

Partner Search to form a consortium around the
“DESIGN DRIVEN INNOVATION METHODOLOGY”
COORDINATOR PROFILE



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Type of organization	Non-profit association
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Country and Region	France – Aquitaine
Calls for programs	Interreg Europe – Thematic area SME COMPETITIVENESS
Objectives	
The final objective is to significantly increase the number of SMEs supported and the effectiveness of the support service delivered.	
Description	
<p>Within several sectors in a number of European countries design and its innovative potential are still unexploited both by new and long standing companies.</p> <p>Developing a comprehensive, operational methodology, which is easy to transfer and to adapt this project seeks to encourage European SMEs to adopt more significantly design-driven innovation.</p> <p>The main goal of the project is to achieve a fully operational scheme defining and developing an overall operational plan based on two independent, but complementary pillars, each being both a step of the whole project and a methodology in itself</p> <p>PILLAR N.1: Stimulating SMEs' creativity through early stage experimentations (living lab, fab-labs...) PILLAR N.2: Defining/Delivering a customized support methodology for design-driven process in the project implementation phase of a design project</p> <p>The deliverables will include training materials, case studies and performance indicators. The process to develop the project will include workshops, trainings, and peer-learning.</p>	

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Partners' profile and role

Aquitaine Développement Innovation (ADI) is **looking for partners:**

- Living labs, fab labs and similar structures having a **proven track record in user-centered experimentation** to work on pillar N° 1

Organization: brief description, major services and topics of interest

ADI is the Aquitaine Region's Innovation and Economic Development Agency.
Its missions in a nutshell:

- **Boosting SME's innovation and competitiveness**
- **Managing key sectorial projects**
- **Implementing and coordinating Aquitaine, French and European economic networks in the Aquitaine Region**

Since 2008 ADI experts have developed a unique user-centered methodology to boost innovation through a systemic design shift. The “Incubator Design” tool enables companies to conceptualize new innovative ideas and incubate the company's design and innovation strategy. It concerns use, positioning and production process issues.

ADI actions deal with:

- The whole innovation strategy of the company
- The supply analysis of latest design solutions
- Matching the product design idea and the right design expertise
- The creation and dissemination of didactic tools helping companies to integrate a design approach
- The organization of workshops and other awareness-raising events

Aquitaine Region: key figures

- 6th largest French region with a strategic geographical location on the Atlantic coast of southwest France, bordering Spain; Bordeaux is its biggest city (730,000 inhabitants)
- Dynamic, diversified economy: Among France's top three regions for GDP growth and top French region for the share of its budget devoted to innovation and R&D
- Economic activities cover traditional sectors (forest products, food-processing) and high technology (aeronautics-space-defense, chemicals-materials, pharmacy, optics-laser) with almost 60% of salaried jobs concentrated in four industries: **aerospace-space-defense, agri-food, forest products and chemicals.**

