

RRA LUR

regional development agency
of ljubljana urban region



RCKE

regional creative
economy centre

DESIGN AS A NON – TECHNOLOGICAL INNOVATION

Lilijana Madjar MSc, 30th September 2014

Technology-led development.

Limited R&TD sources.

**DESIGN - driver of innovation,
differentiator, a tool for
competitiveness and growth.**

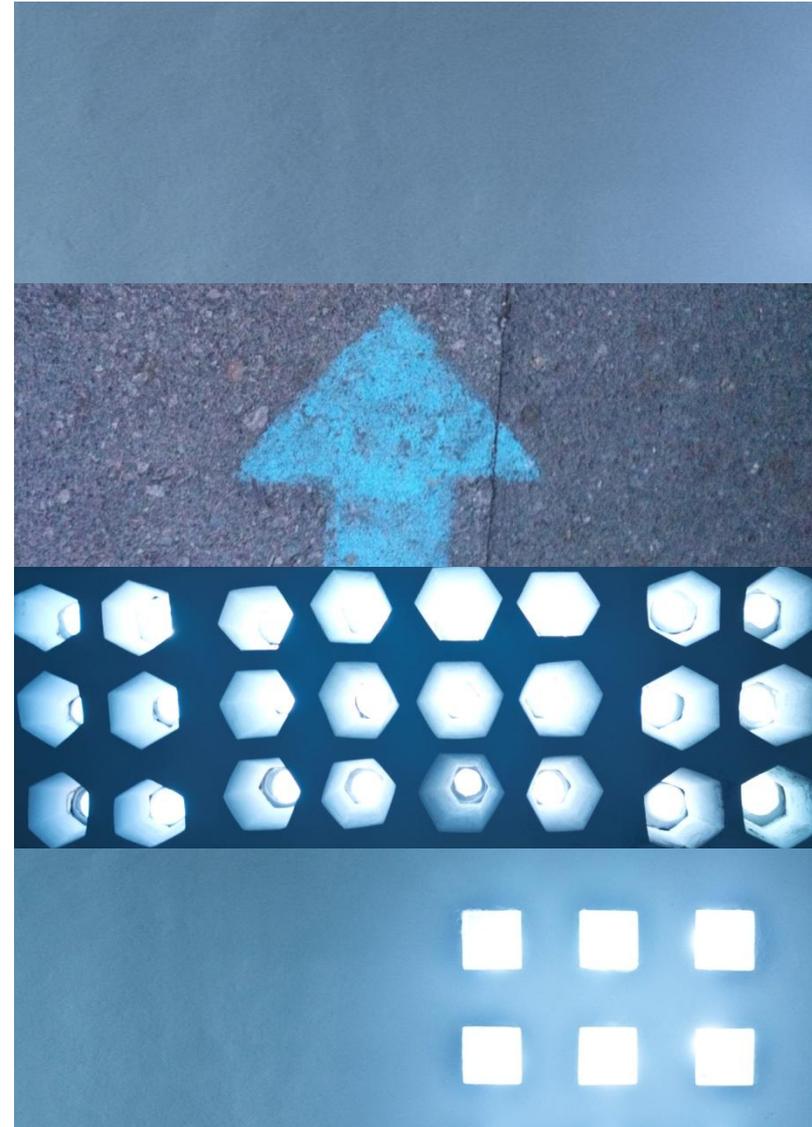
Innovation Union - design as a driver
of user-centred innovation.



Companies leading in design outperform the market.

Shares in **design-led businesses** have outperformed the FTSE 100 by **more than 200%** over the past decade.

For every **100 pounds** a design alert business spends on design, **turnover increases by 225 pounds.**



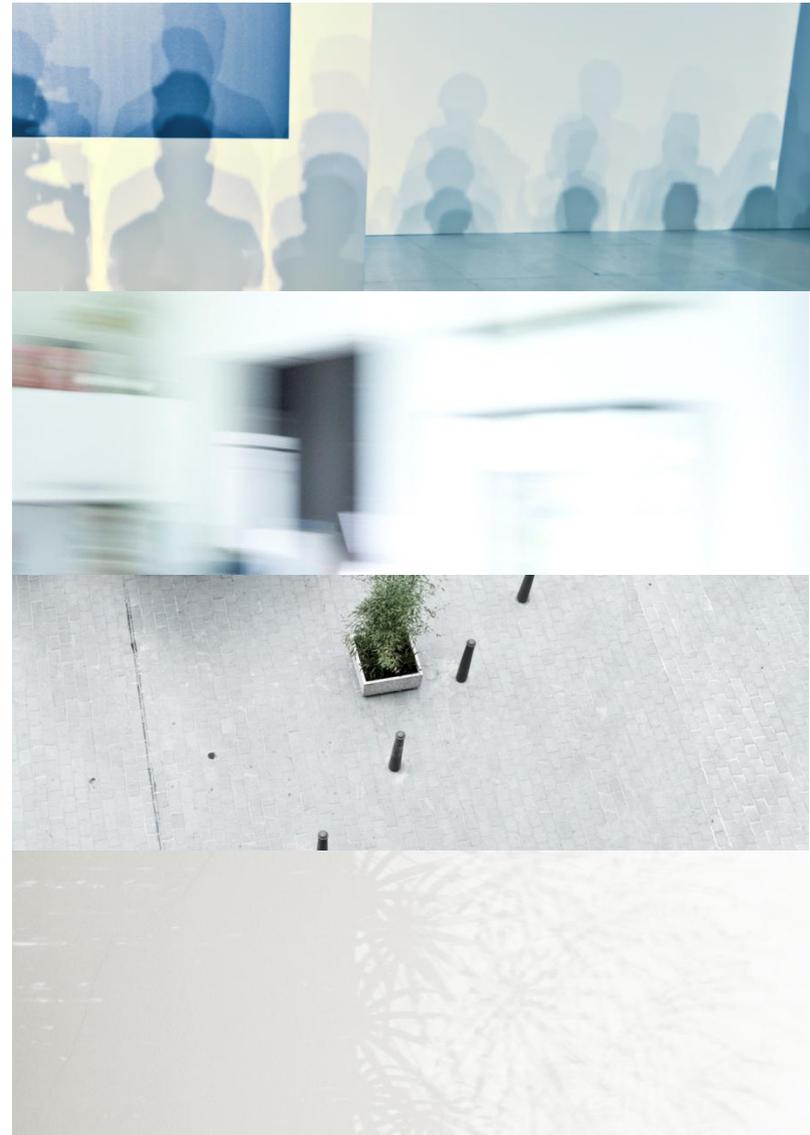
Ljubljana Urban Region: centre of culture, education, science, business, and creativity.

Regional Development Agency of Ljubljana Urban Region: design in the regional development programme 2014–2020.



Regional Creative Economy Centre (2012-) introduces creative thinking and design to all facets of society.

Development and implementation of projects in interdisciplinary teams with designers, entrepreneurs, decision-makers and policy-makers, education and research institutions, non-government organizations.



Connecting Design and Industry:
interdisciplinary value chain.

Design in business = added value.

Educational institution, 5 small and
medium furniture companies.

Innovative products developed.

Cabinet Tramek - best product of the
international pavilion, 100% Design
Festival London.



Service design - **user-centred innovation.**

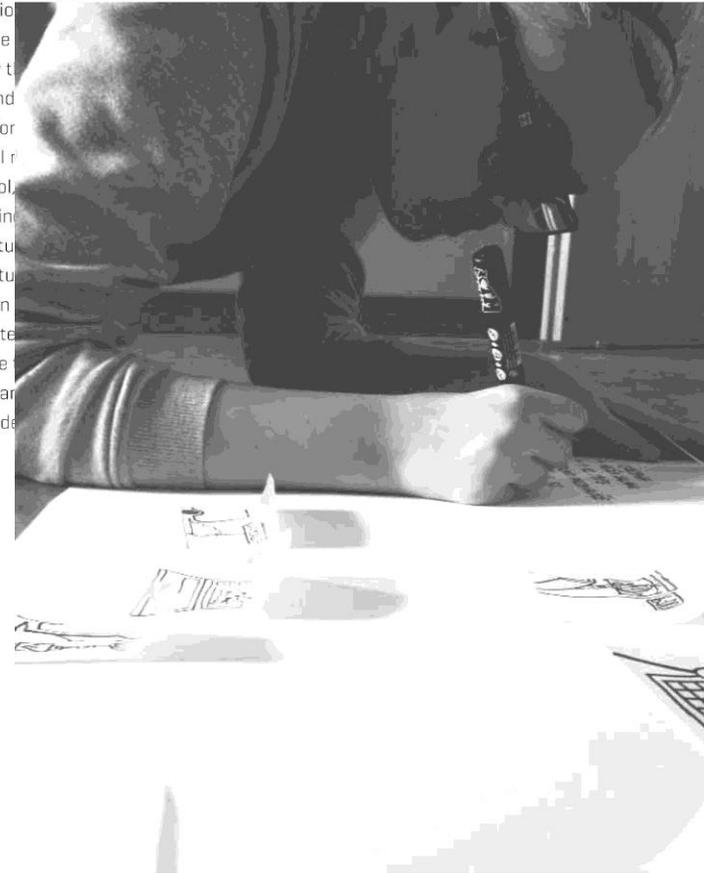
Methods of service design - opportunity for public and private organizations to adopt a comprehensive and **strategic approach to service innovation.**

Regional Creative Economy Centre - especially active in two sectors: health care and sustainable transport.

To present the existing services more effectively to both current and potential users: one very revealing piece of data is that as many as 70 percent of the suggestions the LPP receives from bus riders are, in fact, already being put into practice.³⁷

Everything I have mentioned are potential points of departure for defining and verifying problems, and seeking solutions, with the help of service

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A to B: Ljubljana combines 3 modes of public transport in Ljubljana (public bicycle, public bus and walkways).

Comprehensive experience of sustainable regional transportation in one service.

National Brumen Award.



A Set of Games for Senior Citizens with Dementia.

36 millions of dementia patients in the world (2010).

115 millions of dementia patients in the world (2050).

Intensive and continuous involvement of designers.

Carefully chosen interdisciplinary team.

[MOVIE: A Set of Games for Senior Citizens with Dementia.](#)

Guidelines

sensory perception

touch



sight



sound



THANK YOU FOR YOUR ATTENTION

Regional Development Agency of Ljubljana Urban Region

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