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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: Spain

Country Size: 498,485 sq km
Citizens: 48,619,695 (2024) | Tendency: rising
GDP per Capita: 35,297.0 $ (2024) | Tendency: rising
EU Innovation Scoreboard: Moderate Innovator (2025) | 104,3%
BEDA Member Organisations: Barcelona Creativity & Design Foundation (BCD), Design Foundation of the Region of Valencia, Spanish Network of Design Associations (READ)

Dedicated design policy status

No standalone design policy. However, momentum has been building through sector-led initiatives such as the *Pacto por el Diseño* (2021), a joint call by six major design organisations for a National Design Strategy.

Design in other policy agendas

- → **CCI Strategy** – The most recent *Plan for CCI* (2018) includes references to design but does not position it centrally. [Mentioned]
- → **Industrial / Development Strategy** – The *Spanish Industrial and Strategic Autonomy Strategy* includes an explicit article on *Industrial design* (Article 45). The article frames industrial design as contributing economic, environmental (ecodesign) and social value, supports talent development and profession promotion, and calls for strengthened governance (systematic dialogue with sector associations) and a roadmap for implementation. [Championed]
- → **Circular Economy Strategy** – The *España Circular 2030 Strategy* highlights eco-design and circular design as key enablers of the transition. [Integrated]
- → **Digital Strategy** – The *Digital Spain 2026 Agenda* makes multiple references: design and AI, co-creation in participatory citizen labs, human-centred design in digital regulation, ethical design for AI and digital technologies, and "green by design" approaches. [Championed]
- → **Innovation, architecture strategies** – No strategy or references to design were identified.

Observations

Spain shows strong, cross-cutting recognition of design, particularly in its industrial, digital, and circular economy agendas, where design is positioned as both an

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innovation driver and a sustainability enabler. The "*Pacto por el Diseño*" marks an important step by the sector to consolidate these fragmented efforts into a coherent national strategy, signalling growing alignment between government and design actors. While there is not yet a unified policy framework, Spain's mix of top-down strategies and bottom-up initiatives suggests an environment where design's role is increasingly institutionalised and visible.

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