

DESIGN
FOR
EUROPE

Powering Innovation

Tallinn
06.10.2016



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Welcome to Tallinn, the European hub for cutting-edge innovation and entrepreneurship and, host to the 2016 [Design for Europe summit: Powering Innovation](#).

Design can have a transformational impact on innovation, boosting business productivity, stimulating jobs and economic growth, enabling effective policymaking and improving public sector service delivery.

Since 2014, Design for Europe has held nearly 100 events across Europe reaching more than 5,000 business leaders, policymakers, public servants, designers and academics in over 50 European cities. Through our unique one-stop platform, we have built a network of design Ambassadors and Experts from across Europe, catalysing design-driven innovation and resulting in significant regional and national impact.

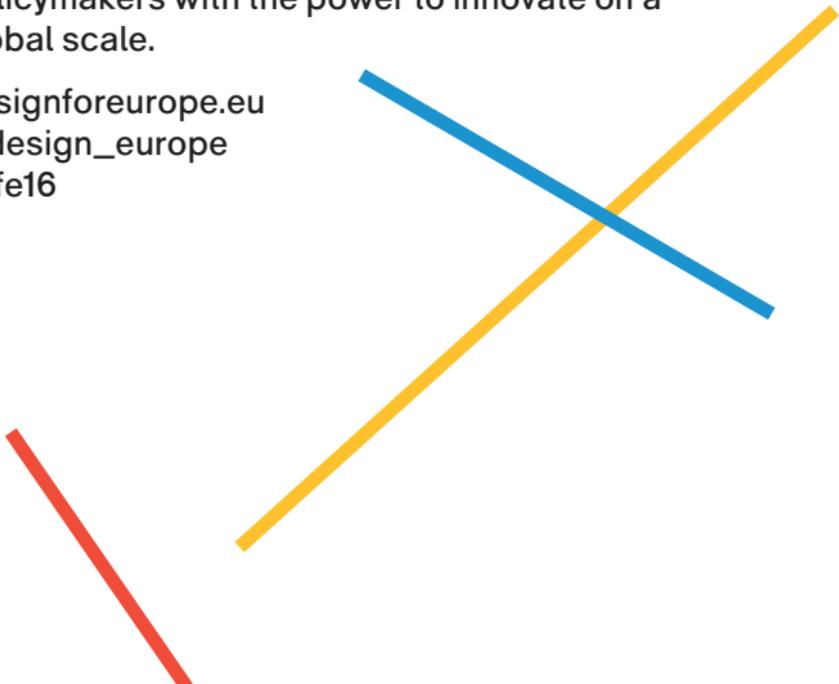
[Design for Europe: Powering Innovation](#) brings together professionals at the forefront of design-led innovation, providing a unique opportunity to share insights, best practice and emerging trends on how design delivers transformation in business, government and the not-for-profit sector.



The summit is an interactive opportunity to connect with leaders across Europe, to share evidence on how design drives innovation, consider the skills we need in our workforce for the future, learn how design can address major societal challenges and explore how innovation can be implemented and scaled more effectively.

Design for Europe: Powering Innovation is an opportunity to further build and strengthen the European innovation community of practice and equip businesses, public sector organisations and policymakers with the power to innovate on a global scale.

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Agenda

-
- 09:15 Registration and refreshments
-
- 10:00 Welcome
Ellie Runcie, Director of Growth and Innovation, Design Council UK
-
- 10:05 Host nation keynote
Indrek Saar, Minister of Culture, Estonian Government
-
- 10:10 European Commission keynote
Antti Peltomäki, Deputy Director-General, DG Internal Market, Industry, Entrepreneurship and SMEs
-
- 10:20 Summit host introduction
Lynda Relph-Knight, Design writer, curator and consultant
-
- 10:30 Powered to Grow: Productivity and Performance
How design can be harnessed to pioneer, promote and prosper
Lynda Relph-Knight (panel chair)
Dr Graça Fonseca, Secretary of State for Administrative Modernisation, Portuguese Government
Markko Karu, Chief Design Officer, Funderbeam
Margus Simson, Chief Executive, Ziraff
Yvonne Sonsino, Innovation Leader, Mercer

11:30	Refreshment break
12.00	<p><u>Powered by Competence: Design Skills</u> How design is fast becoming a key skill which is integral to innovation</p> <p>Dr Steve Harding, Director of the Institute for Creative Innovation, Birmingham City University (panel chair)</p> <p>Tobias Haug, Head of Design and Co-Innovation Center EMEA, SAP</p> <p>Kaja Kruus, Lead UX Designer, Proekspert</p> <p>Mustafa Kurtuldu, Design Advocate, Google</p>
13:00	Lunch and networking
14.00	<p><u>Powered Together: Innovation Ecosystems</u> How a design-led process brings different actors together to create maximum impact</p> <p>Tim Stoner, Managing Director, Space Syntax (panel chair)</p> <p>Dr Tahar Melliti, General Manager, Alliance for the Future Industry</p> <p>Siim Sikkut, Digital Policy Adviser, Estonian Government</p> <p>Dr Anne Stenros, Chief Design Officer, City of Helsinki</p>

-
- 15:00** **Powered by Change: Social Innovation**
How design helps to address societal challenges and improve lives
Aphrodite Bouikidis, Consultant, Municipality of Thessaloniki
Brenton Caffin, Director of Innovation Skills, Nesta (panel chair)
Dr Geke van Dijk, Co-founder and Strategy Director, STBY
Maarjo Mändmaa, Chief Executive, Hoolekandeteenused AS and State Secretary Office
Dr Nynke Tromp, Assistant Professor of Social Design and Behaviour Change, Department of Industrial Design, Delft University of Technology
-
- 16:00** Refreshments
-
- 16:20** **OpenSpace discussions**
OpenSpace is a simple, user-led methodology for breakout discussions. It encourages participation by attendees who have a drive/passion for certain topics to be discussed. A number of spaces will be made available for the audience to propose and facilitate discussions.
-
- 17:20** **Summit summary**
Lynda Relph-Knight
-
- 18:00** Drinks reception
-
- 19:30** Close of summit

At the summit, we are using an innovative technology that allows you, the audience, to interact with the presentations and also keep the slides electronically for future reference. Glisser provides the opportunity to voice your opinion by asking the speakers questions, voting in polls and 'liking' slides, all from your device. You also get to see each other's questions and 'like' the ones you most want to hear answered.

What do you need to do?

1. There's nothing to download.

Simply navigate to this webpage in the web browser of the device you are bringing with you: glsr.it/dfe16 (no need for html or www).

2. Register (only an email address is required)

3. You're all set for the day. When the first presentation starts, each slide will appear on your smartphone or tablet as it is made available by the speaker.

Want to know more?

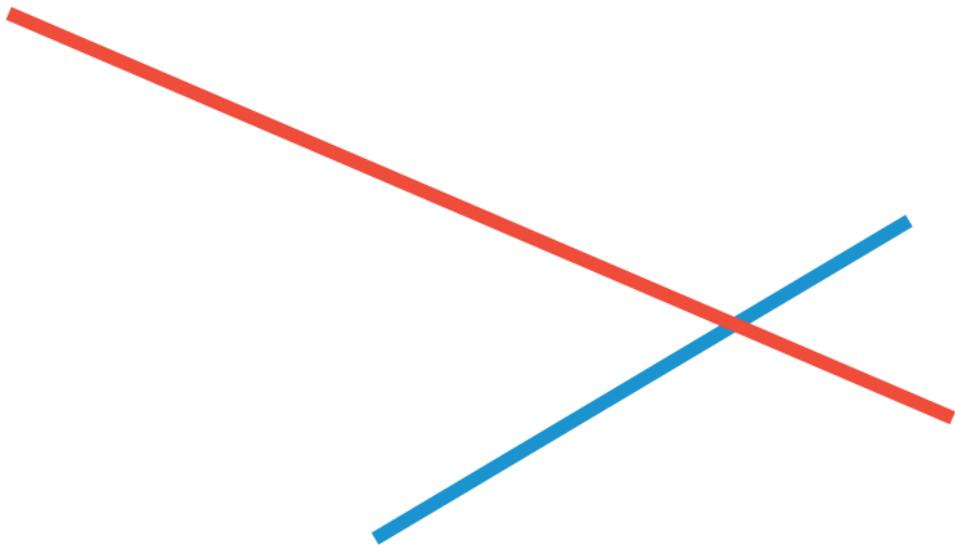
Visit glisser.com



Aphrodite Bouikidis

Consultant for Urban Innovation and International Partnerships
Municipality of Thessaloniki

Prior to her current role on the Resilient Thessaloniki programme at the Municipality of Thessaloniki, Aphrodite was the Founder of Ashoka Greece, and has directed student leadership and social innovation programs in the Greek-American community in the U.S. Aphrodite also spent three years on the Middle East and North Africa team at the National Democratic Institute for International Affairs (NDI), where she helped develop and support programs for civic participation, women's leadership and civil society.





Brenton Caffin

Director of Innovation Skills
Nesta

Brenton is an innovative and strategic thinker and regularly presents to and advises national and global organisations, including UN agencies, on a wide range of issues relating to social and public sector innovation. He is an adviser to the Adelaide Festival of Ideas and former board member of the global Social Innovation Exchange and the Institute for Public Administration in his native Australia.

@bcaffin
nesta.org.uk





Andrea Ferrari

Head of the Area 'Strategy and New Product Development'
Industry and Power Generation Business Unit D'Appolonia

Andrea joined D'Appolonia in 2004 during his PhD and since then has been involved in a number of projects including material science, LCA, modelling and advanced processes for the hi-tech industrial sector, combining advanced inventive problem-solving methodologies in support of the innovation process. He has been coordinating D'Appolonia's participation in more than 10 European funded projects, targeting advanced materials development, SMEs support and advanced process development, for the manufacturing, building and energy efficiency sectors.

dappolonia.it/en

Dr Graça Fonseca

Secretary of State for Administrative Modernisation
Portuguese Government

Graça leads service design initiatives for the Portuguese government within administrative modernisation and civic engagement public policies. Prior to this, Graça was Deputy Mayor of Lisbon, with the areas of economy, innovation and education.

@gracafonseca
portugal.gov.pt

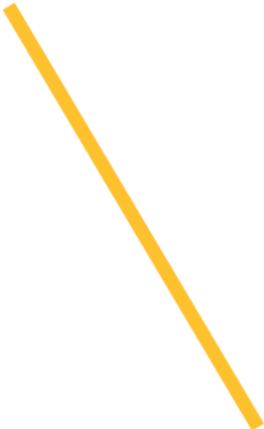


Dr Steve Harding

Director of the Institute for Creative Innovation
Birmingham City University

Steve leads on the institute's exploration of how the creative industries catalyse change with other growth sectors focusing on STEAM approaches, innovation labs and Maker Monday sessions. He was Director of the Cross Innovation Interreg Project connecting creative companies (CCIs) with other growth sectors. He has worked extensively on EU initiatives to support the creative industries including Creative Metropolises sharing city experiences in the CCIs and ECCE Innovation focusing on internationalisation of SMEs.

@steveh10
bcu.ac.uk



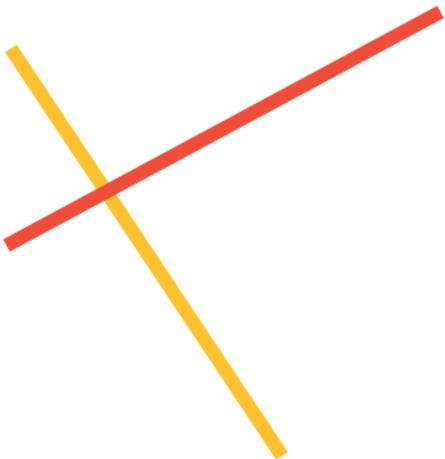


Tobias Haug

Head of Design and Co-Innovation Center EMEA
SAP

Tobias has 16 years of international experience, 12 of which he has spent leading design teams. He is a firm believer in the role of design management in establishing design practices within 'traditional' business environments and mentoring conditions in which design moves from tactical to strategic value. He currently leads an international design team within SAP, Germany, a global enterprise software company, establishing design as an integral part of their relationship with customers and partners.

@SAP_designs
sap.com



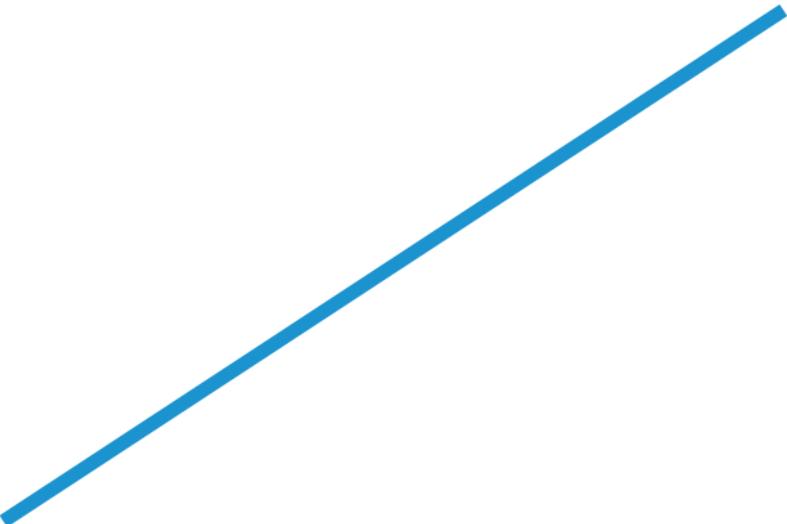
Iben Højer Hansen



Programme Director
Danish Design Centre

Iben views design thinking as a human approach to innovation. As programme director, her focus is on design-driven business development, which aims to activate design in helping Danish businesses and industry grow and develop in a national and international context. Key focus areas are user involvement, new business models, establishing and using networks, productive partnerships and clear communication about the close relationship between design and the companies' bottom line.

@IbenHH
ddc.dk

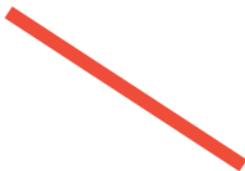


Markko Karu

Chief Design Officer
Funderbeam

In the last 20 years, Markko has consulted more than 200 organisations with service design, branding, packaging and communication. He has founded several creative companies and acted as a spokesperson for the Estonian design industry. His passion for digital services and startups has led him to Funderbeam, helping growth companies become funded and trade across borders.

@markkokaru
funderbeam.com



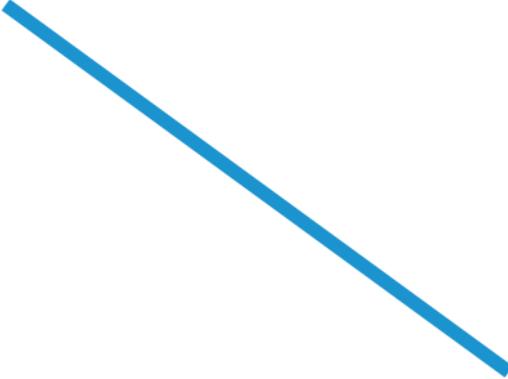
Kaja Kruus



Lead UX Designer
Proekspert

As a lead user experience designer at Estonian design and software development company Proekspert, Kaja is interested in how people interact with different devices and digital services. She strongly believes that technology must be usable for everyone and is keen to find new ways to improve cooperation between various disciplines.

@proekspert
proekspert.eu

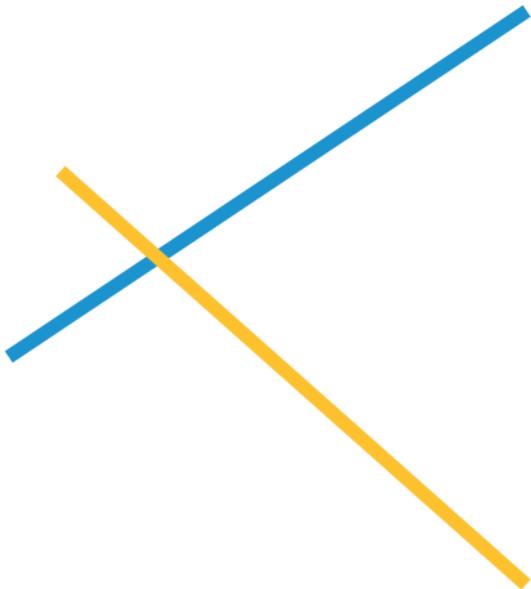


Mustafa Kurtuldu

Design Advocate
Google

Based at Google's London office, Mustafa supports designers worldwide to create wonderful user experiences with Google's design language, Material Design. He has more than sixteen years' experience working as a designer in publishing, charity, central government, education and finance; with organisations including News International, Middlesex University, the Metro Newspaper, BBC, Arts Council of England and Macmillan Publishing.

@mustafa_x
google.com



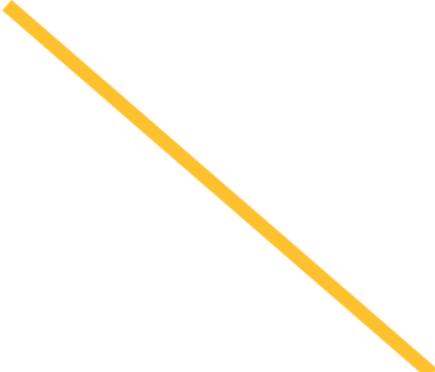
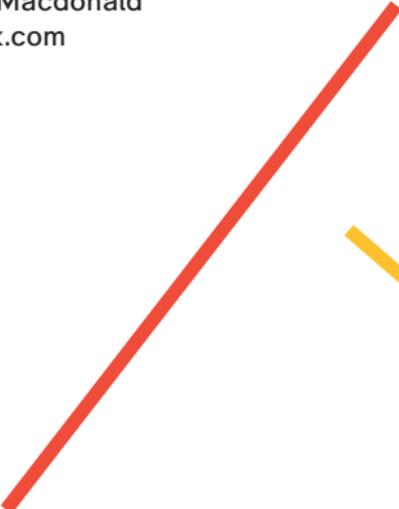
Dids Macdonald OBE



Chief Executive
ACID

Dids Macdonald has more than 25 years' experience within the design industry and co-founded ACID (Anti Copying in Design) because her products were constantly being copied. Today ACID represents thousands of designers within the creative industries. ACID is supported by the Alliance for Intellectual Property, of which Dids is Vice Chair. In June 2015, Dids was made an Officer of Order of the British Empire (OBE) in Her Majesty's Birthday Honours for her services to the design industry.

@DidsMacdonald
acid.uk.com



Maarjo Mändmaa

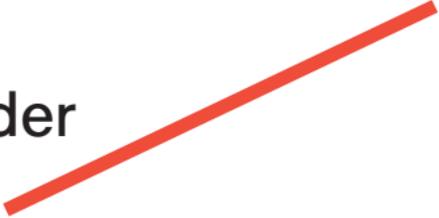
Head of the Public Sector Innovation Task Force
State Secretary, Office Estonian Government

Maarjo is an experienced and respected innovation leader in the Estonian public sector. Currently Chief Executive of Hoolekandeteenused Corporation, a state-owned company, which provides services for people with mental health disabilities, his career includes posts as Secretary General at the Estonian Ministry of Social Affairs, Head of Department of Probation and Head of Department of Internal Audit at the Estonian Ministry of Justice.

hoolekandeteenused.ee



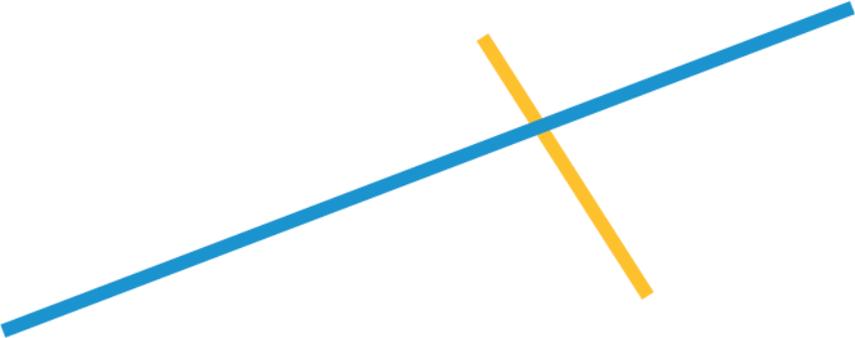
Christina Melander



Programme Director
Danish Design Centre

Christina leads on the organisation's focus on design and business development, which explores the potential of design methods to meet businesses' needs to develop new products, solutions and markets. She is committed to disseminating knowledge about how design helps drive important positive changes and why companies that use design strategically do better, create more jobs and generate more growth.

@CmeMelanders
ddc.dk





Dr Tahar Melliti

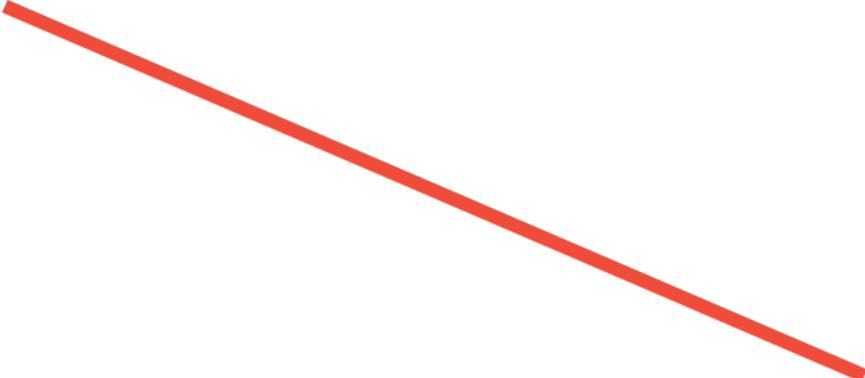
General Manager

Alliance for the Future Industry

Tahar brings together professional organisations from industry and digital technology with academic and technological partners to support companies in the transformation of their business models, their organisation, and their design and marketing methods. Previously, Tahar was Counsellor of Innovation and New Industrial Economy in the cabinet of the Minister of Economy, Digital and Industry, Mr Arnaud Montebourg.

@industrie_futur

allianceindustrie.wixsite.com/industrie-dufutur





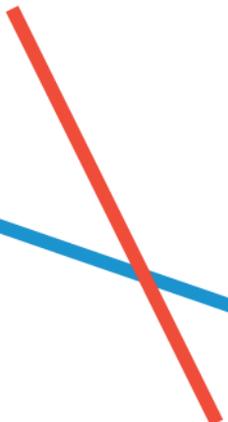
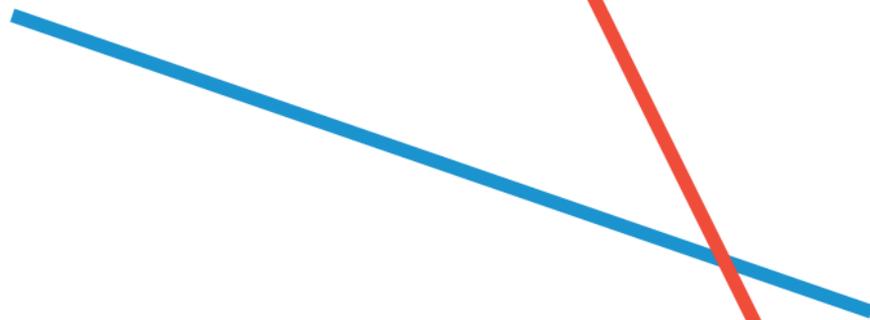
Stephen Miller

Research and Evaluation Manager
Design Council

Stephen has more than a decade's experience of supporting organisations to improve the social impact of their work through learning and evidence. In addition to numerous third sector organisations, Stephen has been an adviser to various public sector organisations including the UK Cabinet Office and the European Commission, as well as large corporates such as the Royal Bank of Scotland, Santander and Telefonica. Stephen oversees the Design Council's research and evaluation activities, championing evidence on the value of design.

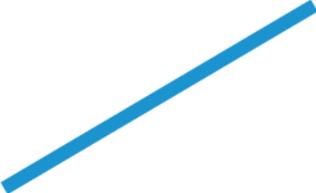
@milski360

designcouncil.org.uk



Gulay Ozkan

Founder
GEDS



Gulay is an award-winning entrepreneur. Her design and innovation studio helps companies create human-centric solutions that are well connected with human behaviour, needs and desires. To name but a few of her accolades, Gulay is an adviser at the Boston-based Design Management Institute, a member of the Design for Europe Expert Panel and is listed in the EU's Global Board Women Ready project. She was recently named curator of Harvard Business Review Turkey's first Design Thinking conference in Istanbul.

@GulayOzkan
gulayozkan.com

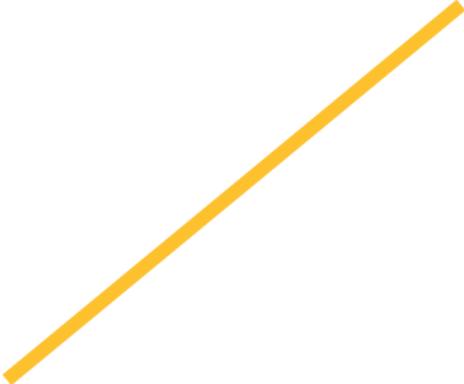


Antti Peltomäki

Deputy Director-General, DG Internal Market, Industry,
Entrepreneurship and SMEs
European Commission

Antti is responsible for regulatory policy including internal market and standardisation, sustainable growth and EU 2020 which includes industrial innovation and mobility industries, textiles, chemicals, metals, mechanical, electrical industries, raw materials, tourism and key enabling technologies. Prior to joining the Commission in 2006, Antti worked for almost ten years in the office of the Prime Minister of Finland, initially as State Under-Secretary, then State Secretary for EU affairs.

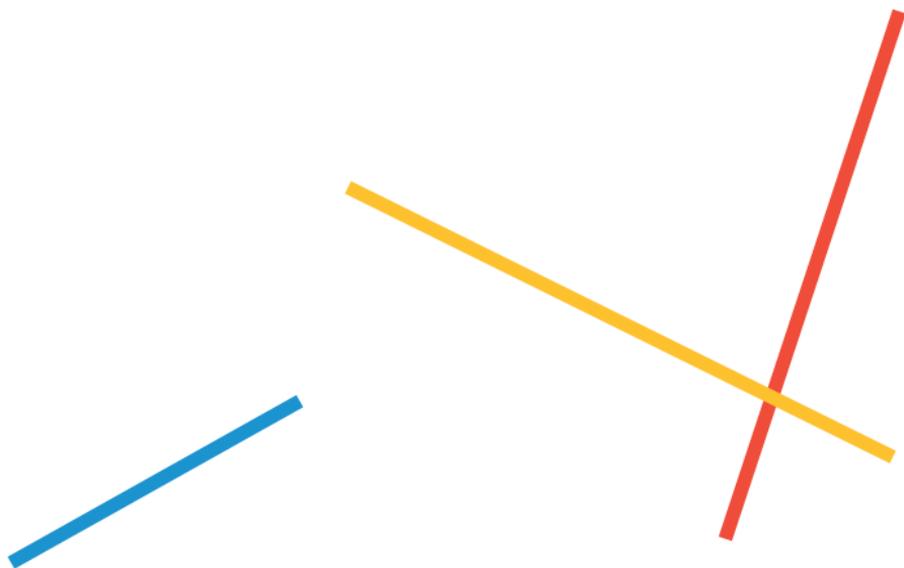
ec.europa.eu



Andrea Pestarino

Business Development Manager
D'Appolonia

Andrea is involved in both industrial consultancy projects and European co-funded research projects (especially in FP7-SME, FP7-NMP-FoF programs, H2020 SME instrument). He worked as a designer and technical trainer in Honda Automobili Italia S.p.A, and in R.G.R. S.p.A. Andrea is now the Project Coordinator for Design for Enterprises, a project entirely financed by EASME for training European SMEs and business intermediaries on the theme of design-driven innovation.
dappolonia.it/en

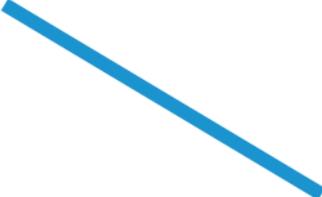


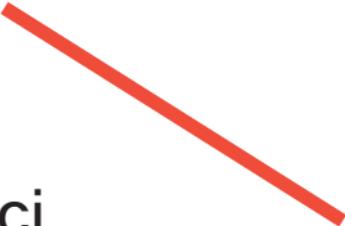
Lynda Relph-Knight

Design writer, curator and consultant

Lynda was editor of Design Week for more than 20 years and her wealth of experience includes working with the British Council on its design policy for South Africa and UK Trade and Investment to identify architects and designers to promote overseas. Lynda is an honorary fellow of the Royal College of Art, a visiting fellow of University of the Arts London, mentor at London College of Communication and adviser to the Associate Parliamentary Design and Innovation Group.

@RelphKnight



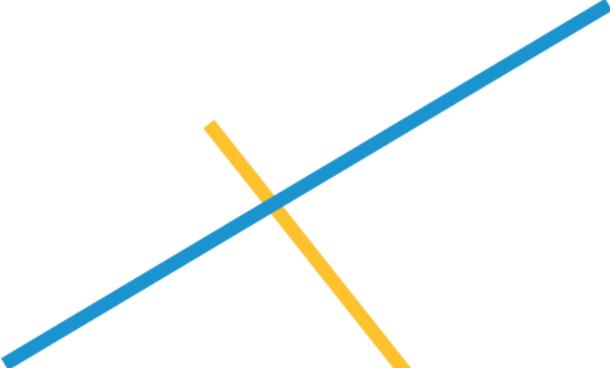


Vanessa Ricci

Project Adviser, Executive Agency for Small and Medium-Sized Enterprises (EASME), European Commission

Vanessa has been working at the European Commission since 2010, dealing with Research and Innovation programmes, such as H2020 and FP7. In 2015, she joined the European Executive Agency for SMEs and is the project manager of the design-driven innovation training that the European Commission is funding in order to foster the knowledge of business intermediaries and SMEs on this issue.

@VanessaRicciSME
ec.europa.eu



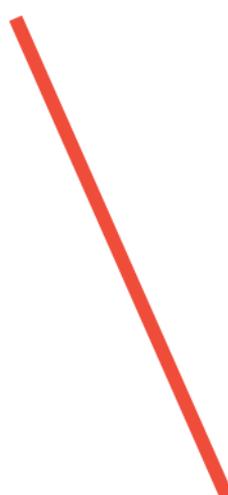


Ellie Runcie

Director of Growth and Innovation
Design Council

Ellie has been responsible for developing and delivering Design Council's design support services, leading a UK-wide strategy to influence the use of design by leaders and management teams in the private and public sector. Ellie has led the evolution of Design Council's unique portfolio of design frameworks, processes and methods, which includes its globally respected Double Diamond innovation process.

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designcouncil.org.uk



Indrek Saar

Minister of Culture
Estonian Government

Indrek has been the Minister of Culture of the Republic of Estonia since April 2015 and is a member of the Social Democratic Party. He was a member of the XI and XII Riigikogu from 2007–2015, and prior to this spent several years involved in the theatre at both Director and Executive Director levels, including Theatre NO99/Vanalinnastudio and Rakvere Theatre. kul.ee/en

Siim Sikkut

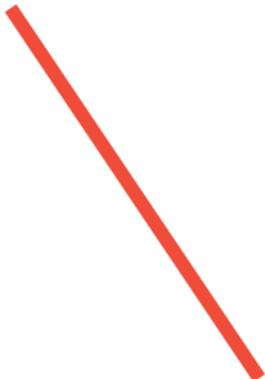


Digital Policy Adviser
Estonian Government

Siim's role is to coordinate digital policy planning and execution across the government, advise the Prime Minister on digital matters and oversee strategic initiatives in e-governance. Siim is one of the founders of Estonia's groundbreaking e-Residency programme.

@sikkut

e-estonia.com

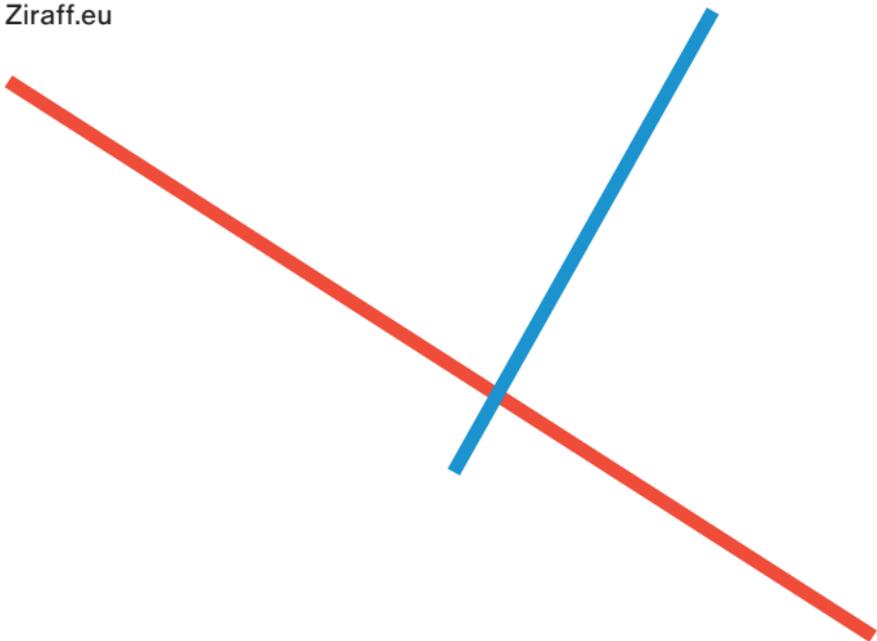


Margus Simson

Chief Executive
Ziraff

Former CIO of Eesti Energia and Head of e-channels at Swedbank, Margus is an e-services expert and the CEO of Estonia's Ziraff, business technologists specialising in finance, accounting, e-health and e-government. With 16 years' of experience and having led the development of more than 30 business-critical e-service solutions, Margus leads projects where the internet delivers a breakthrough in business results.

@ZiraffUX
Ziraff.eu



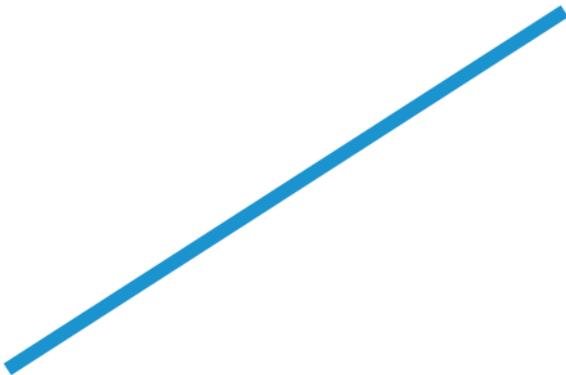


Yvonne Sonsino

Innovation Leader
Mercer Europe

Yvonne works across all lines of business to help develop Mercer's design and innovation culture. This role has the new 'Innovation Hub' reporting into it – a very exciting development that gives Mercer a place to build its great ideas into new solutions. As part of the leadership team in Mercer Europe, Yvonne is working on specific ways to develop and grow new and innovative areas of consulting with clients.

@YvonneSonsino
mercer.com

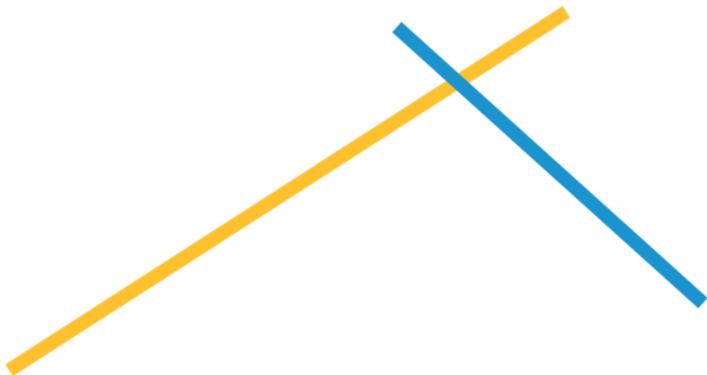


Dr Anne Stenros

Chief Design Officer
City of Helsinki

In September 2016, Anne was appointed as the first Chief Design Officer of the City of Helsinki. A design-thinker and speaker lecturing around the world, she has acted as a Managing Director of Design Forum Finland, Executive Director of Hong Kong Design Centre and Design Director at KONE Corporation. She held a professorship at the Aalto University School of Business as the director of the IDBM International Design Business Management Master programme in 2016.

@CasaAnna
hel.fi/www/helsinki/en



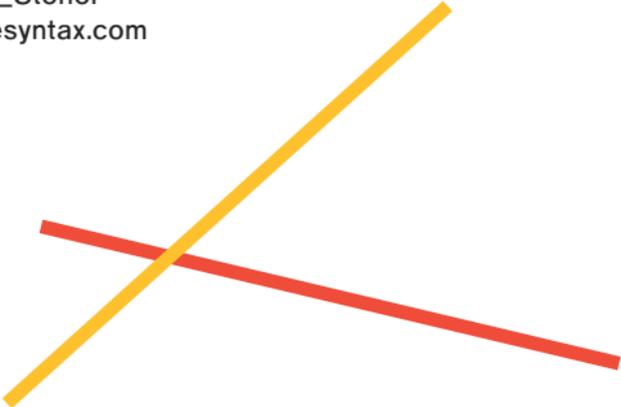
Tim Stoner

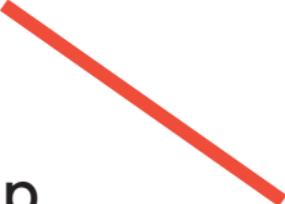


Managing Director
Space Syntax

Tim is an architect and urban planner who believes that buildings and places should not only look good but work well, too. He is the Managing Director of strategic consultancy Space Syntax Limited and a visiting Professor at the Bartlett, University College London. His work takes a science-based, human-focused approach to planning and design. It bridges fundamental academic research and major project applications worldwide, with the aim to improve the quality of architectural and urban practice through the development and dissemination of science-based tools.

@Tim_Stonor
spacesyntax.com



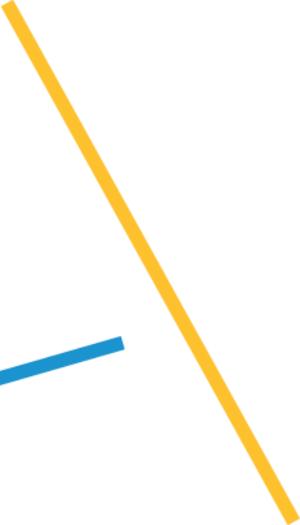


Dr Nynke Tromp

Assistant Professor of Social Design and Behaviour Change
Department of Industrial Design, Delft University of Technology

Nynke's work and study focuses on the value of design in counteracting social problems. She has worked on social challenges such as organ donation, political engagement of citizens, and recovery from psychosis. In 2013 she won the Rotterdam Design Prize for temstem, and is currently supporting the redesign of the Dutch mental healthcare sector, curbing the trade in ivory and rhino horn and exploring the future of prisons.

@NynkeTromp
tudelft.nl



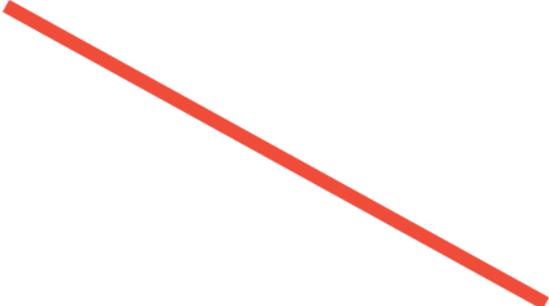
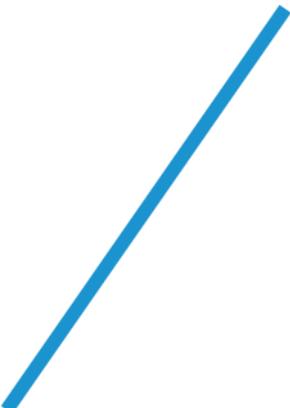


Dr Geke van Dijk

Co-founder and Strategy Director
STBY

Geke has a background in ethnographic research, user-centered design and services marketing. Since founding STBY in 2003, she has been one of the early pioneers in the field of Service Design. A best-selling author, Geke, regularly presents on service design and design research, is the chair of the Service Design Network Netherlands and an active member of the international Service Design Network.

@hellogeke
stby.eu



Dr Anna Whicher

Head of Design Policy

PDR International Design and Research Centre

Cardiff Metropolitan University

Anna's main professional interest is in developing and implementing policies using design methods.

As Head of Design Policy at PDR, she is responsible for developing partnerships, leading networks, conducting research, engaging users, co-creating policies and evaluating impact for government, innovation agencies, sector councils and trade associations in the UK and across Europe. Since 2009, she has been managing a portfolio of multi-million pound European, research council and government contracts.

@pdr_dpolicy

pdronline.co.uk

Notes



A series of horizontal dotted lines for writing notes, spanning the width of the page.



@design_europe
#dfe16

This event is brought to you by Design for Europe, a three-year programme that catalyses design-driven innovation across Europe. It is co-funded by the European Union as part of its EU's Action Plan for Design-Driven Innovation.

[Join now at designforeurope.eu](http://designforeurope.eu)

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