

A “World Design Capital Lille Metropole 2020” event

Public Policy Design: from cities to Europe, and back!

November 25th 2019 | 13h30 | Brussels

MAD, 10 Place du Nouveau Marché aux Grains

[Register here](#)

Moderation: François JEGOU, Strategic Design Scenarios

13h30 – Registration & coffee

14h00 – Welcome words by Lille Metropole

14h05 – Presentation “World Design Capital Lille Metropole 2020 and its POCs”

Through its project of transforming the territory ever-faster by design, Lille Metropole has been designated WDC 2020 by the World Design Organisation. Lille’s project is to multiply, support, and implement proofs of concept conceived by the inventiveness of its inhabitants, local politicians, students, and entrepreneurs to transform the territory through design. Three Proofs of Concept (POCs) will be a first inspirational session showcasing what local level can do with design.

- Denis TERSEN, Director, WDC2020
- 3 POCs presentations via a short video

14h30 – Discussion “Design in public policy making at local level”

Designers are experts studying both the use and the users and how they interact in the making of new products or their renewal. They already fully occupy this space in industrial areas. Speakers will discuss the added-value of design in public authorities’ activities.

- Bruno CASSETTE, Director-General, Lille Metropole
- Stéphane VINCENT, Director, La 27^{ème} Région

14h45 – Roundtable “Design in European public policies”

Four concrete, remarkable, design-led projects by municipalities in Helsinki, Valencia, Brussels and Kolding will be presented. Their leaders will then discuss with public policy and innovation experts working at local or European level. Discussions will focus on the benefits, obstacles, difficulties, methods etc. of using design in the public policy making and their transferability to other levels of government. Debates will be the opportunity to challenge, oppose local and European points of view to outline potential synergies, cooperation, solutions.

Local projects:

- 'La Marina de Valencia', Ramon MARRADES, Cheif Strategic Officer, Valencia
- 'Designing participatory budgeting', Kirsi VERKKA, Development Manager, Helsinki
- 'Vision 3.0: we design for life', Mikael SORKNAES, Head of Design and Vision, Kolding
- 'Bravvo Mobile', Niels JEANTY, Social Project Officer, MAD Brussels.

Respondents to project managers will be:

- Alessandro RANCATI, EU Policy Lab, JRC, European Commission
- Stefan APPEL, Head of Unit, DG REGIO, European Commission
- Anna SPECHTENHAUSER, ERRIN, Co-Chair ERRIN Design & Creativity WG and Deputy Head of Office of Stuttgart Region European Office
- Michael THOMSON, Consulting Managing Director, BEDA

16h15 – Coffee break

16h45 – Participative workshops

Participants will experiment and practice design methods by themselves on the four issues risen by the four local projects presented in the previous session. The four workshops will reflect the four themes already discussed, each participants will be able to choose the workshop according to the theme most relevant for him/her. These workshops will allow participants to better understand and, *in fine*, better replicate the methods in their institutions. Participants will be working on finding concrete solutions to answer the issues risen by the local projects. Each workshop will be animated by a designer.

17h45 –Restitution of the workshops in plenary

- Workshops' rapporteurs

18h00 – Conclusion and perspectives

- Bruno CASSETTE, Director General, Lille Metropole
- Anna Lisa BONI, Secretary General, Eurocities

18h15 – Networking cocktail