1 June 2017

**Cumulus Kolding Declaration - Design education and research for social, environmental and economic wellbeing**

Design has a history of shaping society and the quality of life for its citizens. Design is in every aspect of our daily lives, everything made by people goes through a design processes. Designers engage in creativity, foresight, change, visualization, and conceptualization, facilitation, collaboration to:

* design places, products, services, systems,
* create Intangible and tangible value
* contribute to all aspects of the human and material world.

Designers understand and have the capability to participate creatively in solving the contemporary challenges and the development of future societies. To acknowledge the role of design education and design research is fundamental to deliver impact for our future.

**Three Key Focus Areas**

1. **Design Education** - Technological change, artificial intelligence and an increasingly more complex and uncertain world requires new forms of education and learning, new curricula, new forms of inter-disciplinarily; and a stronger interplay between educational institutions, wider society and government. Design education through both formal and informal programs will be crucial to fostering the talents who will create the sustainable economy and governance of the globally and future acting societies. With more than 400,000 students, the Cumulus Association will ensure there will be a future of highly qualified design professionals to work on our most complex challenges. Cumulus will also ensure that the level of global design education remains relevant and maintains the highest quality standards.
2. **Design Research** - Cumulus recognises the intangible value carried out by its disciplines and the importance of design reseach to further the unique idendity of the design profession. Therefore increasing scientific and artistic research through design in order to continue to develop the language, and the aesthetics of the profession will be critical.

Design research will assist in furthering the understanding of the union of technology and humanism; and understanding productivity that adds value for wellbeing. As an organisation, the Cumulus Association will work to ensure excellent publication opportunities and advanced scientific forums. Cumulus will commit itself to the task of ensuring that design research achieves maximum impact and the research becomes absorbed by business and industry, broader society and the public sector

1. **Design Impact** - There is a substantial need for a greater understanding and awareness into the value of design and designers to drive change. Using the UN Sustainability Development Goals that represent our major human and environmental challenges, new educational programs and research projects will be realized in order to create, new business models, new prosperity, new jobs and decision processes that include the public and society.

**Three key audiences**

We must REDO our design education, design research and design practice so they come to have an actual effect on the way that we live; from the micro level of the domestic to the macro level of politics.

Our main audiences we need to partner with are:

* Government and Policy - Political decision-makers on all levels, nationally and internationally (including OECD, UN, Unesco, EU, BSDC, etc). Trade unions.
* Non-Designers - Private decision makers within industry and civil society.
* Design Community - Design schools, design students, researchers and practitioners.

**Three key messages and Programs**

1. We urge the surrounding society to have the courage:

* To adopt and integrate design, design research and designers in the transformation of the world economy.
* Continue to realise the economic potential of the UN Sustainable Development Goals; to develop new jobs and possibilities for all people to the benefit of both democracy and economy in a time threatened by environmental break downs; hyper automation which is leading to mass unemployment

We suggest that the Cumulus Association initiates collaboration with BSDC, among others, concerning this and invites other organisations to join.

1. We urge the surrounding society to support the development of excellent design programmes all over the world, especially in the developing countries. This will require improvement and growth in design research through a substantial increase in the public and private funding of research.

We suggest the establishment of a ‘Global Design Fund’ to be financed by an optional contribution from organisations that realise value from the application of design. We suggest the establishment of a working group under the framework of WDS to lobby for this course where education and research can play a role.

1. We urge the surrounding society to acknowledge the value of design and designers, e.g. pay the designers a proper wage corresponding to the value of their work, invite designers to the board room, etc. (audience: business community), give design students access to internships, do partnerships with design schools, etc.

We encourage WDS to appoint a working group that will focus on creating better financial terms for the designers and increasing research into the value of design, for instance through dialogue with employers and employees’ associations.