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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: France

Country Size: 543,941 sq km
Citizens: 68,467,362 (2024) | Tendency: rising
GDP per Capita: 46,150.5 $ (2024) | Tendency: rising
EU Innovation Scoreboard: Strong Innovator (2025) | 122,3%
BEDA Member Organisations: Institut Français du Design (IFD), APCI Promotion DU Design,Alliance France Design, Association Valesens, Designers+

Dedicated design policy status

No explicit dedicated design policy. However, *Assises du Design* (2019) laid important groundwork. It led to the establishment of the *Conseil National du Design* in 2021, a permanent advisory body tasked with supporting design policy development and providing strategic guidance to national authorities.

Design in other policy agendas

- → **Innovation Strategy** – No explicit references, though *France 2030* (broad investment and development plan) includes potential touchpoints for design.
- → **Industrial / Development Strategy** – *France 2030* and *France Relance* programmes include sectoral investments where design could play a role, though mentions are not concrete.
- → **Circular Economy** – *Anti-Waste Law* includes strong measures for eco-design (repairability index, eco-design plans, bonus/malus incentives, recycled materials, packaging design). [Integrated]
- → **Architecture / Crafts** – *Crafts Strategy (2023)* mentions design.
- → **CCI, digital strategies** – No strategies or references to design were identified.

Observations

While France lacks a standalone national design policy, the *Assises du Design* and the creation of the *Conseil National du Design (CND)* show clear steps toward structured design governance. Strong integration exists in the circular economy agenda through eco-design legislation, and there is some recognition in crafts. However, design's presence in innovation and industrial strategies remains more implicit than explicit. France appears to be moving towards a more institutionalised approach to design policy, with the CND serving as a platform to coordinate and push for stronger design integration across policy domains.

ADDRESS

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