

BOARD REPORT 2017-2019 —

TOWARDS NEW GROWTH

WDO —



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DESIGN CAN
NOT SOLVE
ALL PROBLEMS
BUT IT CAN BE
A PART OF —
EVERY SOLUTION



MISSION —

WDO — 4

World Design Organization (WDO)[®] is a non-governmental organization and the international voice for industrial design. We advocate, promote, and share knowledge of industrial design-driven innovation that enhances the economic, social, cultural, and environmental quality of life. Today, WDO services over 150 member organizations, representing thousands of industrial designers around the world who share a common belief that we can 'design for a better world'.



INSPIRE

Committed

We champion the power of industrial design to improve lives. We are committed to taking a stand on particular issues and policies that are in line with our vision and mission and sharing these with a broad audience.

Diverse

We respect, embrace and leverage different perspectives/diversity among our members, community and staff.

Sustainable

We embrace and promote sustainable consumption and production, striving to minimize the negative impact on the environment.



MOBILIZE

Collaborative

We foster a spirit of open collaboration across multiple disciplines and continents to advance common interests and facilitate innovative design-led solutions.

Inclusive

We are inclusive and welcoming. We seek to make information easy to access and share across multiple communications channels.



ACTIVATE

Human-Centred

We place human needs and interaction above material needs, adopting an empathetic and holistic approach to problem solving.

Forward Thinking

We pursue creative and entrepreneurial ideas that have the potential to change the world.

PRESIDENT'S MESSAGE —

WDO — 5

"If we really want to work towards a better world, we will need develop fewer products and more solutions to help safeguard the planet"



PRESIDENT'S MESSAGE —

WDO — 6

As I reflect on my Presidency this term, I am reminded that the most important asset of any organization is its people. In collaboration with the 2017-2019 Board of Directors, our focus has been to ensure that our networks, both internally and externally are empowered to make sound decisions that are in line with our overall mission and objectives. Starting with the implementation of a number of operational amendments that were required as a result of our official change from the International Council of Societies of Industrial Design to the World Design Organization on 1 January 2017, I have worked in collaboration with the Board to continue on previous successes to deliver a series of activities that were launched this term to make our organization stronger and more responsive to our new vision.

To begin, the Board addressed a number of restructuring issues that may not have been very visible externally but have nevertheless been important to the future direction of the organization. We worked on redefining the roles of the Secretary General and Secretariat Team and oversaw the transition and selection of a new SG. We secured the presence of our WDO headquarters in Montreal with the renewal of our lease and redefined our partnership model, which will continue to be improved.

In terms of membership relations, we agreed to simplify the acceptance process of new members and collectively increased our activities with our network of Community Liaisons to extend our reach with local communities to increase membership. We've supported our programming by participating in World Design Talks and re-established the Research and Education Forum as part of our biennial Assembly. We're also preparing to launch the pilot for the new Corporate Circles programme, as well as the first edition of our World Design Report to provide an update on progress of our members and the global design community regarding the achievements of the UN Sustainable Development Goals (SDGs).

Regionally, we've held meetings and strengthened our alliances with organizations such as the United Nations, Cumulus, BEDA, Global Goals Jam and UCLG Africa and ALGA with whom we've signed Memorandums of Understandings to collectively work on our common goals. We've intensified activities towards new regions, such as Africa and India to bring their many interested operators closer to design and implemented contacts in new areas of China, as well as strengthened the World Design Capital (WDC) programme to give greater impact to the project.

Perhaps most significantly for me this term has been the proposal to create a new membership pillar for cities, which we will present for ratification at the upcoming Assembly. Cities are the place where innovation processes related to mobility, combating pollution and inequalities, reducing waste, guaranteeing access to water and improving living conditions can give design an opportunity to contribute to the creation of a better world. The evolution of WDC suggests that we maintain relations with the designated cities, as well as cultivate new ones. Many initiatives around the world are reflecting on the theme of "Design and Cities" and we must be able to seize this moment to involve our members in our own future activities.

As design continues to relate to products, it also increasingly revolves around the improvement of processes and services and the transversal integration with other areas and professions. We know that globally, we will need to develop fewer products and more solutions to help safeguard the planet, if we really want to work for a better world. This does not mean less job opportunities for designers, but it does require an adoption and a commitment by designers of more ethical practices and accountability to make innovative choices that affect us all.

In conclusion, our efforts have remained consistent with our commitment to support the 2030 UN SDGs – an approach that goes beyond our profession that seeks to reach the world of political decision makers. I believe that these innovative choices regarding the environment, sustainability and social impact can provide meaningful messages and workable solutions.

I'd like to extend my sincere and warmest gratitude to my colleagues on the 2017-2019 Board of Directors who have provided their support and expertise throughout the term. I am also particularly grateful for the inputs received from the Senate and commend the members of the Secretariat team for the commitment. To my President-Elect, Srin R. Srinivasan and to the future elected Board – a wish to do better and more. For me, this has been a tremendous opportunity for personal and professional growth, and a great privilege to hold this office. I thank you all for giving me the opportunity.

Luisa Bocchietto
President



BOARD MEMBERS —

WDO — 7

2017-2019 Board of Directors from left to right:

David Kusuma (USA)

Alpay Er (Turkey)

Martha Zarza (Mexico)

Thomas Garvey (Canada)

Srini Srinivasan President-Elect (USA / India)

Luisa Bocchietto President (Italy)

Gilles Rougon Treasurer (France)

DonTae Lee (South Korea)

Shikuan Chen (Taiwan, Chinese Taipei)

Hicham Lahlou (Morocco)



SECRETARY GENERAL'S MESSAGE —

WDO — 8

“Our members expressed the need for platforms that drive projects, create networking opportunities and enable learning between each other.”



The 2017-2019 term is a great example of the strength of the World Design Organization as we witnessed our pillars coming together in greater numbers to add their voice to our global community. Our membership is growing with increasingly more educational, corporate and promotional members joining the ranks of our professional founding members.

This term has also been marked by a transitional period within the Secretariat, as we welcomed new team members, as well as new management with myself having assumed the role of Secretary General as of March 2019.

This transition has been an opportunity for the Board to take a critical look at our administrative processes and make recommendations to leverage the strengths of our foundation, as well as identify the weaknesses that we need to address in the coming years to enhance our membership value and continue raising our retention ratio. We will be relentless at seeking to better understand member needs to identify how we can deliver more value to the design community and generate greater impact to help design a better world.

Throughout this process, our members have expressed the need for platforms that drive projects, create more networking opportunities and enable learning between each other on a more regular basis. As a result, we will be launching pilot initiatives to better serve our membership pillars. The first of them being the World Design Corporate Circles, which should be followed by other programmes aimed at breaking isolation, strengthening and leveraging our community.

In response to our World Design Agenda, we have worked hard to foster strategic partnerships with complementary organizations and we will continue to work on the activation of our United Nations' consultative status, using our World Design Report as a flagship to promote the impact design must have on the achievement of the Sustainable Development Goals.

We are now also on the verge of launching World Design Capital (WDC) Lille 2020 and as we act the lessons learnt from our former experiences, we are eager to see the outcomes of a root-based programme which promises to inspire and deliver tangible results. As for WDC 2022, the two shortlisted cities presented bids showing the whole spectrum of what design can offer to improve quality of life, as well as put a spotlight on a number of new and exciting opportunities to further build on the potential of design-based programmes for cities.

This term was also the opportunity to work with many emerging economies, concluding with our Assembly in Hyderabad after having held World Design Talks and WDC in Izmir and Mexico City. As we work on redefining the approach and business models of some of our key programmes, it is also time to explore the potential of public and private partnerships to revamp and modernize our World Design Talks and Interdesign programmes.

In terms of internal affairs, the Secretariat has renewed its lease until 2024 and the team and I will be working to reinforce our links with the local and regional communities, which have already helped us identify potential projects and grants that will improve our capacity, develop more content and ultimately, drive more impact through our initiatives. This will result in a more solid than ever organization with better means of delivering services to the WDO community.

After more than 20 years of work as a designer and managing director, I realize that the road ahead is not without its challenges. I am however, ready and encouraged by the support I've received thus far and am humbled by the responsibilities entrusted in me to deliver on the objectives set forth by our mission. I look forward to the term ahead with eagerness and more importantly to the opportunity to accomplish many new milestones, with and for our members.

Bertrand Derome
Secretary General

SECRETARIAT —

WDO — 10

The Secretariat Team from left to right (front row):

Jerusalem Girma Administrative Officer

Bertrand Derome Secretary General

Hiba Farran Digital Communications Officer

Rose Wu Accounts Administrator

(back row):

Eric Lauwers WDC Programme Manager

Khatidja Kassam Communications Officer

Alfredo Rodriguez Strategy Manager

Andrea Springer Programmes & Communications Director



PRESIDENT-ELECT'S MESSAGE —

WDO — 11

“The awareness of the current challenges in the world is alarmingly low and unless this improves, these problems cannot be solved.”



PRESIDENT-ELECT'S MESSAGE —

WDO — 12



From the time we changed our name to WDO to align ourselves to the broader perspectives of design for a better world, the current Board of Directors and our Secretariat team have been working diligently to promote our objectives throughout the global membership. As we adopted the UN SDGs, we have made good progress on spreading the value of these Sustainable Development Goals with our members. We continue to encourage our membership to discuss and appraise local governments; city planners and architects to recognize the importance of addressing specific SDGs to facilitate their respective cities to adopt policies that enable citizens to have a better quality of life.

A key focus for the Board during this term was to increase membership across the world and to explore more partnerships with leading corporations to supplement the shortfall in our revenues. To this effect, I talked to several potential members across all pillars, which resulted in several new members from China, India and North America. We also identified several large corporations and are continuing to explore with them partnership opportunities.

This term was a bit different than previous terms, in the sense that the organization went through an unusual change management process in which we were tasked with the selection of two Secretary Generals within a period of one year following the retirement of Ms. Dilki de Silva in June 2018. I worked closely with our President as part of the Secretary General Selection Committee and helped in the rapid on-boarding of the new appointees.

During the term, I also had the opportunity to visit several regions and met with old, as well as new members to discuss design topics of mutual interest. I actively participated in design events and design awards in Curitiba, Joinville and Rio de Janeiro (Brazil); Istanbul, Izmir and Inegol (Turkey); Bangalore, Ahmedabad, Coimbatore and Hyderabad (India); San Diego, Mexico City (North America); Shanghai, Beijing and Hangzhou (China); Seoul (South Korea); Taichung and Taipei (Taiwan, Chinese Taipei); Paris, Helsinki, Oslo, Copenhagen, Brussels, Madrid and Ljubljana (Europe). During these meetings, I encouraged our community to work with WDO through design events such as our World Design Talks and World Design Capital programmes, our 2019 Assembly, as well as to formulate new partnerships. Another important milestone for WDO this term

is that we have brought back the Research and Education Forum as a component of our biennial Assembly. I've worked closely with the board-appointed Education sub-committee and with representatives from the City of Hyderabad to resolve issues and to streamline the schedule and logistics.

As we look to the future and into the next term, I strongly believe that WDO must continue to play a significant role in the promotion of industrial design as our primary area of focus, while embracing other branches of design as well. In order for our organization to remain relevant and current we will need to further enhance our membership values and become more accessible to all primary members across the world. Our success lies in our ability to work very closely with members from all pillars, namely universities, design promotional bodies, professionals and corporates, to create significant value from our mutual interaction. We are working together at WDO to making this a reality.

The activities around the SDGs are insignificant when compared with the problems we are facing. The awareness of the current challenges in the world is alarmingly low and unless this improves, these problems cannot be solved. As a leading design promotion agency, WDO will create relevant and meaningful messages to our members and to the community leaders where we live to continuously promote activities that support the achievement of the SDGs in the aims of making our communities more liveable. In this context, WDO is looking to revitalize our well-known programme – World Design Impact Prize, where we will further engage with leading corporations to support our objective to identify design solutions that have solved a community or social problem.

Today, there are several institutional and professional bodies that are managing their own programmes related to the SDGs and trying to educate the masses on the urgency to protect this world for future generations. WDO is exploring ways to connect with these entities to find common ground that are also relevant to our journey. In closing, I look forward to working with all our members in the coming term!

Srin R. Srinivasan
President-Elect

HIGHLIGHTS —

TERM HIGHLIGHTS

WDO — 14

2018

FEB-18

Board Meeting
Montreal (Canada)

MAR-18

WDC 2018 Opening Ceremony and International Design Policy Conference
Mexico City (Mexico)

APR-18

WDC 2018 Interuniversity Circuit launch, Network of Cities Meeting and Design Experience
Mexico City (Mexico)

JUN-18

Board Meeting
Izmir (Turkey)

World Design Talk Co-living Izmir (Turkey)

WIDD 2018 - SDG3
Global celebrations

WDC 2022 Signing Ceremony Lille (France)

WDO participates at the UN's High-level Political Forum on Sustainable Development
New York (USA)

OCT-18

WDC 2018 Design Week Forum and World Design Spotlight and Convocation Ceremony
Mexico City (Mexico)

Board Meeting
Mexico City (Mexico)

World Design Talk Water
Mexico City (Mexico)

NOV-18

MOU signed with United Cities and Local Governments of Africa (UCLG-Africa) and its African Local Governments Academy (ALGA)

2019

JAN-19

Renewal of lease to remain at current headquarters until 2024

FEB-19

Board Meeting and Future Ready seminar
Seoul (South Korea)

40-year commemoration of the 1979 Icsid-UNIDO Ahmedabad Declaration
Ahmedabad (India)

MAR-19

MOU signed with Cumulus International Association of Universities and Colleges in Art, Design and Media

MOU signed with Global Goals Jam operated by the Digital Society School, Amsterdam University of Applied Sciences

Appointment of Bertrand Derome as Secretary General

JUN-19

Board meeting
Ljubljana (Slovenia)

World Design Talk Sustainable Cities
Ljubljana (Slovenia)

WIDD 2019 - SDG12
Global celebrations

WDO presentation at New Cities Wellbeing Cities Forum
Montreal (Canada)

Launch of new WDO.org homepage

MOU signed with iSee Design, iSee Taiwan Foundation

City visits WDC 2022 Shortlisted Cities Bengaluru (India) and Valencia (Spain)

SEP-19

Selection of Valencia (Spain) as the eighth World Design Capital in 2022

OCT-19

World Design Assembly 2019 and Research and Education Forum
Hyderabad (India)

Launch of first World Design Report

The following objectives were identified as key areas of focus for the term. These priorities have influenced the work executed by the Board and Secretariat for the 2017-2019 term.



STAKEHOLDER

International and Regional

Position WDO as both the international & regional open design platform for our key stakeholders

Membership Satisfaction

Increase member satisfaction and adoption of our programmes

Design Community

Become the most relevant and effective global design organization for the wider design community including young designers



FINANCIAL

Diversified Funding

Create a sustainable financial structure with diversified funding sources

Revenues and Efficiency

Increase revenues and improve our operational efficiency



INTERNAL PROCESS

Marketing and Communications

Enrich our online presence as well as share knowledge and good design practices

Project Management

Improve our planning, execution and monitoring of projects

Membership Development

Develop, improve and manage a diverse membership network

Project Development

Enhance and develop attractive projects aimed to address local and/or regional needs

Partnerships and Cooperation

Strengthen our relationships with the private sector and NGOs through win-win partnerships



LEARNING & GROWTH

Organizational Structure

Align the organization with our strategy and objectives

Our Team

Increase our engagement, capabilities and the ability to develop a learning culture

Technology

Create a valuable member and design community engagement platform

ACHIEVING THE SDGs — BY DESIGN

Quality of life is not only defined by social issues

In 2017, WDO members collectively agreed to use the United Nations Sustainable Development Goals as a framework for action to help advance the international development agenda and established a set of recommendations for the 2017-2019 term:

Hold SDG-specific World Design Talks to advance the conversation from a design perspective.

Establish and participate in SDG-specific working groups to further drive engagement and commitment to the SDGs.

Engage and collaborate with like-minded international organizations, multilateral institutions and the international development community to address specific global challenges from a design-led perspective.

Monitor, assess, strengthen and share best practices, challenges and lessons learned.

Contribute to WDO's World Design Report to articulate the importance of design in advancing the international development agenda and to highlight the progress of the design community in addressing the SDGs.

As a leading INGO, WDO has since used the SDGs as a common language to communicate our intent to initiate measures at individual and institutional levels to leverage design as a tool to make the world a better place. In so doing, we've cultivated our own brand of SDGs – the **Sustainable Design Goals** to communicate the urgency among designers to embrace more sustainable practices now and for the future.

And while behaviour change takes time, we also understand that quality of life is not only defined by social issues. Now more than ever, industrial designers prioritize accessibility, affordability, reliability, sustainability, respect for the user and the environment. This new breed of designers places human needs first, all while striking the right balance between people, planet and profit, which undoubtedly also addresses a number of UN SDGs.

Throughout the term, we reached out to our global design community to gain a better understanding of the progress being made towards the achievement of the SDGs. In the first edition of our World Design Report™, WDO will share some of the best practices in responsible and sustainable design from our community, as well as identify some of the gaps in terms of resources needed to effectively tackle economic, social and environmental issues from a design perspective.

MEMBERSHIP ———

MEMBERSHIP AT A GLANCE

WDO — 19

2017



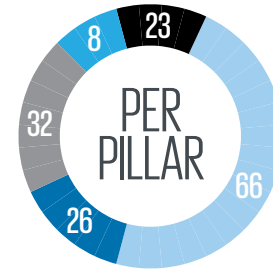
TOTAL MEMBERS
155



NEW MEMBERS
16

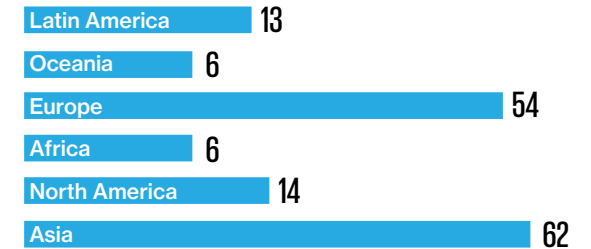


WITHDRAWALS
10



Associate Professional Corporate Educational Promotional

PER REGION



2018



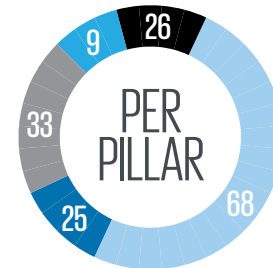
TOTAL MEMBERS
161



NEW MEMBERS
17

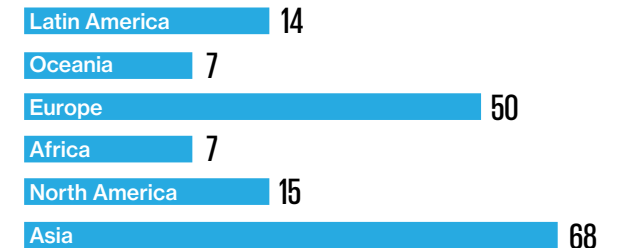


WITHDRAWALS
11



Associate Professional Corporate Educational Promotional

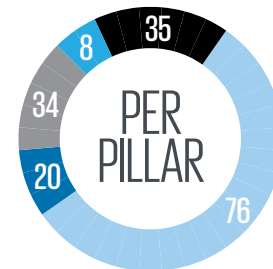
PER REGION



2019

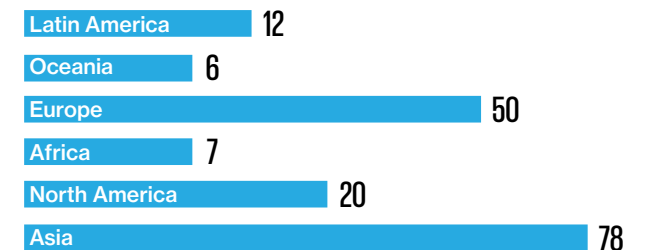


173
MEMBERS



Associate Professional Corporate Educational Promotional

PER REGION



Total members include previous non-paid members as we do not terminate them until the beginning of the next year
Total members: previous members and new members minus withdrawals

PROGRAMMING —

WDC MEXICO CITY 2018

WDO — 21

Under the banner of 'Socially Responsible Design' the sixth World Design Capital was designated to Mexico City (Mexico) in 2018. With a population exceeding 21 million and the first city from the Americas to receive the title, an impressive programme of events was celebrated throughout the city.



Driven by an enthusiastic design community, Mexico City is a dynamic and hyperconnected city constantly generating creative ideas and projects to help improve the quality of life of its citizens. Through its yearlong mandate as WDC 2018, Mexico City was able to share a powerful story as a model for other megacities around the world interested in using design to tackle the challenges of urbanization and create more liveable cities.

Mexico City's engaging programming aimed to generate a network of knowledge and exchange about design locally, regionally and internationally. It included a vast range of well-attended activities, exhibits, conferences with local and international speakers, panels, installations, documentaries with a purpose to initiate conversations and interactions highlighting the fundamental role in society of design and citizens' daily life. The public exhibitions counted approximately 1,550,000 visitors who got a taste of the power and potential of design as a tool to remodel the city. WDC 2018 also successfully established 29 cross-sector collaborations with local and federal governments, academia and the cultural sector.

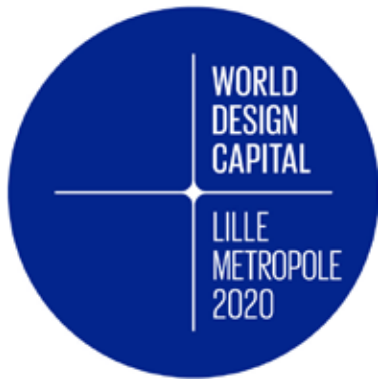
A notable part of the WDC 2018 programme was the Inter-university Circuit organized between several local universities that, through workshops and discussion, allowed approximately 7,400 students to discover and experience socially responsible design.

 33,144
FOLLOWERS

 20,820
FOLLOWERS

 11,508
FOLLOWERS





Serving the 90 municipalities that make it up, Lille Metropole acts daily on behalf of 1.2 million inhabitants. It is competent in the following key areas: transport, housing, economy, energy, public spaces and roads, planning and town planning, city policy, water, sanitation, household waste, accessibility for disabled people, nature and living environment, culture, sport and tourism.

Far more than a cultural programme, the effervescent metropolitan area plans to transform itself into territory for experimentation. A call for Proof of Concepts (PoC) was launched in April 2018, which has resulted in an expected 500 projects to be initiated by companies, communities, training/research centers and cultural actors – evidence that the community is eager to make profound and sustainable changes, whether societal, economic or environmental.

WDC 2020's official kickoff will take place on **7-8 December 2019**. The two-day event will include cross-border activities and will invite participants to experiment with atypical design trails through three cities (Courtrai, Roubaix, and Lambersart). The trails will include exchanges with designers and design schools, companies using design, installations, etc.

www.lillemetropoleworlddesigncapital2020.com





Following an extensive selection process, the cities of Bengaluru (India) and Valencia (Spain) were shortlisted this cycle for the World Design Capital (WDC) 2022 designation.

Bengaluru – an emerging city driven by urgent local development challenges and a keen interest to address these using design. Valencia – with a rich and vibrant design history of design effective initiatives.

As a result of its longstanding design legacy, which has become a leading example of a city's effective and strategic use of design on the development of public policy and its impact on industry, the City of Valencia was ultimately named the eighth city to hold the title for 2022.

The city's strategic positioning on the Spanish coast, as well as its well-established design expertise was clearly reflected in its bid and promises to deliver a programme that reflects the city's aspirations and commitment at local, regional, national and international levels.

Valencia is a strategic portal city located on the Mediterranean coast. Their impressive urban infrastructures are directed towards coexisting with the natural and built environment.

With a committed team, strong municipal support and unprecedented private sector involvement, the bidding entity has everything required to develop a strong programme for 2022.



Designers offer creative solutions to address key sustainable goals

Co-living, making cities more sustainable and providing access to clean water. Hosted by leading academic institutions, three World Design Talks™ have been hosted this term to encourage local design communities to explore local problems of global relevance.



WORLD DESIGN TALKS —

In Izmir (Turkey), the concept of ‘co-living’ was explored to discuss opportunities for this expanding community to live more harmoniously given the region’s natural, cultural and urban constraints. For Mexico City (Mexico) – a city with serious bouts of both water shortages, as well as regular flooding, action towards the future of water management and the behaviors around its consumption is crucial. Whereas in Ljubljana (Slovenia) – recently named European Green Capital, the Talk was an inspirational success story of the city’s unprecedented restructuring of the city center and its path to more sustainable infrastructure.

Gathering to discuss and understand the issues is a first step towards developing transversal and human-centered solutions. Through these Talks, WDO has been able to collect data and develop reports, multimedia tools and case studies, which help increase brand value and exposure, as well as propose solutions for future consideration by similarly affected communities.





Watch on YouTube

World Design Talks Co-living – Izmir

Hosted by the Izmir Mediterranean Academy, Branch of Izmir Metropolitan Municipality and coordination with WDO member organizations in Izmir: Izmir University of Economics, Department of Industrial Design; Industrial Designers' Society of Turkey, Izmir Branch and Vestel Electronics

https://youtu.be/_R4RkDri9Q8

<https://youtu.be/juNOp5808es>

World Design Talks Water – Mexico City

Hosted by CENTRO University

<https://youtu.be/gCNE9Jji7EI>

World Design Talks Sustainable Cities – Ljubljana

Hosted by Faculty of Design - Associated Member of University of Primorska, the House of Design Management and Innovation (HDMI) and the Municipality of Ljubljana

<https://youtu.be/ybzKahhYwXI>



Celebrating design for well-being and more responsible consumption and production

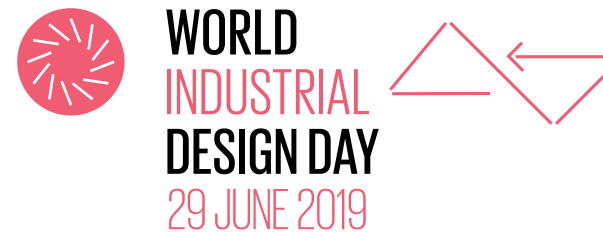
For its 12th and 13th edition, World Industrial Design Day™ (WIDD) was again celebrated by thousands of people throughout the world in many different ways. Learning from past editions and inline with our new strategic objectives, themes for the international day of observance were selected to address specific SDGs in the hopes that designers and design enthusiasts would engage in awareness raising activities and initiatives.



2018 – SDG 3: Good health and well-being

To strengthen WDO's content development strategy and to create momentum around WIDD, a series of original features related to the theme were developed. Sharing these inspirational stories from WDO Members and others through our newsletters and social media platforms have allowed us to raise interest within and beyond the design community about WIDD as an annual activity worthy of global participation. These features highlighted design projects that are making a positive difference to increase well-being in communities and are contributing to curing diseases, facilitating healthcare and its services or generally promoting healthier, happier lifestyles.

#WIDD2018



2019 – SDG 12: Responsible consumption and production

In collaboration with Global Goals Jams (GGJ), which is operated by the Digital Society School, Amsterdam University of Applied Sciences, and as a result of the Memorandum of Understanding signed with the same, a global call was launched to encourage designers to organize or participate in a series of mini hackathons around the theme. This pilot project and collaboration with our Community Liaison Marco Van Hout at GGJ resulted in mini-jams held in China, Turkey, Japan, Australia, Belgium, Guatemala, Argentina, in addition to the other WIDD celebrations.

As a grassroots initiative, WIDD is especially reliant on social media as a key platform for its promotion and participation. Since its inception, there has been a notable increase in WDO's social media followers that peaks yearly around WIDD. Engagement on all platforms is usually multiplied by 5 or 6, during the month of June. On Instagram in particular, WDO's account gained 280 followers on 29 June itself, which is 30 times more than usual daily recruitment rates.

#WIDD2019

WORLD DESIGN ASSEMBLY 2019

WDO — 27

Encouraging positive interactions between people and the environment in which we live

With a population of approximately 6.7 million and a metropolitan population of about 7.75 million, Hyderabad (India) is a city committed to showcasing how design innovation can be leveraged to find tangible solutions to some of its biggest challenges. With this clear objective in mind, Hyderabad was selected to host WDO's 31st World Design Assembly on 11-12 October 2019.

A significant biennial gathering of its membership, the World Design Assembly™ remains a significant event for WDO members to exchange recommendations and determine actions towards the future direction of the organization.

In 2019, under the theme 'Humanizing Design' WDO sought to pilot a new, more collaborative format with its host – the Industries and Commerce Department, Government of Telangana and the support of India Design Forum, to deliver a two-day programme of international appeal. A collaborative project management model enabled a bilateral engagement between the design community in Hyderabad and WDO to co-create a programme that also delivered the inaugural edition of Hyderabad Design Week.

The event also served as a platform to reinstate WDO's one-day Research and Education Forum – an event last held in 2009 that aimed to explore the challenges and opportunities in design education. Academics and industry leaders were invited to submit papers and posters under three main themes: the integration of United Nations Sustainable Development Goals (UN SDGs) in international design curricula, the future of design education in emerging economies and the human approach to digital media.



HYDERABAD
DESIGN
WEEK



FINANCIALS —

TREASURER'S MESSAGE —

WDO — 29

“In order to keep diversifying our funding sources, we have invested in partnership development”



As WDO Treasurer, I would like to highlight some key financial points that were carefully considered by the Board during these two last years in order to build with the organization's balanced annual budgets.

In 2017, Montreal International informed WDO that its grant, previously awarded based on the retention of our headquarters in Montreal (Canada) would not be renewed after May 2018. As a result, a thorough assessment was led to identify more affordable places in the city centre. However, following this process, a number of additional costs related the move or for necessary renovations were identified and so it was decided that the most cost efficient option would be to stay in our existing location. The lease has therefore been renewed for an additional five years until May 2024.

Immediately following its appointment, the Board emphasized that our sponsorship policy needed to be proactively improved to become less dependent on the World Design Capital programme and to generate new partnership / sponsorship funds in the near future. In order to keep diversifying our funding sources, we have invested in partnership development in several directions. Building on WDO's vision and mission, a new partnership strategy was defined with the help of an international sales consultant to combine short- and medium-term collaborations. The sales consultant's mission was to contact the marketing and communications departments of companies outside the WDO community to establish win-win partnerships. In addition, a new partnership programme is being built in collaboration with the Secretariat to create added value for both interested WDO Corporate and Educational members. Updates are to be shared during the World Design Assembly in Hyderabad.

The key word for the 2017-2019 term was clearly "transition" starting with the hiring process of the new Secretary General (SG). It was conducted transparently by the President and the SG Selection Committee after approval by the Board of Directors for a transitional budget line from our reserve funds. It covered the selection and appointment of an executive search firm, a legal advisory service and some travels by the President to meet the final short-listed candidates.

Regarding WDO membership, the revenue remains relatively stable with some turnover among existing members and a remarkable 32-member recruitment over the last 18 months. The Educational and Corporate pillars are clearly increasing respectfully representing more than 42% and 15% of WDO members as at June 2019. It is also interesting to note that five countries; Turkey, China, France, India and Italy are now represented by 10 to 13 members each.

I would like to thank the entire Secretariat team for its commitment to reduce costs whenever possible, for answering the numerous Treasurer's questions and suggestions and for contributing to the development and pilot of clear and realistic budgets. For these reasons, I am happy to report that the financial auditors confirmed the fair presentation of WDO's financial position as at 31 December 2018, in accordance with Canadian accounting standards for not-for-profit organizations.

Finally, as my term as Treasurer for 2017-2019 comes to an end, I would like to attest to the importance that WDO's finances be the responsibility of all members of the Board of Directors. Not only does each Board decision take into account and impact WDO's budget, but board members also support it through their continuous actions towards existing and potential members and partners.

Gilles Rougon
Treasurer



STATEMENT OF OPERATIONS

REVENUE	CDN		EURO	
	2018	2017	2018	2017
World Design Capital (WDC)	\$431,853	510,483	€282,220	348,453
Membership Fees	276,766	286,089	180,869	195,283
World Design Partnership Programme (WDPP)	153,717	59,902	100,455	40,889
Subsidies	41,669	100,000	27,231	68,259
World Design Assembly (WDA)	62,634	79,938	40,932	54,565
Interests & Other Revenue	10,876	9,919	7,108	6,771
	\$977,515	1,046,331	€638,815	714,219

EXPENSES	CDN		EURO	
	2018	2017	2018	2017
Administrative Expenses				
Salaries, Consultancy and Benefits	\$610,705	588,415	€399,101	401,648
Rent	83,719	74,300	54,711	50,717
Tax Expenses	22,369	33,761	14,618	23,045
Legal & Accounting	12,925	14,099	8,447	9,624
Depreciation Expenses	2,249	4,340	1,470	2,962
Bad Debts	19,713	16,190	12,883	11,051
Office Supplies & Expenses	5,732	6,988	3,746	4,770
Insurance	6,537	6,587	4,272	4,496
Telecommunication & Internet	7,206	4,689	4,709	3,201
Interest & Bank Charges	6,041	5,813	3,948	3,968
Maintenance	4,685	6,997	3,062	4,776
Permits	376	367	246	251
Mailing/Shipping	330	147	216	100
	\$782,587	762,693	€511,428	520,610

EXPENSES	CDN		EURO	
	2018	2017	2018	2017
Transition costs	\$50,702	-	€33,134	-
Marketing & Communication expenses	18,420	29,111	12,038	19,871
Meeting expenses	20,270	13,085	13,247	8,932
Projects				
World Design Capital (WDC)	\$50,775	76,979	€33,182	52,545
World Design Partnership Programme (WDPP)	27,078	51,545	17,696	35,184
World Design Assembly (WDA)	23,382	96,501	15,280	65,871
Community Engagement (CE)	7,256	2,543	4,742	1,736
World Design Impact Prize (WDIP)		3,960	-	2,703
World Industrial Design Day (WIDD)	775	2,884	506	1,969
World Design Talks (WDT)	7,992	3,213	5,223	2,193
	\$117,258	237,625	€76,629	162,201
TOTAL EXPENSES	\$989,237	1,042,514	€646,476	711,614
Excess of Revenue Over Expenses Before Foreign Exchange	(11,722)	3,817	(7,660)	2,605
Exchange Gain	15,559	762	10,168	520
EXCESS OF REVENUE OVER EXPENSES	\$3,837	4,579	€2,508	3,126

For the period ended on 31 December

2018 Statement of Operations was converted from Canadian Dollar to Euro at 1 euro equals to 1.5302 Canadian dollar which corresponds to the average exchange rate of 2018 and it is for reference only.

2017 Statement of Operations was converted from Canadian Dollar to Euro at 1 euro equals to 1.4650 Canadian dollar which corresponds to the average exchange rate of 2017 and it is for reference only.

BALANCE SHEET

ASSETS	CDN		EURO	
	2018	2017	2018	2017
Current Assets				
Cash	\$505,495	601,315	€323,765	399,492
Restricted Cash-Subsidy	-	41,669	-	27,683
Term Deposit	310,000	260,000	198,552	172,735
Accounts Receivable	19,221	10,338	12,311	6,868
Prepaid Expenses	587	6,791	376	4,512
	<u>835,303</u>	<u>920,113</u>	<u>535,005</u>	<u>611,290</u>
Fixed Assets	<u>3,610</u>	<u>1,246</u>	<u>2,312</u>	<u>828</u>
	\$838,913	921,359	€537,317	612,117

LIABILITIES	CDN		EURO	
	2018	2017	2018	2017
Deferred Revenue	\$162,793	237,189	€04,268	157,580
Deferred Subsidy		41,669	-	27,683
Accounts Payable	58,366	28,584	37,383	18,990
	<u>\$221,159</u>	<u>307,442</u>	<u>€141,651</u>	<u>204,253</u>

NET ASSETS	CDN		EURO	
	2018	2017	2018	2017
Restricted Funds	\$250,000	335,000	€160,123	222,562
Unrestricted Funds	<u>367,754</u>	<u>278,917</u>	<u>235,543</u>	<u>185,302</u>
	<u>617,754</u>	<u>613,917</u>	<u>395,666</u>	<u>407,864</u>
Total Liabilities and Net Assets	\$838,913	921,359	€537,317	612,117

As at December 31

2018 Balance Sheet was converted from Canadian Dollar to Euro by using the exchange rate of December 31, 2018 which corresponds to one euro equals 1.5613 canadian dollar

2017 Balance Sheet was converted from Canadian Dollar to Euro by using the exchange rate of December 29, 2017 which corresponds to one euro equals 1.5052 canadian dollar

OPERATION BUDGET

REVENUE

	CDN 2019	EURO 2019
World Design Capital (WDC)	\$276,500	€180,613
Membership Fees	280,000	182,899
World Design Assembly (WDA)	76,850	50,199
World Design Partnership Programme (WDPP)	462,500	302,110
Interest & Other Revenue	4,000	2,613
TOTAL REVENUE	\$1,099,850	€718,434

EXPENSES

Administrative Expenses

	2019	2019
Salaries, Consultancy and Benefits	\$600,000	€391,926
Rent	91,621	59,848
Tax Expenses	15,000	9,798
Depreciation Expense	4,000	2,613
Bad Debts	30,000	19,596
Legal & Accounting	37,300	24,365
Office Supplies & Expenses	9,590	6,264
Insurance	6,840	4,468
Interest & Bank Charges	6,720	4,390
Telecommunication & Internet	11,639	7,603
Maintenance	7,227	4,721
Mailing/Shipping	200	131
Permits	440	287
	\$820,577	€536,010

EXPENSES

	CDN 2019	EURO 2019
Marketing & Communication Expenses	\$26,400	€17,245
Meeting Expenses	14,460	9,445
World Design Assembly (WDA)	41,169	26,892
Projects		
World Design Capital (WDC)	\$70,526	€46,068
World Design Partnership Programme (WDPP)	66,608	43,509
Community Engagement (CE)	18,815	12,290
World Industrial Design Day (WIDD)	4,700	3,070
World Design Talks (WDT)	13,900	9,080
	\$174,548	€114,017
TOTAL EXPENSES	1,077,154	703,608
Excess of Revenue Over Expenses Before Foreign Exchange Gain/Loss	22,696	14,825
Contingency/Exchange Loss	20,000	13,064
EXCESS OF REVENUE OVER EXPENSES	\$2,696	€1,761

For the period ended on 31 December

2019 Operation Budget was converted from Canadian Dollar to Euro at 1 euro equals to 1.5302 Canadian dollar which corresponds to the average exchange rate of 2018 and it is for reference only.

BOARD CLOSING STATEMENTS —

ALPAY ER

TURKEY

WDO — 35

I have served on the WDO Board because I believe that designers always need a united mind, soul and voice to help solve not only our professional problems but also to address the world's increasing environmental and social crises. For the last two years, I have tried bringing to WDO a unique vision of design, informed by my local knowledge of the industrial design profession and design education, my desire to archive the history of our organization, and my understanding of emerging economies. I've played a leading role in the reintegration of an educational component to our biennial Assembly through the 2019 WDO Research and Education Forum, and have strongly advocated for the idea that WDO must have a coherent "World Design Research and Education Policy".

I am passionate about the role of design in quality education, industry, innovation and infrastructure since we can only lay a realistic foundation towards the achievement of the UN Sustainable Development Goals through our accomplishments in these.



SHIKUAN CHEN

TAIWAN (CHINESE, TAIPEI)

WDO — 36

At the onset of the 2017 election, I indicated my intent to interweave the pillars and industries of WDO Members, my desire to increase the number of Corporate members, and lastly my aspiration to further build on the legacy of the WDC Taipei 2016 programme. Within my second term, I have had the opportunity to address these intentions through a number of activities. For the most part, I promoted WDO's brand values in forums and events, such as the City Transformation Forum 2018; YODEX Taiwan 2017-19; TWN-Italy Industrial Design Collaboration 2018; Canton Fair 2018 (Guangzhou); InnoVex Taiwan 2019 to name a few.

I also promoted WDO's mission towards the SDGs to the academic community, as well as to various design bodies, and have initiated the integration of a WDO Sustainability Award in two major Taiwan Design Awards: TISDA and Taipei International Design Award. As such, the recognition of the 17 SDGs and of WDO in general has been widely raised in Taiwan and the Greater China region, especially within the newer generation of young designers.

I have also driven momentum in a few local cities since 2017, together with Taiwan Design Center, with the intention to help make win-win scenarios for both WDO and potential World Design Capital bidding cities. The closest prospect was the City of TaiChung, the third largest city in Taiwan. Although the bidding momentum was dimmed due to the local political situation and elections, the efforts made were recognized by other cities in the region.

Lastly, the new World Design Corporate Circle pilot programme will hopefully nurture an organic interweaving of pillars that will further generate great collaborations among WDO Members. My company, Compal Electronics, is eager to play an active role in this newly built programme with a view to expand its scope and scale, as well as the reputation of WDO as a great design brand and the world's largest design organization!



THOMAS GARVEY

CANADA

Reflecting on the past two years of energetic activity on the WDO Board, I feel in a very personal way that the World Design Organization is making steady and constant progress in realizing its vision of *Design for a Better World*.

The positive impacts we have had on the development of our profession, and the additional impacts on the world at large, have been evident in the many networking and collaborative events. From the World Design Talks and other public events (Torino, Montreal, Izmir, Mexico City, Seoul, Ljubljana) to the many invited events, professionals and students have gathered to share ideas, debate the critical issues of the day, and propose real solutions that include all stakeholders.

Having been part of the organizing team, and as co-chair, the re-introduction of the *WDO Research and Education Forum* shines brightly as a highpoint. Engaging young people early in their development is critical to sustaining a professional organization. Young designers are already well connected, informed, and energetic in their search for relationship value. We now have this new opportunity, both to build our foundation and to discover through dialogue the changing needs of the profession.

We've also continued to advance the academic foundation of the organization and have completed graduate studies documenting: the extent of integration of the UN SDGs in professional design curricula, examining how the World Design Capital programme can better incorporate the UN SDGs in future strategies, and how sustainability generally can become a more significant part of our daily work.

In every case, our advances and successes together, our expansion of vision and growth of membership and programmes, and our interactions with members around the world could not have been possible without the foundational work being done by the dedicated Secretariat team. With them, and with all world members, we see every day the long-term value of membership lies in our network of people.



DAVID KUSUMA

USA

It has been a privilege to work with an active board and connect with passionate WDO Members over the last term. WDO activities were highlighted by excellent World Design Talks (WDTs) and other events hosted by WDO Members in Izmir, Mexico City, Seoul and Ljubljana. The WDTs focused on topics such as co-living, water and sustainability and sustainable cities, as well aligned to UN SDGs to provide a catalyst for global dialogues on the role of our profession in “designing for a better world.”

Much of the work from the Board focused on building a long-term future for WDO, in terms of growing programmes and relationships to create greater interest and participation from our members, and to build financial resources needed to support current and new initiatives, including:

WDO Partnerships to expand the reach of WDO, create global connections between industry and WDO Members, and provide the sustained revenues needed to drive forward the momentum for our global organization.

WDO Outreach through Board participation in global events, personal connections with existing members, and recruitment of new members. An on-going member survey was created and to interview and personally capture feedback from member organizations for future planning.

WDO Programming to bring back major programmes such as Interdesign and the World Design Impact Prize, and introduce new programmes such as Member Circles.

These initiatives will continue to develop. For the immediate future, WDO needs to rebuild professional and promotional pillars which have lagged in number over the past few years, document our heritage through Icsid archives and interviews with historical Icsid representatives, update our code of conduct, and “walk the talk.” Going forward, we must not only talk about UN SDGs, but work to put these SDGs into practice, and take strong leadership to positively drive the direction of our global organization and the design profession.



HICHAM LAHLOU

MOROCCO

Since joining WDO in 2015 as a Community Liaison for Africa and since being elected to the WDO Board in October 2017, I have aimed to leverage my role as the first elected member from the Middle East and North Africa region (Mena) and Francophone Africa.

This term has been an incredible human experience to serve the global design community with a real and true sense of total commitment. So many travels and encounters in many countries – all of who share the same sense of humanity, regardless of borders.

I accomplished many effective actions during my 2017-2019 tenure through my advocacy on behalf of WDO and its design values to several economic, diplomatic and cultural forums in Africa and beyond, and have worked to forge relationships for future partnerships between WDO and several organizations such as UCLG, UFM, UNESCO, WPO and am currently working on strengthening our relations with UNIDO and the African and European Unions.

I am proud to have become part of WDO's now 62-year history and to build on the previous successes of so many important personalities. It has been an honour to leverage my diplomatic assets to contribute to the achievement of the UN SDGs and work under our mission to deliver a 'better world by design'.



DONTAE LEE

SOUTH KOREA

WDO — 40

It was a great pleasure and honour for me to be a part of the WDO 2017-2019 Board of Directors. I was impressed with the power, energy, inspiration and interests of the members to create a better world through design. My experience at WDO was culturally diverse and meaningful. We had the opportunity to interact with so many design leaders around the world and share thoughts about global design topics and solutions.

Samsung has been a member of WDO for more than twenty years and I, as one of the heads of Samsung Design, wanted to connect, contribute and create more meaningful impact towards global society. Two years wasn't nearly enough to achieve all that. However, it has been a tremendous start to this lofty goal.

I truly believe in the power of design, the change that design can bring to our society, our daily lives and the future ahead of us. Regardless of where I am, I hope to become a catalyst to bring empowerment of the innovation. I look forward to continuing to be a part of that journey with WDO and to achieve the UN's Sustainable Development Goals. Most importantly, I want to thank all of our Board Members, Secretariat team and advisors for their commitment, dedication and expertise. It wasn't possible without you. I wish you all the best.



GILLES ROUGON

FRANCE

This 2017-19 WDO Board mandate has been exciting for several reasons.

First, I note how the precursory WDO commitment to the UN Sustainable Development Goals has been more and more supported and activated not only by our members but also by other design organizations and stakeholders. There is still a lot of work to do to improve WDO's international voice, but I am really excited that we are to deliver this year our first World Design Report, part of the World Design Agenda we all signed during the Torino General Assembly in 2017.

As a French member of the Board, I am delighted to have organized regular meetings amongst our French speaking members from France, Belgium, Switzerland and Morocco, to have worked with three of our European Community Liaisons and maintained connections with Cumulus, BEDA and IxDA. This regional activity with and for WDO Members definitely helped us create more collaborations between our different pillars and recruit more members and friends. After having also contributed to the facilitation and preparations of Lille Metropole's World Design Capital 2020, I am now looking forward to meeting WDO members coming to France in 2020.

In addition, I strongly supported the signing of the Memorandum of Understanding with UCLG Africa (United Cities and Local Governments) to explore together potential synergies. I am indeed convinced that WDO needs to work more with cities as one key area where designers can really help improve sustainable lives in the near future.

I also would like to stress the work done to develop WDO communication impacts throughout all our social media and the revamp of the WDO website by the Secretariat including the new calendar of worldwide events.

Finally, please let me thank you and the Board members from whom I've been learning so much to keep building the future of design.



MARTHA ZARZA

MEXICO

At the beginning of this term, my intent was to contribute to WDO's mission by promoting industrial design as a key factor for sustainable local development, as well as to create national and international collaborative networks between academia, industry and government. As an elected board member, I promoted DI-Integra (<http://di-integra.org.mx/>) – the Mexican Association of Academic Design Institutions as a WDO Community Liaison to strategically increase awareness of WDO's objectives amongst its members and to encourage their participation in our international programmes. As a first venture and in collaboration with WDO Regional Advisor Jorge Gómez Abrams, we held a workshop on the identification and collective construction of value in design with various Mexican academic design institutions.

With a similar objective, I also invited CODIGRAM – a national organization of professional industrial and graphic designers in Mexico, to join WDO. They are now active members, looking forward to participating in the next Assembly, as well as other upcoming international programmes.

Along with my colleagues on the Board, I presented “Factors that improve education of designers in poor innovative countries” during the Future Ready seminar in Seoul (South Korea) and contributed to the establishment of the 2019 WDO Research and Education Forum in my capacity on the Board Education Sub-Committee. I also coordinated two World Design Talks at my university during this term in alignment with WDO goals.

In my personal research work, I have continued working with women in extreme poverty in Mexico with the purpose of offering design solutions that provide potable water and energy.

I am certain that the understanding of design as a key factor in improving Mexican economic and social life is happening, not always as fast as we would like, but there are many examples of Mexican designers, as well as Mexican enterprises and academic institutions and even government units, that are clearly looking for positive actions of design. My role as a WDO Board member has been to show to different political, academic and business groups the importance of design in line with the United Nations 2030 Agenda for Sustainable Development and WDO goals.

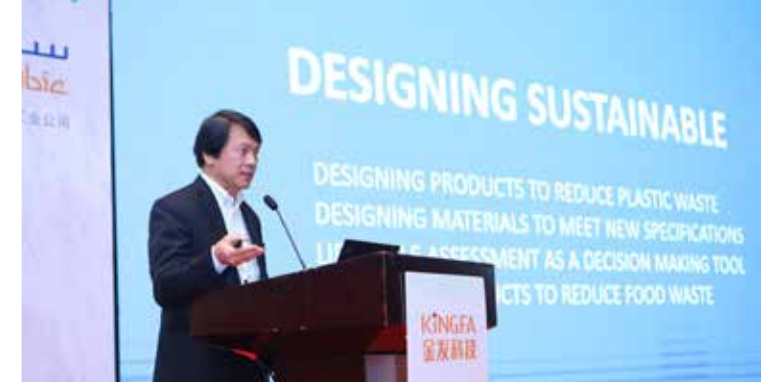


WE WERE THERE —

Throughout the 2017-2019 term, the Board participated in a number of events around the globe advocating on behalf of WDO, its message of design for a better world.







ACKNOWLEDGEMENTS —

ACKNOWLEDGEMENTS

Our sincere thanks to the many individuals and organizations that contributed funding, services and in-kind support to the successful execution of projects, meetings, and events.

Through your continued support, we can inspire and empower even more designers across the globe to help us build a brighter future through collaboration, creativity and innovation.



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LUMIUM



SAMSUNG



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