



[Porto Meeting ...more](#)

**Creativity** is a driver for  
**innovation**  
and a **key factor** for the  
**development**  
of personal, occupational,  
entrepreneurial  
and social **competences** and the  
well-being of all **individuals in**  
**green society**.



### Jan Stavik: BEDA (Bureau of European Design Associations) President for 2009-2011



The Bureau of  
European Design  
Associations (BEDA) is a  
40 member strong  
organization  
representing European

Design Associations of almost all of the  
EU's member states from Austria to the  
UK. Its remit is to ensure a permanent  
dialogue between its Members and the  
European Union. The purpose of this  
conversation is to underline the value of  
design to innovation, and to the  
economic and social prosperity of the  
whole European economy.

**Projects, such as euCAD, are essential  
..... giving organizations the  
opportunity to share knowledge and  
experience in the area of design'**

When European Commission Vice  
President Günter Verheugen is quoted as  
saying 'Design is a crucial element for  
European competitiveness', it is a  
testament to the work of BEDA,

[Continued page 2](#)

### "Did I really do that?"

At the end of a one hour mentoring  
session Kasia, one of the people  
mentored in the UK under the euCAD  
Programme, did a little 'creative drawing'  
and ended up an interesting street  
furniture concept. Kev Parkin, the euCAD  
mentor helped a bit with textures and  
backgrounds, but the idea remains  
Kasia's. Yes it's a nice drawing, but with  
CAD it creates so much more. Firstly the  
image could be superimposed on any  
street scene from any city or town in the  
world so showing local buyers what the  
product would look like in situ. Secondly  
the data generated allows quotes to be  
sought; prototypes made; stress analysis,  
weights in different materials to be  
calculated, all from the desktop.  
Powerful creativity at work!



### Lesley Morris Head of Design Skills at the Design Council, London

. At the end of 2009 the euCAD Consortium  
held a joint dissemination meeting with the  
UK Design Council. The meeting was hosted  
by the Design Council at the Council's  
London Headquarters (see euCAD  
Newsletter 3)



**'Networks and  
Regional Forums  
are critical to  
dissemination  
and best  
practice.'**

The Consortium talked to Lesley Morris, the  
Design Council's Head of Design Skills, and  
her team about the findings of our research  
and the activities that the Design Council are  
pursuing. Since that meeting the Design  
Council has published a detailed study of the  
UK Design Industry  
(<http://www.designcouncil.org.uk/publications>)  
which again highlights the importance  
of Design IT (incl. CAD) as the number one  
item on the industry's training agenda.

The study goes on to show ...

[Continued page 3.](#)



Blogs



About euCAD



Publications & Articles

#### Disclaimer

Leonardo da Vinci Project No: 142514-LLP-1-2008-1-RO-LEONARDO-LMP

The content in this document or found via links from it, reflects the views only of the euCAD consortium partners and the EU  
Commission cannot be held responsible for any use which may be made of the information contained therein.

## BEDA .... Continued from page one

who, for the last ten years, has tirelessly campaigned to place design firmly on the European Union economic agenda.

The current president of BEDA, Jan Stavik, clearly understands the value of design from his own working experience with design-led international organizations to his role as Managing Director of the Norwegian Design Council. When asked to comment about the euCAD project Jan stated ' *It is vital that European companies and organizations forge closer working relationships at all levels. Projects, such as euCAD, are essential in not only achieving their practical outputs like the CAD learning programme, but giving organizations the opportunity to share knowledge and experience in the area of design.*

You can contact BEDA through ([www.beda.org](http://www.beda.org)) which also lists the organization(s) that are members of BEDA.

## Are you **LinkedIn**

LinkedIn is the world's largest professional network with over 80 million members and numerous special interest groups. There is an euCAD LinkedIn group which could be a valuable place to exchange professional information about training in the fields of innovation, creativity and CAD. Login or Join LinkedIn and then search for euCAD



## USESOFTE Estonian Partner

Page 2

The dramatic Baltic city of Tallinn is home to Usesoft, Estonia's euCAD partner. The company was formed nearly 20 years ago and has a history of CAD training excellence. It has been an Autodesk Authorized Dealer since 1992 and an Autodesk Training Center since 1998. As well as CAD training, which is aimed mainly at the construction market including Architects, Building Engineers and Constructors, it also has a vibrant business software solutions arm supplying IT systems and training to Estonia's growing Media, Entertainment, Manufacturing and Real Estate industries.



Employing over 20 people Usesoft provides systems, services and training to Russia, Finland, Latvia and Lithuania as well as the home Estonian market. It brings a wealth of CAD training experience to the euCAD project as well as intimate understanding of Life Long Learning issues and barriers in Estonia and the Baltic States.

Training is conducted in-house or at client premises. Shown in the picture (left) is Urmass Uuslail one of Usesoft's training team using the latest training processes to instruct new CAD / IT users.

Employing over 20 people Usesoft provides systems, services and training to Russia, Finland, Latvia and Lithuania as well as the home Estonian market. It brings a wealth of CAD training experience to the euCAD project as well as intimate understanding of Life Long Learning issues and barriers in Estonia and the Baltic States.

Usesoft are represented by Kristel Uiibo, who is project manager and Urmass Uuslail, who provides technical and sales input. Working on the euCAD project has, according to Kristel, '....been a real learning experience. We actually designed, digitally prototyped and manufactured a product, a great USB key ourselves during EuCAD project. It was fun and if we can do it, so can anyone who puts their mind to it.....'



The usesoft team, as the website suggests, are at the forefront of introducing new products and projects into the Estonian market, including AutoCad on Apple platforms and, of course euCAD mentoring.



www.usesoft.ee



### Disclaimer

Leonardo da Vinci Project No: 142514-LLP-1-2008-1-RO-LEONARDO-LMP

The content in this document or found via links from it, reflects the views only of the euCAD consortium partners and the EU Commission cannot be held responsible for any use which may be made of the information contained therein.



## ProductFirst UK Partner



Productfirst is based in Chiswick, west London, UK and provides advice and training in innovation performance. Its origins are in the design and product development industry and has over 20 years hands-on experience of delivering market shaking, award winning and high achieving products, physical packaging and brand designs for companies throughout the world. Its extensive client list includes Apple, 3M, Unilever, Yakult, Atlas Copco, Jordan and Kraft.



Today, Productfirst delivers inspirational & innovation training, creative ideation, cultural audit and innovation cultural change programmes. All of these are focused on shaping creative thinking and innovation performance in companies and increasingly for regional and sector initiatives.

Typical projects that we are currently working on include:

- Advising and Mentoring on Innovation within a number of Social Enterprise and Commercial Organizations.
- Advising and co-organising the West London Regional Innovation Initiative
- Providing User Centered and Customer Experience Research guidance for key innovation programmes of major global FMCG brands.
- Developing and delivering a regional CPD (Professional Development) training programme in the area of Service Design and Innovation.
- A Partner within the euCAD project –



Product First are represented on the euCAD project by John Boulton (above) and David Scothron (shown standing in a client workshop left).

The jointly held view of both David and John, is that initiatives such as euCAD deliver more than just tangible outcomes, they equally help to disseminate tacit cultural values in the areas of creativity and innovation

## Porto Meeting

Page 3



As well as formal euCAD business at the September 2010 Porto meeting, the delegates were invited to present and discuss the background to the project at the Porto Chamber of Commerce. The meeting was held at the new business centre shown on page one of this newsletter, and included a formal introduction for SME's to the Learning Framework (LMS).

## UK Design Council

The study goes on to show that cost and lack of time are the key barriers to learning. Results echoed in euCAD's own research published in 2009.

Two interesting topics, in the Design Council research, which complement our own anecdotal findings are the importance of the internet as a means of finding out about available training (65%) and the importance of 'Computer based learning' (joint top method with informal mentoring)

Talking to Lesley Morris nearly 12 months on from our meeting she said that the skills agenda remains a key element of the council's work, but that the channels are changing to encompass a more networked approach that takes skills, such as creativity to a wider audience. She commented that the Council's experience in the UK clearly shows that Networks and Regional Forums are critical to dissemination and best practice.

### Disclaimer

Leonardo da Vinci Project No: 142514-LLP-1-2008-1-RO-LEONARDO-LMP

The content in this document or found via links from it, reflects the views only of the euCAD consortium partners and the EU Commission cannot be held responsible for any use which may be made of the information contained therein.

## CAD, Wii, 3D and Second Life.... A future perspective

The purpose of the euCAD project is to bring about change. Change in how people in Europe view creativity, change in how they connect with CAD and how they achieve value from engaging with Life Long Learning.



The programmes created by the consortium introduce 'trainees' onto the bottom steps of an exciting and continually growing digital ladder. Today the 'street seat' that Kasia designed could be produced as an accurate small scale model in her own home, if she happened to own a 3D Printer. Companies such as HP (see image left HP Designjet 3D Printer CQ656A) are already producing and aggressively marketing these new products.

It is no coincidence that we chose a digital hand as part of the euCAD 'logo/brand'. If we think about the advances seen in games consoles, such as XBOX and Wii, it does not take much imagination to see how we could construct objects in a far more 'normal' and intuitive manner by simple hand gestures rather than keystrokes or mouse movements. Take that one stage further and you enter the world of Second Life where it becomes possible to construct and test highly complex structures or products in a totally digital, but real, environment.. Or if second life is a step too far then Virtual Reality / 3D and all manner of technologies which are now being commercialised and enhanced come into play.

All of these developments exist in some degree or other in the world of CAD and it is almost certain that the next car you drive will have been designed and user tested in one of these forms or similar digital environments. The picture right shows the Brunel University Second Life Digital Portal. Go further into the environment and you enter a world of engineered artefact.



If Europe is to remain a key innovator then all of the rungs of the CAD ladder from simple 3D street furniture to advanced simulated environments need to be stimulated and happen. EuCAD at its level is one part of that process.



## The Last Word – How the end user saw the project outcomes

The project mentored just over 60 people across the six countries used as a basis for this study. Although this number is small compared to the millions that live and work with in the EU it was representative of the 'target users' identified in the project's original aims. What did they say... here is a typical comment from each country.

*"EuCAD mentoring helped us to apply better CAD technology in our manufacturing processes particularly the options offered by up-to-date software applications,"* Peeter Suursalu, Product development team, Avex OÜ Estonia

*'The euCAD framework is really good for training of our newly recruited junior designer as it will quickly help her move into 3D modelling.'* Ms Jennifer Xuereb Sammut, JDS Furniture Ltd. Malta

*"It can't be that easy!!!"* - Iulian (Printer machinist) –Romania (he just made the 3D vase).

*.... the euCAD project can definitely contribute to the valorization of the company. ...to motivate and train our employers for a better understanding of CAD technology ...they did "uncover the secrets of designing better products, faster"!* Mrs. Inês Brandão, Polisport, Portugal

*This is a very comprehensive programme and the fact that I can test my progress or talk to others on the forum makes it important to my company's future.* Albertas Mikulionis, Director 'Fotonas' Lithuania

*'This has got me re-interested in trying to change the direction of my career. I now know I can master CAD, I've got a new confidence.'* Kasia Kwiatkowski, London UK

### Disclaimer

Leonardo da Vinci Project No: 142514-LLP-1-2008-1-RO-LEONARDO-LMP

The content in this document or found via links from it, reflects the views only of the euCAD consortium partners and the EU Commission cannot be held responsible for any use which may be made of the information contained therein.