

SPEAKERS



Rafał Kołodziej | Founder and leader of Greenhat Innovation, specialized in strategy design, service design and futures thinking.



Agnieszka Gliszczyńska | Responsible for designing, planning, and facilitating client workshops and concept sprints at Greenhat Innovation.



Krzysztof Ożóg | Service designer, who conducts comprehensive activities, creates new solutions and improvements.



Katarzyna Michalak | Design researcher, selects the appropriate methods and tools.



Henryk Stawicki | Co-funder of design consultancy Change Pilots, offers a unique point of view as both strategist and designer.



Justyna Turek | A designer, researcher, and initiator of ideas. Creates processes, experiences and visual systems.



Maciej Otrębski | Helps companies, start-ups and non-governmental initiatives with bringing their value to the light.



Martyna Zimorska | Psychologist, psychotherapist and TED-xer in her free time.



DESIGN TALKS BUSINESS Conference



Design talks Business Conference. Transform your business with design!

International conference focused on implementing innovations in products, services and business models for traditional sector (blue and green) through cooperation with creative sector and creative brokers.

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AGENDA

day 1 4th of April

09:00-09:30 Registration, coffee & team matching for sprint sessions | entrance hall

09:30-09:40 Welcome speech | room C

09:40-12:30 **KNOW-HOW BLOCK**
3 inspirational lectures & case studies | room C

1. product
Creating value your clients really need. Using what already exists. | *Change Pilots*

2. service
It's all about the dots - how to find and use information? | *Fuzers*

3. business model
Strategic business transformation by design | *Greenhat Innovation*

12:30 - 13:30 **break** | lunch and networking | hall

13:30 - 14:30 **CREATIVE WARM UP!**
workshop | *Change Pilots* | room D

14:30 - 16:30 **CREATIVE SPRINTS PART I**
How might we deliver a unique product/service/business model that benefits from current sustainability consumer trends | 3 parallel sessions

1. product
Unique product that delivers value created on changes in consumer needs and sustainability | *Change Pilots* | rooms E, FH, G

2. service
Build the future using the present - service approach to delivering the difference | *Fuzers* | rooms E, FH, G

3. business model
Include social and environmental positive impact in your business strategy and create innovation that matters | *Greenhat Innovation* | rooms E, FH, G

16:30 - 17:00 **WRAP-UP OF DAY 1**
| room D

day 2 5th of April

09:00-09:30 **break** | networking coffee | hall

09:30-13:00 **CREATIVE SPRINTS PART II**
How might we deliver a unique product/service/business model that benefits from current sustainability consumer trends | 3 parallel sessions

1. product
Unique product that delivers value created on changes in consumer needs and sustainability | *Change Pilots* | rooms E, FH, G

2. service
Build the future using the present - service approach to delivering the difference | *Fuzers* | rooms E, FH, G

3. business model
Include social and environmental positive impact in your business strategy and create innovation that matters | *Greenhat Innovation* | rooms E, FH, G

13:00 - 14:00 **break** | lunch and networking | hall

14:00 - 15:00 **CREATIVE SPRINTS PART III**
Summary in teams - preparation for final presentation
| rooms E, FH, G

15:00 - 16:00 **CREATIVE SPRINTS PROJECTS PRESENTATIONS**
| room D

16:00 - 16:30 Final speech and Summary with the Project Leader
| room D

organizer: **Pomeranian Science and Technology Park Gdynia | Design Centre**

moderator: *Change Pilots*

when? **4th-5th of April 2019**
where? **PSTP Gdynia | building III al. Zwycięstwa 96/98 | Gdynia**