

## 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.

[www.centrumdesignu.gdynia.pl](http://www.centrumdesignu.gdynia.pl)

# AGENDA

## day 1 4<sup>th</sup> 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 5<sup>th</sup> 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? **4<sup>th</sup>-5<sup>th</sup> of April 2019**  
where? **PSTP Gdynia | building III al. Zwycięstwa 96/98 | Gdynia**