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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: Portugal

Country Size: 91,424 sq km
Citizens: 10,639,726 (2024) | Tendency: rising
GDP per Capita: 28,844.5 $ (2024) | Tendency: rising
EU Innovation Scoreboard: Moderate Innovators (2025) | 102,2%
BEDA Member Organisations: esad—idea (R&D unit of ESAD/College of Art and Design)

Dedicated design policy status

No

Design in other policy agendas

- → **Circular Economy Strategy** – The *National Action Plan for the Circular Economy (PAEC)* includes strong references to design, particularly eco-design and circular design, with principles and proposed actions for integrating design into product lifecycles. [Championed]
- → **Digital Strategy** – The *National Digital Strategy* briefly highlights design in the context of user-friendly and well-designed public services, but in a limited and generic way.
- → **CCI, innovation, industrial/development, architecture strategies** – No strategies or references to design were identified. [Overlooked]

Observations

Portugal's emerging policy attention to design is concentrated in the circular economy domain, where eco-design is explicitly recognised as a driver of sustainable transitions. Other strategies, such as digital transformation, reference design in a superficial manner and there is no evidence of a broader cross-sectoral approach. This indicates potential to build on the strong circular economy framing to position design more strategically across innovation and development agendas.

ADDRESS

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