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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: Romania

Country Size: 238,298 sq km
Citizens: 19,067,576 (2024) | Tendency: falling
GDP per Capita: 20,072.4 $ (2024) | Tendency: rising
EU Innovation Scoreboard: Emerging Innovator (2025) | 42,2%
BEDA Member Organisations: /

Dedicated design policy status

No

Design in other policy agendas

- **Innovation Strategy** – The *National Research, Innovation and Smart Specialisation Strategy 2022–2027* includes baseline mentions of design in several forms (systems design, industrial design, artistic design), though without dedicated actions. [Mentioned]
- **Circular Economy Strategy** – The *National Circular Economy Strategy and Action Plan* highlights design extensively, particularly product design, sustainable design, and eco-design principles, linking them to waste reduction and resource efficiency. [Championed]
- **CCI, industrial/development, digital, architecture strategies** – No strategies or references to design were identified. [Overlooked]

Observations

Romania's most substantive design references emerge in the circular economy agenda, where eco-design is positioned as central to sustainability goals. While innovation policy includes only baseline recognition, the breadth of references in the Circular Economy Strategy suggests growing potential to mainstream design in addressing systemic challenges. However, beyond this domain, design remains largely absent from broader cultural, industrial, or digital policy frameworks.

ADDRESS

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