

Analysis of the perception and presence of design in the fruit and vegetable cluster: The case of southeast Spain

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Electronic supplementary material

Supplementary Figure S1
Supplementary Tables S1–S4

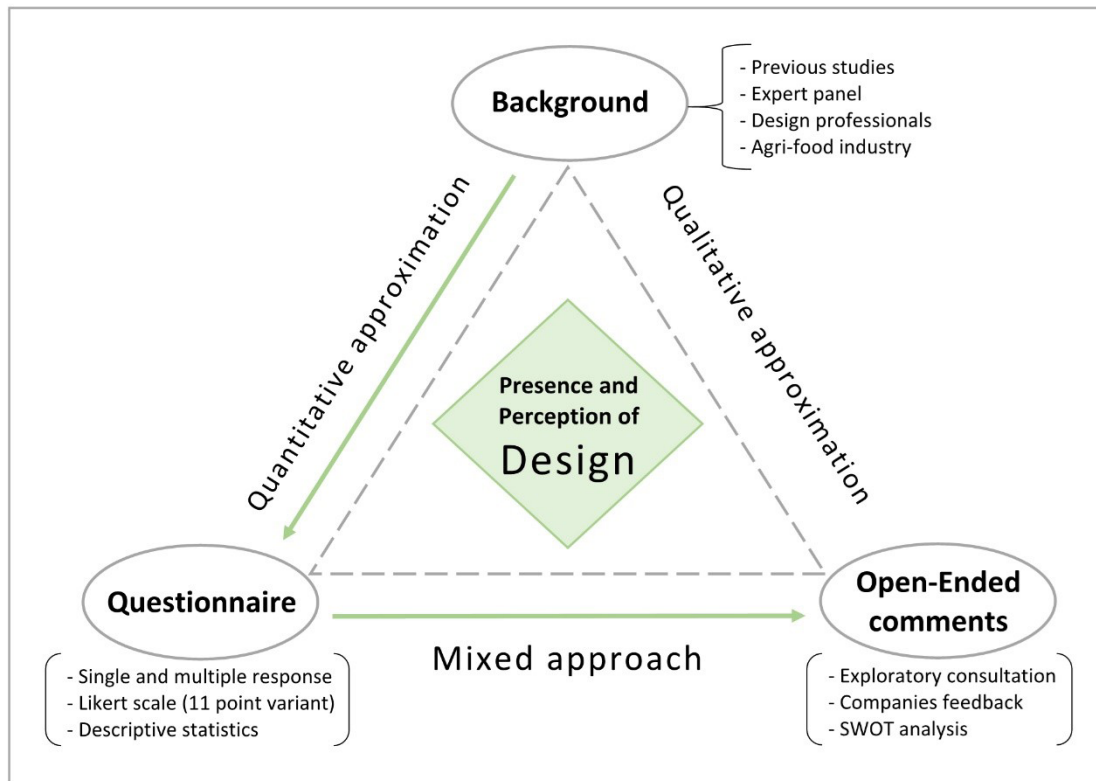


Figure S1. Conceptualisation of the methodological approach followed in the exploratory study, which is part of a broader research project

This methodology can be extrapolated to find out the presence and value of design components in other sectors

Source: author's elaboration

Table S1. Recapitulation of items raised in the introductory part (Block 0) of the questionnaire for the characterisation of the participating companies in the field study phase (translated from Spanish)

Number	Question
1	name of the organisation
2	contact e-mail address (later rounds)
3	position held by the person participating in the survey on behalf of the company 4 classifications of the company by size (in terms of size, size of the company)
4	classification of the company by size (number of employees)
5	turnover volume last 3 years (average)
6	type of company (producer, trader, processor or combined)
7	geographical scope of the company's target (local, regional, national, international, or combined)
8	As an organisation, do you know the difference between design and marketing (yes/no)?
9	What does your organisation understand by design (1. – one-off activity, style, fashion, 2. – a synonym for advertising, 3. – structured work process, 4. – a synonym for modern aesthetics)?

Source: author's elaboration

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Table S2. Recapitulation of the items raised in Block 1 of the questionnaire to survey how design is present in the organisation chart of the fruit and vegetable companies. (translated from Spanish)

Number	Question
1	<p>How is design present in your organisation? (possible multiple answers) / area of:</p> <p><i>i)</i> engineering, <i>ii)</i> marketing, <i>iii)</i> R&D, <i>iv)</i> general management, <i>v)</i> design is present in all areas of the company, <i>vi)</i> other, which one?</p>
2	<p>How is design integrated into the management and strategy of your company?</p> <p><i>i)</i> Design is not systematically integrated into the company.</p> <p><i>ii)</i> Design as a style in the final phase of the product/service with the involvement of a designer.</p> <p><i>iii)</i> Design integrated into the company but not leading the product/service development processes.</p> <p><i>iv)</i> Design as a management (and innovation) tool with strategic value for the company.</p>
3	<p>How is design present in your company's organisational chart?</p> <p><i>i)</i> as its department, <i>ii)</i> through an external staff, <i>iii)</i> the design component is not present in our company, <i>iv)</i> within another department, which one?</p>
4	<p>Does your company have design professionals on staff? No/Yes, how many?</p>
5	<p>Who assumes the role if your company does not have a designer on staff?</p> <p><i>i)</i> CEO, <i>ii)</i> management, <i>iii)</i> sales team, <i>iv)</i> no one, design work is always outsourced, <i>v)</i> other profile, which one?</p>
6	<p>How often do you engage in design services?</p> <p><i>i)</i> we do not engage design services, <i>ii)</i> for specific projects, <i>iii)</i> continuously, we have a dedicated team, <i>iv)</i> at least once every 6 months, <i>v)</i> every 1–2 years, <i>vi)</i> every 2–3 years, <i>vii)</i> other</p>
7	<p>Sources you turn to for design professionals (multiple choice)</p> <p><i>i)</i> technology centres / R&D, <i>ii)</i> design associations, <i>iii)</i> design publications and media, <i>iv)</i> professional relations, <i>v)</i> training centre: university, <i>vi)</i> training centre: art school, <i>vii)</i> other, which one?</p>
8	<p>Has your company invested in the last 3 years in...? (multiple choice)</p> <p><i>i)</i> graphic design (communication, branding...), <i>ii)</i> industrial and product design (containers, packaging...), <i>iii)</i> space design (stands and equipment for fairs, conventions...), <i>iv)</i> digital and multimedia design, <i>v)</i> service design, <i>vi)</i> other types of design, which one?</p>
9	<p>Volume of investment in design in the last 3 years</p> <p><i>i)</i> no investment in design, <i>ii)</i> the average of the last 3 years has been: _____</p>
10	<p>Has your company legally protected any design (graphic, product...) in the last 3 years? (possible multiple answers)</p> <p><i>i)</i> no, <i>ii)</i> yes, by trademark, <i>iii)</i> yes, by patent, <i>iv)</i> yes, by an industrial design registration system, <i>v)</i> yes, by copyright, <i>vi)</i> yes, by copyleft, <i>vii)</i> yes, by other protection system, which one?</p>

Source: author's elaboration

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Table S3. Record of the perceptions (and questions) raised in Block 2 of the questionnaire to determine the level of importance and satisfaction that the fruit and vegetable companies give to the design component (translated from Spanish)

Number	Question
11	Level of importance of the design component within the strategy of your company (0 = not important at all – 10 = very important)
11.1	importance they attach to graphic design (communication, branding...)
11.2	importance they attach to industrial and product design (packaging, wrapping, packaging...)
11.3	importance is given to the design of spaces (stands and equipment for fairs, conventions)
11.4	importance they attach to digital and multimedia design
11.5	importance given to service design
12	Level of satisfaction with the design component in relation to the evolution of your company's turnover in the last three years (0 = not satisfied at all – 10 = very satisfied)
12.1	satisfaction with the graphic design (communication, branding...)
12.2	satisfaction with industrial and product design (packaging, wrapping, packaging...)
12.3	satisfaction with the design of spaces (stands and equipment for trade fairs, conventions...)
12.4	satisfaction with digital and multimedia design
12.5	satisfaction with service design

Source: author's elaboration

Table S4. Record of the perceptions (and questions) raised in Block 3 of the questionnaire to quantify the tangible and intangible benefits that fruit and vegetable companies can obtain from design

Number	Question
13	Tangible and intangible benefits you have obtained from design in your company in the last 3 years (0 = I totally disagree – 10 = I totally agree)
	Tangible benefits
13.1	Our company's position has improved compared to our competitors (increased competitiveness).
13.2	The efficiency in selling our products has improved (profitability).
13.3	Our sales volume in the international market has increased (increase in exports).
	Intangible benefits
13.4	The image of our company has improved (improved corporate image).
13.5	Our products are better positioned than our competitors (differentiation and positioning).
13.6	The appreciation of our products has increased in the market (customer satisfaction and loyalty).
13.7	We have opened up new segments to introduce our products (entry into new markets).

Source: author's elaboration