



DESIGN BULDOZER

The **Design Buldozer** is an Estonian development program aiming at supporting industrial SMEs in taking advantage of design principles.

The program allows companies to benefit from the support of external professional designers in activities such as **brand management, product family management, marking strategy, and overall online presence.**

Every company is supported by an external senior design manager who drives the collaboration with one design agency acting as a partner. The program consists of two major stages: a **design audit**, performed by the design manager, aiming at positioning the company with regards to the use of design and setting goals; the **design process**, which entails the execution of the design brief by the design agency.

Design Buldozer is organized by the **Estonian Design Centre** and **Enterprise Estonia**: it lasts six months: it is funded with EU regional funds, and co-funded by companies. Full documentation is available to support your agency adopting this initiative. To know more about it please contact the Estonian Design Centre:

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<https://disainikeskus.ee/our-services/disainibuldooser>