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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: Czech Republic

Country Size: 78,871 sq km
Citizens: 10,900,555 (2024) | Tendency: rising
GDP per Capita: 31,706.6 $ (2024) | Tendency: rising
EU Innovation Scoreboard: Moderate Innovator (2025) | 90,8%
BEDA Member Organisations: CzechTrade Design Center, zamek cieszyn

Dedicated design policy status

No

Design in other policy agendas

- **CCI Strategy** – *Action Plan 2021–23 to the CCS Strategy* includes concrete measures: Design Credit programmes, strengthening/financing the Design Centre, and company support for design use. Also mentions interdisciplinary studies including design and internationalisation of design. [Championed]
- **Innovation Strategy** – *National Research, Development and Innovation Policy 2021+* gives a baseline mention of design as part of CCIs and uses design registrations as an innovation indicator. [Mentioned]
- **Industrial / Development Strategy** – *Strategic Framework Czech Republic 2030* mentions human-centred design in education. [Mentioned]
- **Circular Economy Strategy** – *Circular Czechia 2040* highlights incentives for circular product design and eco-design. [Championed]
- **Digital, architecture strategies** – No strategies or references to design were identified. [Overlooked]

Observations

The Czech Republic stands out for embedding design in its CCI agenda through concrete instruments such as Design Credits and institutional support for the Design Centre. This represents one of the clearer examples of operational measures rather than symbolic references. Design also appears in innovation, education, and circular economy strategies, though typically in a more generic way. Overall, the picture is one of strong recognition within cultural and circular domains, contrasted with lighter and more fragmented references elsewhere.

ADDRESS

c/o BEDA The Bureau of European Design Associations c/o Wallonie-Bruxelles Design Mode (WBDM) - AWEX, Place Sainctelette 2, 1080 Brussels, Belgium | www.madres.beda.org

ACCOUNT DETAILS

The Bureau of European Design Associations | BNP Paribas Fortis
IBAN: BE97 0019 8615 7549
BIC: GEBABEBB

CONTACT

office@beda.org

REGISTRIES

RPM: Bruxelles
Union des Associations Internationales Org ID: BE 0844.127.553
Transparency Registry Number: 71 028 143 474-84