MONTRÉAL DESIGN DECLARATION

ISSUED AT THE 2017 MONTRÉAL WORLD DESIGN SUMMIT

World Design Summit™

Sommet Mondial du Design ᴹᶜ

FOREWORD

The Montréal Design Declaration recognises the potential of design to help better achieve global economic, social, cultural and environmental objectives. Drafted by four **Working Committees**, the Declaration is the outcome of the collaboration and contribution of fourteen international design and non-design organisations, all with a common objective: developing an international action plan for harnessing the power of design to address pressing global challenges.

Adopted and signed at the World Design Summit Meeting - Montréal 2017, the Declaration serves as the **foundation** for continued international collaboration, as well as a global **call to action** to governments, professional and educational entities, various stakeholders, civil society and to designers themselves.

The annexed list of **potential Projects**, showcases a broad spectrum of efforts that can be undertaken collectively to illustrate, enhance and advance the principles of the Declaration.

World Design Summit Meeting Steering Committee
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International Council of Design (**ico-D**)
International Federation for Housing and Planning (**IFHP**)
International Federation of Landscape Architects (**IFLA**)
International Water Association (**IWA**)
Interaction Design Association (**IxDA**)
Service Design Network (**SDN**)
International Union of Architects (**UIA**)
United Nations Educational, Scientific and Cultural Organization (**UNESCO**)
United Nations Environment Programme (**UNEP**)
World Urban Parks (**WUP**)

MONTRÉAL DESIGN DECLARATION

ISSUED AT THE 2017 MONTREAL WORLD DESIGN SUMMIT

The World Design Summit Meeting (WDSM) marks the first international convening of the design community, across a broad spectrum of design disciplines, together with a strong array of international organisations, with cultural, economic, environmental and social perspectives. The design organisations represent hundreds of thousands of designers from around the globe. The international bodies represent governmental, IGO's, NGO's and private and civil sectors of society worldwide.

Thanking the organisers of the World Design Summit for having convened this meeting, we have come together,

To express a shared view of the crucial role of design and the great responsibilities of designers; and

To affirm the fundamental role of design in creating and shaping the world around us, now and in the future.

We, the undersigned international representatives of professional designers, architects, urban planners, landscape architects and other design-related disciplines,

In the presence of international organizations representing and relating to public, private and civil sectors of society concerned with design and or impacted by design;

Cognizant of the diverse range of contexts, both formal and informal, where design has an impact;

Mindful of the immeasurable value of local and traditional knowledge for appropriate and innovative design solutions;

Sentient of the demand of communities, large or small, local or global, for decent living conditions and which design can help address;

Recognize the need for strategic leadership on design matters at local, regional, national and international levels and with this, the need for governance models, political agendas and policy to take design into account;

Recognize the need for sufficient fiscal and human resources and capacity;

Acknowledge the intrinsic capacity of design to serve as an agent of change and a source of creative transformation;

Acknowledge the fundamental and critical role of design to create a world that is environmentally sustainable, economically viable, socially equitable, and culturally diverse,

And **confirm** the value of working in a collaborative, holistic and integrated way to foster design of common benefit.

VALUE OF DESIGN

DESIGN IS the application of intent: the process through which we create the material, spatial, visual and experiential environments in a world made ever more malleable by advances in technology and materials, and increasingly vulnerable to the effects of unleashed global development.

Design is a driver of innovation and competition, growth and development, efficiency and prosperity.

Design is an agent for sustainable solutions created for people and supporting the planet on which we rely.

Design expresses culture. Designers have a particularly potent role in making, protecting, nourishing, enhancing and celebrating cultural heritage and diversity in the face of globalization.

Design adds value to technology. Through consideration of human perspective and interface, and by focusing on individual interaction first, design bridges technology with human needs.

Design facilitates change. Design enables all aspects of society, public and private, governmental and non-governmental, civil society and individual citizen, to transition through change (i.e. austerity, demographic changes, shifts in services) to deliver a better quality of life for all citizens.

Design introduces intelligence to cities as a foundation for better communications, improved environments, enhanced quality of life and more prosperous local communities.

Design addresses resiliency and manages risk through comprehensive research, robust methodology, prototyping and consideration of life-cycle consequences.

Design fosters development of SME's in general and the creative industries in particular.

DESIGNERS ARE professionals, who, by education, outlook and experience, are capable of developing new, interdisciplinary solutions to improve quality of life.

CALL TO ACTION

Recognizing that design leadership is a key to the delivery of sustainable solutions and implementation of design methodologies that contribute to a more sustainable future,

We seek to collaborate with and embrace the language of governments, businesses, NGO's and communities throughout the world,

Calling for:

Design Advocacy: more effective communication of the meaning and value of design and understanding of the design process.

Development of Design Metrics: collection of data and establishment of effective measures to better enable the evaluation of the impact of design, thus demonstrating the strategic value of design within organisations and businesses and in serving the public good.

Development of Design Policies: to be applied at the local, regional, national and international levels.

Development of Design Standards: support of professional design communities, the development of design industry infrastructures and development of standards, codes, covenants, best practices, legal protections and certification programs.

Enhancement of Design Education: support for educational institutions, methods and processes specific to design education, design research and life-long learning and capacity building for designers.

Responsive Design: design that is responsive to the degradation of the physical, social and cultural environment and natural ecosystems and the threats and risks caused by global change, industrialization, rapid urbanization and unfettered consumption, profoundly affecting quality of life and impacting sustainable economic growth.

Responsible Design: recognition, by designers, of the impact resulting from their practice, whereby designers must be conscious of their enormous capacity to be constructive, as well as destructive, in the interventions they make. Designers share in the responsibility of refocusing from human consumption to the enhancement of human life.

Vigilant Design: in a world increasingly impacted by machine learning and artificial intelligence, designers must help ensure that the impact of algorithms and technology are ethical and inclusive of social, cultural and ethnic diversity.

Recognition of Design: by leaders, decision-makers and influencers across all sectors of society, of the value of design, and need to foster and implement design for the greater common good.

We therefore, **express our intent**:

To work in concert, collectively, in groups and as individual entities, and with additional stakeholders, to establish an ongoing, structured process of collaboration, as manifested here in this Declaration, including future World Design Summit Meetings;

To collaborate with other efforts with shared objectives: including the UN 2030 Sustainable Development Goals, New Urban Agenda, Paris Climate Accord and the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions, and others;

To develop a World Design Agenda, whereby this Declaration is a first invitation to join in common cause to support design;

To collectively initiate projects fostering and advancing the role, responsibility and value of design;

To mandate the World Design Summit Meeting Steering Committee, with the active collaboration of Summit Meeting participants, to develop the mechanisms required to ensure continuation of the process initiated by this Declaration, drafted by and for the international design community, to achieve the desired outcomes. The proposed mechanisms will be submitted to the signers of this Declaration for approval;

To influence and support decision making, locally and globally, on policy and resources;

To give design an effective, united voice;

To inspire designers - too long the servants of producers - to better serve humanity as the ambassadors of the end-users: the citizens of the world.

All people deserve to live in a well-designed world.

ANNEX: PROJECTS

The projects listed below reflect a broad spectrum of possible collaborative efforts. All promise value. Undertaking any of these projects requires resources, negotiation, coordination and management. A process will be created to determine the projects to be launched, and therewith their sequencing and implementation. Projects will be undertaken by coalitions of interested participants matched with partners and sponsors. Results will be shared and presented at future convenings and events under the umbrella of the World Design Summit Meeting.

Metrics – Making the Case

Project 1. Develop, collect and circulate indicators, as in metric measures (both quantitative and qualitative), for evaluating design impact (economic, environmental, social and cultural).

Project 2. Develop, collect and circulate case studies demonstrating design impact, utilizing metric measures.

Project 3. Communicate value of design to target audiences through presentation of case studies.

Creating a Common Language

Project 4. Develop a comprehensive and inclusive taxonomy of design, architecture, landscape architecture urban design and planning and related disciplines that offers shared definitions that can be understood by designers, government, industry and the public.

Project 5. Conduct a global mapping of national and international design organizations, policies, and regulations; establish a database and clearing house accessible by governments, industry and the public.

Policy and Governments

Project 6. Collect and examine models of Design Policies (national, regional, local); develop platform, for both physical and virtual exchange, for discussion and dialog with governments; conduct periodic conferences aimed at government officials; establish clearinghouse and database; describe formats for implementation of advanced design methodologies within government, government services, and public procurement.

Project 7. Establish a standing international advisory group, composed of WDSM aligned entities, to serve as a resource for government, industry, business, NGOs and other stakeholders.

Project 8. Establish dedicated mechanisms for ongoing, structured collaboration between WDSM and internationally recognized UN 2030 Sustainable Development Goals, New Urban Agenda, Paris Climate Accord and the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions, and similar frameworks.

Education and Research

Project 9. Foster development, recognition, support and funding for design education and research worldwide, recognizing the diversity of circumstances and opportunities due to local social, economic, environmental and cultural contexts.

Project 10. Collect, develop and share new formats, methodologies and curricula for design education and capacity building with enhanced focus on sustainability, degradation of the environment, climate change, impact of globalization on cultural diversity, social responsibility and the need to temper consumption.

Project 11. Establish clearinghouse mechanism for student and faculty exchanges, internships and research projects and opportunities.

Project 12. Promote models of accessible life-long learning for designers.

Doing and Demonstrating

Project 13. "World Design Challenges" Conduct projects demonstrating the potential for design, across the spectrum of disciplines and addressing specific social, cultural, environmental and economic challenges.

Example: A project applying service design approach to coordinating public services (healthcare, transit, etc.) on a regional level.

Example: Structured collaboration with Habitat III "Quito Papers" initiative to address needs

of low-income populations to showcase power of design to help upgrade self-built informal settlements.

Example: Showcase long-term economic and social value of highest caliber infrastructure and building projects in terms of sustainability and resilience.

Project 14. Show role of design in enhancing and celebrating cultural diversity by sharing examples and establishing formats for promoting utilization of design for these purposes.

Design Community – Standards

Project 15. Collect models of effective design community leadership; support formats protecting designs and the rights of designers; share experiences and resources.

Project 16. Enhance and seek standards of professionalism, social responsibility, ethical practice.

Project 17. Adopt and integrate worldwide formats affecting design competitions, public tenders and assurance of design excellence in public service, procurement and construction projects.

Project 18. Support integration of certification and accreditation across design disciplines.

Project 19. Establish overarching tools to advise and commission private and public projects. Example: International Landscape Covenant

Creating a Common Cause

Project 20. Generate support for a World Design Agenda through distribution and statements of support for the Montréal Design Declaration.

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World Design Summit™

World Design Summit Organization Inc.
World Trade Center Montreal
380, Saint-Antoine West, suite 3220
Montréal, Canada H2Y 3X7

T + 1 (514) 847-7980
info@worlddesignsummit.com
worlddesignsummit.com