

UK DESIGN ALLIANCE MANIFESTO

JUNE 2010

We are a group of design organisations and networks committed to making the UK's design industry as skilled and professional as it can be. That's why we've come together to form the UK Design Alliance.

Here are our shared ambitions:

- We want a strong, cohesive design industry that can make an even bigger contribution to the UK's economy
- We want to promote design to businesses, so they understand how it can help to take their ideas to market
- We want UK designers to win more overseas business
- We want designers to have a broader range of professional skills and we want them to carry on learning throughout their careers
- We want designers to use their skills to take the lead on big challenges, like the urgent need for designing more sustainable products, services and communities
- We want design education to be better connected to industry, so the two work together to build the skills the UK will need in future
- We want a design industry that better reflects the diversity of the society it serves
- We want to work together to help design organisations and networks to grow, so we strengthen the industry's infrastructure and help it to benefit more designers.

The UK Design Alliance is guided by an industry-led advisory board and facilitated by the Design Council and Creative & Cultural Skills. By signing this manifesto, we agree to work towards these ambitions by promoting the Good Design Practice campaign and making an active contribution to the Alliance's work.



UK DESIGN ALLIANCE FOR **GOOD DESIGN PRACTICE**

