Final Conference, Thursday 26 June 2014
BOZAR – Palais des Beaux-Arts
Rue Ravenstein 23, 1000 Bruxelles

Programme

13.00 – 13.30 Registration & Coffee

13.30 – 13.45 Welcome
Bonifacio García-Porras, DG Enterprise and Industry, Head of Unit

13.45 – 14.00 Introducing €Design
Isabel Roig, BCD

14.00 – 14.30 Design creates value
Robin Edman, SVID

14.30 – 15.15 Alternative ways in which firms might be asked about design
James Moultrie, UCAM

15.15 – 15.30 Coffee Break

15.30 – 16.15 Guidelines for collecting and interpreting design data
Eusebi Nomen, BCD

16.15 – 16.30 Communicating how to measure design value
Severin Filek, designaustria

16.30 – 17.20 Plenary discussion on measuring design value
(Moderated by Michael Thomson, Design Connect)

17.20 – 17.30 Closing remarks and next steps
Bonifacio Garcia-Porras, DG Enterprise and Industry, Head of Unit

17.30 – 18.30 Drinks Reception

www.measuringdesignvalue.eu
eurodesign@bcd.es