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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: Germany

Country Size: 357,581 sq km
Citizens: 83,456,045 (2024) | Tendency: falling
GDP per Capita: 55,800.2 $ (2024) | Tendency: rising
EU Innovation Scoreboard: Strong Innovator (2025) | 125,1%
BEDA Member Organisations: Deutscher Designtag e.V. (DT), The German Society for Design Theory and Research (DGTF), Service Design Network, Bayern Design, German Design Council

Dedicated design policy status

No explicit dedicated national design policy. In 2023, *Deutscher Designtag* proposed a *Design Policy for Germany*, aiming to build a collaborative framework between government, business associations, and the design sector. This remains at the proposal stage. As Germany is a federal country, some design-related initiatives may be more appropriately analysed at the *Länder* (federal state) level.

Design in other policy agendas

- → **Industrial / Development Strategy** – *German Sustainable Development Strategy (2021)* mentions eco-design, sustainable product design, and design-driven innovation (particularly in CCI contexts). [Integrated]
- → **Circular Economy Strategy** – The *National Circular Economy Strategy* includes multiple mentions of eco-design, sustainable product design, and design for reparability. [Integrated]
- → **CCI, innovation, digital, architecture strategies** – No strategies or explicit references were identified.

Observations

Germany does not yet have a dedicated design policy, but the 2023 proposal by *Deutscher Designtag* suggests growing advocacy momentum. Stronger references exist in sustainability-oriented agendas, particularly in the Circular Economy Strategy, where eco-design plays a central role. The federal structure may dilute policy visibility at the national level, with Länder playing an important role in cultural and creative industries. This multi-level governance dynamic, combined with active advocacy coalitions, could shape the trajectory toward a more formalised design policy framework.

ADDRESS

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Transparency Registry Number: 71 028 143 474-84