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## BRIE'NOV APPOINTED DESIGN FOR EUROPE AMBASSADOR IN FRANCE

Didier GALET, Chairman at BRIE'NOV has been selected as the ambassador for the European Commission's (EC) Design for Europe programme in FRANCE.

Design for Europe is the public name of the EC's 'European Design Innovation Platform' (EDIP). The three-year, €3.8 million programme aims to help people use design to accelerate innovation across Europe - boosting economic growth and job creation.

Didier GALET, who is Chairman at BRIE'NOV was chosen because of their broad local market knowledge and impressive network of contacts.

As an ambassador, Didier GALET will be responsible for increasing the reach of the programme in FRANCE – helping to share Design for Europe messages and resources across the region. He will also provide a local voice for the project and help source content from FRANCE – such as design-led innovation case studies – for use on the Design for Europe web portal.

Didier GALET will join a number of Design for Europe ambassadors who are being appointed in each of the 28 EU member states.

**Annabella Coldrick, Design for Europe programme coordinator and Director of Policy and Research at Design Council** said: "Design for Europe aims to showcase to business and public services the benefits they can achieve by integrating leading-edge design. Our network of ambassadors will be vital in helping us extend the reach of the project and ultimately help more of Europe's enterprises to understand how design can help them provide better products and services and increase the standard of living for EU citizens."

**Didier GALET said that design is the key drive of BRIE'NOV's method in which the final user is the first designer.**

Design for Europe is being delivered by a 14-strong pan-European consortium, led by Design Council in the UK\*\*\*. Central to the project is the Design for Europe web

platform – [designforeurope.eu](http://designforeurope.eu) – which brings together knowledge and examples of design-led innovation from across the EU.

For more information about Design for Europe and to sign up for the newsletter visit [designforeurope.eu](http://designforeurope.eu). You can also follow Design for Europe on [Twitter](#), [Facebook](#) and [LinkedIn](#).

#### Notes to editors

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#### Some information about Brie'Nov

- B'N is a digital ecosystem of territorial and social innovation anchored in the local community
- It brings together a wide range of stakeholders, in particular users, to work together to respond to local needs
- Uses the Living Lab approach to encourage research, development and collaborative ventures
- Regards digital solutions as tools to enable local territories to encourage economic development, strengthen social interaction and open their doors to the wider world
- Innovation is based on collaboration, creating common tools and strategies, community and human-centred development
- B'N is involved in a very innovating experience with the French railways organization (SNCF) called “**Relais des Possibles**” which applies to transform 4 railways station in Paris area.

\*\*\* The Design for Europe consortium partners are Design Council, Lancaster University, Birmingham City University, Estonian Design Centre, Nesta, Invest Northern Ireland, KEPa, Politecnico di Milano, La 27e Région, Danish Design Centre, Luxinnovation, ARC Fund, European Network of Living Labs and dŠola.