

Annual Report 2021: Foundation Design Promotion in Europe and China

Introduction

In 2021, Foundation Design Promotion in Europe and China resumed its activities with renewed vigor after the challenges of the previous year. The foundation focused on promoting the Design Intelligence Award (DIA) and strengthening its presence in the Netherlands. Despite ongoing global uncertainties, the foundation successfully organized events and workshops, fostering international collaboration and innovation in design.

Organization

Structure and Governance: The foundation maintained its organizational structure, with key personnel continuing to support its mission. The team adapted to the evolving conditions, ensuring that communication and planning remained uninterrupted.

Funding and Resources: The foundation achieved success in fundraising and resource management, enabling the continuation of its programs and initiatives.

Personnel

Volunteer Contributions: The contributions of volunteers and interns were particularly noteworthy in supporting the foundation's activities. Volunteers and students were integral to the foundation's success, providing valuable support across different areas.

Locations

Facilities: The foundation operated at multiple locations, mostly public venues for specific events and activities. These facilities provided the necessary infrastructure to support the foundation's operations.

Logistics and Maintenance: Shared facilities and maintenance responsibilities were managed effectively, ensuring smooth operations.

Projects

Project Summaries: The foundation undertook several projects throughout the year, including:

- **Design Intelligence Award at Dutch Design Week:** The DIA celebrated innovators and entrepreneurs at the Dutch Design Week 2021, showcasing Dutch entries and past award winners. The exhibition provided a platform for networking and commercial opportunities.
- **Design Intelligence Awards – Local Support in the Netherlands:** The foundation supported the 6th edition of the DIA, inviting agencies, designers, students, and companies from the Netherlands to participate. The focus was on collecting high-quality entries and promoting the award.
- **Workshop “Design with Interactivity and Connectivity” at DAPI 2021:** Organized in collaboration with IFIP TC14 WG7 “Art and Entertainment,” this workshop focused on the impact of digital media, data, and the Internet of Things on design.
- **Promoting and Introducing the Design Intelligence Award for Global Reputation:** The foundation worked on creating a strategy to promote the DIA in the Netherlands and globally, emphasizing the unique value proposition of the award.

Impact and Outcomes: The projects had a positive impact, fostering international collaboration and promoting design innovation.

Short-term Activities

Event Summaries: Short-term activities included organizing exhibitions, workshops, and promotional events to support the DIA and foster international collaboration.

Adaptations to Challenges: The foundation adapted to the challenges posed by the ongoing global uncertainties by leveraging digital tools for communication and planning. This ensured that the foundation remained active and prepared for future activities.

Financial Overview

Income and Expenditure: The foundation's financial performance was stable, with careful management of expenditures to ensure sustainability.

Financial Health: Overall, the foundation maintained a healthy financial status, enabling it to continue its operations and prepare for future activities.

Future Plans

Upcoming Projects: The foundation plans to continue promoting the DIA and organizing events and workshops to foster international collaboration and innovation in design.

Strategic Goals: Strategic goals for the upcoming year include expanding the foundation's reach, fostering new partnerships, and continuing to support design research and education.

Community Support: The support received from the community was essential to the foundation's success, and it remains committed to fostering strong relationships with its stakeholders.