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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: Hungary

Country Size: 93,025 sq km
Citizens: 9,584,627 (2024) | Tendency: falling
GDP per Capita: 23,310.8 $ (2024) | Tendency: rising
EU Innovation Scoreboard: Emerging Innovator (2025) | 78,3%
BEDA Member Organisations: Hungarian Fashion & Design Agency, Hungarian Design Cultural Foundation

Dedicated design policy status

No

Design in other policy agendas

- **CCI Strategy** – *Creative Industries Strategy 2020–2030* was announced but remains inaccessible and with no visible follow-up.
- **Innovation Strategy** – Baseline mention in the *Research, Development and Innovation Strategy 2021–2030*, which references design thinking at a societal level. [Mentioned]
- **Industrial / Development Strategy** – The *National Competitiveness Strategy 2024–2030* contains a chapter on creative industries, referencing digital interface design, offline/online game design, brand design and links between design, AI, and cross-sector innovation. [Integrated]
- **Digital Strategy** – Minimal mentions in the *National Digitalisation Strategy 2022–2030*, where UX design is noted in relation to improving e-administration. [Mentioned]
- **Circular Economy, architecture strategies** – No strategies or explicit references were identified.
- It is noteworthy that Hungary has a standalone ***National Fashion Industry Strategy***, as it demonstrates how design-related sectors can gain explicit policy visibility when closely tied to cultural heritage, national branding and export potential.

Observations

Hungary embeds design in multiple strategic agendas – particularly competitiveness, digitalisation and innovation, yet in fragmented and inconsistent ways. While design thinking and UX appear in innovation and digital strategies, and creative industries

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and fashion receive institutional recognition, the absence of a coherent policy or follow-up mechanisms weakens design's role. The stalled Creative Industries Strategy illustrates a gap between agenda-setting and policy implementation, leaving design acknowledged but not strategically championed.

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