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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: Croatia

Country Size: 56,594 sq km
Citizens: 3,861,967 (2024) | Tendency: falling
GDP per Capita: 23,931.5 $ (2024) | Tendency: rising
EU Innovation Scoreboard: Moderate Innovator (2025) | 80,6%
BEDA Member Organisations: /

Dedicated design policy status

No dedicated design policy.
Previous initiatives, including a 2007–2011 draft strategy led by the Croatian Designers Association and a later proposal by the Croatian Cluster of Creative and Cultural Industries, illustrate recurring interest in developing such a policy, though these were not formally adopted.

Design in other policy agendas

- → **Industrial / Development strategy** – *National Development Strategy 2030* contains a reference to design as part of the creative industries. [Mentioned]
- → **Innovation strategy** – *National Innovation Strategy 2014–2020* acknowledged the importance of design for innovation, eco-innovation, and design centres as part of innovation infrastructure. [Integrated]
- → **CCI, circular economy, digital, architecture strategies** – No strategies or references to design were identified. [Overlooked]

Observations

Croatia demonstrates intermittent recognition of design, particularly in innovation and development strategies, where it is linked to creativity and eco-innovation. Earlier attempts to establish a national design strategy were not adopted, but they point to an ongoing policy interest and consistent stakeholder advocacy. This reflects an awareness of design's potential, with scope for stronger institutional commitment in the future.

ADDRESS

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Transparency Registry Number: 71 028 143 474-84