

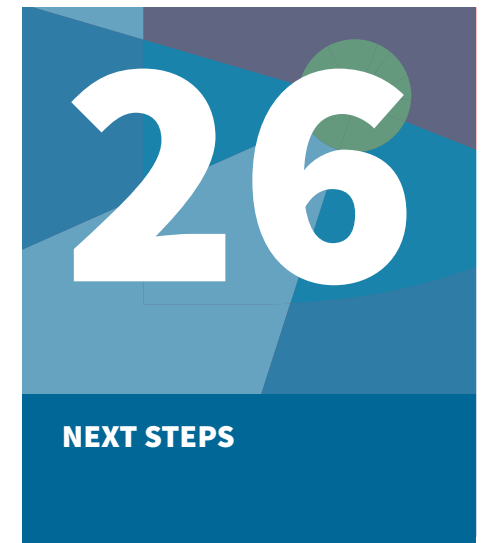
YEAR IN REVIEW 2021-2022



DESIGN

SKILLS IMPLEMENTATION GROUP

CONTENTS



FOREWORD

We set out three years ago to understand the demand for designers in the digital, product and strategic design disciplines. Fast forward to today and we realise that Ireland is facing into a designer shortage, like many of our European colleagues.

To tackle this shortage, we formed an Implementation Group for *Together for Design*. Through working together, we have managed to seed some of the interventions needed to encourage more school leavers into the profession as well as initiatives to encourage those seeking to transfer into the sector.

One of the main benefits to accrue from our Implementation Group is that it has brought the design community together to tackle the large hurdles we face in embedding design thinking and planning into our educational system and State enterprise agencies. Taking the recommendations from the *Together for Design* report, the Group has tackled the project as one big design challenge. How else would a bunch of eclectic designers go about their work!

After two years I am delighted and proud with the progress we have made. But we are not done. While this Group will formally come to an end, we have agreed to continue working together and to reorganise ourselves for the future. I would personally hope the Group evolves into a forum where the whole design community can come together to discuss and plan how we nurture the designers of tomorrow and encourage many more school leavers to enter our profession to express their individual creative talents.

Talent in the workplace has become Ireland's new competitive edge. And creative talent is becoming even more valuable. We must therefore do everything within our capability to grow our indigenous designer base.

May I personally thank all the Implementation Group members for their voluntary time and effort. We have achieved much, but we still have more to do. Exciting times ahead.

Andrew Bradley

Chair, EGFSN Design Skills Implementation Group

INTRODUCTION

This is the second annual progress report produced by the Design Skills Implementation Group. The Group met between March 2020 and February 2022 to drive the implementation of the recommendations made in the Expert Group on Future Skills Needs (EGFSN) 2020 publication, *Together for Design*.

Together for Design focussed on the digital, product and strategic design skills required by enterprise in Ireland over the period between 2020 and 2025. The work of the Design Skills Implementation Group focussed on delivering recommendations under four of the five main themes identified in *Together for Design*, namely:

- Policy Interventions to Address Skills Shortages in Design
- Collaboration between Education and Enterprise
- Develop Career Pathways in Design
- Design in Education

An additional theme addressed in *Together for Design*, 'A Collective Voice for Leadership in Design', will be led by the National Design Centre once it is established.

Membership of the Group included the Design and Crafts Council Ireland (DCCI), Design Educators Ireland (DEI), the Institute of Designers in Ireland (IDI), the Industry Research and Development Group (IRDG), the Service Design Network (SDN) and The B!G Idea. The EGFSN Secretariat based in the Department of Enterprise, Trade and Employment (DETE) provided administrative support to the Group between March 2020 and February 2022.

In addition, the Department of Further and Higher Education, Research, Innovation and Science (DFHERIS) also contributed to the Group through the provision of regular updates on the actions underway in their Department to support the delivery of the goals outlined in *Together for Design*. The Group was chaired by Andrew Bradley of Bradley: The Brand Agency.

This report highlights the objectives, achievements and progress of the Group from June 2021 to February 2022. The first report of the Design Skills Implementation Group- covering the period between March 2020 to May 2021- is available on the EGFSN website.

PROGRESS ON OBJECTIVES AND WORK PROGRAMME 2021-2022

During its second year of work, the Design Skills Implementation Group built on the momentum achieved during its first year, with significant progress being made towards realising the goals and implementing the recommendations set out in *Together for Design*.

In all, the Design Skills Implementation Group met eight times with the support of the EGFSN Secretariat between March 2020 and February 2022. Three of these meetings were held during the period covered by this report- August 2021, November 2021 and February 2022. These meetings provided an important forum for practical leadership and collaboration which underpinned the progress made by the Group during this time.

The following is a short synopsis of the progress made towards implementing each of *Together for Design's* recommendations between June 2021 and March 2022.



POLICY INTERVENTIONS TO ADDRESS SKILLS SHORTAGES IN DESIGN



Nearly **800** places on
25 design courses
delivered through
Springboard+ and HCI
Pillar 1

i) Ensure that future Springboard+ calls are reflective of the skills needs identified in the design study.

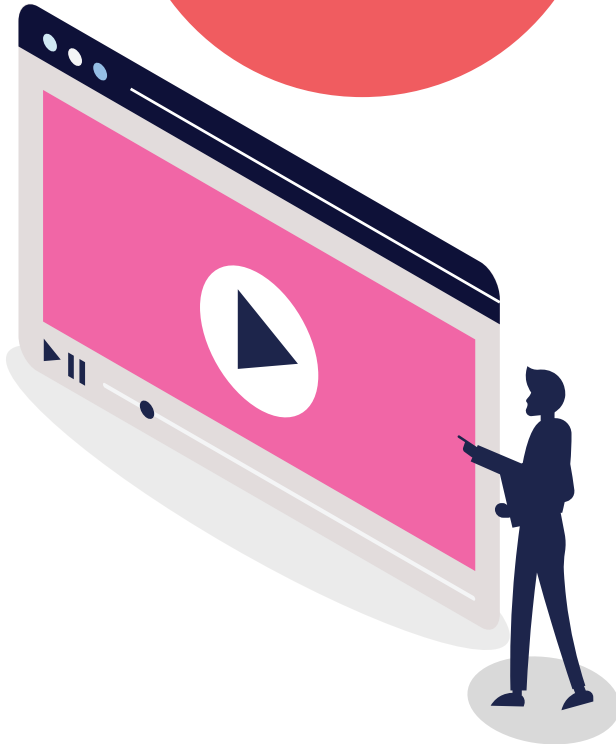
Lead Actor: DFHERIS

An additional €7 million in funding was provided for Springboard+ in Budget 2021, with design skills being highlighted as an area of consideration in the subsequent Springboard+ funding call. Springboard+ 2021 formally launched in June.

A combined total of nearly 800 places on 25 design courses from Level 6 to Level 9 were made available through Springboard+ and Human Capital Initiative (HCI) Pillar 1 during academic year 2021-22. An additional four design-focussed modular courses were funded through the July stimulus in 2021.

The Springboard+ 2022 funding call was launched in December 2021 and the programme is expected to launch in Q2 2022.

Over **500** companies and **840** people trained in design with Skillnet Ireland in 2021-22: **1,280** course places filled



ii) Continue to raise awareness with employers of the subsidised upskilling and reskilling opportunities available through Springboard+ and Skillnet Ireland.

Lead Actor: DFHERIS

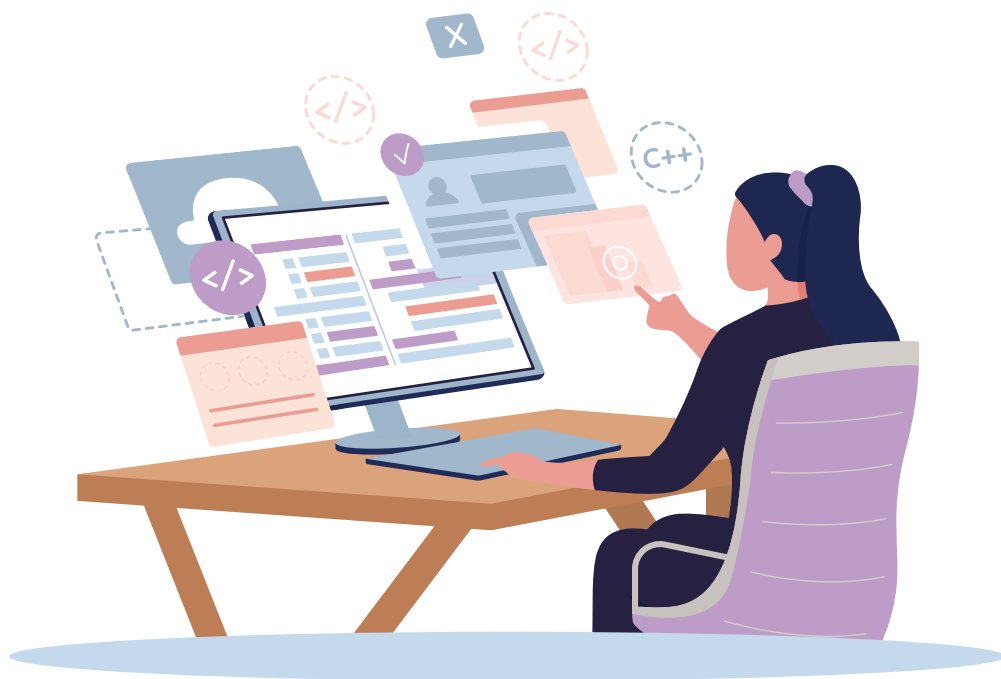
Marketing and awareness-raising of the subsidised upskilling and reskilling opportunities available through Springboard+ continued during 2021 and 2022.

Design Skillnet has continued to actively promote its subsidised programmes and to engage with designers and design businesses to identify their needs in order to devise targeted development solutions. Design Skillnet is delivering innovative industry-led programmes aimed at addressing the skills needs of the sector, including a Diploma in UX, the Design Management Professional Diploma and the Green Deal Design Manifesto. Over 400 people and over 200 companies trained with Design Skillnet in 2021.

Design Skillnet has also re-launched its six-month business growth and management talent development programme, *Designs on Growth*. This is an innovative programme for owners/managers of design and creative businesses and provides management skills and knowledge to support sustainability and increase revenue. The programme aims to fully support design leaders in developing winning strategies for their businesses and will commence in April 2022.

Design, Print and Packaging Skillnet has continued to deliver management programmes for design and digital marketing for creative businesses. Over 260 people and over 200 companies undertook design-related training with Design, Print and Packaging Skillnet in 2021. Significant additional design-related training was provided through Immersive Technologies Skillnet, Animation Skillnet, Technology Ireland Digital Skillnet, Next Level Skillnet, MIDAS Skillnet and ITAG Skillnet.

Provisional end-of-year figures show that in total, over 500 companies and 840 people undertook design-related training across Skillnet Ireland's networks in 2021. Many of these 840 trainees undertook more than one programme, resulting in 1,280 participant places filled during the year.



iii) Support the implementation of Technology Skills 2022 targets to increase digital design skills provision.

Lead Actor: DFHERIS

Technology Skills 2022: Irelands Third ICT Skills Action Plan, aims to provide an additional 3,200 ICT graduates every year by 2022. The plan targets specific areas of high demand which the EGFSN has highlighted, including data analytics, artificial intelligence, robotics, animation and gaming, and will enable an increase of digital design provision.

The plan places a strategic focus on utilising the learning opportunities available across the education and training system to meet high-level ICT skills. This will be achieved through actions such as expanding provision in higher education, delivering a progression pathway in further and higher education, expanding provision of ICT apprenticeships, reskilling professionals in the ICT sector through Skillnet Ireland, and the recruitment of international talent. A High-Level Steering Group is in place and continues to monitor progress, and a review of progress towards targets is underway.

Educational institutions are ensuring that flexible course delivery is in place through online, distance and blended formats

iv) Educational institutions should continue to be encouraged to ensure that flexible provision methods, such as online courses, are available for academic educators and design practitioners to upskill or reskill in design discipline and design practitioners and that students have opportunities for placements, mentoring, exchange visits, etc.

Lead Actor: DFHERIS

Educational institutions have continued to employ flexible course delivery methods during 2021-22. This includes the use online, distance and blended formats in both mainstream provision and targeted upskilling initiatives such as Springboard+. The aims of HCI Pillar 3 include ensuring that courses in areas of skills demand also employ innovative forms of delivery.

Through HCI Pillar 3, 24 projects are currently being delivered in Higher Education Institutions (HEIs), all of which have industry partners at their core. The projects include the use of virtual laboratories in Higher Education, virtual reality pedagogies and the establishment of a Creative Futures Academy to support digital and screen culture, cinema, literature and broadcasting, art, design, and fashion.

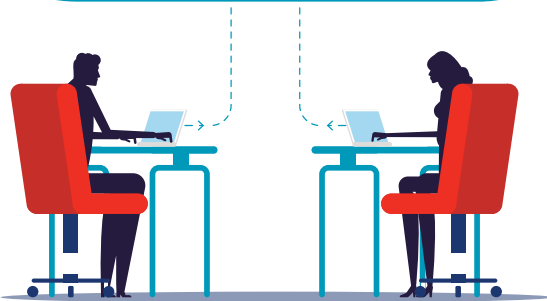
The HCI-funded project *Towards a Multi-Campus Micro-credentials System* is working to establish a coherent national framework for European Credit Transfer and Accumulation System (ECTS)-earning micro-credentials. This is a system of certified qualifications in short courses delivered in flexible formats which will support the development of a wide range of accessible micro-credentials, suited to the needs of learners and enterprise which can be stacked towards a larger award.





COLLABORATION BETWEEN EDUCATION AND ENTERPRISE

Over 60 design-
focussed
collaborations
between industry and
academia underway in
academic year 2021-22



- i) **The design community should engage directly with HEIs and ETBs, via industry liaison officers, to strengthen collaboration between academia and industry to uptake development processes. This could include sabbaticals, fellowships, industry-led projects, short course teaching, teaching exchanges, practice-based PhDs and short bursts of industry-led inputs, organised at an institutional level.**

Lead Actor: DEI *Supporting Actors: DCCI, IDI, IRDG, SDN*

The last two years have seen a significant increase in both the quality and quantity of design-focused collaborations between industry and academia. There are over 5,000 students and researchers currently studying design at Irish Universities, Institutes of Technology and Colleges, and the sector is rapidly expanding to meet the needs of industry.

A suite of over 40 design-focussed collaborations between HEIs and industry were successfully completed during the 2020-21 academic year and over 60 industry-HEI collaborations are now underway in academic year 2021-22. These collaborations span a wide variety of sectors, helping to demonstrate the role and impact that design-led innovation can have within, across and beyond traditional industry sectors. Collaborations ranged from live projects promoting real world learning within undergraduate and postgraduate curriculums, through to knowledge transfer and commercialisation projects, and design-led funded research projects. The collaborations are helping foster design graduate employability and entrepreneurship while actively promote the visibility, standing and impact of design research and knowledge exchange.

DEI is developing proposals for a series of workshops and events to capture, promote and share best practice in the 2021-22 academic year, with work also taking place to identify and disseminate best practice case studies. They are also developing a set of agreed protocols to facilitate future collaborations between industry and academia. In addition, DEI will also update the metrics for evaluating the impacts of design-led industry collaborations to capture both their monetary value and benefits in kind. The overall goal is the establishment of a new robust model for collaboration with industry.

INDUSTRY-HEI COLLABORATIONS: CASE STUDIES

NCAD with the Mater Hospital: StrokeLINK

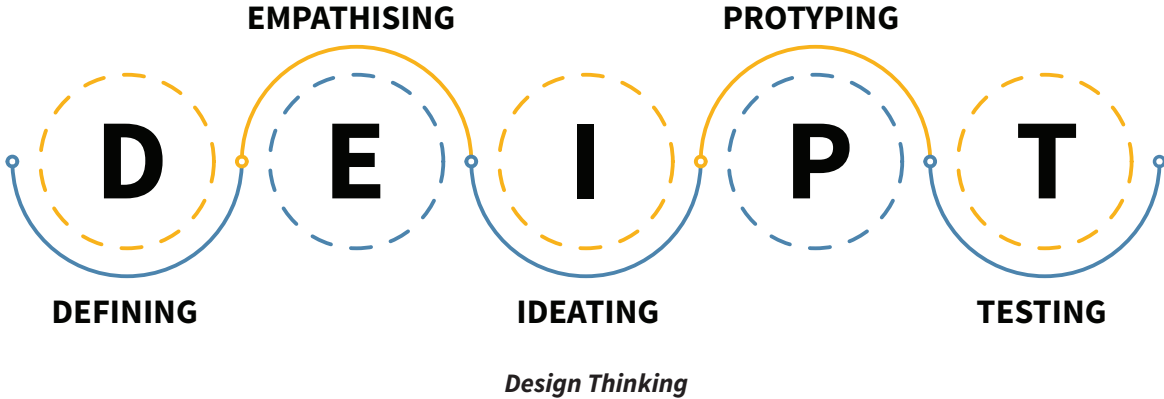
In 2019, the Mater Hospital and National College of Art and Design (NCAD) secured initial funding from the Sláintecare Integration Fund to develop the StrokeLINK initiative. StrokeLINK is a novel co-designed patient and family support, education, and empowerment programme for stroke survivors following discharge from hospital. It helps build patient and carer agency through engaging physical and digital tools. In addition, stroke nurse specialists guide patients to navigate the community and hospital systems and to learn to live well post-stroke.

The Mater Clinical Stroke team, Mater Transformation team, and NCAD Interaction Design team led the development of StrokeLINK. Feedback from patients has been extremely positive and data from ongoing evaluation shows striking improvements in self-care behaviors and a reduction in avoidable hospital readmissions, resulting in direct measurable cost savings.

The co-design approach has been pivotal to the success of StrokeLINK. The project has been flagged by Sláintecare as an unequivocal success and flagged as a model for future co-design projects by the HSE.

StrokeLINK was a finalist in the HSE Service Excellence Awards 2021 and in the 2021 IDI Awards. It was also recipient of a Mater Hospital Institutional Award which acknowledged the innovative and high-quality care provided to StrokeLINK patients.

Work is currently underway with key stakeholders to explore how the success of StrokeLINK can be harnessed to provide better care to those in need across Ireland. The main objectives of the project moving forward are to enhance patient engagement capabilities and the underlying digital and physical toolkit so that it can be scaled nationally. Furthermore, the Mater and NCAD are exploring ways of replicating this model across other specialties and healthcare challenges, ultimately embedding design as a core component of service innovation within the hospital.



TUS with 3Arena

Second year BA Fashion Design Students at Limerick School of Art & Design (LSAD)/Technological University of the Shannon (TUS) were selected to participate in a collaborative project with 3Arena. This project involved the design and manufacture of an innovative garment for the 3MC's front of house staff that work at the live events that take place in the 3Arena in Dublin. The brief was driven by the promotional campaign 'Made By Music' as a celebration of the power of music to unite people. The final garments were professionally photographed and a presentation took place in LSAD to choose the winning design. The feedback from the project was very positive and the opportunity to work with an external organisation such as 3Arena pushed students creatively and technically to create an exciting and innovative piece.

IADT with Rock Jam

Third year BA (Hons) Design for Stage and Screen students collaborated at Dún Laoghaire Institute of Art, Design and Technology (IADT) with Rock Jam to create music videos for bands.

The majority of the work was completed remotely and the students engaged with new innovative ways to create the videos. Speaking about the collaboration, IADT's KathyAnn Murphy said:

"The project was a great success for the students who adapted to online learning, design processes and new media. Stepping out of their comfort zone they took on the roles of director, editor, animator and production manager. Their work shows how much we can achieve as creatives, once we set our minds to it."

NCAD with UPS

The global logistics company UPS reached out to NCAD in need of a new identity and brand for their newly acquired Parcel Motel infrastructure. Design research and development involved students collaborating with leading industry associates and researching the user experience in a digital capacity. The project is now reaching the end of the design phase before moving into production and a summer 2022 launch.





**DEVELOP CAREER
PATHWAYS IN DESIGN**



Creative Futures
Academy to launch
in Q4 2022

- i) **The design community, working in partnership with educational institutions, should exploit the various funding options such as Springboard+, Skillnet Ireland and the Human Capital Initiative to enable enterprises and individuals to upskill, reskill and engage in lifelong learning.**

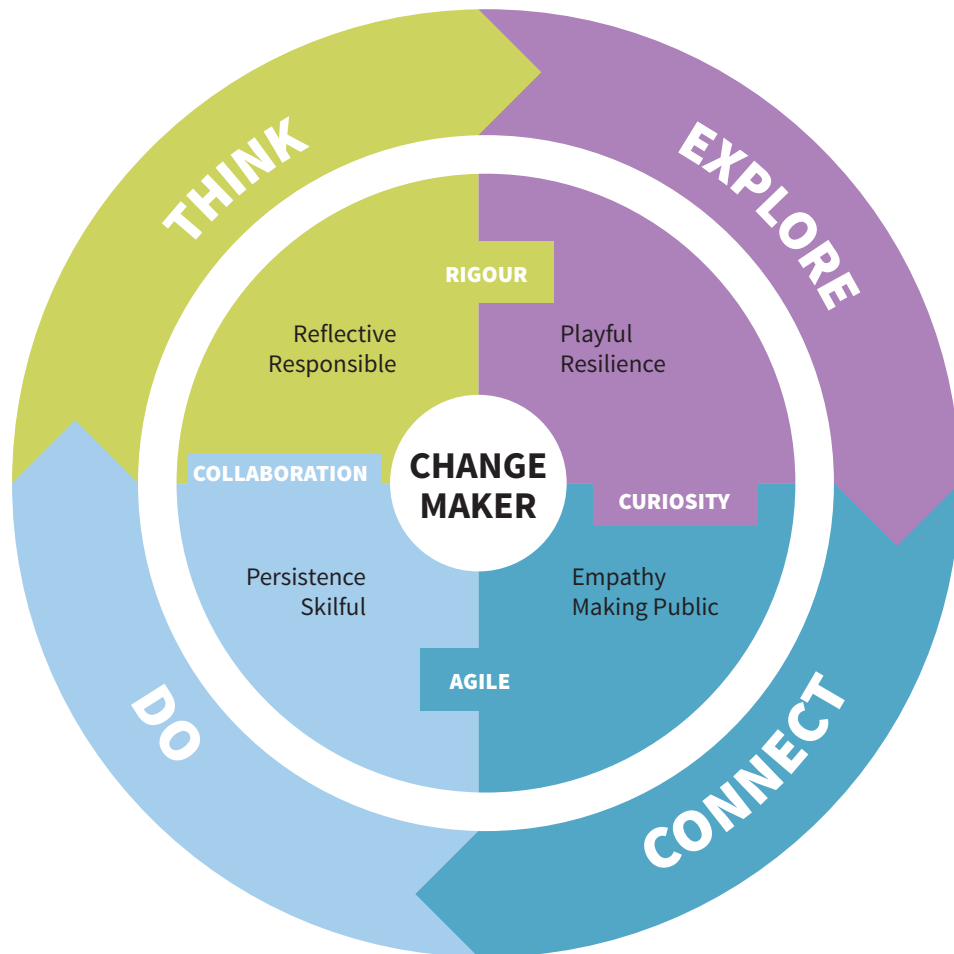
Lead Actor: DEI and IDI/Design Skillnet

Supporting Actors: DCCI, IRDG, SDN

DEI: Following the awarding of €10 million in funding under the HCI in early 2021, the Creative Futures Academy (CFA), a consortium led by NCAD in partnership with the IADT, UCD and the wider creative sector, will officially launch in Q4 2022.

A programme director and institutional teams have been recruited, while a suite of design-related pilot projects have been successfully delivered through partner institutions during the first and second trimesters of the 2021-22 academic year. These pilots have all either met or exceeded HEI metrics and targets, and additional pilots will be delivered during the third trimester.

A new programme architecture has been developed which will facilitate single-credit micro-credential experiences, 5 credit Professional Certificates and 15 credit Professional Diplomas. The programme will also include flexible, on-demand MA programmes as well as structured PhD modules. Additional new awards and courses are being readied for the formal launch of the CFA. Flexible course delivery will be a key part of the future of the delivery of educational provision in the design field, and this will be embedded in the CFA's model from the outset. A potential event to launch the CFA is being explored with industry partners including DCCI and IDI.



Creative Attributes Framework

New funding streams in addition to Springboard+ and the HCI are being explored to underpin the development of the CFA. €46,000 has been received from Circuléire for the Circular by Design programme run in partnership between NCAD and DCCI.

The development of the Creative Attributes Framework by the CFA in partnership with the creative industries sector has also been completed. The framework identified the need to create change makers with the vision to imagine futures that have not yet been created, and the agency to give expression and shape solutions. The framework highlights four key attributes needed to achieve this, centred on thinking, exploring, connecting and doing.

More broadly, DEI-affiliated institutions have been delivering Springboard+ and HCI funded design programmes during academic year 2021-22, and applications for the 2022 Springboard+/HCI funding calls are being developed by several institutions.

The New Now connecting design graduates and employers launched in October 2021

Career Development Framework to launch in 2022



IDI/Design Skillnet: *The New Now*, the national talent directory for design graduates, was launched by IDI and Design Skillnet in early October 2021. *The New Now* offers a platform through which graduates can showcase their work to prospective employers, and in turn, provides a directory for employers seeking new talent. *The New Now* also offers mentoring to design graduates, with two workshop series having taken place to date – ‘Getting Yourself that Role’, which focussed on LinkedIn profile, CV flair and interview technique, and ‘Preparing Yourself for your New Role’, focussed on facilitating successful transitions from classroom to workplace. Additional supports have included a job hunt clinic, and the provision of resources in areas such as wellness and resilience are also being explored.

Work on the Career Development Framework has been continuing. This is a strategic innovation addressing both workforce design and talent

development. The objective is to create a usable and agile career pathways and competency framework, which will enable designers to map and engage fully in their own career development, while also assisting employers with talent development in their organisations. The Career Development Framework will be in an online format. The prototype version currently undergoing user testing and, subject to this, the next phase of the project will be the development and release of the full version of the Framework later in 2022.

In January 2022, Design Skillnet launched the Level 9 *Certificate Design for Sustainability and Circular Economies*. The Certificate is being delivered by Limerick School of Art & Design TUS and has been co-created with industry partners. The Certificate will support design professionals in their practice-based enquiry into design for sustainability.

UX apprenticeship programme under development with TU Dublin

Creative Foundation Year programme under development with The B!G Idea



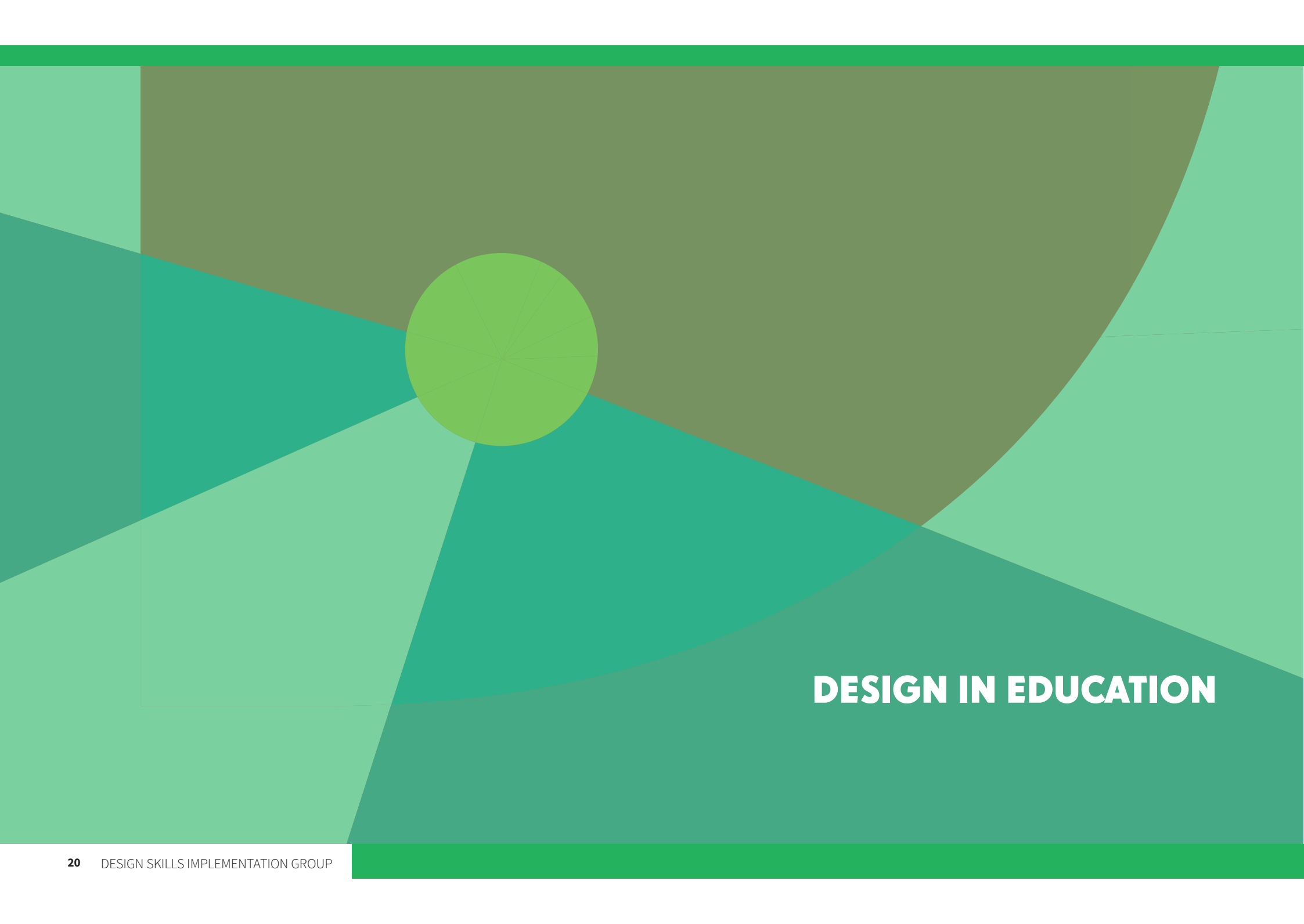
ii) The design community should explore the potential for design apprenticeship under the Generation Apprenticeship Scheme to encourage a wider potential pipeline of students towards a career in design.

Lead Actor: IDI

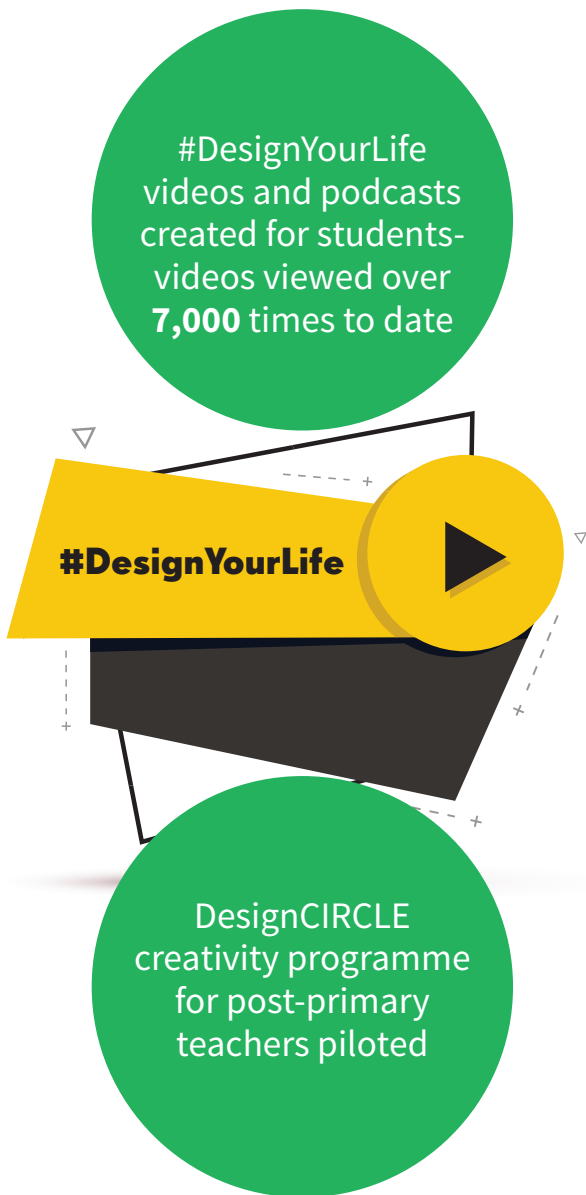
Supporting Actors: DCCI, DEI, SDN

Development of a UX apprenticeship programme in collaboration with TU Dublin is underway. Convene, an organisation focused on establishing new models of education through collaborations with industry, has also been engaged through TU Dublin to explore supporting this work. An outline of the approach to the apprenticeship has been drafted which identifies two potential complimentary programmes, one in strategic design and another focussed on technical skills. TU Dublin is currently considering appropriate NFQ certification for both programmes and is also engaged with the Higher Education Authority (HEA). It is hoped that the apprenticeship programme will launch in September 2022 following SOLAS/HEA approval.

IDI has also partnered with The B!G Idea to explore the feasibility of a creative foundation year programme funded by Creative Ireland. This is intended to inform both students' decision making in terms of career choice and to encourage more young people into creative careers such as design. The programme aims to act as a stepping stone into the creative sector through apprenticeships, third level education, or directly into industry. The *Together for Design* report, along with the Roadmap for the Creative Industries from the Creative Ireland Programme, provides the parameters of the programme. Research is being undertaken to identify successful models in other sectors and countries. IDI and The B!G Idea are working closely with Screen Ireland to learn from their experiences to help achieve this.



DESIGN IN EDUCATION



(i) The design community should engage with the Institute of Guidance Counsellors to ensure that the career opportunities arising from design are well communicated to students.

Lead Actor: DCCI | **Supporting Actors: DEI, IDI, IRDG, SDN**

The *Design Your Life* video and podcast series were developed in partnership between DCCI and IDI and launched at the Institute of Guidance Councillors conference in April 2021. These resources aim to attract second level students to design-related careers and focus designers’ career journeys from school to work, interests and lifestyles. Since the launch, the video series has been viewed over 7,000 times.

To raise awareness of design and creative skills at second level, DCCI has partnered with the Junior Cycle Teachers (JCT) and IDI to deliver an online continuing professional development (CPD) initiative, DesignCIRCLE. DesignCIRCLE aims to provide a safe, supportive, and experiential space for post-primary teachers to develop their own design processes and to incorporate this into their own teaching practice and subject areas. The initiative brings teachers and designers together to develop design projects. It was launched at the end of October 2021 and will run until April 2022.

More broadly, DCCI is committed to working with the Irish Government to raise the profile of design across society as a whole and across all age ranges. As part of this, DCCI will fund and host a pilot Design Week Ireland in November 2022. Running for five days, Design Week Ireland will take place in a range of public and private spaces bringing the Irish public on the journey of why design matters in terms of addressing some of the biggest questions facing us today. Events organised by DCCI will connect with those led by the design community and design agencies across Ireland. A key aspect will be public participation, social media engagement and media coverage. Design Week Ireland compliments a number of DCCI-led design based programmes that increase awareness of the value of design in Ireland including Irish Business Design Challenge and the Future Makers awards and supports programme.

Over **2,000** students in
42 schools across
Ireland participating in
The B!G Idea TY
programme in 2022



ii) The design community should explore the development of a Transition Year Design Programme to promote the uptake of design as a career.

Lead Actor: The B!G Idea **Supporting Actors: DCCI, DEI, IDI, DFHERIS**

The B!G Idea Transition Year (TY) pilot programme successfully concluded in May 2021. There was positive feedback from both learners and teachers with 100% of students learning new skills. The pilot won the Design Education & Research and Grand Prix award at the annual IDI Awards in November 2021 and has been nominated for two Think Global Awards. It has also been selected for the 2022 Local Enterprise Office National Enterprise Awards.

The second edition of The B!G Idea TY programme attracted a waiting list of over 10,000 students. In January 2022, the programme commenced with 2,066 participating students from 42 schools across Ireland. In 2022, Diversity and inclusivity are integral to The B!G Idea. For example, 42% of schools participating in 2022 are DEIS schools, and programme participants include a full class of students on the autistic spectrum. The roll out of the programme has been supported by a paid mentorship programme, with nearly 400 industry mentors engaged to date, and a team of six full-time staff have also been brought together to manage the initiative.

The B!G Idea Applied Leaving Cert programme successfully piloted in autumn 2021



A network to support teachers' CPD is being developed. This includes an online app which will enable teachers to integrate creative practices into their own subject disciplines and to access direct support from The B!G Idea team.

The B!G Idea has also:

- Completed a Leaving Certificate Applied programme pilot between September and December 2021
- Started a Youth Reach Pilot Programme in Carlow/Kilkenny
- Started work on an EU-level project with Kaos Pilots Denmark
- Started developing a web app for The B!G Idea TY programme to support growth (pending funding)
- Aimed at developing of a B!G Idea Junior Cert module (pending funding)

Additional funding for The B!G Idea has been secured from sources such as the Creative Ireland Programme, ESB, Rethink Ireland, the Centre of Excellence in Universal Design (CEUD), and Local Enterprise Offices. The Department of Education also put The B!G Idea forward for Dormant Accounts Funding for 2022, pending approval. Sourcing additional funding will help keep the programme free and accessible.

Sign-up has opened for The B!G Idea TY 2023 programme with the aim of engaging 4,000 students. By 2024, it is hoped that the programme will be able to accommodate 8,000 students. The B!G Idea aspires to grow sustainably and securing future funding will play an important part in achieving this goal.

The B!G Impact

“The B!G Idea has been an invaluable resource for my students. Our students have continued to engage positively with this program despite the challenges with online learning and it has provided an avenue for them to express themselves whilst tackling societal issues.”

Donal Enright | Teacher, Desmond-College, Limerick

“They have really learned to use technology for good, how with good research and understanding they can develop solutions for people directly. That’s massive for them.”

Conor Power | Vice Principal, Coláiste Chiarán

“I fundamentally believe that The B!G Idea programme provides students with the opportunities to develop themselves while working on projects that are of the utmost importance and relevance to them.”

John Cullinane | Former Deputy Principal, Presentation De la Salle College.

“The B!G Idea reflects the Netwatch vision of a culture of care, innovation and passion for people. It will allow the young people in our communities to understand their creative potential and see the difference they can make in their worlds.”

Wendy Hamilton | Former CEO, Netwatch Group

“Encouraging students to embrace creativity and show them the power it can yield has to be applauded and supported. The B!G Idea is exactly what we need so that the next generation can develop these important skills and be empowered to make a difference.”

Berthanda Denby | Managing Director, Teleflex Ireland

“We learned to work as a group, and to create and develop an idea from start to finish.”

Katie | TY student, Co. Carlow

“We learned to empathise more and have a deeper understanding of issues that are challenging us today.”

Orla | TY Student, Limerick

“As a team, we learned that we can communicate our ideas and collaborate on our project. We also learned that we were able to work creatively as a whole during the process of the Big Idea.”

Thomas | TY Student, Co. Clare

iii) The design community should engage directly with HEIs and ETBs to explain the importance and relevance of strategic design so that it is included as a module in non-design courses.

Lead Actor: IRDG

Supporting Actors: DCCI, DEI, IDI, SDN



Workshops held with HEIs and ETBs in October 2021 to explore ways to embed strategic design elements in non-design courses

Building on work undertaken in Spring 2021 to identify and survey key HEI and ETB contacts, IRDG convened two workshops in October 2021 to pool and develop ideas relating to the introduction for strategic design approaches into non-design courses. Both workshops were moderated by John Lynch of the SDN.

The first workshop took place on October 15th 2021. The workshop was attended by 23 representatives from 13 HEIs/ETBs and focussed on stakeholder perspectives on the opportunities and challenges in terms of integrating strategic design approaches in non-design academic programmes. The workshop captured a wealth of information from stakeholders, including insights as to the specific challenges facing this transformation of the sector. These insights were synthesised into specific and relevant challenges for the sector which formed the basis of ideation during the second workshop.

The second workshop took place on October 29th 2021 and was attended by 17 representatives from 11 HEIs/ETBs. The insights from the first workshop were replayed and the group collaboratively created over 100 ideas which were then combined into four design concepts for the advancement of the objective.

These four design concepts identified were:

- Applied Strategic Design: Micro credentials to enable lecturers teach accredited strategic design modules as part of established courses across all disciplines
- A Distributed National Design Centre to bring together strategic design champions and representatives of the design sector
- Beyond Design: The creation of Strategic Design Framework from NFQ Level 6 onwards
- A National Centre of Excellence for Strategic Design training at CPD level for both academia and industry

Outputs from both workshops were synthesised in a full report which was shared with the workshop participants in February 2022. This report contains the insights and concepts to inform the development of a formal proposal of the next steps required to advance the goal of increasing the provision of strategic design components in non-design courses.



NEXT STEPS

The Design Skills Implementation Group continued to achieve success in delivering the objectives and vision outlined in *Together for Design* during its second year of work. This report has illustrated the accomplishments of the Group between June 2021 and February 2022, progress which reflects the drive and collaborative spirit of its members.

The formal two-year implementation period for *Together for Design* came to an end in February 2022 with the withdrawal of the EGFSN Secretariat. The Group members made a collective decision to continue meeting and working together. In the first instance, the Group will take this opportunity to review its membership, remit and objectives as it moves forward.

The desire of the Group to continue as a forum for practical collaboration and a shared vision is a development very much in keeping with the spirit of *Together for Design*.

MEETINGS

The Design Skills Implementation Group met three times during the period covered by this report:

- August 2021
- November 2021
- February 2022

These meetings were the sixth, seventh and eighth meetings of the Design Skills Implementation Group overall. The meetings were organised by the EGFSN Secretariat. In advance of each meeting the EGFSN Secretariat contacted the lead actors and requested that they provide progress updates on their areas of work. These updates were circulated to the wider Group in advance of each meeting. At these meetings, lead actors provided a verbal update on the progress made and discussion took place on opportunities, challenges, areas for further collaboration and next steps. The EGFSN Secretariat documented these meetings and circulated a meeting note following each meeting.

August 2021

The sixth meeting of the Design Skills Implementation Group took place on August 23rd, 2021. The Design Skills Implementation Group: Year in Review 2020-2021 report was presented to the Group and it was agreed that the report should be published and circulated in early September. The Chair also asked the Group to reflect on their long-term vision beyond the end of *Together for Design's* formal implementation period. The Chair specifically emphasised questions of the Group's long-term objectives, and the best means by which the Group could achieve them.

November 2021

The seventh meeting of the Design Skills Implementation Group took place on November 23rd, 2021. The meeting began with lead actors updating the Group with their progress made in implementing *Together for Design's* recommendations since the last meeting. A discussion was held on the format of the final output of the Group at the end of the two-year implementation period.

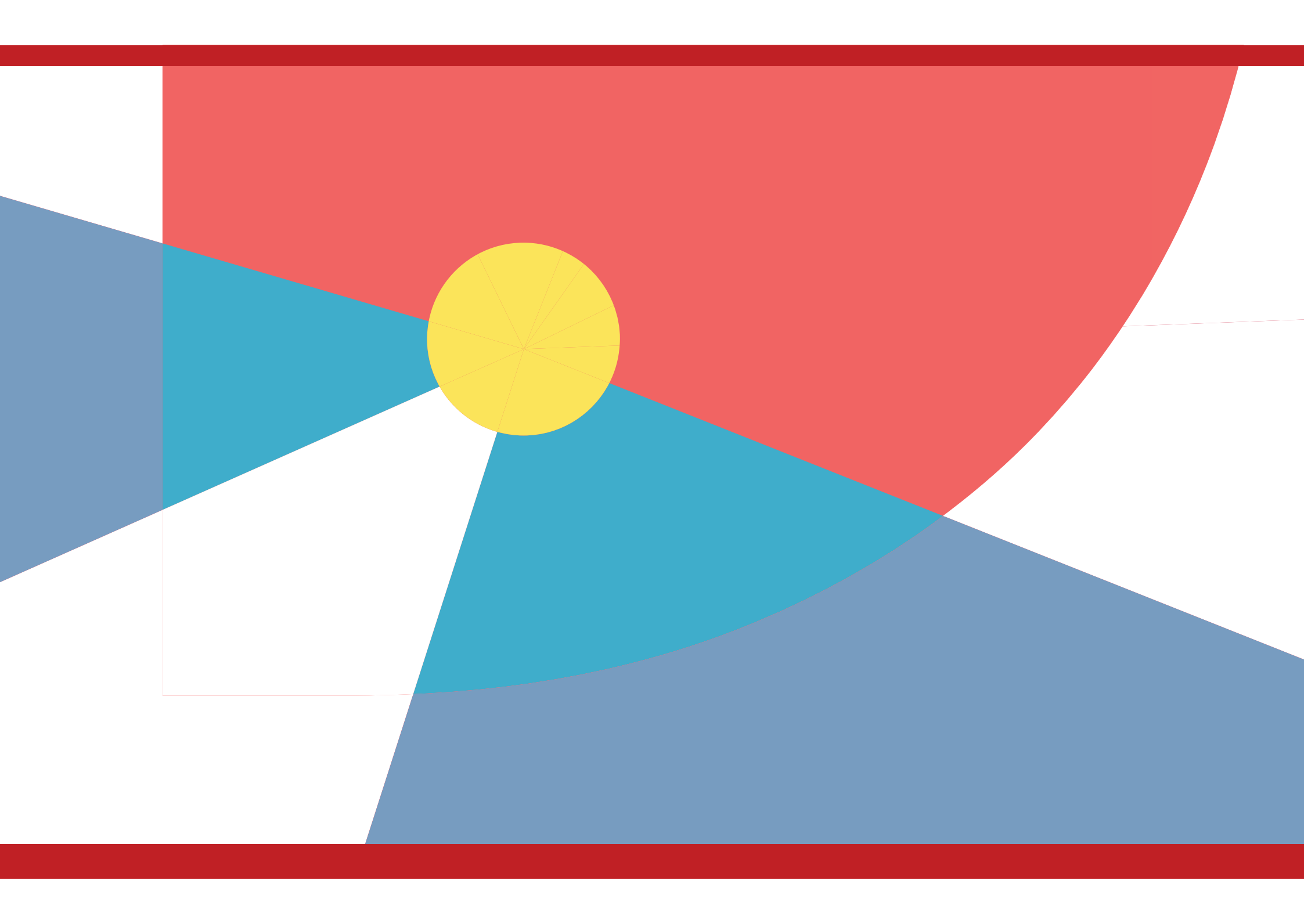
February 2022

The eighth meeting of the Design Skills Implementation Group took place on February 15th, 2022. This was the final meeting of the Group with the support of the EGFSN Secretariat. Final progress updates were discussed, as were the achievements of the Group over the previous two years. The future challenges and opportunities for the design community in Ireland were also discussed. It was agreed that the Group would continue to meet and collaborate. DEI offered to provide future administrative support to the Group. It was agreed that the next steps for the Group would include deciding upon a new name and reviewing its future membership, remit, and objectives.

MEMBERSHIP

Membership of the Design Skills Implementation Group in February 2022

Andrew Bradley (Chair)	Bradley: The Brand Agency
Ruth Morrissy	Department of Enterprise, Trade and Employment (DETE)
Rhodri Lloyd	Department of Enterprise, Trade and Employment (DETE)
Rosemary Steen	Design and Crafts Council Ireland (DCCI)
Prof. Alex Milton	Design Educators Ireland (DEI), National College of Art and Design (NCAD)
Niamh O'Shaughnessy	Design Skillnet
Bernadette McGahon	Industry Research and Development Group (IRDG)
Charlotte Barker	Institute of Designers in Ireland (IDI)
Kim Mackenzie-Doyle	Institute of Designers in Ireland (IDI), The B!G Idea
John Lynch	Service Design Network (SDN)



YEAR IN REVIEW 2021-2022



DESIGN

SKILLS IMPLEMENTATION GROUP