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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: Denmark

Country Size: 42,947 sq km
Citizens: 5,961,249 (2024) | Tendency: rising
GDP per Capita: 71,851.8 $ (2024) | Tendency: rising
EU Innovation Scoreboard: Innovation Leader (2025) | 152%
BEDA Member Organisations: Danish Design Center (DDC)

Dedicated design policy status

No, previous design policy “Denmark at Work. Plan for Growth in Creative Industries – Design” adopted in 2013.

Design in other policy agendas

- → **CCI Strategy** – design is mentioned extensively in the 2018 report "An internationally leading growth environment for creative industries - Recommendations from the Growth Team for Creative Industries to the government", though not a formal government strategy.
- → **Innovation Strategy** – *RESEARCH2025* highlights design in multiple contexts: participatory/user-centred design, additive manufacturing, circular economy, spatial design, digital technologies, med-tech and healthcare, and even in efficient public policy design. [Integrated]
- → **Circular Economy** – *Circular Economy Action Plan 2020–32 i*ncludes an entire chapter on circular design, building design, and cross-value chain solutions. Explicitly frames design as a driver of knowledge and innovation in the circular economy. [Championed]
- → **Architecture strategy** – The *National Architecture Policy* emphasises sustainable urban planning, biodiversity, and community-driven design.
- → **Industrial/development; digital strategies** – No strategies or references to design were identified. [Overlooked]

Observations

Denmark continues to leverage its strong international reputation in design across a wide range of policy contexts, even without a dedicated design policy. Design is particularly embedded in research, circular economy, and architecture agendas, where it is framed as a tool for innovation, sustainability and societal value creation.

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However, the lack of a formal design strategy leaves coordination fragmented, with references dispersed across multiple documents.

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