MAD res

POWERED BY BEDA

Co-funded by the European Union

Supported by Creative Europe

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/

MAD res

POWERED BY BEDA

Co-funded by the European Union

Supported by Creative Europe

Sep 2025

Country Profile: Netherlands

Country Size: 41,543 sq km
Citizens: 17,942,942 (2024) | Tendency: rising
GDP per Capita: 68,218.7 $ | Tendency: rising
EU Innovation Scoreboard: Innovation Leader (2025) | 145,3%
BEDA Member Organisations: Dutch Design Foundation (DDF), CLICKNL, Association of Dutch Designers (BNO)

Dedicated design policy status

No

Design in other policy agendas

- → **CCI Strategy** – *Creative Industries Fund NL* serves as the national cultural fund for design, architecture and digital culture. Its *Policy Plan 2025–2028: Changes in Our Work* includes actions for design, such as the *Spatial Design Action Programme* and the *Design Sector Internationalisation Programme*. Previous plans (2017–2020 and 2021–2024) also featured design prominently. Design is also featured in the *Dutch International Cultural Policy 2021–2024*. [Championed]
- → **Circular Economy Strategy** – *Circular Dutch Economy by 2050* sets the goal for a fully circular economy by 2050. The **National Programme on Circular Economy 2023–2030** includes goals for circular economy and design. [Integrated]
- → **Digital Strategy** – *Central Government's I-Strategy 2021–2025* mentions design thinking as a method to be used.
- → Innovation, industrial/development, architecture strategies – No dedicated strategy or inclusions identified.

Observations

The Netherlands demonstrates strong institutional support for design through cultural policy and funding mechanisms, particularly via the Creative Industries Fund NL. While there is no dedicated national design policy, design is deeply embedded in cultural strategies and increasingly linked to sustainability through circular economy goals. The inclusion of design thinking in digital governance further signals recognition of design as a strategic tool. However, its absence from innovation and industrial strategies suggests room for broader integration, especially to leverage design for competitiveness and systemic transformation.

ADDRESS

c/o BEDA The Bureau of European Design Associations c/o Wallonie-Bruxelles Design Mode (WBDM) - AWEX, Place Sainctelette 2, 1080 Brussels, Belgium | www.madres.beda.org

ACCOUNT DETAILS

The Bureau of European Design Associations | BNP Paribas Fortis
IBAN: BE97 0019 8615 7549
BIC: GEBABEBB

CONTACT

office@beda.org

REGISTRIES

RPM: Bruxelles
Union des Associations Internationales Org ID: BE 0844.127.553
Transparency Registry Number: 71 028 143 474-84