

**2019-2021
Board Report**

Design for a better world

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Acknowledgements

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About WDO

Founded in 1957, World Design Organization (WDO)[®] – formerly known as the International Council of Societies of Industrial Design (Icsid), is a globally recognized, non-governmental, member-based organization that advocates, promotes and advances industrial design driven innovation that has the power to enhance economic, social, cultural and environmental quality of life. WDO engages hundreds of thousands of individual designers through innovative programming and initiatives that champion ‘design for a better world’.

Position statement

Who we are

The world organization for industrial design

What we do

We take a leadership role in co-creating
a better world by design

What we promote

Industrial design-driven innovation that generates
better products, systems, services and experiences,
better business and industry and ultimately a better
environment and society

How we do it

We create initiatives that inform, engage and promote
the value of design

Why we do it

We inspire collaboration and participation within the
international development agenda to create a better
world by design



To accommodate more remote engagement, we focused our work towards urgency and impact

The 2019-2021 WDO term began very promisingly with a stellar World Design Assembly™ in Hyderabad (India) followed by a great first Board meeting in January 2020 at our Secretariat in Montreal (Canada) where we, for the first time, adopted a four-year strategic plan combining two terms.

But we were soon hit with the unprecedented, treacherous COVID-19 pandemic with little knowledge that it would paralyze and affect the entire world as it has for the last two years!

In light of this new reality, we began holding our Board meetings online and very quickly shifted our programming to accommodate more remote engagement as we focused our work towards 'urgency and impact'. A pivotal first opportunity arose as we developed in partnership with IBM and Design for America, the COVID-19 Design Challenge, which was a global initiative to mobilize the world's design communities for a two-week remote workshop focusing on some of the most urgent and important challenges posed by the Coronavirus. A tidal wave of responses garnered interest from over 5,000 designers both from our members and the wider design community to join us on this digital journey. The success of this initiative was just the beginning, and we hosted three additional World Design Challenges™ throughout the term in collaboration with UN Women Asia and the Pacific, the Center for the Advancement of Science in Space (CASIS) - manager of the International Space Station U.S. National Laboratory (ISS National Lab), and the World Packaging Organisation, bringing together subject-matter experts with designers to work through specific issues where design can have a meaningful impact. The launch of World Design Challenge programme was also a new way to interpret one of our oldest programmes, Interdesign®, which celebrated its 50th anniversary milestone in 2021.

My initiation of a formal online monthly Board meeting was met with great enthusiasm by our Board – despite the odd timing of our meetings across multiple time zones, and has become a regular monthly activity, right up to the end of this term.

My concerns on the promises made at the General Assembly in 2019, namely to bring back the World Design Impact Prize™ and to make WDO more accessible to our members were high on our priority list. We started meeting with our members by region, where I personally hosted video calls alongside the WDO Secretariat team and a few Board Members as well.

During the term we also piloted a few new programmes such as the World Design Corporate Circle and the Young Designers Circle, as well as increased engagements with our Community Liaison and held special projects with various communities as a result of collaborations initiated with other institutions and foundations focused on the United Nations' Sustainable Development Goals (UN SDGs).

A major success this term was our ability to reconnect with UN agencies as we aim to work on projects that are meaningful and relevant to today's realities. With UN Women, work has begun to build a solid relationship for ongoing projects that ensure design is part of the solutions when it comes to women's safety and place in society. We also connected with UNIDO and UN-Habitat in our attempt to continue to address the UN SDGs through the lens of design.

As the world got used to digital platforms, WDO received increasing invitations to participate in member and non-member events. Given the constraints on travel, almost every member of WDO was able to host an online event, lowering budgets and expanding international access. This fulfilled our promise to get WDO closer to the membership and we proudly supported over 50 events during this term!

World Design Impact Prize was successfully reinitiated this term and we worked with an eminent review panel that included Prof. Don Norman among others. We were able to gather over 120 entries from across the world and after a careful and critical review by the panel, and a voting process by WDO Members, we ultimately announced TRASHPRESSO as the 2021 recipient.

Another major success was the 24-hour virtual event that we hosted to celebrate World Industrial Design Day 2021, where we welcomed a rotation of over 50 speakers to discuss, share and debate what diversity in design means today.

The establishment of the WDO Foundation was also announced in November 2021 with an objective to support longer-term projects and to work with communities focused on the UN SDGs. It was therefore my honour to be named as Founding President.

Of course, due to the severe global travel restrictions and the rapid spread of the new wave of Omicron, we were unable to maintain our timeline and plans to hold an in-person World Design Assembly in Shunde (China) in October 2021. After much deliberation and in consultation with WDO Senators and Members, a decision was made to hold the organization's first ever remote Assembly. I am heartened by our members who have adapted alongside us and have enthusiastically committed to participating in our online event on 22-24 February 2022.

In closing, I would like to thank our Senators who were very active this term, offering their support and guidance on several occasions as our organization faced these unprecedented events. As I reflect on my extended term as President, it is also clear that WDO has been privileged to leverage the experience of an engaged and insightful Board of Directors and Secretarial staff that was not deterred by this term's unusual circumstances and who adjusted quickly to the needs of the hour. Urgency and impact! These were the two words that marked this term and WDO as a whole, stood up to these values! I am very proud of the collective achievements of this term, as we embarked on more projects than in any previous term where I have served.

To David Kusuma, the President-Elect and to the new incoming Board, the digital journey has begun and I am confident that the next term will bring even more to WDO. I have been very fortunate to have a very unified and highly energetic Board along with a very capable and hardworking Secretarial team led by Bertrand Derome, Managing Director. It has been my privilege to serve the organization both as Board Member and eventually as its President. I wish the very best to WDO!

Srini Srinivasan
President

Lumium Design Inc. (USA)

Strategic Growth Plan

In January 2020, the WDO Board of Directors reviewed and agreed to commit to a four-year plan that would empower the organization to drive greater impact towards its mission to design for a better world.

An overview of these objectives are highlighted below:



Engage with local governments to recognize the importance of addressing specific SDGs towards the adoption of policies that enable better quality of life



Enhance WDO membership values and become more accessible



Increase global WDO membership



Create significant value from mutual interaction across all WDO pillars



Cultivate partnerships with leading corporations to support WDO revenues



Endorse activities that support the achievement of the SDGs



Encourage member participation in WDO programming



Revitalize World Design Impact Prize



Streamline Research and Education Forum



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



Promote industrial design while embracing other branches of design



Next term will build upon our programmes, while becoming even more member-centric in our approach

I am fortunate to have had the opportunity to participate on the WDO Board during these past two years. While the pandemic created unusual challenges, World Design Organization has been blessed with an amazing President, Srini Srinivasan, an ambitious Board of Directors, and a very talented team at the WDO Secretariat in Montreal. While we only had one true in-person Board meeting during this term, a virtual meeting was held every month to advance our mission, towards the realization of many achievements as outlined in our strategic plan. Without a doubt, the Board has not wasted the best use of a pandemic!

All our members know how design can contribute as a major driving force and catalyst for global and social improvement. WDO has been promoting “Design for a Better World,” using the United Nations Sustainable Development Goals as a guideline, to partner and work towards solving some of humanity’s greatest challenges. The profession of design is strategically utilized as a lever of change by many private and public institutions, and for development in future cities and communities. Our recent collaborative programmes with UN Women, UNIDO, the World Packaging Organisation (WPO), the Ellen McArthur Foundation, the ISS National Lab, and multi-national corporations like IBM, has highlighted how design can drive impactful solutions. We have shown that taking an interdisciplinary approach to merge technology with human centered design and design thinking, and engaging with other disciplines, can drive solutions to become the best they can be.

Moving forward, there is still plenty of work to be done. The strategic plan originally approved by the current Board, was a 4-year plan to bring continuity towards sustained impact and long-term member growth. Our focus in the next term will therefore build upon and expand our key programmes, while becoming even more member-centric in our approach. Some of the areas I would like for WDO to take leadership or strengthen over the next term are as follows:

- Maximize support and visibility of our WDO member organizations in their work to help achieve the goals of UN SDGs.
- Increase WDO's footprint and active participation on the European and African continents.
- Expand partnerships with new global networks, including a focus to engage with organizations such as the African Union, WTO, the World Economic Forum, UN-Habitat and UN Biodiversity. Some of the groundwork with these networks is already in process.
- Engage on social issues such as inequality, which has been magnified by the COVID pandemic, while continuing our work towards leading in environmental sustainability.
- Develop a global design policy template which addresses common issues such as global intellectual property rights, to encourage national governments to use design as a key resource to achieve their objectives.
- Promote widely our World Design Capital Valencia 2022 to our global partners as the world will be invited to come to this beautiful city to participate in major design events throughout this year.

I am proud and honoured to be able to serve you as incoming WDO President and very excited at what WDO can do in the next Board term. Because of all the great work by our members and the WDO leadership over the last term, I am confident about our strategy and capabilities, and I believe we are well positioned to progress our important work even while the pandemic continues to disrupt our lives.

Our mission is to raise the visibility and importance of WDO and the design profession, not only to designers, but to a global audience showing that design can take a leadership role in truly making the world a better place to live. The health of our organization requires strong relationships and interactions to conduct our work at the human level, and the work we do to develop

programmes and promote the power of design requires us to build a culture which stimulates collaboration and advancement – advancement of our profession, of our society and of our planet. A strong people-oriented culture will inspire engagement and high-performance outcomes because WDO Members will want to engage when they believe in what they're doing, when they feel the projects and relationships are meaningful, and when they feel the outcomes can benefit humanity.

2022 also marks the 65th anniversary of the WDO, formerly the International Council of Societies of Industrial Design (Icsid), which brings special significance to our work. We will look for opportunities to celebrate and highlight our anniversary and our heritage on World Industrial Design Day (29 June) and throughout the year.

David Kusuma

President-Elect

Oregon Tool (USA)

Board members



WDO's Board of Directors is responsible for the effective governance of the organization, including the pursuit of its vision and mission and the adherence to its core values.

Elected by members every two years the President, President-Elect, Treasurer and eight additional board members volunteer their time and expertise to strengthen the organization and its role as the international voice for industrial design.

2019-2021 Board of Directors from left to right:

- Pier Paolo Peruccio (Italy)
- Martha Zarza (Mexico)
- Yongqi Lou (China)
- Chi-Yi Chang (Taiwan, Chinese Taipei)
- Anne Asensio (France)
- David Kusuma, President-Elect (USA)
- Srini Srinivasan, President (USA)
- Thomas Garvey, Treasurer (Canada)
- Makiko Tsumura (Japan)
- Pradyumna Vyas (India)
- Eray Sertaç Ersayın (Turkey)



Empowering our community and leveraging our organization to drive greater impact

We faced many storms this term. Every single aspect of our organization – its resources, programmes and processes were affected by the pandemic, but we persevered. We transformed many challenges into great projects and initiatives and despite the demoralizing global context, we pushed ourselves harder and propelled our organization forward in ways that otherwise would have taken years to accomplish.

Undoubtedly, our achievements would not have been possible without the amazing contributions, support and creativity of the WDO community, its Board members and the Secretariat team. In Montreal, our staff dealt with the effects of lockdowns with professionalism, agility and dedication even though personally affected by the closures of schools and daycares for months, we worked from home and never stopped serving our community. Our Board members and Executive Committee also contributed in an unprecedented manner, with over 20 board meetings and weekly management meetings held during the term, which allowed us to adapt and make the best out of the worldwide crisis. All of this was accomplished in collaboration with a design community that proved to be passionate about their intent to design for a better world, whatever context we face.

Internal processes

The need to work remotely pushed us to move faster into the digitalization of our processes and member services. In alignment with our desire to become a more data-driven organization, we will pursue and improve on such processes in the coming terms to gain a better understanding of the membership and the design community, its context, evolution and needs.

Membership

As a member-based organization, improving our value remained one of our greatest objectives. On the Board, the Membership Committee pursued feedback from members to help us identify key benefits for joining WDO. We recruited a Community Engagement Officer at the Secretariat who has become instrumental in building better and more frequent connections with and between members and who will help us launch more comprehensive programming and explore better ways to engage with our community. Launched in 2017, the [World Design Corporate Circle](#) continues to gain momentum as an initiative for our Corporate members to exchange in meaningful learning groups, and we're working on developing other similar working circles by region and membership type as well. We've also been quite active with our network of [Community Liaisons](#) and launched the [Young Designers Circle](#) – two initiatives that are already proving highly valuable.

Programmes and events

The term was just launched when the first signs of the pandemic appeared, followed by a massive worldwide lockdown. In the early days, we saw how some countries dealt with the overwhelming number of cases of COVID-19 and the need for protective equipment and respirators. It rapidly became clear that the design community could contribute to improving management processes, citizen behaviour, as well as address other urgent needs such as the design of better protective equipment. This extreme and critical situation brought us to partner with IBM and Design for America (DFA) in what would become our first World Design Challenge on the issue of COVID-19. Inspired by our Interdesign™ programme, which we've hosted in 41 different regions since 1971, more than 5000 designers responded to the call for this pilot project. Ultimately, this first online workshop proved to be a success as we mobilized more than 300 designers from around the world into 21 teams who worked remotely using new digital collaboration tools to solve a number of local urgent issues of global relevance.

We quickly followed up on the learnings from this pilot with other [World Design Challenges](#) this term, as well as conducted a 10-student internship for one of our corporate members and collaborated in the *One Million Bottle Cap Design Challenge*, which coached a group of 11 to 13 year old students in the USA to design a product produced out of used bottle caps they collected.

For existing programmes such as the [World Design Capital](#), it was a difficult cycle especially for the Métropole Européenne de Lille (France) who nevertheless in 2020, managed to deliver an impressive programme in the middle of the pandemic. We are currently working with Valencia (Spain) to make the WDC 2022 a highly impactful programme and look forward to our first binational WDC designation in San Diego (USA) and Tijuana (Mexico) in 2024.

Following a brief hiatus, we brought back the [World Design Impact Prize](#) this term, which allowed us once again to showcase the tremendous contribution design can bring to our sustainable future. We also revitalized our long standing and valuable [Endorsement Programme](#), which enables us to work with our members and the design community to improve the quality and reach of design awards, competitions and events.

Despite the lockdowns, our global community found new and innovative ways to celebrate our beloved [World Industrial Design Day](#). We gathered for virtual workshops and hackathons and even held an impressive 24-hour online programme last year to talk about diversity in design.

As I look back on the past term, it is without a doubt one that I will not soon forget. However, it is also with great anticipation that I look forward to the next term to pursue our strategic plan and hope to be working closer than ever with our members to leverage the full potential of this amazing community.

Bertrand Derome
[Managing Director](#)

Secretariat team

The Secretariat team forms an integral part of WDO's ecosystem and represents an important resource to ensure the organization's operational success. Under the direction of the Managing Director, the Secretariat is responsible for implementing the organization's daily operations, including its initiatives and programmes in accordance with the term's strategic plan.

When asked about their proudest accomplishments this term, Secretariat team members had this to share:



Dorothee Bolade
Community Engagement Officer

At the heart of WDO's mission is its members, so it has been my pleasure to build a rapport with our members to gain a better understanding of their needs, to discuss the challenges that they face and to identify potential membership opportunities. Through this, I aim to enhance their membership journey, offering more tangible returns on their investment.



Marie-Andrée Couture
Digital Communications Officer

I would say that my proudest accomplishment has been contributing to the significant increase of our social media following, because this means that our content continues to reach more people interested in industrial design, as well as in WDO. I believe that it's a big step into making our presence international.



Natalie Dutil
Communications Manager

My proudest accomplishment this term was producing the hybrid launch event for the WDO Foundation on 2 November 2021. Building an experience for our audience that bridged the technology of a live studio with the learnings we gained on how to run effective virtual events, helped us deliver a memorable event at a calibre that our community have come to expect of WDO.



Jessica Hanson
Programmes Manager

I am most proud of the WDC 2024 Selection Process. In light of the pandemic, there was a real possibility that WDO would not have received WDC bids. In response, we created additional support for cities, which had a direct impact on the quality of the bids shortlisted, and ultimately the region designated.



Andréa Springer
Programmes & Communications
Director

They say it takes a village to raise a child. Well, it takes a team of truly outstanding and committed colleagues to deliver quality programming during such unprecedented times. I am proud of the agility and efficiency of our small team to deliver new and relevant content and am delighted – although not surprised, by the impact of our work on the global design community.



Sarah Virgini
Programmes & Communications
Officer

As WDO's first ever 24-hour event, World Industrial Design Day 2021 definitely stands out as one of our most impressive accomplishments this term. We were able to connect and collaborate with designers from around the world and utilize our platform to highlight diverse ideas, perspectives and stories.



Rose Wu
Accounts Administrator

During this term, a new membership dashboard was created and set up. This dynamic dashboard allows the team to check member's status and find up-to-date information quickly. A new and improved programme tracking system was also implemented. By using the system, the management and the Board can easily identify the profitability of a programme.

The Secretariat also recognizes the work of former team members this term including Eric Lauwers (Project Manager) and Jerusalem Girma (Administrative Officer).

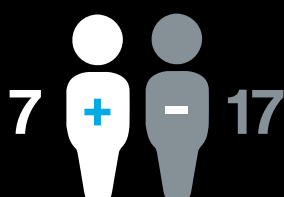
Membership at a glance

Members

2019



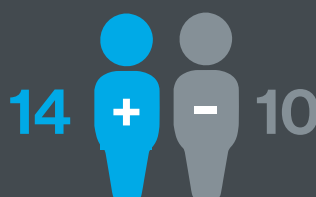
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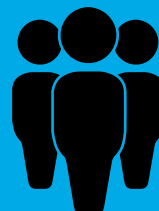
2020



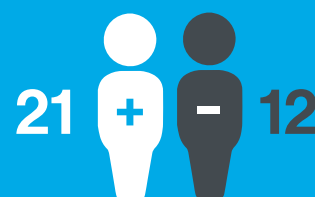
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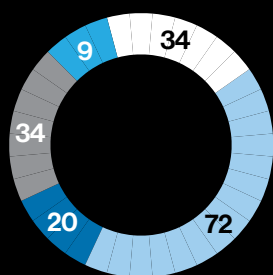
2021



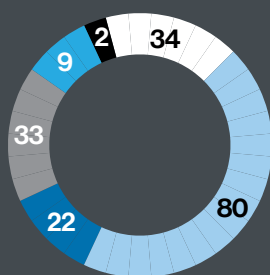
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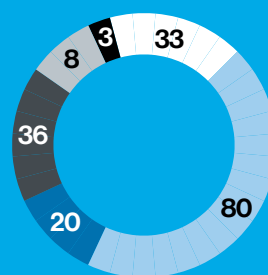
Per pillar



Associate City Corporate Educational
Professional Professional Promotional

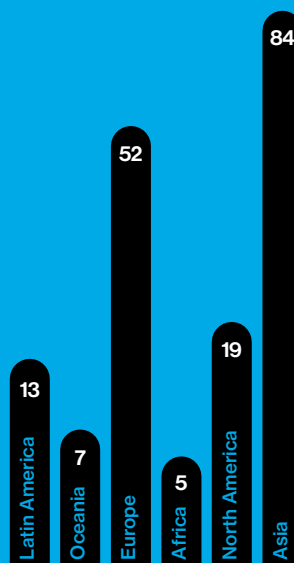
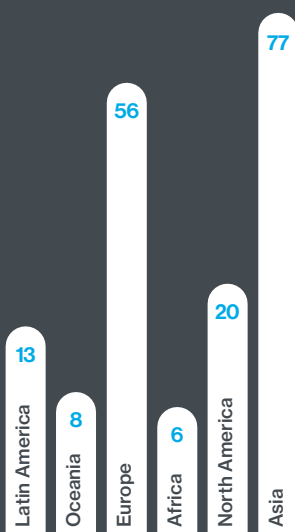
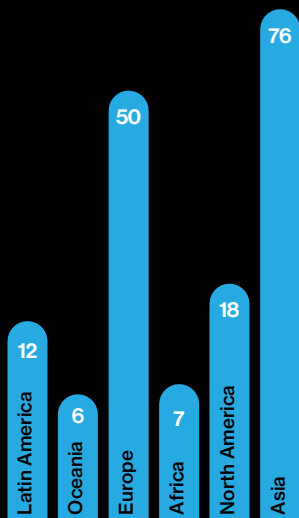


Associate City Corporate Educational
Professional Professional Promotional



Associate City Corporate Educational
Professional Professional Promotional

Per region



+ : new members / - : withdrawals

Membership figures captured from 1 January to 31 December annually

Being part of an international design organization such as WDO gives us important leverage to place Universidad Iberoamericana amongst the most recognized schools in Mexico, and have it known by different associations in the US and the world.

Mariam Bujalil

Universidad Iberoamericana

**WDO Educational Member
Mexico**



As many organizations struggle during these difficult times, WDO is stronger than ever to accomplish its mission

It was a great honour to serve as Treasurer this past term. This allowed me to get involved in a highly strategic role during a time where financial health is critical for any organization. Although the term was not at all what we expected when planning for it, the existing strength of the organization and of its community was essential in facing the pandemic, in our ability to adapt our programmes, our structure and our business models. We are extremely pleased to report that today, after two years of a global crisis, we have emerged as a strong organization able to face better than ever an uncertain future with the financial capacity to support the current and new programmes that embody its mission and purpose.

We had already aimed to diversify our funding sources and strengthen our current ones from the beginning of the term and we were able to secure early in 2020 a project grant from the Canadian federal government. This grant allowed us to work on the development of a platform on sustainability, the first of what we hope to be a long series of public-funded projects.

Facing multiple lockdowns soon after renewing a five-year lease, we worked with local and national stakeholders to identify financial support that could help us navigate these difficult times. We were able to negotiate costs and received subsidies to support both our rent and human resources.

Some of our newer, more complex initiatives that we'd planned on launching this term proved to be even more challenging as a result of the global situation. Programmes such as World Design Protopolis were put on hold. Others, such as the World Design Corporate Circle were gravely affected by travel restrictions, which prevented members from connecting in-person. We are now looking into relaunching both these programmes as the borders reopen.

Another programme that was significantly affected is our World Design Partnership Programme. While we pursued existing partnerships by adapting or extending planned activations, we nevertheless saw an impact on new partnerships, both for us and for our World Design Capital Lille 2020. They were also able to adapt their programme in terms of schedule and format, but raising funds during the pandemic proved difficult.

Thanks to the efforts put in adapting our past programmes as a result of a worldwide lockdown, we were also able to develop and pilot new business models for the organization. We launched internship programmes with corporate members and are now looking into scaling such initiatives.

All of this was possible thanks to the strength of the member community supporting us for close to 65 years. Our community continues to grow stronger, even in the current challenging context, going from 169 members in 2019 to 180 members at the end of 2021. Membership revenues remain relatively stable with some turnover with an impressive 35 new members recruited in 2020 and 2021. The Educational pillar remains the most significant member pillar representing 44% of our membership, followed by our Corporates who now represent 18% of our community. Other regions and pillars are pretty stable, with the exception of Asia still growing and our new city pillar now emerging.

Our diversification of revenues and our strong membership allow us to report an increase in revenues over the

term and increased net assets. Those results are also supported by our financial auditors confirming the fair presentation of WDO's financial position as of 31 December 2020, in accordance with Canadian accounting standards for not-for-profit organizations. The audit for 2021 results is due to take place in March 2022.

I wish to thank the Executive Committee of which I was part and especially our President, Srini Srinivasan for his guidance and mentorship during this term. I also want to recognize the contributions of the Managing Director, Bertrand Derome and the entire Secretariat team that showed both the resilience and adaptability necessary for us to navigate through these uncertain times. Most importantly, I recognize the support and contributions of our members and their unwavering dedication to the vision we share together to 'design for a better world'.

Thomas Garvey

Treasurer

Carleton University (Canada)

Financials

As a result of the postponed General Assembly in 2022, the financial statements provided in the following pages share data over a three-year period with 2021 being a provisional, un-audited statement.

Operation statement

	euro			cad		
	Provisional Statement 2021 31-Dec-21	2020 31-Dec-20	2019 31-Dec-19	Provisional Statement 2021 31-Dec-21	2020 31-Dec-20	2019 31-Dec-19
Revenue						
Membership fees	€204,450	€193,293	€207,794	\$303,159	\$295,700	\$308,699
World Design Capital (WDC)	189,805	183,030	205,650	281,443	280,000	305,514
Subsidy: COVID-19	130,327	135,789		193,249	207,730	
World Design Partner Programme (WDPP)	141,954	41,284	130,545	210,489	63,157	193,937
Subsidy: Sustainability by Design Project	39,340	27,237		58,333	41,667	
Endorsement	5,939	12,079		8,807	18,478	
World Design Corporate Circle (WDCC)	16,161	10,530	26,974	23,963	16,109	40,072
Other projects	33,643			49,886		
Interests	1,428	4,584	7,304	2,118	7,012	10,851
World Design Assembly (WDA)	3,027	1,498	76,896	4,489	2,291	114,237
Total revenue	766,075	609,324	655,163	1,135,936	932,144	973,310
Expenses						
Administrative expenses						
Payroll expenses	472,361	411,343	350,432	700,417	629,272	520,602
Rent	57,933	60,262	61,121	85,903	92,189	90,801
Bad debts	26,976	27,501	15,965	40,000	42,071	23,718
Telecommunication and Licenses	10,740	8,354	6,502	15,926	12,780	9,659
Professional fees	5,587	6,177	12,526	8,284	9,449	18,609
Interest and Bank charges	6,839	5,197	4,994	10,141	7,951	7,419
Insurance	5,368	5,024	4,604	7,959	7,686	6,840
GST expenses	5,282	4,633	4,814	7,832	7,088	7,151
Computer and Other maintenance	912	1,989	1,480	1,352	3,043	2,198
Office expenses and Supplies	3,255	1,569	2,307	4,827	2,401	3,428
Depreciation expense	1,766	1,469	1,506	2,619	2,247	2,237
Meals and Refreshments	1,664	1,362	971	2,468	2,084	1,442
Tax	235	282	259	349	432	385
Mailing and Shipping	579	107	209	858	163	310
	599,497	535,270	467,689	888,935	818,856	694,799
Marketing and Communications	5,489	10,365	15,326	8,139	15,857	22,769
Meeting expenses	9,095	3,053	3,423	13,486	4,670	5,085
Settlement agreement			33,656			50,000
Transition cost (Reimbursement)			(1,118)			(1,661)
Programmes						
World Design Corporate Circle (WDCC)		6,867	2,746		10,505	4080
Sustainability by Design Project	16,151	6,611		23,948	10,113	
World Design Impact Prize (WDIP)	7,569			11,223		
Other projects	36,821	4,317		54,598	6,604	
WDO Foundation	11,388			16,886		
World Design Protopolis (WDP)		3,974			6,079	
World Design Capital (WDC)	18,820	3,685	33,848	27,906	5,638	50,284
Community Engagement (CE)	455	2,847	824	675	4,355	1224
World Design Partner Programme (WDPP)		941	15,868		1,439	23,574
World Industrial Design Day (WIDD)	26	698	1,898	38	1,068	2,819
World Design Assembly (WDA)	2094	468	58,336	3,105	716	86,664
World Design Talks (WDT)		141	6,276		216	9,323
Total Programmes	93,323	30,548	119,795	138,379	46,733	177,968
Total expenses	707,404	579,237	638,772	1,048,939	886,116	948,960
Excess of revenue over expenses	58,671	30,088	16,391	86,997	46,028	24,350
Contingency/Exchange gain or loss	(25,125)	16,938	(12,213)	(37,255)	25,912	(18,144)
Excess of revenue over expenses	€33,546	€47,026	€4,177	\$49,742	\$71,940	\$6,206

Note: 2021 Operation Statement is provisional. The real number may change after the audit. The exchange rate used to convert from CAD to EURO corresponds to the annual exchange rate of Bank of Canada. Y2021: 1.4828, Y2020: 1.5298, Y2019: 1.4856

Balance sheet

As at 31 December 2021

	euro			cad		
	Provisional Statement 2021	2020	2019	Provisional Statement 2021	2020	2019
Assets						
Current assets						
Cash	€619,983	€453,683	€300,903	\$892,218	\$708,108	\$438,807
Term deposit	145,925	198,616	212,576	210,000	310,000	310,000
Accounts receivables	42,019	79,067	58,622	60,469	123,408	85,489
Prepaid expenses	9133	415	392	13144	648	572
	817,060	731,781	572,494	1,175,831	1,142,164	834,868
Fixed assets	2,019	2,284	942	2,906	3,565	1,373
	819,079	734,065	573,436	1,178,737	1,145,729	836,241
Liabilities						
Deferred revenue	237,399	244,447	97,087	341,641	381,533	141,582
Accounts payables	49,653	43,757	48,480	71,456	68,296	70,699
	287,052	288,204	145,567	413,097	449,829	212,281
Net assets						
Restricted funds	243,208	224,244	171,432	350,000	350,000	250,000
Unrestricted funds	288,819	221,617	256,436	415,640	345,900	373,960
	532,027	445,861	427,868	765,640	695,900	623,960
	€819,079	€734,065	€573,436	\$1,178,737	\$1,145,729	\$836,241

Note: 2021 Balance Sheet is provisional. The real number may change after the audit. The exchange rate used to convert from CAD to EURO corresponds to the rate of the December 31st of Bank of Canada. Y2021: 1.4391, Y2020: 1.5608, Y2019: 1.4583

Operation budget

For the period ended on 31 December 2022

	euro	cad
	2022 31-Dec-22	2022 31-Dec-22
Revenue		
Membership fees	€215,808	\$320,000
World Design Capital (WDC)	269,760	400,000
World Design Partner Programme (WDPP)	169,001	250,594
World Design Assembly (WDA)	97,788	145,000
Other projects	67,440	100,000
World Design Corporate Circle (WDCC)	40,464	60,000
Subsidy: Sustainability by Design Project	33,720	50,000
Endorsement	17,956	26,625
Interests	566	840
Subsidy: COVID-19	8,093	12,000
Total revenue	920,595	1,365,059
Expenses		
Administrative expenses		
Payroll expenses	486,981	722,096
Rent	62,983	93,391
Bad debts	26,976	40,000
Telecommunication and Licences	10,790	16,000
Professional fees	7,756	11,500
Interest and Bank charges	7,081	10,500
Insurance	5,395	8,000
GST expenses	6,744	10,000
Computer and Other maintenance	1,989	2,950
Office expenses and Supplies	4,188	6,210
Depreciation expenses	3,372	5,000
Meals & Refreshments	3,359	4,980
Tax	303	450
Mailing and Shipping	303	450
	628,222	931,527
Marketing and Communications	56,063	83,130
Meeting expenses	5,881	8,720
Programmes		
World Design Capital (WDC)	55,584	82,420
Community Engagement (CE)	16,010	23,740
Subsidy: Sustainability by Design Project	21,918	32,500
World Design Talks (WDT)	9,260	13,730
World Design Corporate Circle (WDCC)	14,500	21,500
World Design Assembly (WDA)	68,072	100,937
World Design Partner Programme (WDPP)	9,442	14,000
World Design Impact Prize (WDIP)	4,046	6,000
World Industrial Design Day (WIDD)	3,507	5,200
WDO Foundation	1,531	2,270
Total Programmes	203,869	302,297
Total expenses	894,034	1,325,674
Excess of revenue over expenses	26,561	39,385
Contingency/Exchange gain or loss	(13,488)	(20,000)
Excess of revenue over expenses	€13,073	\$19,385

Note: The exchange rate used is 1 Euro equals 1.4828 Canadian dollars which corresponds to the 2021 annual rate of Bank of Canada.

We are continually looking for new and innovative methods to bring the broader community of creative creators, visionaries, thinkers, designers, and responsible leaders together to foster relevance in an immersive future. Working with enthusiastic WDO members from around the world, educational panels dedicated to reimagining design education, and the Young Designers Circle committed to providing voices to the next generation has been the most satisfying aspect of being a member.

Owen Foster

Co-founder/director of SHiFT and Aether Global Education

WDO Promotional Member

USA

Community engagement

Regional advisors

Former board members may serve in an honorary capacity as Regional Advisors to strengthen WDO's presence in their region and support the implementation of the organization's mandate. They are key in leveraging the strength of our international membership, ensuring WDO remains visible and accessible and they work to align the design agendas of their region to the aspirations of WDO to 'design for a better world'.

2019-2021 Regional advisors

(in alphabetical order by region)

Africa

- Hicham Lahlou
- Adrienne Viljoen

Asia

- Kuang-Min (Tony) Chang
- Shikuan Chen
- Alpay Er
- Darlie Koshy
- Eunjoo Maing
- Geetha Narayanan
- Kazuo Tanaka
- Judit Varhelyi

Europe

- Vivian Cheng
- András Mengyán
- Pierre-Yves Panis
- Gilles Rougon
- Michael Thomson

North America

- Jorge Abrams
- Bruce Claxton
- Mario Gagnon
- Lorraine Justice
- Nils Tvengsberg

Oceania

- Vesna Popovic

Community liaisons

Community Liaisons have a key role in supporting the mission of WDO. They provide valuable information about local design activities where no formal WDO representation may be present. Community Liaisons may be nominated by Board members and serve throughout the term to identify key individuals and resources to further empower local design communities and connect them with WDO and our work.

2019-2021 Community liaisons

(in alphabetical order by region)

Africa

- Joel-Eric Missainhoun

Asia

- Gülay Hasdoğan
- Richard Hsu
- Elif Kocabiyik
- Rohit Lalwani

Europe

- Anita Valkeemäki
- Marco Van Hout

Young Designers Circle

Launched in early 2020, the Young Designers Circle (YDC) is composed of designers under the age of 40. Led by coach and WDO Regional Advisor Gilles Rougon, along with strategic advisor Chris Pandolfi from WDO Educational Member George Brown College (Canada), participants embarked on a process of identifying four key areas over the duration of the pilot. A summary of these areas of work is as follows:

Design Education

YDC members had the opportunity to participate in several educational initiatives, giving them the chance to share their opinions and vision for the future of design education. Some examples included:

- **One million bottle caps design challenge** - Working on an upcycling project to transform over 1 million plastic bottle caps and facilitated by WDO, YDC used design thinking to run practical design practice workshops with elementary students from Connecticut (USA)
- **Open Design Afrika (ODA)** - partnered with YDC to organize and participate in five workshops including the “Future of Design Education” session and the “Family Makers Day” with demonstrations aimed at children and families.

Design and Entrepreneurship

This project explored the relationship between design and entrepreneurship by giving a voice to designers interested in entrepreneurship, but unclear of the steps required to successfully move into entrepreneurship. The group surveyed over 100 people from their personal networks in order to gain their insights and opinions from their peers. As a follow up to this exercise, the group is keen to engage design entrepreneurs to speak and share their knowledge and insights with the group.

Design Equity

The Design Equity pillar seeks to understand the current landscape of gender, economic, and racial equity within design in order to build a foundation and better understand the opportunities for the YDC to impact the thinking in this area. Results from a survey, which was sent to WDO members, and delivery of a webinar during Tunisia Design Week, provided the YDC sub-group with useful insight on the topic. On analyzing all of the data collated, YDC acknowledged the complexities of inequity and the subsequent difficulties of qualifying some of the points observed and concluded that it will be necessary to drill down to specific subtopics in order to gain a true insight to the topic.

Communications & Promotion

YDC had the opportunity to present the programme at the 9th Shenzhen International Industrial Design Fair 2020 and 2021. A YDC member based in China was at the event in 2021 to represent YDC and WDO and network with attendees.

WDO has committed to continue to develop YDC to further build on the successes and challenges of the pilot project. Plans are already underway to recruit new international young design professionals who will continue the work commenced whilst also developing new design-led initiatives. Current YDC members will be encouraged to continue their support of the programme as mentors and collaborators.

Regional activity

France

WDO has long enjoyed a strong relationship with its French-speaking members, in part solidified in 1953 by the manifesto of Jacques Viénot, who first conceived the idea of creating an international body representing the interests of industrial designers.

WDO's presence in France has long enjoyed a strong In 2016, former WDO Board member Gilles Rougon laid the foundations for a meeting of French-speaking WDO members introducing them to new audiences whilst promoting WDO's mission. During the 2019-2021 term and under the leadership of WDO Board member Anne Asensio, WDO committed to formalizing, nurturing and growing this vibrant community of predominantly French, Belgian and Swiss designers from academia, as well as the private and public sectors. Meeting quarterly and often with invited speakers, the group shares best practices, ideas and insights from the design landscapes of their respective countries, contributing to an inclusive and diverse ecosystem. The group actively demonstrates the benefits and impact of designers uniting to achieve common objectives.

Achievements during the term include:

- Collaboration with Le FRENCH DESIGN by VIA on the App 'Le French Design Internationally' showcasing French Designers around the globe.
- Nomination of WDO Board member Anne Asensio as President of think-tank Le French Design 2059 focusing on Disruption towards a Sustainable Design
- Successful collaboration with France Design Week 2021 with plans underway for 2022.
- Legacy activities for World Design Capital Lille 2020.
- Design of a joint strategy for lobbying the French Minister of Culture and Industry.
- Strategies for contributing to the 'Assises du Design 2019' leading to the creation of the 'Conseil National du design' and;
- High-level discussions on topics including the New European Bauhaus and the Sustainable Development Goals.

There is optimism that the group will resume in-person meetings and have the opportunity to align with other WDO regional groups in order to exchange ideas and build critical mass.

India

“There is no power for change greater than a community discovering what it cares about.”

– Margaret J. Wheatley

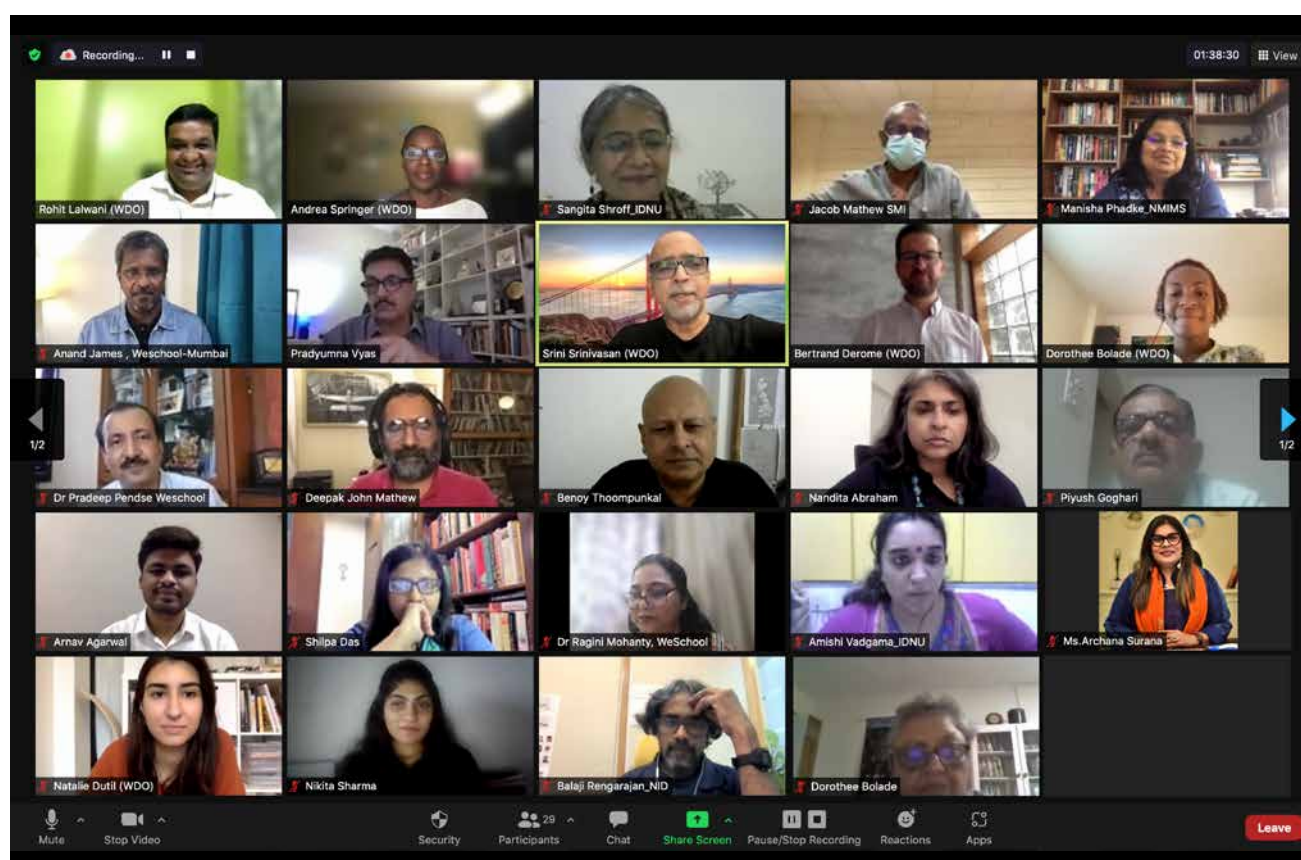
As opportunities for in-person meetings declined during 2020, WDO was committed to finding new and engaging ways to achieve its mandate of providing visibility, networking and learning opportunities to members. One such initiative was to pilot a series of engagement events with WDO Members located in India.

The first ‘Chai-pe-Charcha’ (chat over tea) took place in late 2021 with the objective of identifying activities for the following audiences:

- Activities exclusively for the members of WDO with the aim of adding value to them by assisting with challenges they may be facing in the design domain
- Activities for the members of WDO Member organizations, for example design students or faculties of an academic institution and;
- Activities for the design community at large.

The lively 90-minute was facilitated by WDO Community Liaison Rohit Lalwani with the support of enthusiastic volunteer student designers based in India. The session was attended by 15 of WDO’s 23 Indian members, representatives from WDO’s Board of Directors and the Secretariat team. Throughout the course of the session, participants contributed ideas and suggestions, which have been invaluable in identifying the design themes and topics of interest for WDO members in India.

Longer-term, WDO aims to replicate the concept of regional engagement events in all membership regions with the support of WDO Regional Advisors and Community Liaisons.



Programming

Endorsements

With the goal of supporting design-driven innovation that enhances global quality of life, WDO endorses a select group of design events, awards, competitions and conferences each year.

Through a variety of promotional benefits, WDO aims to elevate the international credibility and visibility of our endorsed events. Our networking platforms target an international design community and are viewed by more than 150,000 subscribers, followers and readers combined. Evidently, this increased visibility translates into higher engagement, attendance and participation at those events. Through these promotional activities, endorsed events also benefit from an exclusive exposure to the WDO network of members and international stakeholders.

The following member events were endorsed this term

- 20th Andreu World International Design Contest (Spain) (2020- 2021)
- Golden Pin Design Award 2020, Taiwan Design Research Institute (Taiwan, Chinese Taipei) (2020)
- Taipei International Design Award, China Productivity Center (Taiwan, Chinese Taipei) (2021)



World Design Challenges™

COVID-19

The pandemic created a moment of global pause, and within that moment, WDO, **IBM Design** and **Design for America** mobilized and engaged hundreds of designers through the **COVID-19 Design Challenge** to contribute their skills to the challenges of the coronavirus spread, turn anxieties into action, and use design thinking skills to help us all get through the pandemic.

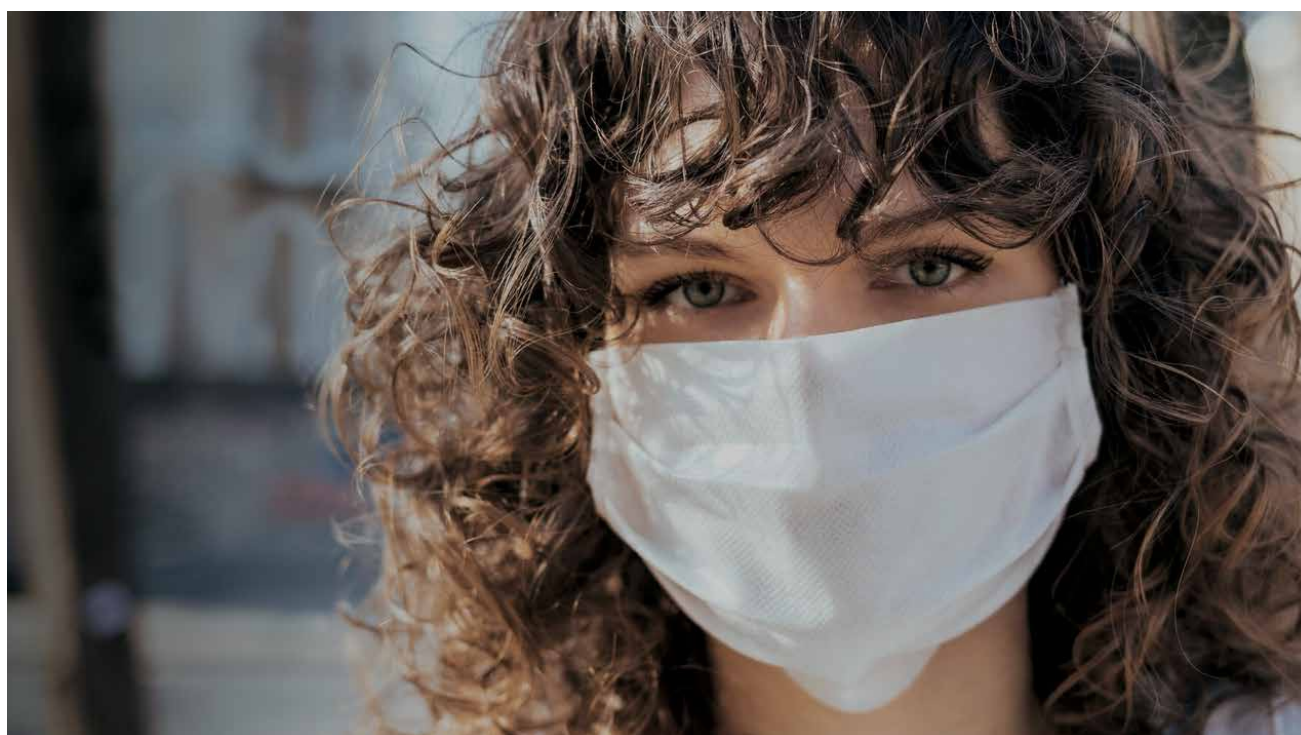
More than 180 challenges were quickly identified by the three project partners based on the question, “What do you think are the most important and urgent challenges that designers could help to address regarding the coronavirus crisis?”. Through clustering, voting, and prioritization, seven initial statements were identified addressing awareness and communications, essential workers, vulnerable communities, remote learning and healthy habits.

Launched on 25 March 2022, this multi-week endeavour brought together 225 industrial, graphic and UX designers and design educators from 33 countries following a call that garnered more than 5000 responses from designers and experts around the globe. Maximizing online collaboration tools, one team per region (the Americas, Europe/Africa, and Asia Pacific) worked on each of the seven topics for a total of 21 remote collaborative teams.

These volunteers dedicated their expertise and personal time to develop 30 open source solutions. In a first round, teams presented user research findings and refined user groups and in a second, presented prototypes and solutions ready for partner implementation.

A website was created to share project outcomes, connect teams to potential partners and accelerate implementation to fight the COVID-19 crisis. Leveraging methodologies borrowed from Interdesign™ – WDO’s longest standing programme, this first online workshop paved the way for future World Design Challenges throughout the term.

www.covid19designchallenge.org



COVID19 DESIGN CHALLENGE

WDO —

IBM

DF
★A

Generation Equality

What began as a conversation around a complex social issue, concluded with an opportunity and a unifying, global experience that brought together 112 participants, facilitators and thought leaders from 29 countries and across varied sectors and disciplines to brainstorm and identify human-centric design solutions to support the prevention of violence against women and girls (VAWG).

Held over a two-week period from 10-21 August 2020, the first phase of the **Generation Equality Asia Pacific Design Challenge** was a virtual design workshop hosted in collaboration with **UN Women Asia and the Pacific**, where participants addressed the following challenge statements:

How can we promote behavioral change to reduce VAW by:

- enlisting community leaders and influencers
- leveraging media to challenge stereotypes
- moving people emotionally and empathically to act
- transforming men's sense of entitlement
- changing the mindset that VAW is normal
- influencing parents and guardians to raise children
- to reject harmful gender stereotypes and violence.



Using online tools, including meeting and whiteboarding technology, teams explored the challenge statements and propose potential solutions during playback sessions at the end of each week. Four solutions were selected to move into Phase 2 - a four-week remote engagement, which was held in March-April 2021 where teams were invited to further develop projects for presentation to potential implementation partners.

Findings from the Generation Equality Design Challenge were presented as part of the World Industrial Design Day 2021 programme and in November 2021 a World Design Talk outlining the Generation Equality Design Challenge experience was presented as part of the UN's 16 Days of Activism against Gender-Based Violence.



Screenshot of virtual whiteboard from one of six project teams

Sustainable packaging

Taking place from 24 May – 4 June 2021, the virtual design challenge brought together over 104 participants from 32 countries to rethink and redesign sustainable packaging. The goal was to focus on solutions that were food-safe, easy to use and possess a low environmental footprint.

Leveraging a shared commitment to sustainability and education, WDO in collaboration with the **World Packaging Organisation (WPO)**, hosted the **Sustainable Packaging Design Challenge** with a special focus on training initiatives for designers in packaging design and technology as a means to explore new areas for industry optimization and innovation.

Packaging is an indispensable part of everyday life. It helps to keep a variety of consumer goods safe and intact and exists at almost every level of product design, development, and production. While the last several decades have seen remarkable progress in the areas of packaging materials, technology and user-centered design, the industry continues to take important strides to ensure sustainable and resource efficient outcomes. This global, collaborative project focused not only on understanding the industry status quo for packaging design and production, but also on finding sustainable packaging solutions.

Seven design teams were each tasked with researching and presenting solutions in accordance with a different theme. With the demand for sustainable packaging increasing around the world, the knowledge and insights exchanged as part of this World Design Challenge will hopefully foster meaningful contributions to safeguard the future health of both our communities and our planet.



Design in Space for Life on Earth

2020 marked the 20th anniversary of continuous human presence in space, and as public access and understanding of space continues to expand, so do the opportunities for leveraging space-based research and development to help build a better future. Sustaining climate action, encouraging social innovation and improving global quality of life all require creative and collaborative solutions. By shaping current and future space activities through the lens of design thinking, diverse audiences are able to experience and incorporate space in their own lives to meet the challenges of tomorrow.

Held over a two-week period from 28 September – 9 October 2020, the **Design in Space for Life on Earth Design Challenge** was hosted by WDO in collaboration with the Center for the **Advancement of Science in Space (CASIS)**, manager of the International Space Station U.S. National Laboratory (ISS National Lab). This unique initiative brought together over 70 space industry leaders, researchers, and designers from 26 countries to apply design thinking to space-based research for life on Earth. Bringing space and design thinking together in new ways, this design challenge succeeded in humanizing and demystifying the possibilities of a laboratory floating in space, as well as to encourage innovative strategies and ideas that can be used to address some of our most pressing challenges on Earth.

With the goal of addressing sustainability issues, contributing to education engagement (STEM) and increasing space commercialization, challenge organizers narrowed in on three statements:

1. How can space-based research address the United Nations Sustainable Development Goals?
2. How can we build an orbital university?
3. How can the ISS become a business incubator?



World Industrial Design Day

Celebrated annually, World Industrial Design Day (WIDD) is an international day of observance that engages designers and design enthusiasts around the globe in awareness raising activities and initiatives around the industrial design profession.

2020

World Industrial Design Day 2020 celebrated the theme of **Design for Everyday Life**, recognizing the value of design on the everyday products and services that shape our lives for the better. At a time when most were sheltering-in-place at the onset of the COVID-19 pandemic, WIDD events within our community were postponed or transitioned online. WDO developed an online campaign for designers to take the #WIDD2020 pledge and share how they are embracing design for a better world. Activating our online community, pledges were submitted from individuals and organizations around the world, and varied to include personal commitments to good design, utilizing design to empower underserved communities and leveraging sustainability as part of daily practices.

Bringing our community together during trying times, World Industrial Design Day 2020 fostered a global dialogue on our evolving relationship to everyday items and how design can positively transform the ways we live, work and play everyday. Many WDO Members also took part in the celebrations, hosting mostly online events and initiatives, including WIDD-themed podcasts, contests, virtual design challenges, online conferences, workshops and exhibits.

2021

Recognizing that design is inherently more impactful when it embraces diverse experiences, perspectives and realities, World Industrial Design Day 2021 explored the theme of diversity. To mark the occasion, WDO hosted **let's talk: diversity** – a 24-hour online conference, which brought together over 70 designers, educators and experts from around the world to partake in a series of moderated sessions and share their insights, reflections and experiences on diversity in design.

The universally accessible theme of diversity allowed designers to discuss topics like ageism, gender and racial diversity, neurodiversity, ableism, diversity in academia, among others. Livestreamed across WDO's various social media platforms, viewers from every corner of the globe tuned in to let's talk: diversity, where alongside our community we listened, learned and celebrated the power of diversity in design across all disciplines, regions and cultures.

In addition to this event, WIDD 2021 was celebrated across the world with virtual exhibits, panels, competitions, social media activations and surveys and WDO continues to build on this legacy, encouraging designers everywhere to turn a critical eye towards their designs, and reflect on the steps they can take to contribute to a more inclusive industry.

Missed the event?



Watch any of the engaging
WIDD 2021 sessions.

World Design Corporate Circle

“It has been an honour to facilitate and watch the power unleashed when the best design leaders chart a course forward through the turbulent times of leading global teams, managing transforming workforces, tackling urgent environmental issues, and responding to new social challenges.” - Surya Vanka

Piloted in September 2019, World Design Corporate Circles (WDCC) is an information and networking platform for C-Level design professionals that aims to provide a unique leadership experience, where participants share best design practices with like minded peers in a highly confidential setting.

Facilitated by transdisciplinary design practitioner Surya Vanka, five C-Level professionals met bi-monthly during the pilot phase. A programme highlight was to include visits to the design studios of members, all selected from non-competing industries, however due to global travel restrictions this element of the programme was postponed. Nevertheless, animated online discussions provided invaluable information to participants who remain eager to meet in-person in the near future.

Commencing in 2022, phase II of WDCC will continue to address the core challenges identified at the outset of the programme. The new phase will also incorporate some new objectives including:

- Identification of an end of programme team project such as a Report and/or adherence to an ISO (International Organization for Standardization) framework helping to create a professional ‘glue’ amongst the group.
- Invitation to world-class speakers to provide the group with ‘new’ knowledge from design and adjacent fields.
- Utilization of advanced tools providing a seamless experience for participants whether meeting remotely or in-person.

World Design Impact Prize 2021

2021 marked the fourth cycle of the World Design Impact Prize™(WDIP), which recognizes industrial design-driven projects that have a positive impact on our social, economic, cultural or environmental quality of life. Following a successful public submission process, which saw the highest number of submissions to date, from over 20 countries, the World Design Impact Prize Review Panel, composed of five multidisciplinary experts from various fields, worked to identify the shortlist of 10 projects. Announced in June 2021, the shortlisted projects touched on a broad range of issues, including water sanitation and hygiene, homelessness, the COVID-19 pandemic, maternal health and plastic waste.

The shortlist was voted on by WDO Members, who ultimately identified the three finalists: JERRY: The Jerrycan Waterfilter (Netherlands), a self-cleaning water filter made specifically to fit on all standard-sized jerry cans to provide safe drinking water; My Safetipin (India), a personal safety app designed to foster safer public spaces for women and TRASHPRESSO (Taiwan, Chinese Taipei), the world's first mobile industrial grade plastic trash upcycling platform.

On 23 November 2021, **TRASHPRESSO** was announced as the recipient of the World Design Impact Prize 2021 during a virtual World Design Talks event exploring the value of social impact design.



WDIP 2021 Review Panelist



Chetan Choudhury
Advisor,
Prime Minister's
Office Dubai,
United Arab Emirates



Teresa Franqueira
Designer and Associate
Professor, University of
Aveiro and International
Coordinator,
DESIS Network



Wenny Kusuma
Previously country
representative
UN Women Nepal,
Cambodia and
Afghanistan



Don Norman
Founder of the Design
Lab University of
California,
San Diego

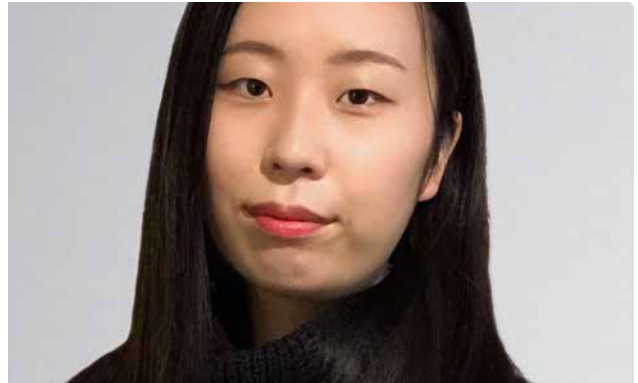


Adele Peters
Senior writer
Fast Company
USA

WDIP Trophy Competition

An additional opportunity to engage our membership, industrial design students from WDO Member Educational institutions were invited in 2021 to submit a proposal for the inaugural World Design Impact Prize Student Trophy Competition. The objective was to design a trophy that reflected the programme ethos and would be presented to the recipient of the World Design Impact Prize 2021.

With a diverse group of submissions from schools around the world, the trophy design of Ms. Subin Doo, a third year industrial design student at Carleton University (Canada), was ultimately selected as the winner of the competition. Incorporating sustainable materials, and a simple yet impactful aesthetic, the winning design offered a combination of creativity and structure that showcased four poles, each representing one of four pillars of sustainability - economic, social, cultural and environmental.



Subin Doo is an Industrial Design student at Carleton University (Canada) who immigrated from South Korea to Canada in 2008.

Subin believes subtle changes can make a profound impact on the end users' lives, thus her goal as a designer is to establish a style of her own that sparks a balance between aesthetics and usability.



Concept summary

The four poles represent the four pillars of sustainability and quality of life (environmental, social, economic, and cultural) – they are the framework and structure that hold our lives together.

The glass cone in the center may contain things that relate back to the winner's project (i.e. if the winning project has a heavy focus on re-using plastic, the glass cone can contain shredded plastic). Soil would be the default version, as it represents life on earth.

Materials

- Pinewood
- Steel
- Glass

WDC Lille Metropole 2020

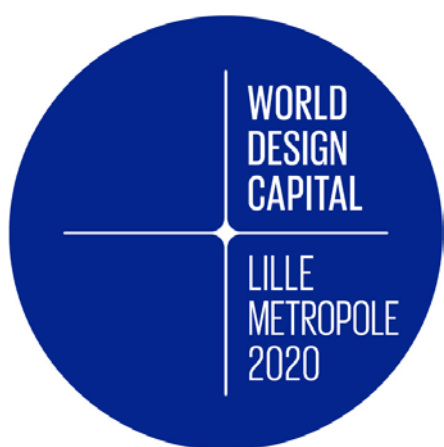
Under the theme 'Design is Capital', WDC Lille Metropole 2020 (WDC 2020) sought to leverage its design and manufacturing legacy and affirm design as a driver of the region's development.

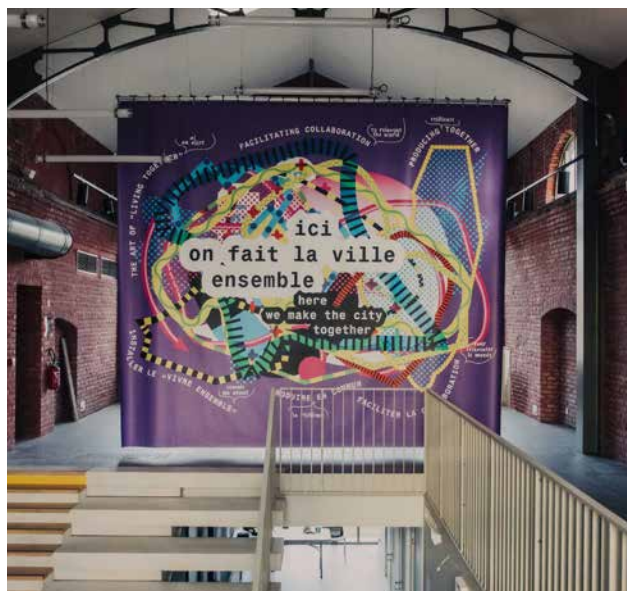
However, the emergence of COVID-19 pandemic during the first quarter of 2020 challenged the team implementing WDC 2020 in unprecedented ways. The standalone entity experienced financial challenges and temporary layoffs, all while navigating international travel restrictions and evolving local regulations on in-person gatherings and other related sanitary measures. This meant that many WDC 2020 local events could not open as planned and those that did, had to do so on a greatly reduced scale.

These challenges also had a significant impact on WDC 2020's international programming. Where feasible, WDC Signature Events that could be conducted remotely, such as the World Design Network of Cities Meeting and the World Design Policy Conference, pivoted to online platforms. In other cases, WDC Signature Events like the World Design Experience and the WDC Convocation Ceremony, were not able to proceed.

For WDC 2020, design became a tool of empathy and action. Through it, new forms of collective and practical experimentation emerged. From the onset, WDC 2020's goal was to turn their Euro-metropolis into an enormous, collaborative design agency, deploying a design approach on a massive scale, covering an area with 2.2 million inhabitants. Central to this idea were the Proof of Concept (POCs) activations (i.e. prototypes of design driven solutions to a variety of challenges) built around six major themes: Public action, Circular economy, Housing, Mobility, Caring, and the Collaborative city. With more than 600 project ideas received and over 70 selected, the POCs or "Maison du POCs" proved that community engagement is as important as the final result.

Despite the unbelievable challenges, the WDC 2020 programme of events successfully paved the way for the Lille Métropole region to progress towards a society and an economy that is more creative, more thoughtful in how it allocates its resources, and more responsible and collaborative.





WDC Valencia 2022

The official launch of World Design Capital Valencia 2022 (WDC 2022) took place on 31 December 2021. Since its nomination as WDC 2022, Valencia's team worked hard on building a tantalizing, yearlong programme on design locally, regionally and internationally. Traditionally, Valencia's designers focused on textile, graphic design, furniture design and architecture. However, becoming WDC 2022 has been an occasion to include sustainability components in the creation of the programme. A well-crafted activation process allows citizens, private companies, grassroots organizations, professionals, as well as schools and universities to participate in a multitude of events. The programme embraces six major themes: Health and Wellbeing, Design Education, Economy and Innovation, Heritage and Identity, Equality and Diversity, and a Sustainable Environment. These pillars will form the backbone of the 100+ city interventions, encounters, and exhibitions that are organized over the course of 2022.

Traditionally, a WDC also hosts several signature events that have been co-created with WDO over several months. Spread out over the second half of 2022 (June, September, October, November and December), these signature events will be the opportunity for the international design community to meet in Valencia, to discuss design policies, and to celebrate and experience design in an unfamiliar setting.

To announce their official programme, WDC 2022 convened a large gala event in Valencia in November 2021, which also coincided with the media tours to the city and a meeting of WDC 2022's eight-person International Advisory Committee.

The WDC Valencia 2022 team has also placed a significant emphasis on engaging their regional design community and on partnerships. They created over 70 partnerships with cultural institutions, media, academic institutions and private entities to support and promote their programme.

In addition, WDC 2022 has taken the challenge of collecting data on the WDC experience to the next level and is working with researchers at the University of Valencia to establish a new Impact Study framework. Pre-WDC data collection on WDC 2022, design awareness, the cultural, financial and ecological effects of WDC in Valencia is well underway. Data will be collected via surveys, interviews and analysis of economic and cultural indicators. The final WDC 2022 Impact Study will be completed in Q1 2023 and will serve as a template for future WDCs.

And whilst preparing the WDC 2022 year, the team also paved the way for their legacy in 2023 with the creation of The Design Foundation of the Valencian Community. Its mission will be to promote and strengthen the economic, creative and social aspects of design in the Valencian Community.





World Design Capital 2024

WDC 2024 cycle kicked off in November 2020. Chaired by WDO Senator Luigi Ferrara, 2024 will mark the ninth cycle of the World Design Capital programme. This cycle also saw the expansion of the World Design Capital Selection Committee, Chaired by Srini Srinivasan, from 5 to 7 members based in Australia, Brazil, Egypt, Italy, Japan and the United States.

Implementing improvements identified during previous cycles, the WDC application process notably introduced the 'Becoming a WDC' webinar in December 2020, which was created as an interactive exchange between WDO and cities interested in finding out more about the designation, as well as encouraging cities to delve deeper into the role of sustainability and hybrid events as part of their respective bids. WDO also provided additional and targeted support to cities that we knew were actively developing bids, with regular check-ins, meetings with bid officials, and the creation of additional resources.

The WDC 2024 Selection Committee convened in June 2021 and shortlisted two bids – one from Moscow (Russia) and, in an unprecedented decision, the first binational bid was retained from San Diego (USA) and Tijuana (Mexico). While the selection process was complicated by international travel restrictions, a hybrid format of in-person and online meetings ultimately revealed the designation of San Diego-Tijuana as WDC 2024, as a result of their commitment to human-centered design and legacy of cross-border collaboration to transform the region's natural and built environments.

Under the theme of HOME (Human-centered, Open, Multidisciplinary/Multicultural, and Experimental) the programme aims to highlight how these two independent yet deeply connected cities embrace their differences, needs and possibilities.

Bid organizers (including the Design Forward Alliance, the Burnham Center for Cultural Advancement and University of California at San Diego's Design Lab) in San Diego-Tijuana are in the process of creating a standalone entity and WDO is actively working with them on contract compliance and onboarding items.



World Design Talks

Over the course of the 2019-2021 term, WDO developed an online iteration of its World Design Talks programme in order to adapt to the ongoing COVID-19 pandemic. In collaboration with our partners, we hosted three virtual World Design Talks, exploring design against gender-based violence, post-pandemic design and a special World Design Impact Prize edition around social impact.

In collaboration with WDO Member Tongji University (China), WDO hosted its first hybrid World Design Talks in September 2020, Design @ Post-Pandemic World. The event welcomed individuals both in-person and online from over 17 countries to participate in a series of keynote presentations and workshops exploring the role design can play in times of global crisis.

Concluding the first phase of the Generation Equality Asia Pacific Design Challenge, WDO collaborated with UN Women Asia and the Pacific to host a World Design Talks on design against gender-based violence in December 2020. The event showcased the outcomes that emerged as a result of the Generation Equality Asia Pacific Design Challenge, featured some participant reflections and discussed future opportunities to leverage design thinking to foster gender equality.

To mark the conclusion of the World Design Impact Prize 2021 cycle, WDO hosted a unique World Design Talks which brought together the three WDIP finalist projects to showcase how they are using design to make a difference in communities around the world. Centered around the theme of social impact, this online event offered key perspectives from the project leads on the problems that their solutions aim to address and culminated with the announcement of the recipient of the World Design Impact Prize 2021.

World Design Assembly

32nd World Design Assembly

In partnership with the Economic Promotion Bureau of Shunde People's Government of Foshan (China), WDO is pleased to present the 32nd World Design Assembly, a three-day event that will include the Research and Education Forum, a Design Conference and the General Assembly for WDO Members. Due to the ongoing pandemic, the in-person WDA was postponed by several months and in following public health and safety regulations, the decision was made to host an online event, optimized to reach a maximum number of designers.

Members and non-members will be welcomed to this unique online programming from 22-24 February 2022 under the banner of 'design for the unimagined'.

The theme will explore how design remains forward-looking, while confronting the reality of an increasingly uncertain future. Bound by the encroaching threats of climate change, economic instability and concerns around public health, it is time for us to work together to reimagine what lies ahead. The sessions will explore our post-pandemic future, human-centred technologies and the emergence of new learning.

Special projects

Future Ways of Living III

Future Ways of Living (FWoL) is an ongoing collaborative design exploration initiated in 2015 by the Institute without Boundaries at WDO Educational Member George Brown College (Canada) and Meet the Media Guru (MTMG). FWoL is focused on investigating and visualizing how emerging technologies will transform the way we live in the near future.

FWOL is both a research method and a call to action developed to foster anticipatory design. As a research method, it aims to investigate and visualize the past and present forces shaping society, which inform an understanding of potential futures. As a call to action, it challenges us to inspire, imagine and create what ought to be, rather than what exists. This approach encourages the development of tangible design outcomes that can contribute to more responsible, humane, sustainable, democratic, and resilient futures.

To date, two previous iterations of FWOL have successfully engaged over 1000 professionals, students, faculty and stakeholders in wide range of investigative activities.

As the third iteration of the initiative, FWoL III is a global project supporting innovative cities. Jointly presented by the Institute without Boundaries, MEET, TPEC (acting through Center for Public Research and Leadership) and WDO, the project will partner with approximately eight Host Cities to investigate pressing local challenges and design impactful solutions to improve civic well-being and work with municipalities to help create a stronger more resilient post-COVID-19 future.

www.futurewaysofliving.com



Sustainable Design Platform

In 2019, WDO was awarded the Sustainable Development Goals Funding Grant from the Government of Canada. With the objective of showcasing design as a key pathway for achieving global sustainability as outlined by the United Nations Sustainable Development Goals (SDGs), WDO utilized this opportunity to begin developing a centralized sustainability platform for the global design community. Curating resources and tools from around the world, the platform aims to raise awareness on the impact of design to achieve the SDGs and offer practical guidelines to inspire designers to join the sustainable design movement.

WDO collaborated with a multidisciplinary team of design professionals and students, including WDO Members Politecnico di Torino (Italy), Algonquin College (Canada) and Carleton University (Canada), to oversee a process of research and analysis to inform the development of the platform. In addition, WDO launched an international call for sustainability resources to ensure representation across various design disciplines and geographic regions.

While initially referred to as the Sustainable Design Platform, WDO aims to launch the platform in 2022.

One Million Bottle Caps Design Challenge

How can we expose 11 to 13 year old students to design and design thinking through a fun activity? Learning about and understanding design thinking and the power of design is a powerful tool that can last a lifetime and on which students can pull for personal use and in their future careers. Convinced of these benefits, WDO teamed up with two US-based organizations, **SoundWaters** and **SPE Foundation** to launch a hands-on experience with 135 students aged 11 to 13 from two schools in the Long Island Sound coastal city of Stamford, Connecticut (USA).

Over the course of a single school year, Stamford middle school students were on a quest to collect one million plastic bottle caps to prevent them from ever reaching Long Island Sound. Despite the onset of the COVID-19 pandemic in early spring, they reached their goal by the end of the school year, collecting 1,028,177 plastic caps. But what do you do with more than one million plastic bottle caps? SoundWaters and the students' goal had always been to turn their two tons of plastic waste into usable products that could benefit the community. The students also had access to the SPE Foundation's new PlastiVideo™ STEM-

focused plastics education programme, learning why it is important, and how their bottle caps can be recycled or upcycled.

With the assistance of students from Penn State University, a product mold was created, allowing to produce a recycled product in series. Braskem, SPE's partner in plastics education, processed the bottle caps to produce the plastic pellets used to manufacture the students' winning design. Overall, this pilot programme and extensive coaching process allowed for the students to explore new terrain, acquire design thinking skills, and familiarize themselves with a novel way of viewing the world through a hands-on project. From the onset, the goal of this project was to encourage young people to become innovators, by using their creativity and imagination, and to help the community solve the marine debris issues. We are hopeful that through this experience, the students will continue to be motivated to eventually join the professional designers and engineers around the world who are seeking equitable solutions through sound engineering and science.



Social media and digital engagement



2021 marked a major milestone as we reached 10,000 followers on **Instagram**. Gaining 4987 new followers in large part due to more frequent and engaging content such as the WDO PepTalk series.

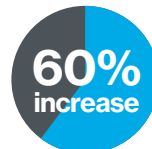


August
2020

8,216
Followers

December
2021

13,203
Followers



Connecting directly with World Design Challenge participants this term on **Twitter** to share their experiences with a larger audience enabled us to post more opinion pieces and ask for more comments and feedback about our programmes.

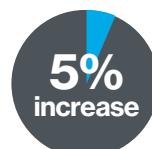


August
2020

8,908
Followers

December
2021

9,373
Followers



Today, **LinkedIn** has become a key platform enabling us to gain and share more knowledge with the professional design community. It is also where we've seen the largest amount of engagement with our global audience.

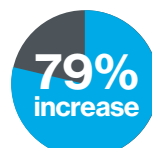


August
2020

4,114
Followers

December
2021

7,366
Followers



Exploring pressing issues, innovative trends and recent developments through the lens of design, **design 360** is WDO's latest online platform where the global design community can read stimulating original content about design and the world we live in.



WDO —
MEMBER
MINUTES

Member Minute is WDO's members' only newsletter. This term, we increased circulation to a monthly schedule with the aim of providing even more relevant news and information to optimize membership value.

WDO has been an invaluable partner of the Design Center of the Philippines for more than 30 years. The networking opportunities we have gained from our membership has immensely benefited our institution and has helped us stay on course even amid challenging times.

Karem Miranda

**Supervising Trade-Industry Development Specialist Design Promotions Division
Design Center of the Philippines**

**WDO Promotional Member
Philippines**

Board closing statements



Anne Asensio

Dassault Systèmes (France)

Two years ago, the pandemic marked an abrupt end to physical connections. Hard work followed nonetheless for a team focused on WDO's future, with a sense of urgency and relevance. Our strength remains the capacity to leverage our global network and raise awareness, imagine solutions and display care towards people worldwide. At the heart of the crisis, I was proud to represent WDO at the launch of World Design Capital Lille in September 2020. I continue to build connections with European and French-speaking members, design schools, to promote WDO across design institutions such as APCI, BEDA, CNdD and New European Bauhaus, as well as IDSA – with a focus on corporate membership.

As a Board member, as a corporate design leader, as a concerned designer, I shared my vision and expertise at the convergence of design, science and industry, with a humanistic focus on digital disruption and technology acceleration. I believe design and WDO should operate at the heart of industry – in order to strike where it is the most needed, to ensure maximum impact. I joined the Board with the ambition to define the roadmap for a “system, interaction and culture” enablement journey, based on WDO's UN SDG realizations as manifestations of design effectiveness. A first step toward an evidence-based index for design impact. My professional research and collaboration with WDO members feed into an initial proposal for implementation.

I intend to propose an attractive “value experience” to all WDO members, which requires a sustainable digital transformation of WDO's offering. While leading the Membership committee, I worked with my Board colleagues on (re)defining WDO's value, digital acculturation for WDO digitalization principles around targeted actions for member journey. WDO's digital transformation should occur in a pragmatic manner and with a focus on adoption. The future will be about empowering resources, creation of a center of excellence and accessible knowledge for the design community: A promising framework that brings insightful understanding of what it takes to reinvent the industry, as well as the viability conditions for society.



Chi-Yi Chang

Taiwan Design Research Centre (TDRI) (Chinese Taipei)

Design means so much to me, design is part of my DNA and I hope I can implant design into our life and our society and I believe we are on the right track to do so.

In the last two years, I indicated my intent to implant design into our public sector and recommended them to become a member of WDO. Fortunately, I was able to bring a few educational and city members to join WDO and share the great passion together and build new connections worldwide.

The advantage of being the president of Taiwan Design Research Institute (TDRI) and a Board member of WDO is that I can combine resources together for both organizations to realize significant contributions. Even though COVID-19 stopped us from traveling to other countries in 2020, we were still able to invite a few Board members to join our design forum during the Taiwan Design Expo 2020 online. TDRI also participated in a few WDO events like World Design Capital Lille 2020, online design talks for World Industrial Design Day in 2020 and 2021, and joined other Board member's events such as the India Design Summit hosted by the Confederation of Indian Industry in 2020 and 2021.

In 2021, I continued to promote WDO's mission towards the SDGs to the design community in Taiwan, which includes various design bodies. TDRI and I recommended three design projects for the World Design Impact Prize and the results were surprisingly stunning with MINIWIZ from Taiwan as the recipient of WDIP 2021. I am glad of the great work from Taiwan and from our design community to be seen on the platform of a global award and we are happy to share our results to the world and eager to make a positive impact for others who need it.

It has been a privilege to work with so many brilliant people from all over the world and I do believe our path is on the right direction where better things are waiting for us to discover. Design will never stop until we reach the ultimate goal of design for a better life.



Eray Sertaç Ersayın

ETMK Industrial Designers Society of Turkey (Turkey)

The field of design has a very important role in the development of institutions, industries, brands, cities and nations. Within the production and consumption relationship, there are positive approaches that can apply the responsible production and responsible consumption goals. We need to evaluate this power, which is very important for our planet, within the design process. Designers undertake one of the most important responsibilities in the product design and development process for the UN SDGs. I believe that designers are almost born ambassadors of the SDGs. I have been deeply engaged in integrating designers with the government, decision makers and industry. These collaborations bring awareness about SDGs through responsible production and consumption in various sectors. I have been involved in different industries in Design Process and Design Management responsibilities where ideas are assessed through the results of product and consumer experience worldwide over the last 34 years.

During the COVID-19 pandemic period, we have seen how productive WDO can be in terms of collaborating to combat local and global problems and producing design-oriented solutions with the contributions of its members. With the World Design Challenge programme, we have developed interdisciplinary collaborations to address the problems created by the pandemic and developed creative solutions with thousands of participants with different professional experience and generations from all over the world. In this process, I also saw that design acts as a glue that is productive, develops ideas, carries out focused work towards real problems and needs, and combines the benefits of disciplines. These observations and competencies remind us again and again that we need to plan strategies that take care of consumption, usage scenarios and circular economy in order to live on a better planet.

In the coming period, we will see that the field of industrial design will bring people, living things, technology, materials and our planet even closer together. While preserving diversity, I would like to remind all WDO members that a cleaner, greener, more collective, more reconciliatory and even stronger design field has emerged with the business successes it has produced with creative solutions, combining the experiences gained from the past with the needs of tomorrow. I believe that we will use this positive power together in the best way.



Thomas Garvey

Carleton University (Canada)

It has been my privilege to work for the past two years with dedicated members of the Secretariat, the Executive Board, and WDO members around the world, under the leadership of President Srinivasan.

The shared creativity, energy, and dedication became apparent almost immediately when in early 2020 the world was hit by the global pandemic. Amidst the many challenges, we also saw the unique opportunities and reacted quickly to develop new models of our foundational programming and the ways we all work together.

Recognizing the restrictions on travel and in-person events, we launched a virtual version of the Interdesign programme under the banner of World Design Challenges. These were still intensive expert-led design workshops, but the new format and technology allowed for a great expansion in the number of participants and the reach of expertise. Hundreds of designers and multiple teams could work simultaneously in parallel across the time zones of the world. I encourage everyone to see the reports (WDO.org) that documented COVID-19 (with IBM and Design for America), Generation Equality (with UN Women Asia and the Pacific), Design in Space for Life on Earth (with International Space Station National Laboratory), and Sustainable Packaging (with World Packaging Organization).

We also developed new models for World Industrial Design Day and the Young Designers Circle, as well as reactivated our World Design Impact Prize. As chair of the upcoming Research and Education Forum 2022, I can also recognize the hard work of the Board's education sub-committee that enabled us to make this valuable offering to our members again.

In the end, I would hold up as our highest accomplishment, the launch in November 2021 of the WDO Foundation. In all our efforts, in all programmes, we have always pursued the power of design to improve the quality of life of people. In a very real way, the launch of the WDO Foundation will allow us to take our vision of 'design for a better world' to a whole new and exciting level.



Yongqi Lou

Tongji University (China)

Thanks to all for allowing me to serve WDO as a Board member for another term. Due to COVID-19, this term was definitely a huge challenge for all of us. Just after the Board meeting in Montreal in 2020, the world has suffered because of the global pandemic. Many activities, including WDC and the upcoming World Design Assembly, have been postponed again and again, and offline Board meetings had become difficult, but on the other hand, the Board seemed to be busier than before. The frequency of the Board meeting greatly increased. Every month, we gathered for three hours to discuss varying topics from strategic issues such as WDO's action on SDGs to new design challenges and new design normal during epidemic.

As a Board member from China, in the past two years, together with other colleagues, I have been committed to promoting the connection and collaboration between WDO and China. Including involving IBM Shanghai Design Center to participate in WDO global design challenges against COVID-19 in early 2020, organizing a World Design Talk in Shanghai, promoting communication with Shunde as the host of the upcoming WDA, recommending new members from China and participating in the Board's education sub-committee activities. I believe in the mission and vision of WDO, and believe that design will play a more important role in reshaping a sustainable, creative, inclusive and human-centred world.

The value of WDO on promoting design development, design transformation and design contribution to a better world will be further strengthened with our common efforts. It is a great honour for me to complete this special two-year journey alongside my colleagues on the WDO Board, which has been difficult yet meaningful. Since December 2020, I have been appointed as vice president of Tongji University. I hope with this new position, I can contribute more to WDO's next steps. Thanks to all!



Pier Paolo Peruccio

Politecnico di Torino (Italy)

Two complicated years have just ended for the world of design. The pandemic has hit hard in particular all forms of associationism and aggregation at different levels. We immediately started within WDO, to work on many initiatives with a great impact on society. I am grateful to the WDO family for the extraordinary opportunities to meet and work as a team on large-scale projects. Among the many design activities, I want to mention the COVID-19 Design Challenge, together with IBM and Design for America, where for one month, 21 teams with participants from 3 regions and 11 time zones, came together to develop innovative design-driven products/services to fight the battle against the pandemic. It was indeed an enriching experience for all the participants.

I would also like to mention the launch of the WDO Foundation in Montreal, a very important initiative that aims to fund high-quality educational programmes, grants and scholarships for design students and professionals.

Among the projects in which I have played a leading role:

- an in-depth historical research on the origins of ICSID/WDO with a specific focus on its role played in the initiation of a debate on environmental sustainability already in the sixties of the last century. We expect to fulfill this work as a publication by the end of 2023.
- the establishment of a new World Design Library in Torino (Italy) – a legacy of the territory's World Design Capital Torino 2008 designation, would first and foremost be a place for public use, open-shelf, inclusive, physical and digital at the same time.

The library, powered by WDO, will be an international reference point for research and in-depth study in the field of design and environmental sustainability and will hopefully be part of a network of specialized “libraries” connected to other World Design Capitals.



Makiko Tsumura

Japan Institute of Design Promotion (Japan)

When I was first elected as a Board Member in 2019, I had no idea that the world would be in this situation two years later. The term was quite unusual where all the Board Meetings were held online. However, every month, Board Members from different time zones continued discussions about the activities of WDO from early morning to late night, and several new online projects were born for our members from all over the world to participate in.

In Japan, I worked hard to reconnect the communication among the domestic members and rebuilt the event of the World Industrial Design Day as the “WIDD Design Dialogue” where students of member schools and professional designers discussed together what design should aim for in the future. In addition, in order to increase the awareness and understanding of WDO in Japan, I produced a leaflet introducing the organization in Japanese and continue to distribute it to relevant organizations and companies.

Finally, I bid Tokyo as the host city for the World Design Assembly in 2023. In the bidding process, we were able to obtain the cooperation of the Tokyo Convention and Visitors Bureau, and we received a recommendation letter from the Governor of Tokyo. After the world has overcome (or is in the process of overcoming) the current crisis, we would like to think together in Tokyo about what industrial design should aim for in the new era.



Pradyumna Vyas

Confederation of Indian Industry (CII) (India)

Holding the position of Senior Advisor at Confederation of Indian Industry and a Board Member of World Design Organization, I would like to highlight the key initiatives organized in the last two years in collaboration with WDO:

Design Talk Series – the curated chat sessions with Indian international design and industry leaders were organized every month starting in May 2021.

WIDD 2021 – CII hosted the Indian dialogues during World Industrial Design Day on 29 June 2021.

Young Designers Awards – in collaboration with WDO, was launched last year. Over 750 applications were received in 6 categories evaluated by 20 jury members.

20th and 21st India Design Summit – invited WDO as one of the key partners for the summit. WDO President Mr. Srinivasan addressed the inaugural and other sessions during the summit.

Design Excellence Awards 2021 – invited Mr. Srinivasan as the Grand Jury Co-Chairman and other WDO Board members were part of the Grand Jury panel.

New membership – encouraged many universities and institutions to become members of WDO and in the last two years, there has been a very good response which resulted in a large number of members from India.



Martha Patricia Zarza Delgado

Autonomous University of the State of Mexico (Mexico)

As a consequence of the pandemic, WDO implemented several virtual events with broad impact, among them the World Design Challenges which are virtual Interdesign workshops. The first was the COVID-19 Design Challenge as a global initiative to mobilize the world's design communities to focus on this battle. I feel proud of having been part of this great effort. I also participated in the Generation Equality Asia Pacific Design Challenge Phases 1 and 2. This was a virtual design workshop hosted in collaboration with UN Women Asia and the Pacific. Being part of this event was particularly exciting to me because I have worked for several years in the academic field conducting research related with gender violence and design, therefore, I found it remarkably interesting to understand the problem from a far-reaching standpoint and at the same time, providing the experience that I have on the topic from the Mexican context.

I was incredibly happy to participate in the Étrange Nuit du Design event as part of the World Design Capital Lille Métropole 2020 programme, which was conducted in three languages, English, French and Spanish, something that I really hope will be more frequent in future events. Among the many other activities, I was delighted to witness the launch event of the WDO foundation in Montreal in November 2021.

The journey as a WDO Board member that started for me in 2017, has been one of the greatest experiences that I have had in my life. One of my main objectives as a WDO Board member has been to be a strong promoter of the power of design to improve societies as well as the big design opportunities and talent of Latin America as a strategic region of the world. I have also tried to emphasize the importance of including women in the design world as important drivers of change through design and innovation. The time and circumstances were clearly not enough to fulfil these objectives, but I am sure that a new Board will continue working on this and countless other important goals for the design world.

I will be forever thankful to the WDO members, for trusting in me to be part of the Board. I also want to thank the Secretariat team and Board colleagues for their enthusiasm and commitment. I will always feel part of the WDO family and will keep working to 'design for a better world'.

Being a member of WDO since 1973, the Korea Institute of Design Promotion (KIDP) has implemented numerous events and activities in collaboration with WDO over the past years. We found the seminars and conferences particularly effective, in which we have invited WDO Presidents and Directors as speakers. As the WDO Board of Directors consists of design experts from such a wide range of professionals and nationalities, these served as unique opportunities for the Korean design community to obtain diverse perspectives on the role of design in different sectors of society and industry.

Minyoung Park

**Manager Global Expansion Division
Korea Institute of Design Promotion**

**WDO Promotional Member
South Korea**

Acknowledgments

A sincere thanks to our many partners, sponsors and collaborators that contributed towards the successful execution of diverse WDO projects, initiatives and events. Through your support, we continue to inspire and empower designers across the globe to design for a better world.

