

copenhagen
co'creation
/ designing for
change
/ 09

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AUG 2009

/ invitation to copenhagen
co'creation seminar
august 30, 2009

CREATED BY

DDA
Danish Design
Association

INFO

Co-creation changes the game of
innovation

WEB

www.copenhagencocreation.com

you, are invited!

The Danish Design Association and partners are delighted to invite you to the Copenhagen Co'creation Seminar: *Designing for Change* on Sunday, August 30, 2009 from 10 am – 5:30 pm.

At the Copenhagen Co'creation Seminar: *Designing for Change* business executives, experts and designers will share business cases, thoughts and experiences through workshops, talks and interviews and create a common vision on how to put forward the significant advantages of co-creation in the midst of the changes and challenges from a new reality of turbulence.

what is this all about?

We need to think, act and innovate from a new perspective to ensure future sustainable prosperity. We need to solve complex problems, collaborate in new ways, tell new stories and change the game of innovation. We need to design for change.

Co-creation changes the game of innovation from designing FOR people to designing WITH people.

Rather than being a tool or a methodology, co-creation is a mindset engaging people in the development of products and services thus creating new meaningful and profitable solutions and powerful organizations adaptable for change.

hands on co-creation

You have a unique opportunity to:

/ Work with twenty-five leading Danish and international business executives, experts and designers engaged in co-creation

/ Explore and share business experiences on principles of co-creation with 200 Danish business executives, experts and designers

/ Listen to exclusive on-stage interviews and talks

/ Create your own personal action plan for bringing co-creation to the forefront of innovation in your own organization

who should attend?

The seminar offers essential insights for business executives, innovation experts, researchers, internal teams, professionals from the public sector, and professionals involved in innovation, management, design and driving organizational change, processes, products and people.

sign up

/ Deadline for registration, Wednesday, August 26

/ Registration fee: DKK 600, incl. VAT
A print invoice will be sent to your postal address

/ Sign up here:
copenhagencocreation.com/signup

event location

/ Pressen
/ Rådhuspladsen 37
/ DK-1785 Copenhagen V

contact information

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/ Telephone: +45 7225 5400

/ If you have any questions, please do not hesitate to contact us

who will you meet?



/ **Martin Delfer**, Danish Design Association



/ **Pam Nyberg**, Whirlpool Corp.



/ **Eric Brown**, ImpactGames



/ **Doron Wesly**, Samsung (Cheil Worldwide)



/ **Lisbet Thyge Frandsen**, Grundfos



/ **Anna Kirah**, CPH Design



/ **Arturo Pasquel**, Vestas R&D



/ **Uday Dandavate**, Sonic Rim



/ **Emily Pilloton**, Project H Design



/ **Ric Grefé**, AIGA

Check who is participating at
copenhagencocreation.com/seminar

program for august 30

10.00
arrival and mingling

11.00
welcome

/ **Martin Delfer**, *Chairman, Danish Design Association*

why we need to design for change in times of turbulence

/ Opening talk by **Banny Banerjee**, *Director, Stanford Institute of Design* on the crucial role of co-creation and the design mindset in creating sustainable economic growth

presentation of the copenhagen co'creation manifesto

/ By **Lisbet Thyge Frandsen**, *Group Senior Vice President, Grundfos* and **Pam Nyberg**, *Principal Design Strategist, Whirlpool Corporation*

adapting the manifesto

/ On-stage interview with **Lisbet Thyge Frandsen**, **Pam Nyberg** and **David Kester**, *CEO, British Design Council*: How businesses design for change to keep prospering in times of turbulence

12.30
delicious lunch by meyers deli

driving business in new directions through co-creation

/ Talk by **Doron Wesly**, *Global Media Director, Samsung (Cheil Worldwide)*: Co-creating communication strategies generates value beyond marketing and branding

from working FOR people to working WITH people

/ On-stage interview with **Anna Kirah**, *VP Design Consultancy, CPH Design*: How to create better products, services and organizations by looking at people as more than customers

the impact of co-creation

/ Break-out discussion: How can the principles of co-creation create value in your own business? How can the manifesto be implemented and what need to be changed? Exchange views and experiences with peers and co-create the final draft of the manifesto

14.30
break

putting co-creation into action

/ Talk by **Uday Dandavate**, *Founder and CEO, SonicRim*: The design mindset is the key to connecting stakeholders when co-creating new business opportunities

designing for change through the co-creative organisation

/ On-stage interview with **Arturo Pasquel**, *Director, Vestas R&D*: How to create innovative organizations based on co-creation and the design mindset

the impact of co-creation

/ Break-out discussion: Share thoughts and experiences on how to change the game of innovation and create your personal action plan for bringing co-creation to the forefront in your own business

17.00
future actions and wrap-up

/ Chaired by the Danish Design Association and partners: INDEX., Danish Design Center, the Danish Chamber of Commerce and the Confederation of Danish Industry

17.30
thank you

Copenhagen Co'creation is created by the Danish Design Association (DDA) in collaboration with the Danish Chamber of Commerce, the Confederation of Danish Industry, Copenhagen Design Week/Danish Design Centre and INDEX.:

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Workz