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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: Italy

Country Size: 301,958 sq km
Citizens: 58,971,230 (2024) | Tendency: falling
GDP per Capita: 40,226.0 $ (2024) | Tendency: rising
EU Innovation Scoreboard: Moderate Innovator (2025) | 104,7%
BEDA Member Organisations: Italian Association of Visual Communication Design (AIAP), Associazione per il Disegno Industriale (ADI)

Dedicated design policy status

No

Design in other policy agendas

- → **CCI Strategy** – Culture National Programme 2021–2027 references design in the context of the European Green Deal and New European Bauhaus. [Mentioned]
- → **Industrial / Development Strategy** – National Reform Programme (2020) highlights design for public services, sectoral support and tax credits for design and IPRs. [Integrated]
- → **Circular Economy Strategy** – Italian National Strategy for Circular Economy mentions eco-design and design in terms of aesthetics. [Integrated]
- → **Innovation, digital, architecture strategies** – No strategies or references to design were identified. [Overlooked]

Observations

Italy, as one of Europe's global design leaders, has strong design traditions and sectoral strengths, yet at the national level policy treatment of design remains fragmented. References appear across culture, industrial and circular economy agendas, but without a coordinated strategy or dedicated framework. This raises the question of whether more substantive design policy activity is taking place at the **regional level**, particularly given the strong design ecosystems in Lombardy, Piedmont and Emilia-Romagna.

ADDRESS

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