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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: Norway

Country Size: 323,772 sq km
Citizens: 5,550,217 (2024) | Tendency: rising
GDP per Capita: 86,809.7 $ (2024) | Tendency: rising
EU Innovation Scoreboard: Strong Innovator (2024) | 81,3%
BEDA Member Organisations: /

Dedicated design policy status

No

Design in other policy agendas

- **CCI Strategy** – The *Roadmap for Creative Industries* positions design as the most impactful subsector, highlighting its role in IPRs, placemaking, sustainability and internationalisation. It dedicates chapters to Sami culture and indigenous design, Norwegian design promotion abroad and design's role in the *All of Norway Exports* reform. It also commits to strengthening DOGA's Design-Driven Innovation Program (DIP) and links design to the green industrial shift. [Championed]
- **Innovation Strategy** – The *Long-term Plan for Research and Higher Education 2019–2028* mentions design in relation to university buildings and universal design. [Mentioned]
- **Industrial / Development Strategy** – The *Industrial Policy Recommendations 2015–17* (outdated) included design for interaction, service, and public sector innovation. [Mentioned]
- **Circular Economy Strategy** – National strategy mentions sustainable product design and the EU Ecodesign Directive. [Integrated]
- **Digital Strategy** – No strategy identified.
- **Architecture Strategy** – Earlier framework: *Norway Universally Designed by 2025* (2009–2013), focused on accessibility and equality. [Championed]

Observations

Norway stands out for embedding design within its Creative Industries Roadmap, where design is explicitly connected to export promotion, sustainability and innovation capacity. The strong institutional role of DOGA and the reinforcement of the Design-Driven Innovation Program mark notable instruments for policy delivery. However, outside of CCIs and circular economy, references to design in industrial, research and

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digital strategies remain fragmented and dated. This suggests a need to better integrate design into broader innovation and industrial frameworks, while capitalising on the country's existing international reputation and sectoral strengths.

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