

# DESIGN

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DRIVING COMPETITIVE  
ADVANTAGE IN THE  
WESTERN CAPE  
A STRATEGY FOR DESIGN  
TO UNLOCK INNOVATION

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# THE DREAM

Now in 2030 we live in a country which **we have remade.**

We are a **people at work.**

We work to **create plenty.**

...we ground our dreams.

We have built our own houses.

We are confident and self sufficient.

We are traders.

We are inventors.

We are workers.

We create companies.

We set up stalls.

We are studios.

We are gardeners.

We feel a call to serve.

We make things.

# OUR CHALLENGES

- ① Too few people work
- ② The standard of education for most black learners is of poor quality
- ③ Infrastructure is poorly located, under maintained and insufficient to foster higher growth
- ④ Spatial patterns exclude the poor from the fruits of development
- ⑤ The economy is overly and unsustainably resource intensive
- ⑥ A widespread disease burden is compounded by a failing public health system
- ⑦ Public services are uneven and often of poor quality
- ⑧ Corruption is widespread
- ⑨ South Africa remains a divided society.

**OPPORTUNITIES**

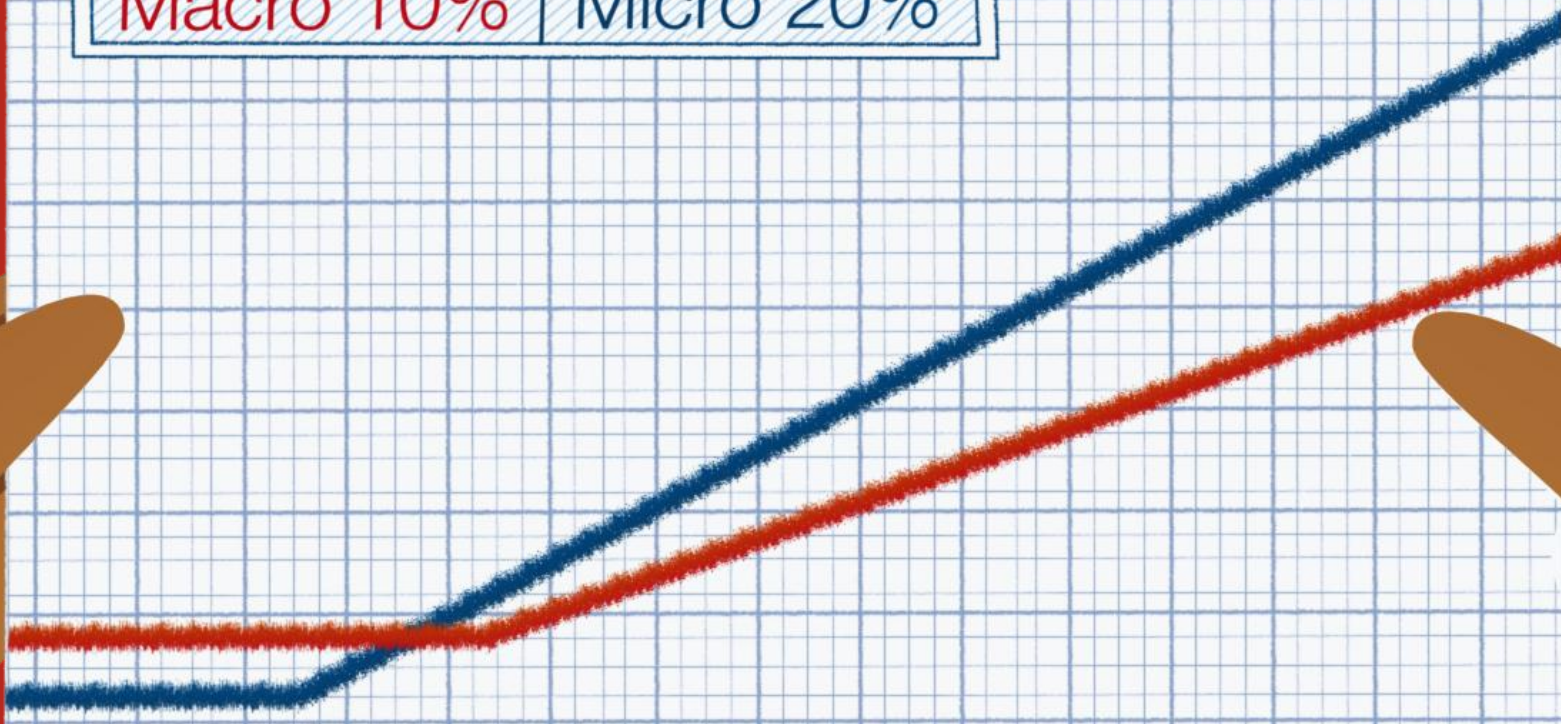


IDEA to REALITY



Macro 10%

Micro 20%



... by Design



The Design Strategy asks:

HOW DO WE  
UNLOCK  
INNOVATION  
AND CREATE  
COMPETITIVE  
ADVANTAGE?





The Design Strategy answers:

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THROUGH DESIGN  
DRIVEN DEVELOPMENT:  
BY EMBEDDING DESIGN  
PROCESSES IN BUSINESS  
AND ORGANISATIONAL  
PRACTICES ACROSS  
SECTORS.



And by 'design' we mean:

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*Old, narrow  
concept of design:*

DESIGN =  
PRODUCT  
DESIGN



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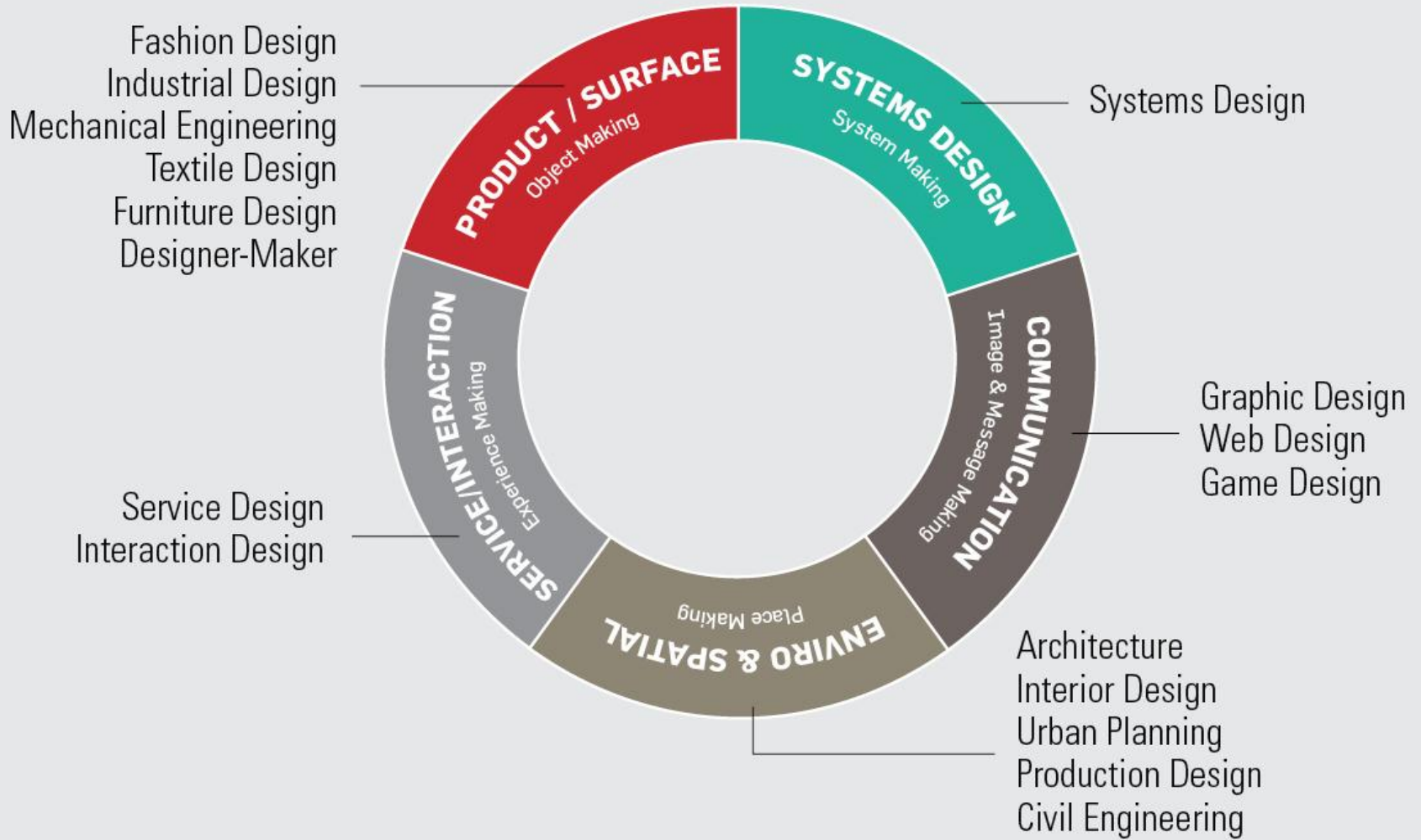
~~DESIGN =  
PRODUCT  
DESIGN~~



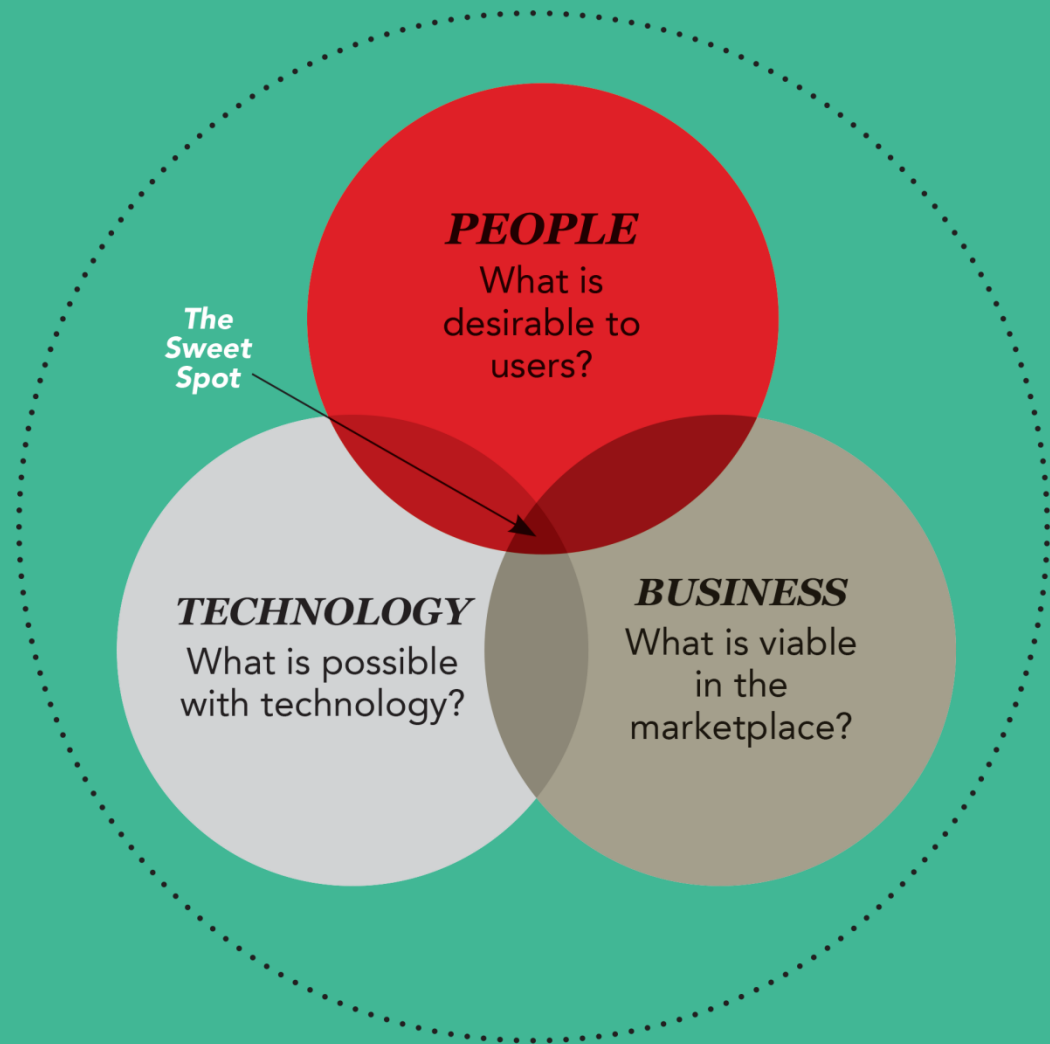
*New, broad  
concept of design:*

DESIGN =  
SYSTEM,  
SERVICE,  
PRODUCT  
DESIGN

**GOOD DESIGN IS AN ACTIVITY THAT  
USES CREATIVE AND ITERATIVE  
PROCESSES TO TAKE ACCOUNT OF A  
RANGE OF FACTORS AND NEEDS IN  
THE DEVELOPMENT OF INNOVATIVE  
PRODUCTS, SERVICES,  
ENVIRONMENTS AND  
COMMUNICATION, IN RESPONSE TO  
THE HUMAN CONDITION AND  
SOCIETY'S NEEDS.**



Design Thinking brings together user's needs, business viability and technology and finds innovation at the point of intersection:



## KEY INDICATORS OF WC DESIGN INDUSTRY:

### NUMBER OF JOBS:

56,000 – 80,000 jobs in design-related businesses

### VALUE OF THE INDUSTRY:

In 2012, South Africa's design industry as a whole was reported to contribute 2.82% to GDP. contribution in the Western Cape could equal roughly R13.4 billion.

### GROWTH POTENTIAL:

Internationally, creative industries grew at a rate of 14% during the period of 2000 to 2005 (UN data).

**BUSINESS**

DESIGN INDUSTRY



**BUSINESS**

**DESIGN INDUSTRY**

## **VISION:**

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**THE WESTERN CAPE  
IS A RECOGNISED LEADER  
IN PROVIDING DESIGN-LED  
PRODUCTS, SERVICES AND  
SOLUTIONS TO THE  
GLOBAL MARKET PLACE.**

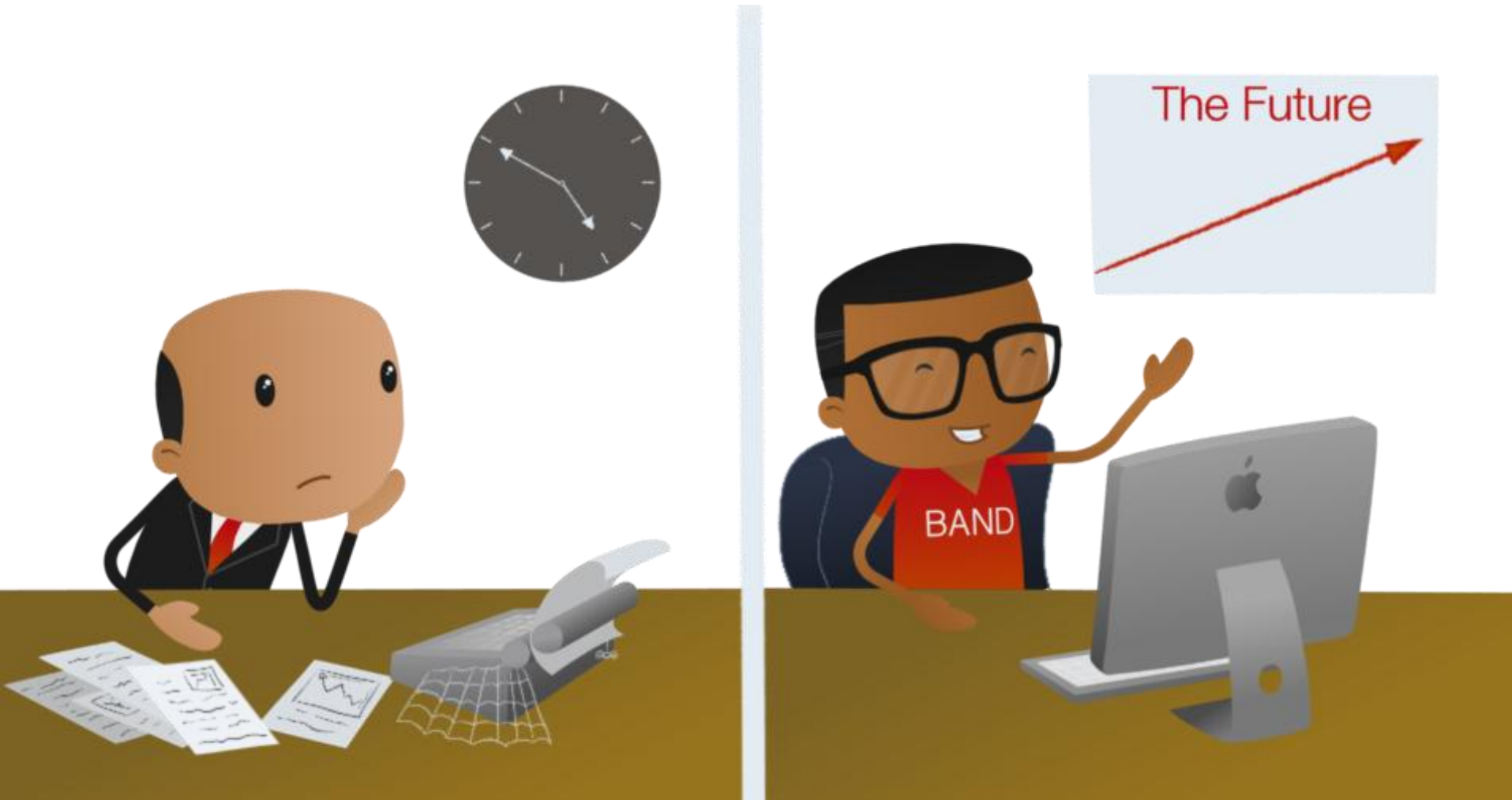
# STRATEGIC OBJECTIVES

1

## DESIGN-READY BUSINESSES:

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To ensure sectors of the economy and civil society integrate design into their business and organisational practices to unlock innovation, competitiveness and progress



2

## BUSINESS-READY DESIGN PRACTITIONERS:

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To establish an enabling environment that supports a thriving design ecosystem and a competitive design industry



3

## DESIGN IN THE PUBLIC SECTOR:

To ensure the transformation of a public sector into one that embraces design and design-thinking methodology in policy formation and practical implementation across all spheres and tiers of government

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# 4

## INVOLVED CITIZENS:

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To create public awareness and appreciation as to the value of design in every aspect of our lives, in particular towards socio-economic upliftment and a better quality of life for all.



# 3 PILLARS



# FOSSIL FUEL SOLUTIONS



DEVELOP

# PROTOTYPING LAB



SUPPORT

DESIGN  
AWARDS



PROMOTE

ENABLING ENVIRONMENT

### **SUPPORT**

Establish mechanisms and pilot projects that will build the design infrastructure and create an enabling environment

### **PROMOTE**

Build a strategy to market and promote design competencies and design's value as a tool for innovation and competitive advantage

### **DEVELOP**

Develop a design education strategy for the Western Cape that meets current and future needs of sectors

CONNECTED DESIGN ECO-SYSTEM

## **3 PILLARS OF THE STRATEGY**

- ① Design-ready businesses
- ① Business-ready design practitioners
- ② Design in the public sector
- ③ Involved citizens

ENABLING ENVIRONMENT

### SUPPORT

Establish mechanisms and pilot projects that will build the design infrastructure and create an enabling environment

### PROMOTE

Build a strategy to market and promote design competencies and design's value as a tool for innovation and competitive advantage

### DEVELOP

Develop a design education strategy for the Western Cape that meets current and future needs of sectors

CONNECTED DESIGN ECO-SYSTEM

## 3 PILLARS OF THE STRATEGY

## SUPPORT

**GOAL 1:** Designer practitioners are skilled and adept at exploiting opportunities

**GOAL 2:** Economic sectors are strongly interlinked with design and make use of or have embedded design services

**GOAL 3:** The design ecosystem is sustainable and adaptable to changing dynamics

## PROMOTE

**GOAL 1:** Industry practically values and uses design as a tool to enable innovation

**GOAL 2:** Western Cape design-led products and services are global market leaders and are promoted to stimulate economic growth

**GOAL 3:** South African society embraces the value of design; and design-led design products and services from the Western Cape are sought after

## DEVELOP

**GOAL 1:** Design graduates are more representative of South Africa's race and class demographics

**GOAL 2:** The Western Cape design education system is responsive to practitioner and sectoral competency needs

**GOAL 3:** A research system is characterised by strong linkages with industry and design to commercialise IP



Private sector led projects

Public sector led projects

Support the design eco-system

Develop and promote WC design

Design competencies development

Leverage quick wins;  
invest in future game  
changers; CCDI to begin  
implementing  
programmes



Build on  
investments and  
successes



Adapt and  
evolve



Stage 1:  
Preparation  
(2013-2014)

Stage 2:  
Development  
(2015-2020)

Stage 3:  
Optimisation  
(2020-2025)





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