

# **D2i – Design to innovate**

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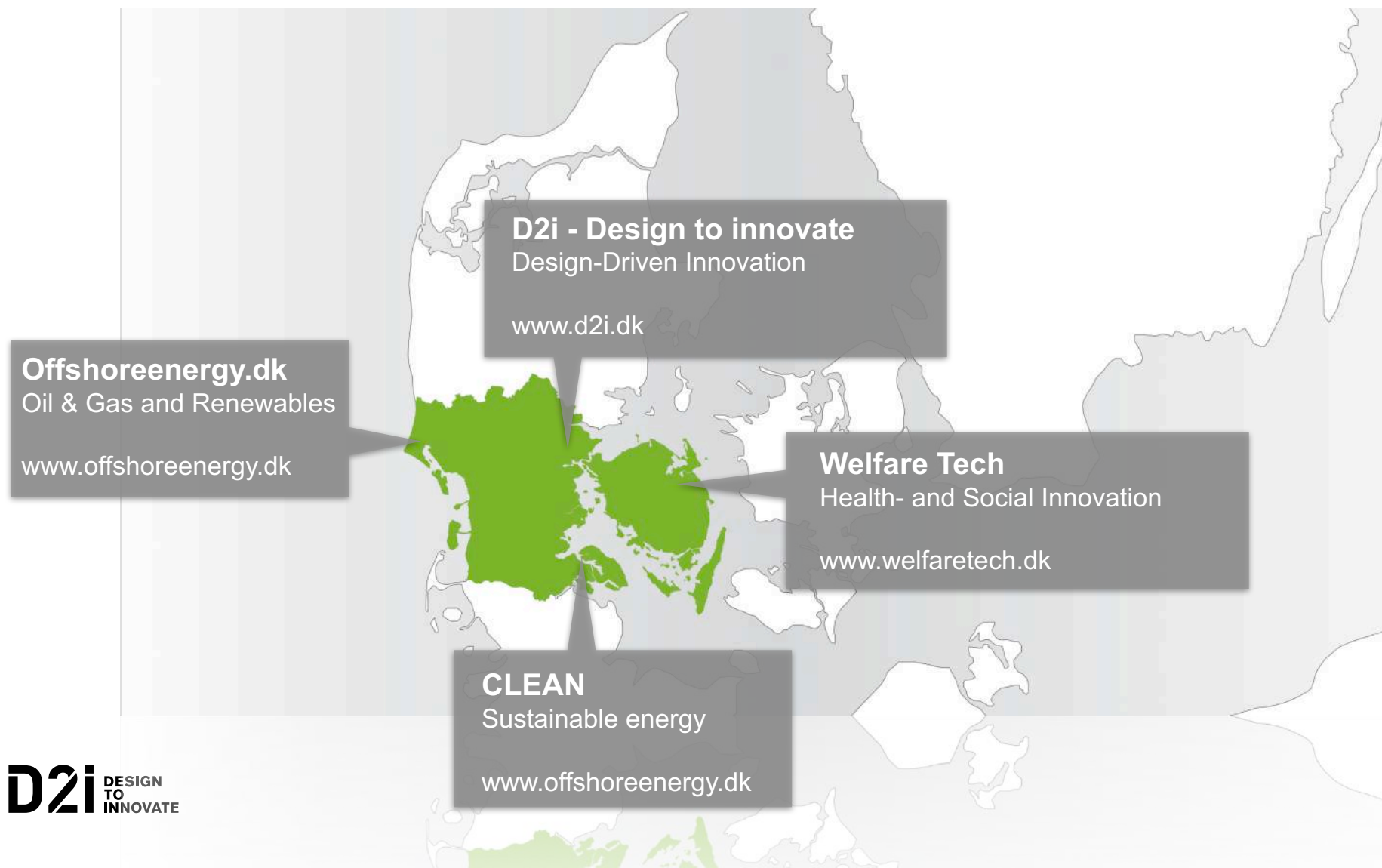
**ClusteriX 2.0**  
**5. September 2017**

**Thit Juul, CEO D2i**



# SMART SPECIALISATION

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**D2i - Design to innovate**  
Design-Driven Innovation

[www.d2i.dk](http://www.d2i.dk)

**Offshoreenergy.dk**  
Oil & Gas and Renewables

[www.offshoreenergy.dk](http://www.offshoreenergy.dk)

**Welfare Tech**  
Health- and Social Innovation

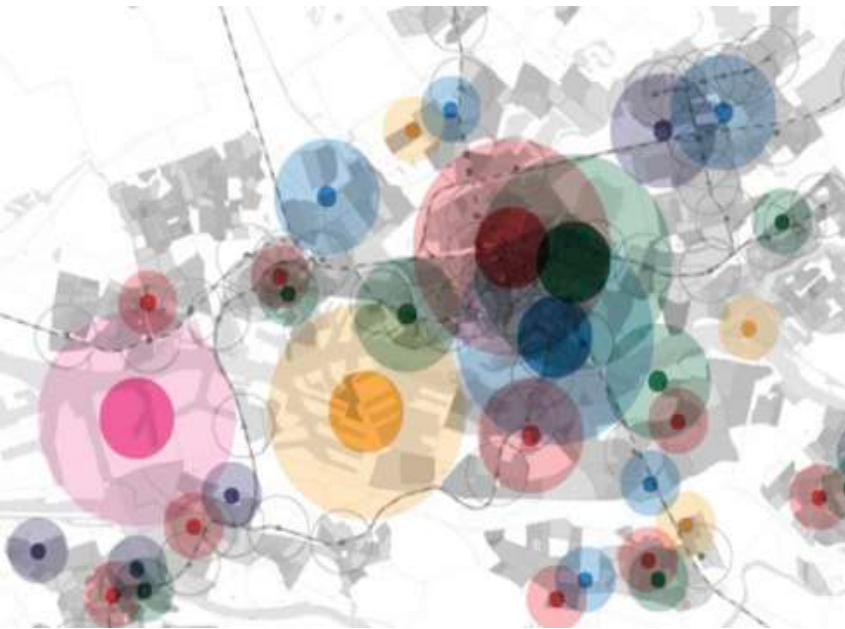
[www.welfaretech.dk](http://www.welfaretech.dk)

**CLEAN**  
Sustainable energy

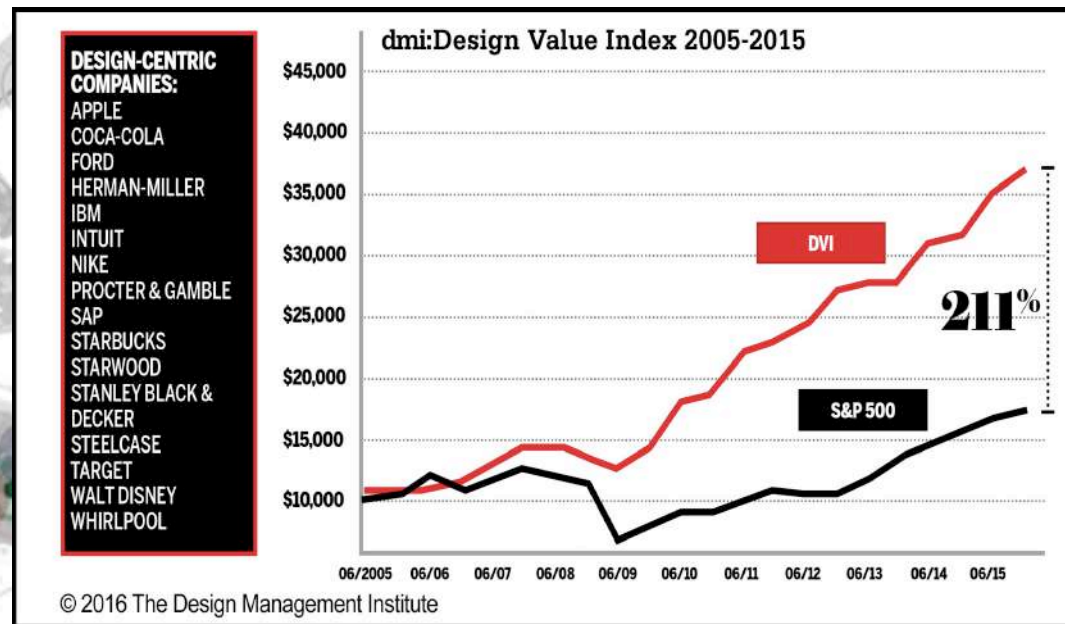
[www.offshoreenergy.dk](http://www.offshoreenergy.dk)

# THE VALUE OF CLUSTERS & DESIGN

Companies engaged in clusters  
are 60 % more innovative



Design-driven companies outperform  
S&P by 211%



Danish Agency for Science, Technology and Innovation 2016

Design Management Institute 2016

# **OUR PURPOSE:**

**To Transform corporate Denmark to become  
user-centered and relevant**

**To creation value and growth through design**

**To help companies become and to stay design  
driven**

**To match companies with knowledge, research  
and designers**

# **FOCUS & TARGET GROUP**

**We focus on the *application* of design. Meaning design as a method of innovation across industries**

**We focus on design as an *industry*. Meaning design agencies and designers and how their skills and competencies can contribute to innovation and value creation**

**Our target group is innovation ready SME's & design and creative companies**

# A DESIGN

## Form, function and aesthetics

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# TO DESIGN

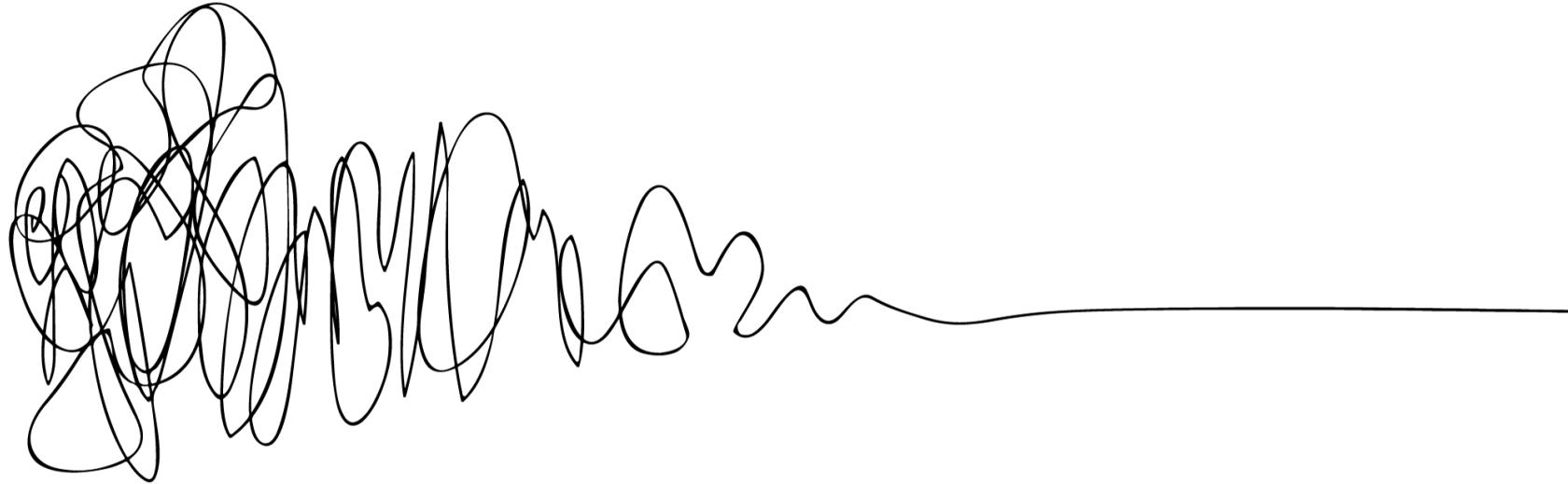
## Process, methods and tools

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# THE DESIGN PROCESS

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## STRATEGY/VISION

stakeholder engagement  
situational analysis



## INSIGHTS

design research  
technological research



## CONCEPT

co-design  
prototyping  
customer validation

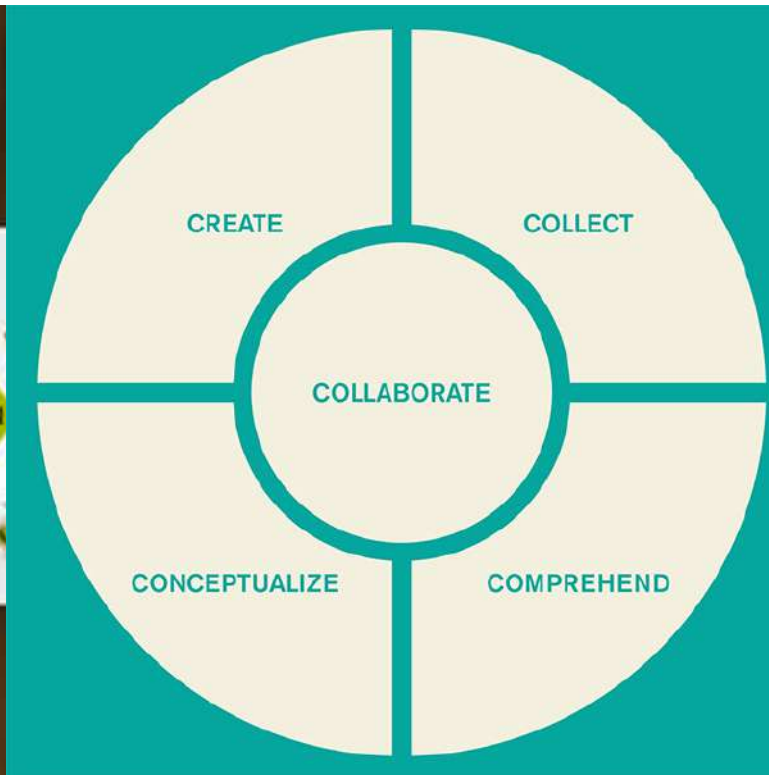


## DESIGN

product development  
interface design, visual design  
validation + metrics

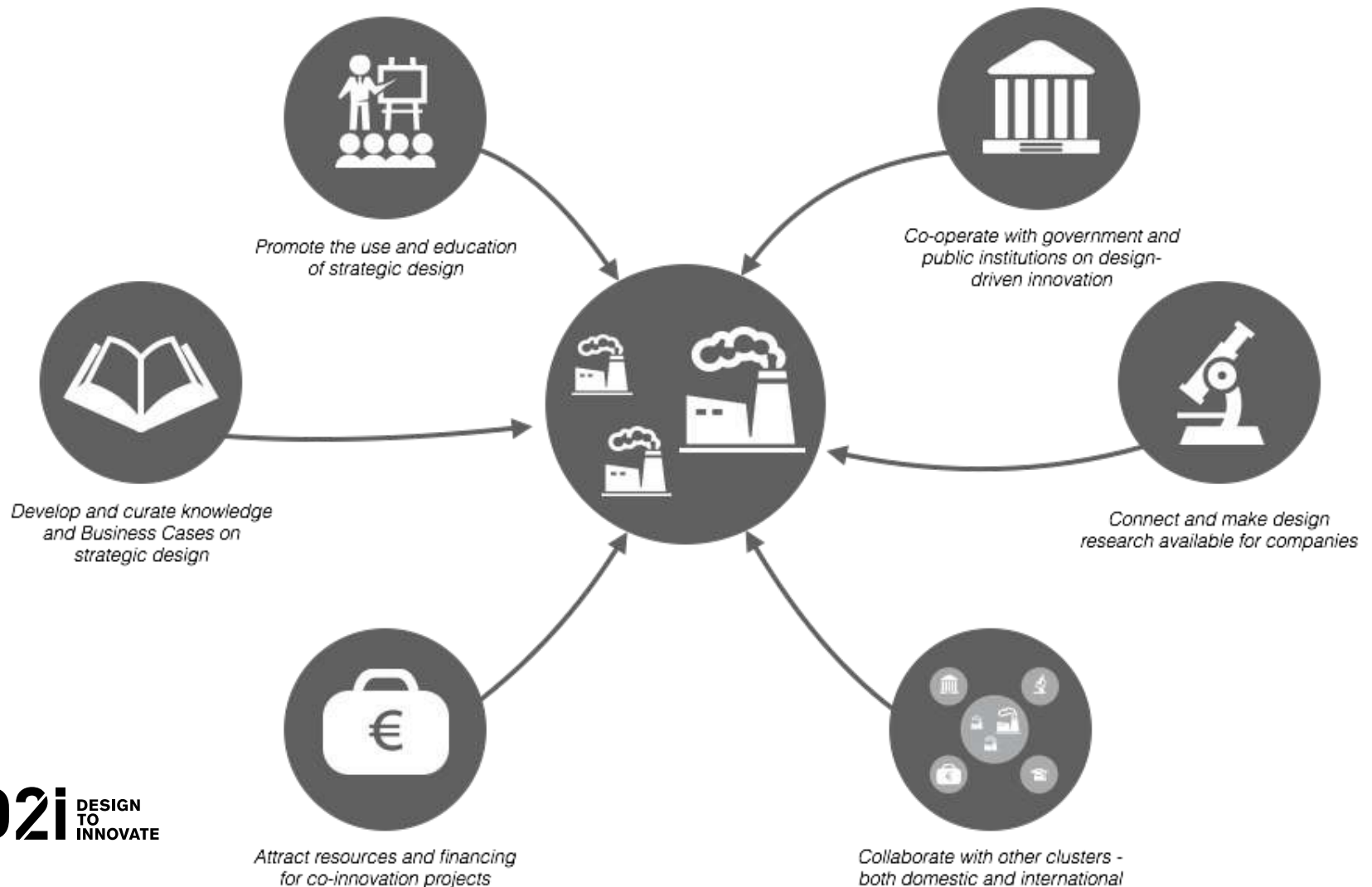


# A STRUCTURED PROCESS



# OUR ROLE: CONNECTING THE DOTS

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# **Gold Label Cluster**

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**186 Gold Clusters in Europe, 10 in Denmark**

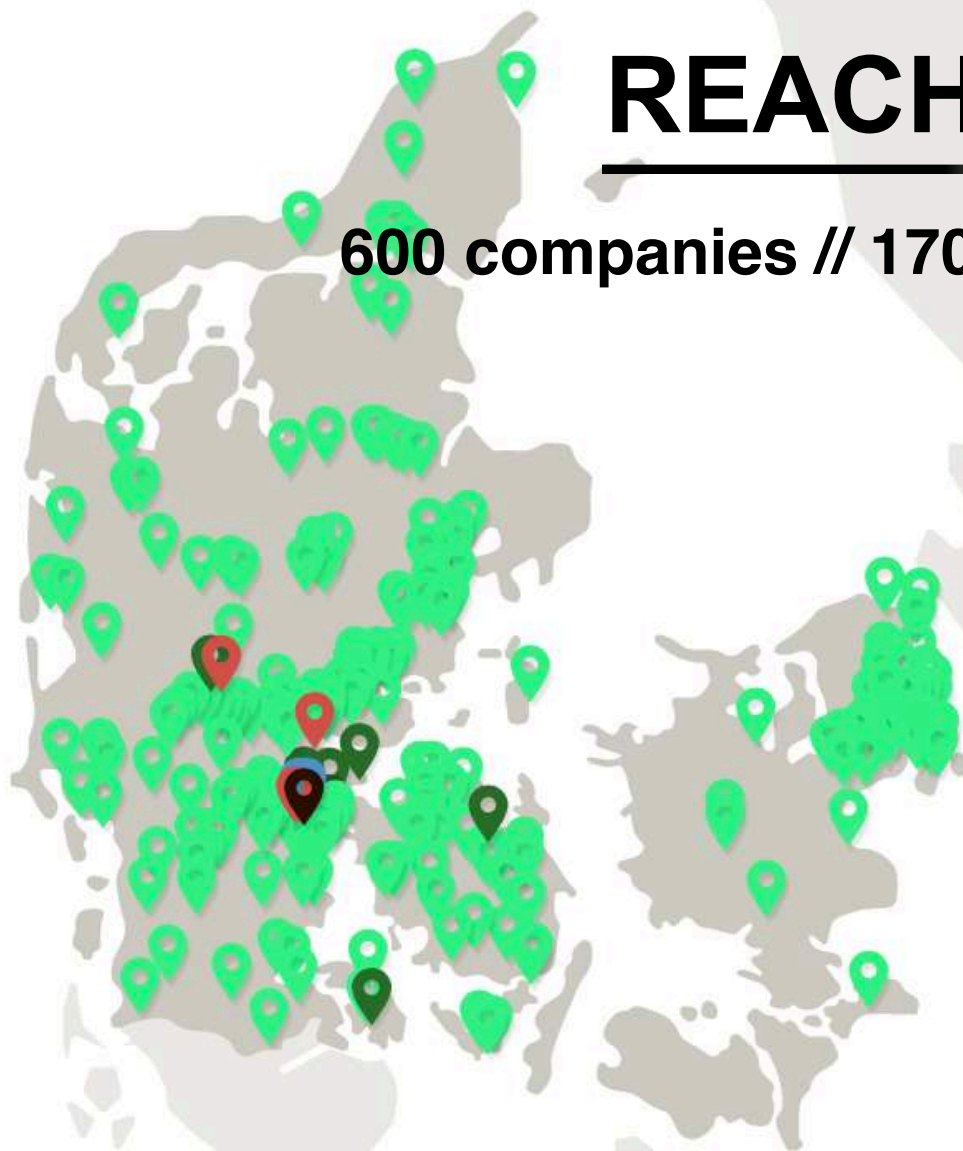
# ECO SYSTEM

## Partnerships & Scalability

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- Klyngeorganisationen D2i
  - Partnerkreds (Designskolen Kolding, Syddansk Universitet, Capital of Children)
  - Virksomheder og organisationer der deltager i klyngens aktiviteter

# REACH

600 companies // 1700 people



-  D2i
-  Brugere af designmetoder
-  Deltagere og medlemmer
-  Partnere - viden
-  Partnere - policy

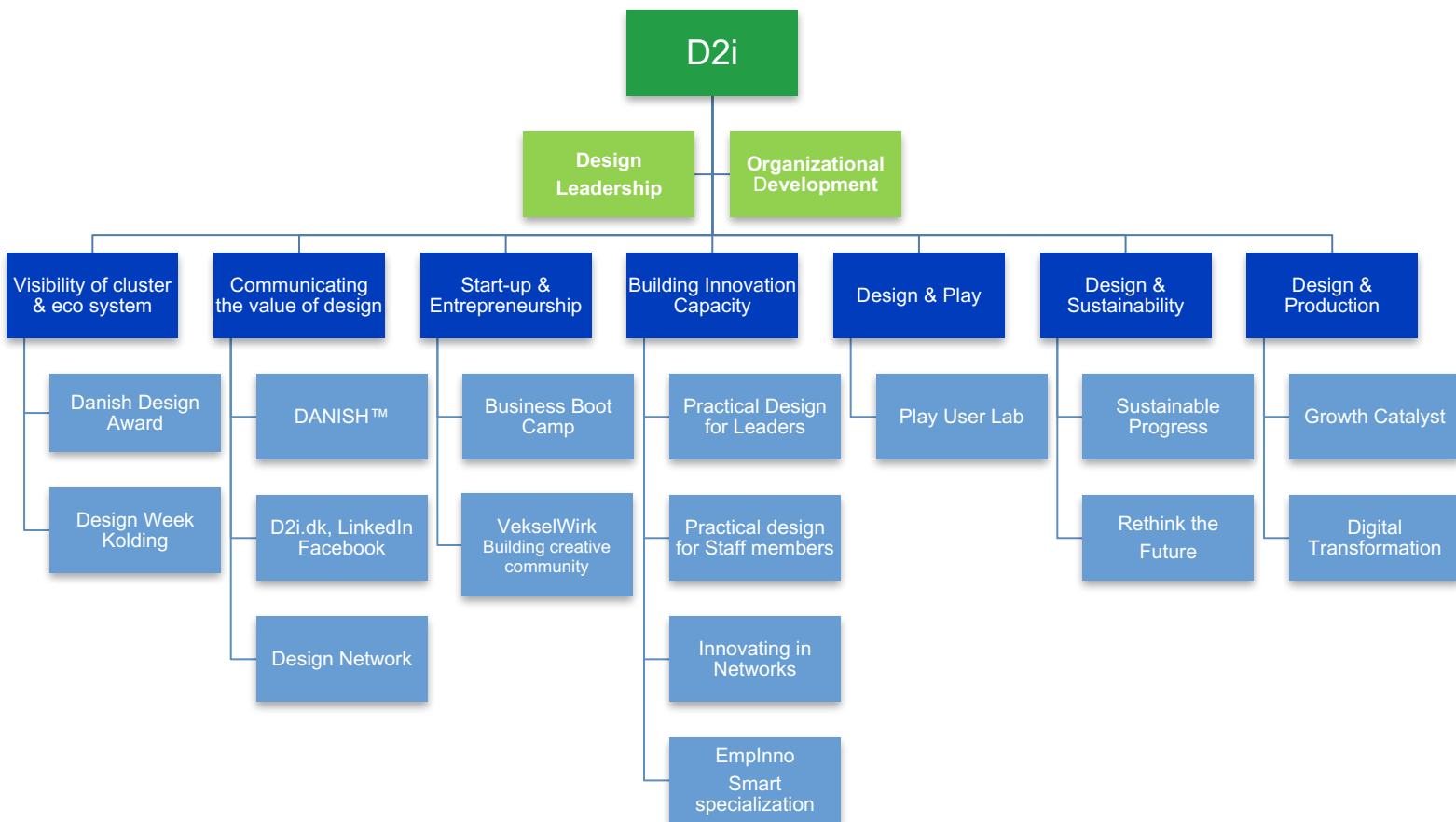
# FOCUS AREAS & PROJECTS

Organization

Members

Focus areas

Projects



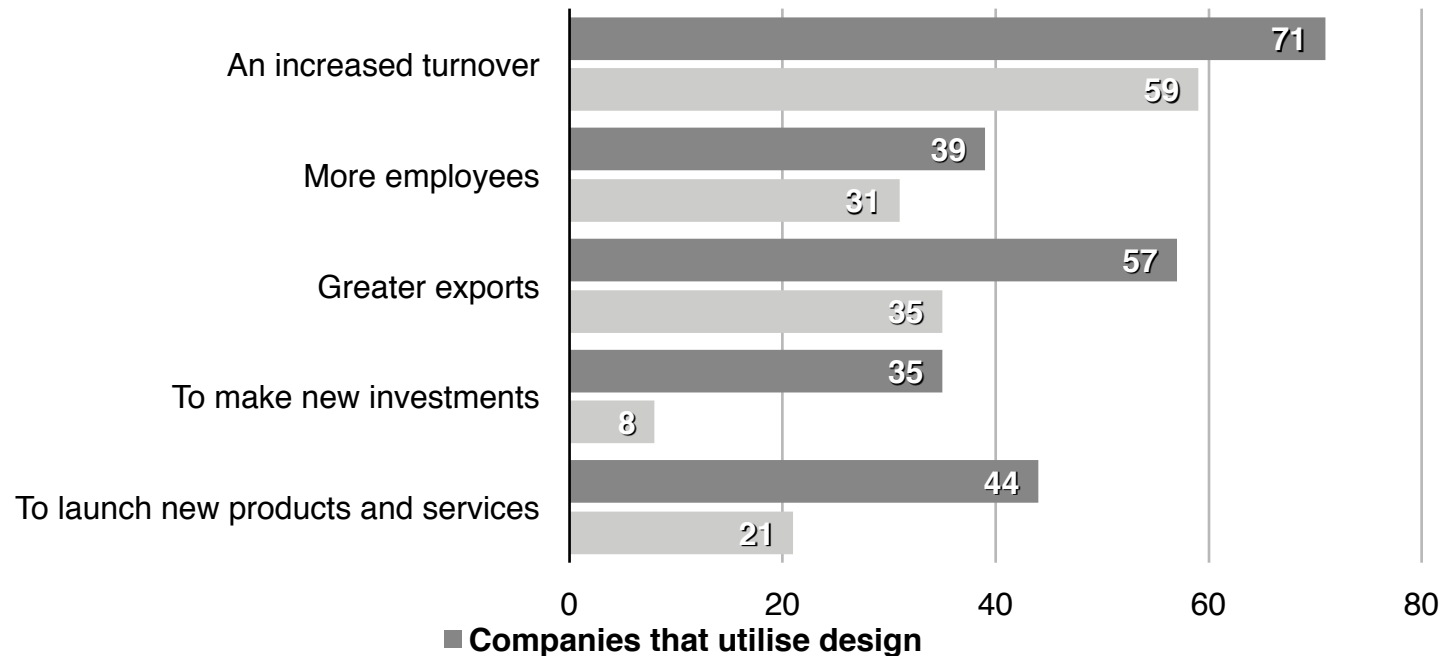


# UNDERSTANDING PLAY



# EFFECTS

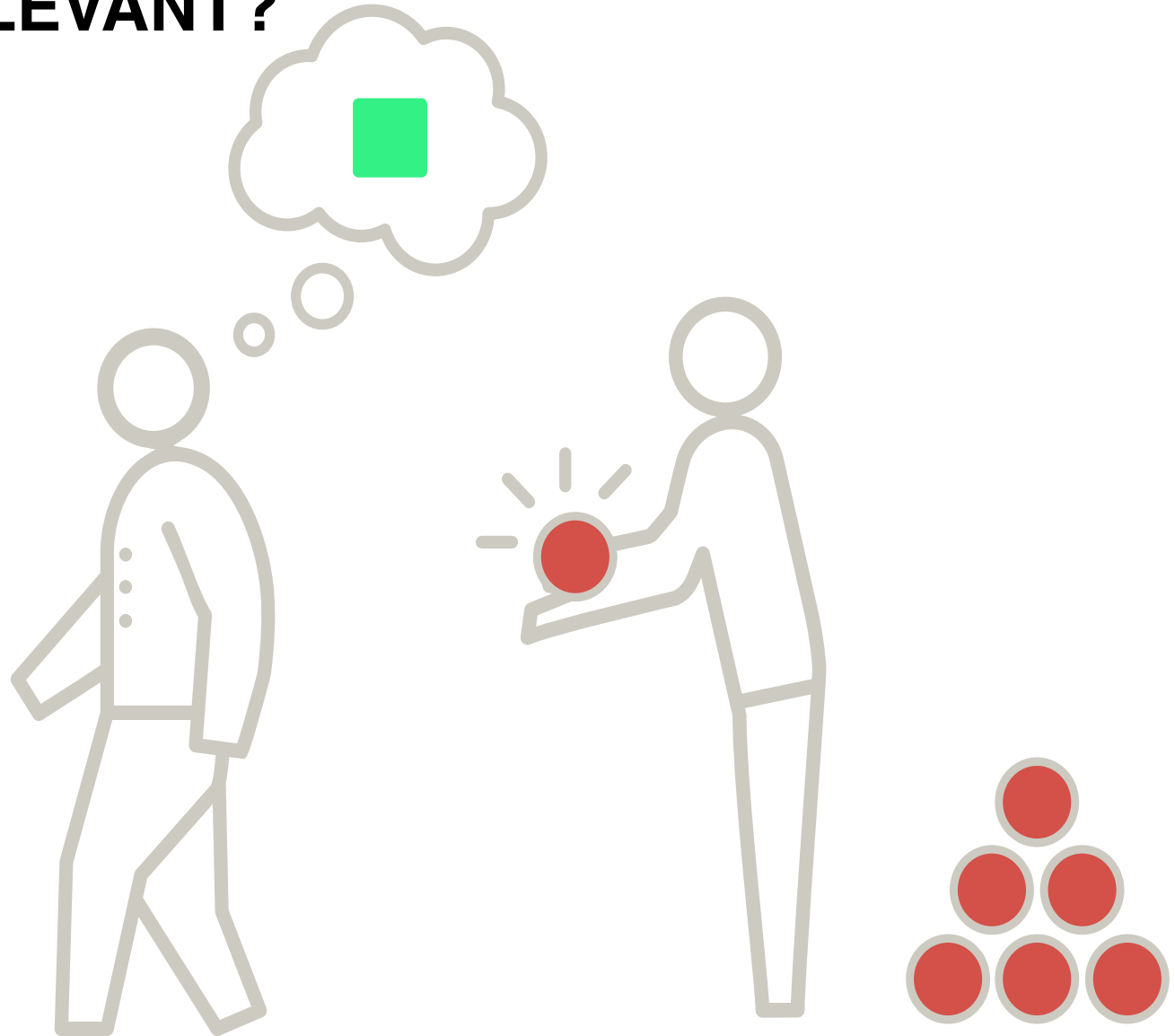
Percentage of companies in the Region of Southern Denmark who expect:

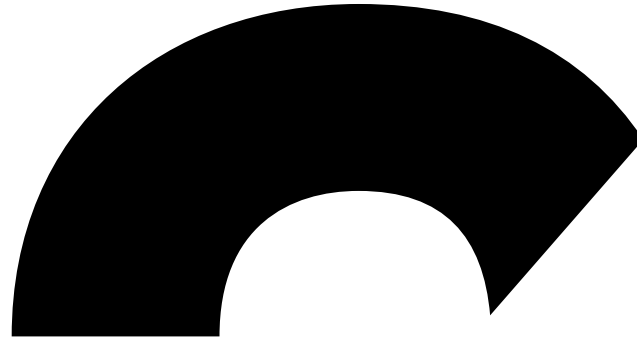


Companies in the Region of Southern Denmark who utilise design expect to perform better than companies that do not utilise design.

Source — The Region of Southern Denmark, 2014

# ARE YOU RELEVANT?





**THANK YOU FOR YOUR TIME!**

[thit@d2i.dk](mailto:thit@d2i.dk)

[www.d2i.dk](http://www.d2i.dk)

