

# Ornamo's strategy

2021–2026

# FOR THE LOVE OF DESIGN

## **We are**

Ornamo is the voice, community, and support network for design professionals.

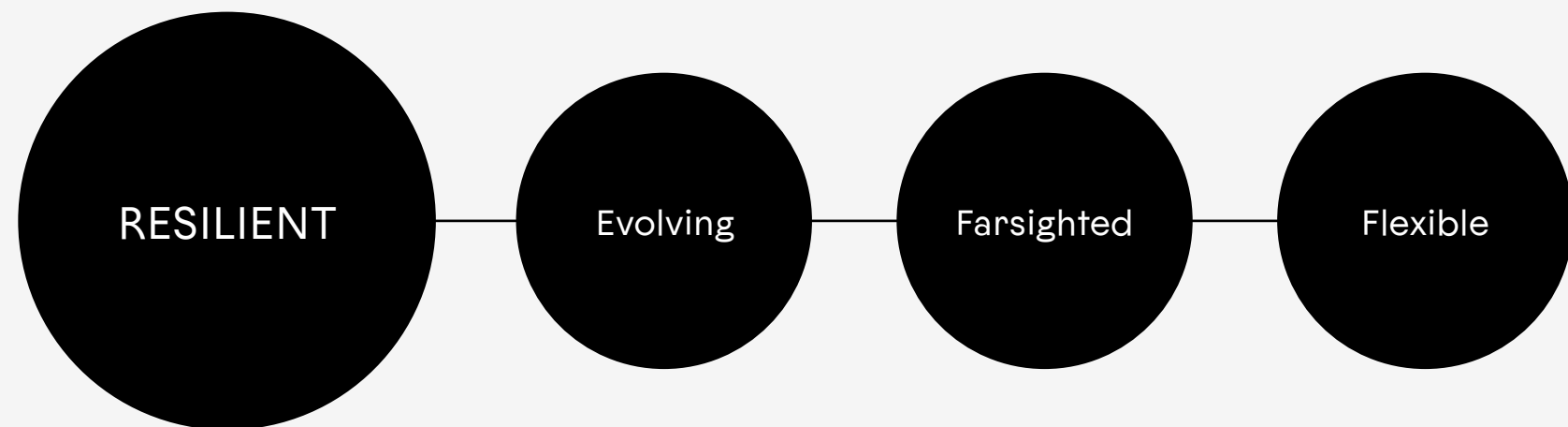
Demand for a multidisciplinary mode of work is churning out new job opportunities for designers. At the same time, the design fields with the longest history and richest traditions are experiencing a strong revival. We are acutely aware of these trends. We want to create a community and the right services to support the professional growth of all our members. From all fields. We've succeeded when every designer can achieve the kind of professional identity that they are proud of and that society values.

A nimble and solution-orientated approach is characteristic both to our members and Ornamo as a community. Our long history shows that we don't fear uncertainty or complex issues. We live with the times. And look to the future. Our role is to anticipate the changes that impact design as a profession. We create a safety net with concrete support mechanisms, responding to the challenges of the current and next generation.

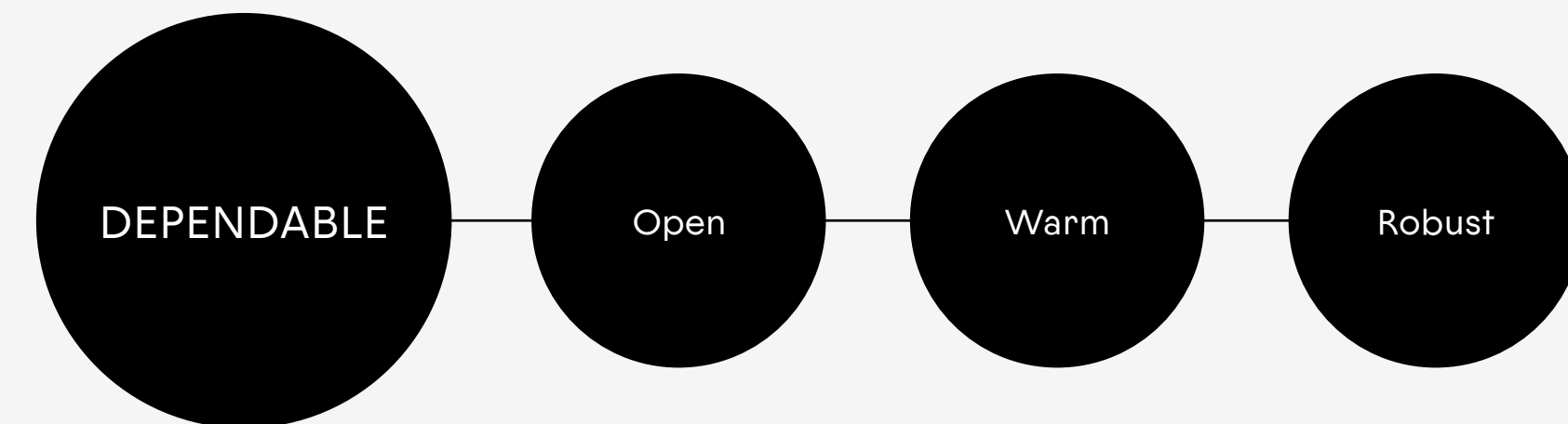
Our members are highly educated specialists and companies with design expertise at their core. The love for design unites us.

# Values

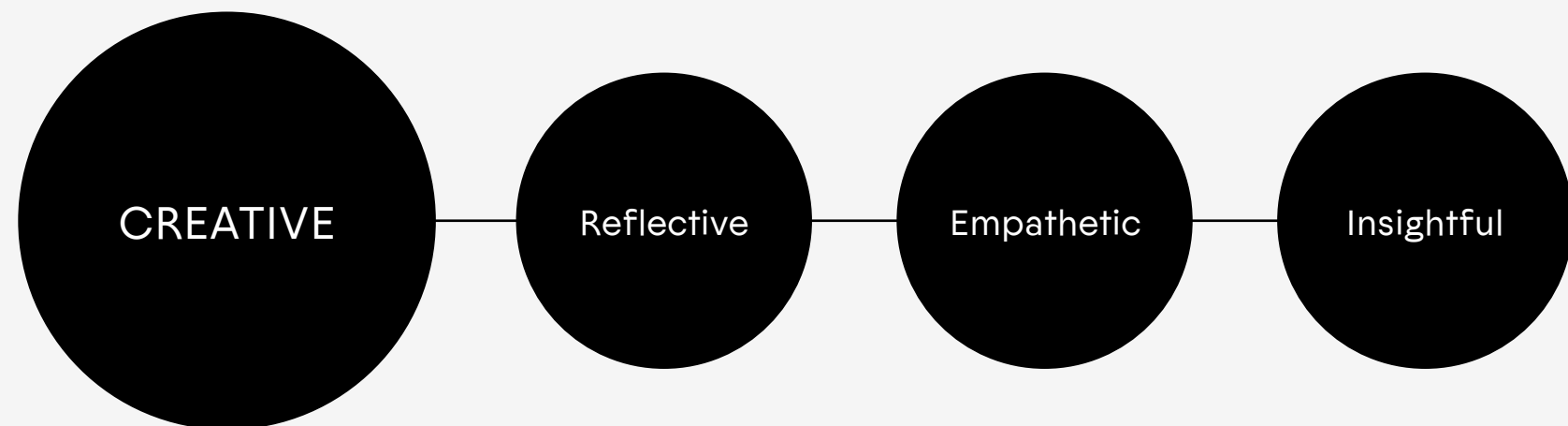
Our work is guided by resilience, dependability, creativity and being alert. We are actively part of the world around us.



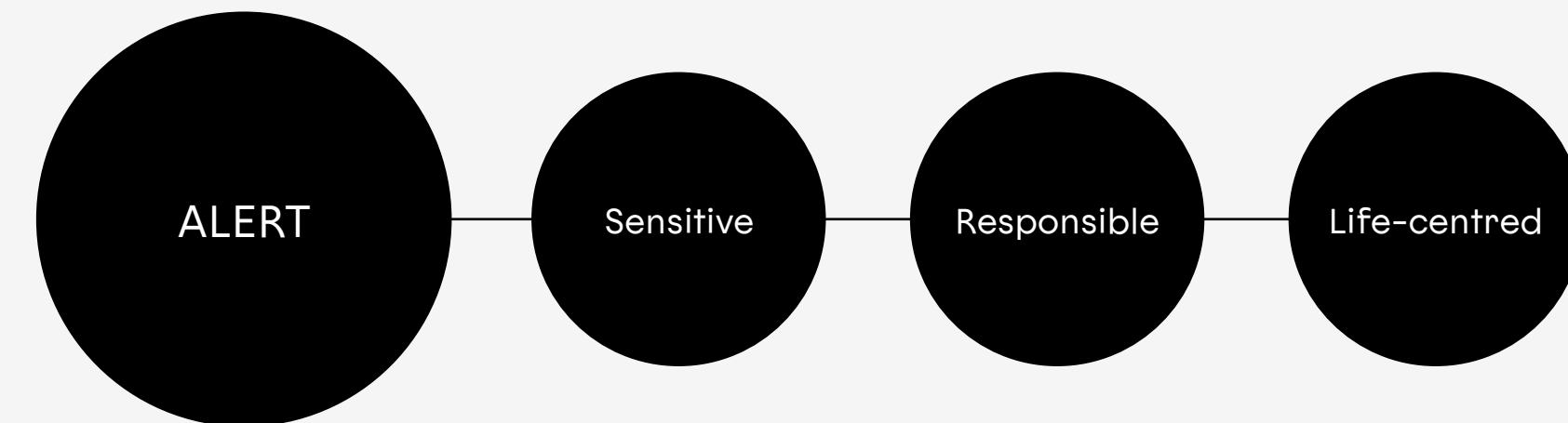
Resilience is about ability to accept uncertainty and focus on being part of the process. We are aware that problems are resolved and ideas develop in surprising ways. It's good to embrace chance. Our flexibility is not about giving in, but about being receptive and continuing to take things forward. Our history obliges us to always look beyond our own generation.



We seek and get support from each other. We are a community. We are only as strong as the safety net we create together – and its ability to carry, inspire, lead and help every single one of us. Openness, willingness to share and being kindred spirits reflects the design culture as a whole. It's worth nurturing and beneficial to all.



Creativity is about taking the time to reflect, empathize and form insights. In this mode problems are truly tackled. Not by waiting for the inspiration, but by thinking, experimenting and applying. Being creative is to be humane – to see and do things in a way that respects life.



We are alert to the world around us. Sensitivity and profound know-how are our resources – they build an understanding of the future, grow new knowledge and maintain our life-centredness. Designers have always improved the world, got their hands dirty and sought solutions. Responsibly.

## The foundations of Ornamo

A PLACE IN  
THE HEART

Ornamo is the voice, community, and support network that helps designers at different stages of their careers to achieve a broadly respected and recognised professional identity.

MISSION

Our mission is to advance and sustain life by raising designers to an influential position in society.

VISION

Designers are in prime positions in organisations due to the critical skillsets they possess and the high regard they are held in by the society.

## The strategic priorities for achieving our vision:

**1.**

We represent both multidisciplinary design expertise and design expertise as part of a multidisciplinary working environment.

**2.**

We'll ensure that the new generations of designers regard Ornamo as their own.

**3.**

We'll make the impact of design evident.

**1. We represent both multidisciplinary design expertise and design expertise as part of a multidisciplinary working environment.**

Objectives:

Ornamo membership is regarded as part of the identity of a top design professional.

Ornamo's organisational image corresponds to the multidisciplinary character of design.

Ornamo is an interesting and vibrant community of designers.

The professional and personal networks provided by Ornamo are unique in Finland.

Ornamo's members commit to responsibility and comply with the professional ethical guidelines and principles of sustainable development.

Ornamo's funding base continues to develop.

## **2. We'll ensure that the new generations of designers regard Ornamo as their own.**

Objectives:

Ornamo pays particular attention to the younger members of the community.

Ornamo engages with the younger generations in ways that best meet their needs.

Young designers want to join and be part of Ornamo.



### 3. We'll make the impact of design evident.

Objectives:

#### We increase society's understanding and regard for designers' work.

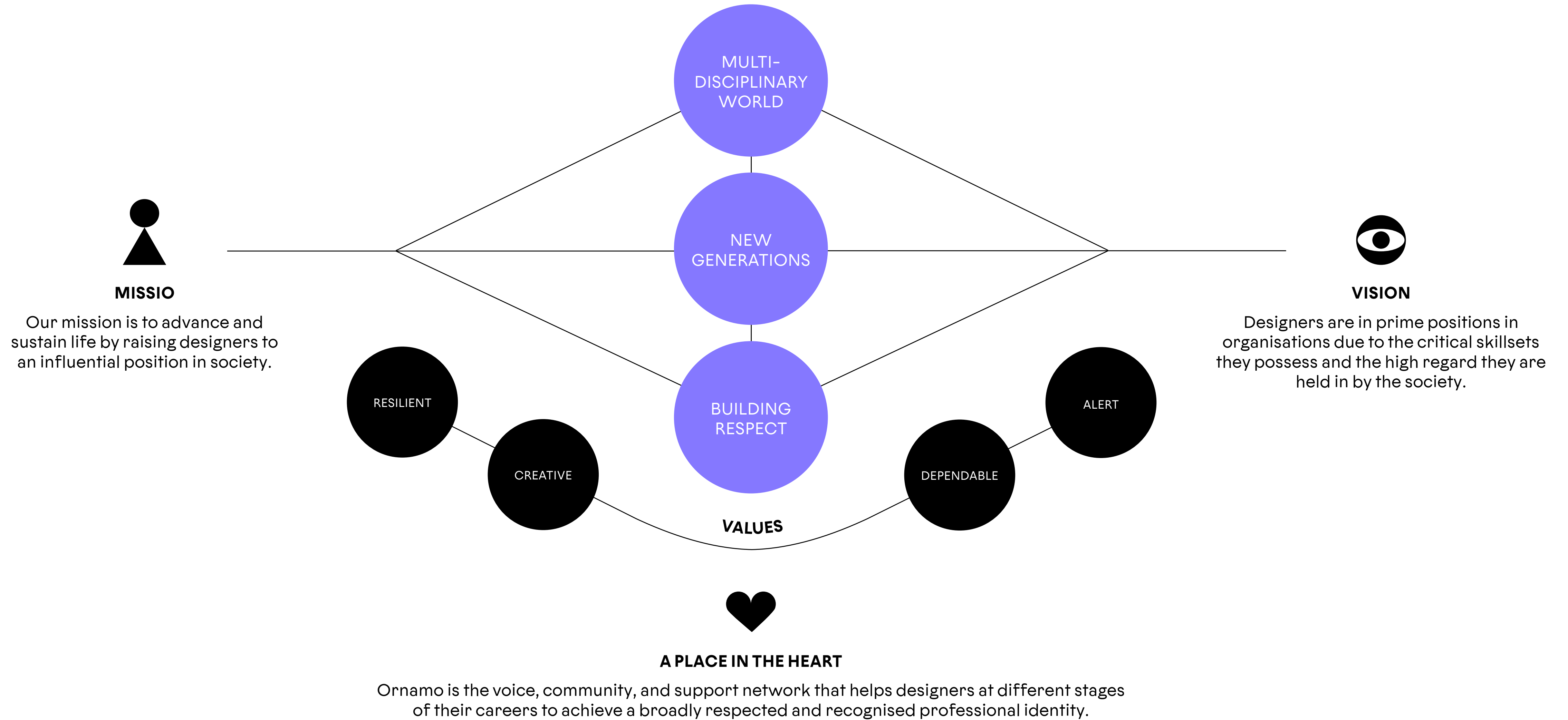
- We create awareness and understanding of designers' skills and expertise.
- We make evident the importance of design that is based on strong value chain thinking, and that creates intangible value in several fields.
- We advocate for design's role in the creative economy, in innovation policy, and as part of the knowledge-intensive business services (KIBS).
- We accelerate the progress of design in society. We have a visible and audible impact on the way design is presented and communicated.

#### We influence and improve the conditions of design work.

- We represent the professional interests of designers and collaborate with the unions (e.g. AKY, SKOL, TEK).
- Our members should understand the basic rules of work-life, and know how they can influence their careers and develop their competences.
- We provide our members with high-quality, modern tools for enabling a good working life, advancing their careers or building a business.

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## STRATEGIC PRIORITIES FOR ACHIEVING OUR VISION



# Thank you