Country Size: 83,878 sq km
Citizens: 9,158,750 (2024) | Tendency: rising
GDP per Capita: 56,833.2 $ (2024) | Tendency: rising
EU Innovation Scoreboard: Strong Innovator (2025) | 128,3 %
BEDA Member Organisations: designaustria

Dedicated design policy status

No

Design in other policy agendas

- → CCI strategy: The Creative Industries Strategy for Austria (2016–2025) champions design as a cross-sectoral enabler – linking technology, science and urban competitiveness. It includes measures such as apprenticeships in design, internationalization of design companies, promotion of design events (e.g. Vienna Design Week), and innovation camps introducing new methods like design thinking. [Championed]
- → Circular economy strategy: This is a strong entry point. The Austrian Circular Economy Strategy embeds design comprehensively:“circular by design” as a principle; ecodesign regulations; incentives for packaging and textiles; design for reuse, repair, recycling, and social innovation; integration of circular design into curricula and vocational training; and consumer awareness measures. [Championed]
- → Innovation, industrial/development, digital and architecture strategies: No strategies or references to were identified. [Overlooked]

Observations

Austria shows a strong systemic framings of design within circular economy policy in Europe. While it lacks a standalone design strategy, design is positioned as a central lever for sustainable transitions — spanning business models, education, and consumer behaviour. The CCI strategy adds support for capacitybuilding and internationalisation, creating a combined emphasis on design’s economic and sustainability roles.

ADDRESS

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