d.confestival ²⁰¹⁷

Design Thinking the Future

Sept. 14-16

Hasso Plattner
Co-Founder of SAP
Head of Advisory Board, SAP

"If you have several people and they have different perspectives and they're not all of the same kind, you get a much better perspective..."

Content

Christoph Meinel
President, CEO and Scientific Director
Hasso Plattner Institute for
Digital Engineering

Welcome

We warmly welcome you to the second d.confestival at the Hasso Plattner Institute (HPI). Once again we are delighted to have so many innovators and creative thinkers from all fields and around the globe in Potsdam. During the next three days we will celebrate the 10th anniversary of the HPI School of Design Thinking with a unique event combining elements of a business conference with the open atmosphere of a festival.

In numerous inspiring presentations, vibrant discussions, interactive workshops, and engaging activities the international Design Thinking community will share its experiences and develop concepts for the future of work, new ways of learning or innovative mobility solutions.

As drivers of innovation, the HPI and its School of Design Thinking have been successfully training more than 1,000 students over the past ten years. Our students gain an innovative mindset while working on creative and human-centered solutions with project partners from companies, NGOs and political institutions.

In times of ongoing digitalization, organizations have recognized the need to change their mindsets to stay innovative and keep their competitive edge. We look
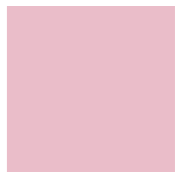
forward to hearing and sharing insights on how Design Thinking has been applied in large and small organizations in the past years and what effect this has had on organizational strategies and cultures. We will also discuss the latest developments in Design Thinking research and learn how scientists apply the method in their research processes.

We invite you to explore our program in more detail on the following pages. It is a program that consists of five layers, with presentations and panels, workshops, activities, and exhibitions. Of course, there will also be enough time for personal exchange and networking. On Thursday evening we invite you to a festive gala celebrating the 10th anniversary of the HPI School of Design Thinking and on Friday we look forward to seeing you again in our circus tent to join a party with improv theatre, live music and DJs.
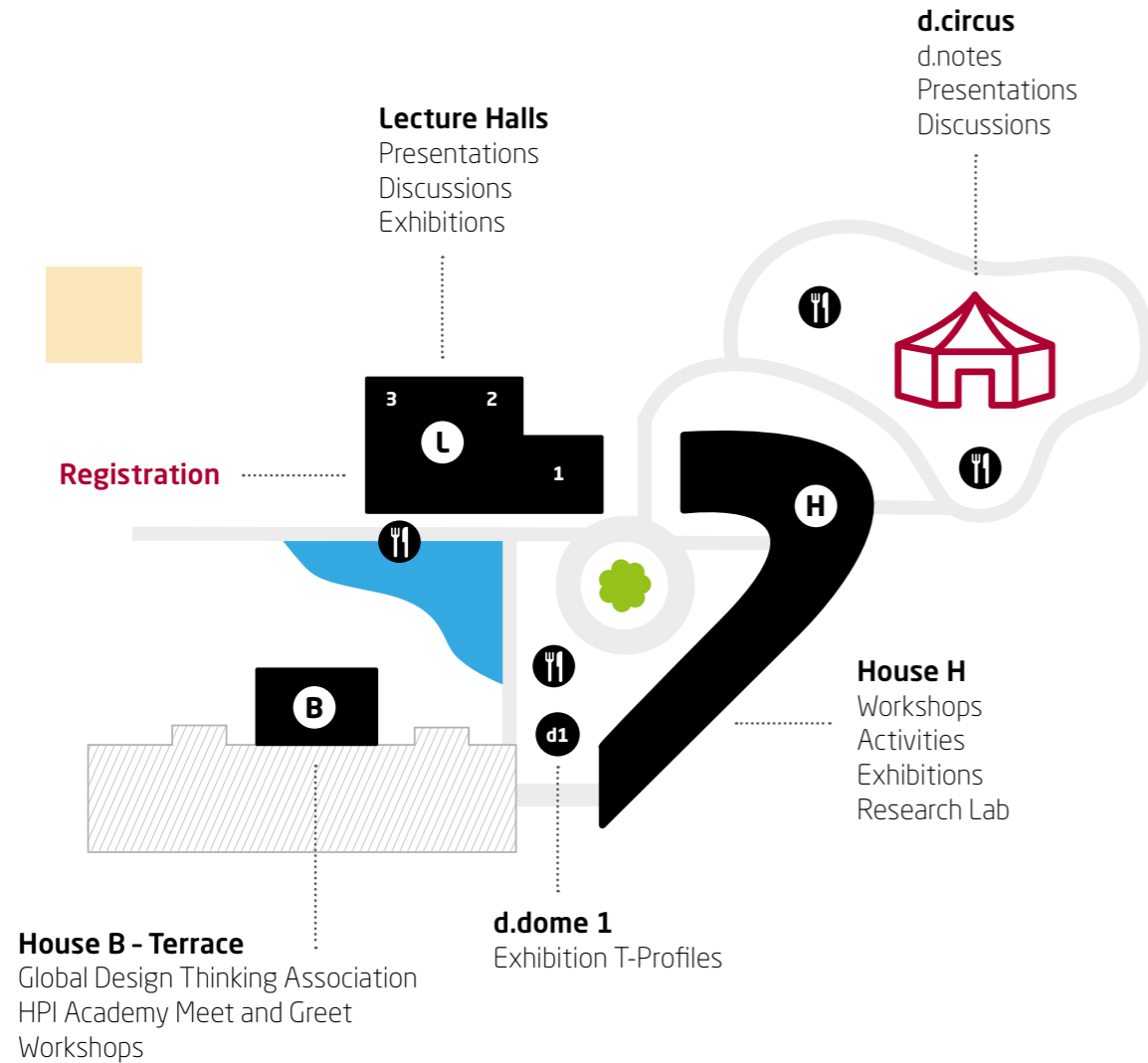
Experience Design Thinking live in the coming days, have fun thinking out of the box, get engaged in discussions with many different people and let's Design-Think the future together!

Ulrich Weinberg
Chair d.confestival and Director
HPI School of Design Thinking

Map of the area

d.circus
d.notes
Presentations
Discussions

Lecture Halls
Presentations
Discussions
Exhibitions

Registration

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L

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H

B

d1

House H
Workshops
Activities
Exhibitions
Research Lab

House B – Terrace
Global Design Thinking Association
HPI Academy Meet and Greet
Workshops

d.dome 1
Exhibition T-Profiles

House H

Ground floor

Exhibition
MediaTech Hub

Workshops

H-E.51

Bellevue

Belvedere

Activities
Exhibition

Workshops
Activities

Research
Lab

H-E.7/8

2nd floor

Exhibition

H-2.57/58

Workshops

3rd floor

Workshops

D-Space

The Program

*Thursday,
September 14*

D.CONFESTIVAL OPENING

	D.CIRCUS	LECTURE HALL 1-3
10:00	**Welcome** *Christoph Meinel (HPI), Ulrich Weinberg (HPI D-School)*	
11:00	**d.note** *Sam Yen (SAP)*	*Live stream d.circus*
11:30	**d.note** *Uwe Raschke (Robert Bosch)*	
12:00	**d.bate Design Thinking in the corporate world** *Guillaume Alvarez (Steelcase), Monica Dalla Riva (3M), Sam Yen (SAP) Uwe Raschke (Robert Bosch), Moderator: Christof Kerkmann (Handelsblatt)*	
13:00	*Lunch*	

P — PRESENTATIONS/PANEL DISCUSSIONS

	D.CIRCUS	LECTURE HALL 1	LECTURE HALL 2	LECTURE HALL 3
14:00	**Future of mobility** *moovel lab, Deutsche Bahn, Lufthansa Innovation Hub, BMW*	**Design Thinking in medium-sized enterprises** *BEOS Berlin, ALBA, Rehau, Viessmann*		**Design Thinking in the public sector** *Impact Hub Berlin, Marzavan, Government Digital Service, Tekio*
15:00	**Corporate Design Thinking spaces** *Robert Bosch, Design Akademie Berlin, Steelcase, System 180, Spacebase*	**Research meets practice** *Stanford University, Technion Israel, Cenox Solutions, Copenhagen Business School*	**Design Thinking and science** *Charité Berlin, Nofima, Frauenhofer-IOF Jena*	
16:00	*Coffee*			
17:00	**Design Thinking and human resources** *Federal Ministry of Labour and Social Affairs, DGFP, Google*	**Mechanics of change: future of design from a tech perspective** *Martin Wezowski (SAP)*		**Design Thinking and social innovation** *SAP, The Melton Foundation, The Humanos Institute*
18:00	*Networking & Food*			
19:30–22:30	**d.reception: Celebrating 10 years of HPI School of Design Thinking** *Keynote: Hasso Plattner, Larry Leifer, Bernie Roth, Minister Albrecht Gerber & Steffen Krach* > **D.CIRCUS** *(Live stream d.circus in Lecture Hall 1)*			

W — WORKSHOPS & ACTIVITIES / A — RESEARCH LAB

	D-SPACE	HE-51	H2-57/58	TERRACE	BELVEDERE	BELLEVUE	HE-7/8
14:00	**Future makers** *SAP*	**How to engage with fuzzy ideas at the very front end of innovation** *HTW Berlin, Anhalt University of Applied Sciences, Berlin School of Economics and Law*	**This is what participation looks like** *InsightShare, d.school Paris*	**Meeting of the Global Design Thinking Association** *(by invitation only)*	**The improv mindset. Yes and.** *Robert Bosch*	**Exhibition MediaTech Hub Potsdam**	**Research Lab-Tour**
15:00	**Mapping your creative ecosystem** *Stanford d.school*						**Workshop: Towards more user-centred collab spaces at openHPI** *Handi Traifeh, Thomas Staubitz*
16:00	*Coffee*						
17:00	**Jobs-to-be-done in real-world design-led innovation projects** *SAP, Nestlé*	**Future driven exploration** *Volkswagen, Siemens, FOM Hochschule*	**Make space for innovation** *SAP*	**HPI Academy meet and greet**	**Facilitape it!** *Innovation Radicals*		**Hot topics in Design Thinking research and practice #1** *Jonathan Edelman*
18:00	*Networking & Food*						

The Program

Friday, September 15

(P) PRESENTATIONS/PANEL DISCUSSIONS

Time	D.CIRCUS	LECTURE HALL 1	LECTURE HALL 2	LECTURE HALL 3
10:00	**d.note** Frederik G. Pferdt *(Google)* > **D.CIRCUS** *(Live stream d.circus in Lecture Hall 1)*			
11:00	**D-Schools international** *HPI D-Schools Potsdam, Stanford, Cape Town, CUC, Genovasi, OpenLab*			**100 years Bauhaus** *Bauhaus Archive Museum, Anhalt University of Applied Sciences, GRAFT, Van Bo Le-Mentzel, HPI D-School*
12:00	**Future of learning** *GENISIS, SRH Higher Education, Aalto University, Penn State University, Landing School of Boat Building and Design*	**Neurobiology and Design Thinking** *d.school Stanford New York University, University of Bologna, Max Planck Institute for Human Development*	**Design Thinking stories and cases** *Robert Bosch Power Tools, UCB BIOSCIENCES, DB Station & Service*	
13:00	*Lunch*			
14:00	**Future of work** *Steven Hill, DGB, IXDS, SteelCase*	**Design Thinking in schools** *Youth MBA China, Hohenloher, SAP*		**Design Thinking hacking jam** *Wikimedia Deutschland, Integrated Consulting Group, Sanofi, Deutsche Asset Management, Danone Nutricia Research, B.Braun/Aesculap, Nord/LB, Volkswagen*
15:00	**Scaling Design Thinking in large enterprises** *Design at Business: Daimler, Philips, SAP, Creaholic*		**Creative entrepreneurship** *Kompetenzzentrum Kultur- und Kreativwirtschaft des Bundes*	
16:00	*Coffee*			
17:00	**Learning design in complexity** *Walter Baets (The Camp)*	**Puppet Thinking: The collaborative magic in the collective animation of the DUNDU puppets** *DUNDU*	**Failure frequency** *Luftmenschen*	**HPI D-School projects** *Coaeva, Amparo, Airport Innovation Lab, German Federal Police, With Company*
18:00	*Networking & Food*			
19:30	**d.note: Unleashing the creative potential of everyone on the planet** *George Kembel* > **D.CIRCUS** *(Live stream d.circus in Lecture Hall 1–3)*			
20:00	**frei.wild improtheater berlin** > **D.CIRCUS** *(Live stream d.circus in Lecture Hall 1–3)*			
20:30	**Closing words** *Christoph Meinel (HPI), Ulrich Weinberg (HPI D-School)* > **D.CIRCUS** *(Live stream d.circus in Lecture Hall 1–3)*			

(W) WORKSHOPS & ACTIVITIES — (A) RESEARCH LAB

| Time	D-SPACE	HE-51	H2-57/58	TERRACE	BELVEDERE	BELLEVUE	HE-7/8
11:00	**How Design Thinking can bring innovation to political processes** *IPG -Institut für partizipatives Gestalten*	**Matching Design Thinking with your organizational culture** *Chalmers University, University of Toronto / IE Business School*	**Deep empathy experience - violence against women** *Echos – Innovation Lab*	**Design Thinking and Agile** *HPI Academy*	**What role does intuition play in Design Thinking teams?** *Tiefenschärfe*	**Exhibition MediaTech Hub Potsdam**	**Hot topics in Design Thinking research and practice #2: The workplace of the future** *Marie Klooker*
12:00		**Synergies between Design Thinking and Futures Thinking** *FU Berlin, 180 Degrees Consulting, AIL*		**Design Thinking goes global** *Global Design Thinking Association*			**Workshop: The impact of work spaces – Leveraging an under-used organizational resource** *Martin Schwemmle*
13:00	*Lunch*						
14:00	**Leading for innovation** *Google*	**Developing skills for innovation in entrepreneurship education** *Lyngby Gymnasium KNORD*	**From individual meanings to a collective narrative** *HPI d-school Cape Town*	**Discussing stories and cases** *HPI Academy and project partners*	**A multi-team, full-cycle, product-oriented Scrum simulation with LEGO** *Siemens*		**Workshop: Research as design** *Adam Royalty, Anja Svetina Nabergoj*
15:00		**Redesigning democracy** *d.collective*					
16:00	*Coffee*						
17:00	**Unveil consumer triggers: Subconscious insight workshop** *Permitto Consulting*	**How could we make Design Dhinking in schools a reality?** *Hohenloher Academy, Innoki*	**Storytelling workshop: This is Design Thinking** *HPI*	**Design Thinking goes global** *Global Design Thinking Association*	**The peer lab - your next Design Thinking steps** *HPI Academy*		**Hot topics in Design Thinking research and practice #3**

The Program

Saturday,
September 16

S

SAFARI

ALLIANZ FORUM / PARISER PLATZ 6 / 10117 BERLIN

10:00	**Registration**
10:15	**Welcome & Introduction** *Ulrich Weinberg (HPI D-School), Peter Spiegel (GENISIS Institute)*
11:00	**Find your Safari-group**
12:00	**Location 1**
13:30	**Location 2**
15:00	**Location 3**
16:30	**Final location and networking**
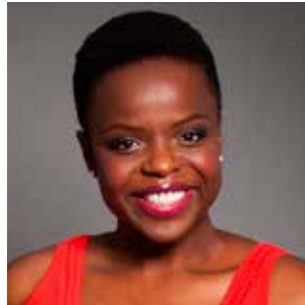
Moderators

Talia Sanhewe
Main moderator d.confestival
Reporter, Presenter, Managing Director
Talia Productions

Moritz Ettl
Main moderator d.confestival
Design Thinking Coach

Katharine Hölzle
> Research meets practice

Steven Ney
> Design Thinking in
the public sector

Arndt Pechstein
> Design Thinking
and science

Claudia Nicolai
> D-Schools international
and Design Thinking and
social innovation

Franziska Krüger
> Future of mobility

Ulrich Weinberg
> Future of work

Christine Schnaithmann
> 100 years of Bauhaus

Maren Mueller
> Scaling Design Thinking
in large enterprises

Martin Talmeier
> Embracing Design Thinking
in medium-sized enterprises

Julia von Thienen
> Neurobiology and
Design Thinking

Eva Kiltz
> Creative entrepreneurship

Molly Wilson
> HPI D-School projects

Martin Schwemmle
> Corporate Design
Thinking spaces

Selina Mayer
> HPI Academy
stories and cases

Elias Barrasch
> Design Thinking in schools

Nina Buschle
> Design Thinking and
human resources

Christof Kerkmann
> d.bate Design Thinking in
the corporate world

Annie Kerguenne
> Design Thinking hacking jams

Katrin Lütkemöller Shaw
> HPI Academy stories
and cases

Marco Eisenberg
> Future of learning

Presentations

THURSDAY & FRIDAY

d.note

11:00 – 11:30

Scaling innovation through Design Thinking

It is impossible to ignore the fact that technology is changing how we live our lives. But technology alone isn't the silver bullet that leads to breakthrough innovation. Exploring and identifying the right problem to solve is a critical component of the innovation process as well. Join Sam Yen, SAP's Chief Design Officer as he talks about how Empathy and Human Centered Design principles can be used to discover the problems worth solving. A framework and methodology formalized as Design Thinking.

11:30 – 12:00

Applying Design Thinking principles to organizational design

Did you ever ask yourself what organizational design has to do with Design Thinking? Or why we would need to change at all?
The starting point for answering those questions are three significant developments: Digitalization, demographic changes and the values by which Generation Y lives. At the same time, each company needs to find its own way and respective solutions to organizational development and new forms of collaboration. The talk will cover generally applicable elements. Design Thinking principles play a significant role. Also some insights on how Bosch tackles this challenge and what the major learnings are will be shared.

Sam Yen
Chief Design Officer, SAP
Managing Director,
SAP Labs in Silicon Valley

Uwe Raschke
Member of the Board of Management
Robert Bosch

d.bate
Design Thinking in the corporate world

Moderation: Christof Kerkmann, *Editor,* Handelsblatt

Digitization challenges all companies. It doesn't only mean technical progress, it changes the way business is done: faster, with the customer in mind, on a global scale. Design Thinking is a method to come up with new, user-centric business models, but it is also a philosophy that requires you to think out of your own box. Therefore more and more companies are incorporating Design Thinking into their operations, including many in the tech industry. It is highly interesting to watch how start-ups try to shake up markets with this approach while incumbents reinvent themselves.

Monica Dalla Riva
Head of Design Europe
3M

Uwe Raschke
Member of the Board of Management
Robert Bosch

Guillaume Alvarez
Senior Vice President EMEA
Steelcase

Sam Yen
Chief Design Officer, SAP
Managing Director,
SAP Labs in Silicon Valley

Future of mobility

Moderation: Franziska Krüger, *Independent Consultant for Organizational & Business Design*

The way we move from A to B constitutes an important part of our daily routine. Whether we prefer private or public transportation, it should be fast, safe, and convenient. Since the establishment of the common means of transportation in the 19th and 20th century, the requirements for mobility have increased. Transportation needs to become cheaper, more sustainable, safer and even more entertaining. As visions of driverless cars and connected infrastructure are becoming reality, we need to discuss technological challenges as well as problems for the mobility management of the future. Will we move in shared, autonomous vehicles enabling us to work and be entertained on our daily journeys? How can Design Thinking help expected future problems and in finding creative solutions to implement these visions? In this session, we will address approaches for the future of mobility and discuss how experts are bringing their innovative ideas to life.

Inga Schlichting
Team lead Corporate Strategy Management & Corporate Foresight
Deutsche Bahn

Tino Klähne
Senior Service & Business Designer
Lufthansa Innovation Hub

Jury Witschnig
Head of Sustainability Strategy Products and Production
BMW Group

Benedikt Groß
Director of Design
moovel lab

Embracing Design Thinking in medium-sized enterprises

Moderation: Martin Talmeier, *Head of Project Mittelstand 4.0,* Hasso Plattner Institute

Small and medium-sized enterprises (SMEs) are important drivers for innovation and technological progress and therefore play a central role in modern economies. However, to stay competitive they need to engage in digital transformation processes and rethink their business models. In this session we will discuss how SMEs are applying Design Thinking to foster their innovative character. We will address questions such as: How do SMEs get in contact with Design Thinking? How did the panelists experience their first contact with the method? How did it change their way of thinking? And how did they manage to inspire their companies to use the method for their daily business?

Mito Mihelic
Head of Design Thinking
Viessmann

Inga Kühn
Senior Project Manager
BEOS

Claudia Dettweiler
Senior Inhouse Consultant CRM Marketing
REHAU

Matthias Spanic
Digital Strategy & Innovation
ALBA Management

Design Thinking in the public sector

Moderation: Steven Ney, *Senior Researcher,* Hasso Plattner Institute

How can Design Thinking help organizations in the public sector? In this session, we will show how governmental organizations apply Design Thinking as a tool to innovate the way they work.

Innovating international development work through Design Thinking

Anna Lässer, *Program Director,* Impact Hub Berlin

GIZ (Deutsche Gesellschaft für internationale Zusammenarbeit) and Impact Hub Berlin will share how they co-designed a new model for an international development work cooperation that replaces bureaucracy with user research, collaboration and innovation: the "Lab for Tomorrow". The Lab sources innovation challenges in developing countries and matches organizations, experts and users to develop new business solutions. It provides German organizations with insights and access into other unknown markets – to develop new products and services together.

DEIN RAUM (Kiel) – Design Thinking for social innovation

Birte Bösehans & Franziska Gätcke , *Change Darer,* Marzavan

In the last decade, coworking has emerged mainly in urban environments. Recently, new developments show a trend towards coworking in more rural regions. In a university project, students from opencampus (Kiel) and HTW Berlin explored coworking with the principles of Design Thinking in Berlin, Kiel and Wendland together with refugees. We established the idea of ReCoworking (regional coworking), designed a Pop-Up Coworking-Space for refugees and launched DEIN RAUM in 2017 in a district of Kiel with a history of migration. The presentation will share the process and findings as well as discuss social innovation and cocreation.

Stakeholder engagement strategies through gamification

Ana Lacorte, *Managing Partner,* Tekio

A change in legislation, a shift in your communities' preferences, a development in academic research or resistance from employees to adopt some company policy are all factors with an impact on the organization's competitive capacities. This is why executing stakeholder engagement strategies are crucial for the setup of a competitive environment in which your company or initiative has better opportunities of acceptance. Stakeholder Chat is a unique gamified methodology by design consultancy Tekio that questions and presents specific topics for validation through key stakeholders' perspectives that lead to meaningful engagement strategies.

Scaling user-centered design government

Kara Kane, *Community manager for user centred design,* Government Digital Service and Martin Jordan, *Head of service design,* Government Digital Service

Government embraces a 'users first' approach to designing and building services and the Government Digital Service provides the guidance, tools and standards to help government do this. There are now over 500 designers across the UK government. In order to continue scaling a 'users first' approach we need even more designers to work in the civil service and we need to work better together across departments. Building capabilities across government is one way we are working on these challenges.

Corporate Design Thinking spaces

Moderation: Martin Schwemmle, *Senior Researcher,* HPI School of Design Thinking

This session focuses on place as one of the three pillars of Design Thinking–besides the process itself and the multi-disciplinary team. More and more companies are starting to re-design existing places or even to set up new spaces in order to support Design Thinking or the innovation culture of the corporation, in general. This session will offer different perspectives on corporate Design Thinking spaces, such as experiences from small and large corporations, scientific findings, as well as insights from a furniture company. We will tackle questions, such as how to best design corporate Design Thinking spaces, what are good and bad practices of such spaces, or what will be the future of corporate Design Thinking spaces.

Judith Pfeiffer
Vice President
Bosch Corporate User Experience

Michael Held
Design Director EMEA and Asia-Pacific
Steelcase

Anton Reinig
Product Manager Design Thinking-Line
System 180

Julia Leihener
Senior Service Design Manager
design akademie berlin

Julian Jost
Disruptor, CEO, Founder
Spacebase

Research meets practice

Moderation: Katharina Hölzle, *Chair for Innovation Management and Entrepreneurship,* University of Potsdam

What is 'Design Thinking'? Coming from versatile backgrounds and different research foci, the panelists will shed some light on the origins and multi-faceted notions of this term. They will explore together what is so particular about "design" cognition and "design" ability and how this all is connected to the methodology and mindset of Design Thinking we know and use nowadays. Being both distinguished design researchers as well as practitioners themselves, they will not only discuss the current state of research and further promising avenues, but also give practical implications and insights.

Anders Berglund
Assistant Professor & Innovation Consultant
KTH Royal Institute of Technology & Cenox Solutions

Gabriela Goldschmidt
Professor Emeritus
Technion – Israel Institute of Technology

Neeraj Satish Sonalkar
Executive Director of Human Innovation Design Research
Standford University

Bo Christensen
Professor at the Marketing Department
Copenhagen Business School

Design Thinking and science

Moderation: Arndt Pechstein, *Founder & Managing Partner,* phi360 innovation

Can data-driven scientific methods be combined with the creative mindset of Design Thinking? We think yes and prove it! Experience three panelists, three stories, three approaches.

Design Thinking and natural sciences – utilizing the best of both worlds to secure research funding

Antje Gonera, *Senior Researcher Market Driven Innovation,* Nofima

This is a story about how Design Thinking inspires natural scientists to solve real problems and not just within their own field. We will describe the challenge of coming from different schools of thought, and how we use Design Thinking in our project work to achieve the best possible collaboration and high impact with research projects focusing on food safety, reduced carbon footprint or healthy aging. Let us use the untapped potential for funding, collaboration and impact on society with this "non-traditional" combination of disciplines.

BioThinking – Design Thinking for researchers in regenerative medicine

Andrea Scheer, *Program Manager, Berlin-Brandenburg School for Regenerative Therapies,* Charité Berlin and
Felix Fischer, *Coordination Einstein Center for Regenerative Therapies, BioThinking,* Charité Berlin

The BioThinking program at Charité Berlin is a keystone crossover between medical studies and Design Thinking. Because science is, per definition, trying to solve wicked problems and to shed light onto the unknown, and as projects in regenerative medicine are highly transdisciplinary, Design Thinking seemed to be the perfect solution for the project teams. Our presentation will not only inform the audience about our program and our learnings so far, but also show actual results and present running projects that range from exploring the complexity of cell to cell interaction or researching mechanisms of aging.

Our Design Thinking journey

Reinhold Pabst, *Head of Innovation Research "Innofo3D" at 3Dsensation & Business Development Manager at Fraunhofer IOF,* Fraunhofer-IOF Jena

In this presentation, we will share our results and suggest solutions for the interlacement of science and creativity by demonstrating the direct and long-term use of innovation methods, especially for the photonic industry. Our working group "InnoFo3D" is part of the research consortium "3Dsensation" which investigates human-machine interaction in the technological and human context. We use Design Thinking to accelerate the innovation process and adapt creative methods for the specific needs of our clients. Supplying different workshop formats and innovation tools for scientific application, we have gained fast experience in prototyping workshops, simulation games and Design Thinking Hackathons – expert knowledge we would like to share with a wide community.

P

Design Thinking and human resources

Moderation: Nina Buschle, *HR Innovations Consultant*

In times of ongoing digitalization, organizations and human resources managers are looking for new ways to optimize work across departments, countries and even continents. More and more organizations realize that they need to move from old analogue working cultures where individual performance is assessed to a more collaborative working environment in order stay to competitive and innovative. How can human resources departments become more flexible and accelerate their processes? How can HR teams make sure that employees identify with the organization's overall strategy? In this session, we will explore how human resources management can innovate itself by applying Design Thinking. We will discuss why Design Thinking enables HR managers to better understand the needs of executives and employees and ultimately helps to foster successful collaboration and fruitful team performance.

Daniela Decker
Industry Manager & CSI:Lab Facilitator
Google Germany

Katharina Heuer
Chairman of the Management Board
German Association for Personal Management DGFP

Max Neufeind
Policy Adviser
Federal Ministry of Labour and Social Affairs

Mechanics of change

We talk about change, but what are the mechanics behind it, the dynamics of change? How fast is it? What it means to be an innovator and designer is evolving faster than before. This transformation extends from classic product definition and styling of the superficial to system design of everything, including social and political systems, which are deeply rooted in a space of challenges and promises – between cutting edge tech and humanism. In increasingly exponential and converging digital-fueled change, we design a relationship. Its expression is reflected in the behavior of the product that will follow. This exponential change is our most important innovation brief and the stakes are high, it is just too important to be left only to designers, or any single team. Technology is the human evolution and that provides a new playground for "Human centered"-work." I call it the Humachine, a symbiosis between human creativity and empathy and machine intelligence, which opens new worlds for creatives in any occupation.

Martin Wezowski
Chief Designer
SAP Innovation Center Networks & Chief Innovation Office

Design Thinking and social innovation

Moderation: Claudia Nicolai, *Academic Director,* HPI School of Design Thinking

Increasingly change-makers are advocating for more sustainable and fair social practices. In this session, our speakers will illustrate the strong impact social innovations can have on civil society and business alike.

Sight without vision

Lakshman Pachineela Seshadri, *Strategy, Innovation and Design,* SAP Consulting

"Sight without Vision" is a social innovation project applying Design Thinking. Thanks to Design Thinking we gained deeper insights that helped us in finding a user-centered solution. In this talk, we will show how we help visually impaired students to do well in their exams, without them having to face human biases, as well as reducing errors and dependency.

FPIC.INFO - Tackling knowledge needs for indigenous communities in the pan-american region

Hector Pahaut, *Visual Designer*

In 2016, an interdisciplinary team of researchers decided to promote Indigenous Rights in the Americas to support Indigenous Communities in land negotiations. To do this, they started a user-centered design process informed by Design Thinking methods. The aim is to build a website where Indigenous People go to learn about 'Free, Prior, and Informed Consent', Indigenous Rights, and extractive industries.

Design Thinking as a tool for global citizenship education

Pedro Poblete Lasserre, *Senior Fellow,* Melton Foundation

For 25 years the Melton Foundation has created an environment for young people to develop as global changemakers. Through our fellowship program, members master the skills needed to tackle our societies' challenges in local and international contexts. In this presentation I will introduce the journey Melton Fellows are embarking on, showing how we use Design Thinking to develop global citizenship competencies through experiential learning. We believe Design Thinking is not only a core skill for a global citizen, but also an effective tool to develop the sensibilities needed to change the world.

Changing the way we change the world

Niels Billou, *Co-Founder,* The Humanos Institute

The Humanos Institute, a not-for-profit dedicated to marrying the mind of business to the heart of humanity to help transform the lives of the disadvantaged, will share lessons from their financial inclusion project in rural Nicaragua. We will focus on the key elements for co-creating sustainable and scalebale solutions that help build pathways out of poverty.

d.note
Future now: a healthy disregard for the impossible

Frederik G. Pferdt
Chief Innovation Evangelist
Google

Innovation cannot be forced or ordained – but it can be allowed. How do you create a culture that allows radical thinking and makes innovation an integral part of the value system? Technology accelerates at an exponential pace, leading us into a future much faster than we can anticipate. But each individual plays a role in determining what the future will look like. Your creativity is needed – now, along with a healthy disregard for the impossible. Immerse yourself in the beliefs and practices that reinforce Silicon Valley's thriving innovation culture. Dr. Frederik G. Pferdt will provide answers on how organisations can create a future-forward environment that encourages experimentation and meets the challenges of tomorrow, today. The founder of Google's Innovation Lab & "The Garage" will give an exclusive insight into how successful "innovation cultures" emerge and function. Learn how you can transform your organizational culture into one that allows innovation and helps invent the future.

International Design Thinking schools

Moderation: Claudia Nicolai , *Academic Director,* HPI School of Design Thinking

Design Thinking goes global. A strong international network of Design Thinking schools has evolved during the past years. Renowned schools in Stanford, China, Malaysia, South Africa, Sweden, and Germany support each other, collaborate in research projects and engage in a fruitful exchange on the latest trends and developments in Design Thinking. What impact do cultural differences have on the Design Thinking process and what kind of approaches are applied in each of the schools? In this session representatives from key international Design Thinking schools will discuss how the method is implemented internationally.

Richard Perez
Founding Director
Hasso Plattner d-school at the University of Cape Town

Xiangzhong Liao
Vice President
CUC Communication University of China
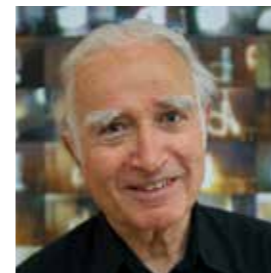
Bernie Roth
Rodney H. Adams Professor of Engineering & Academic Director
d.school Hasso Plattner Institute of Design at Stanford

Dato Lee Yew Meng
CEO / Executive Director
Genovasi Malaysia

Ivar Björkman
Executive Director
OpenLab Sweden

100 years of Bauhaus

Moderation: Christine Schnaithmann, *Program Manager,* HPI School of Design Thinking

From its opening in 1919, the German Bauhaus changed the way we think about design and design education. Hands-on experience, interdisciplinary thinking, and a creative way of tackling the challenges of modern life were as vital for the Bauhaus as they are for Design Thinking and the HPI D-School. In this panel, architect Wolfram Putz (GRAFT Architekten), Dr. Alexandra von Stosch (Bauhaus Council@Bauhaus Archive/Museum für Gestaltung Berlin), design professor Prof. Katja Thoring (Hochschule Anhalt) and Van Bo Le-Mentzel (Hartz IV Möbel) discuss the links between Bauhaus Thinking and Design Thinking.

Alexandra von Stosch
Program Director
Bauhaus Council Berlin

Van Bo Le-Mentzel
Architect and Director

Wolfram Putz
Founding Partner, CEO
GRAFT Gesellschaft von Architekten

Katja Thoring
Professor
Anhalt University of Applied Sciences

Annika Krause
Consultant
HPI Alumni, Student
University of Arts Berlin

Future of learning

Moderation: Marco Eisenberg, *Program Manager Global Engineering Teams,* Technical University Berlin

Technology is rapidly changing the way we live and work and presenting numerous opportunities to improve our learning environments. We need to let go of old education models and embrace a new learning culture that is project based, practical and applicable in diverse places and at different times. New education models need to consider that it is becoming more and more important to acquire skills and knowledge across disciplines. What are the characteristics of new learning models? And how can Design Thinking help to develop processes focusing on personalized, continuous learning channels? Let's tackle these challenges together in this interactive session. Bring your theses and let's design a new vision for the future of learning together.

Jörg Winterberg
Managing Director
SRH Higher Education

Peter Spiegel
CEO
GENISIS Institute

Richard Schuhmann
President
Landing School of Boat Building and Design

Katja Hölttä-Otto
Associate Professor, Product Development
Aalto Design University

Matt Parkinson
Director
Learning Factory,
PennState University

Neurobiology and Design Thinking

Moderation: Julia von Thienen, *Design Thinking Researcher,* Hasso Plattner Institute

Humans are a uniquely creative species with outstanding achievements in fields such as science and art. What about human biology allows us to be so innovative? On the other hand, some people are clearly more creative than others. When can we expect to be creative, and when does our biology incline us to perpetuate conventional solutions? Join our discussion panel, where experts share their insights into the neurobiological underpinnings of creativity. Contribute your ideas when we discuss the application of neuroscientific findings in Design Thinking practice – and prospects for neurobiological creativity research based on Design Thinking experiences.

Stefanie Faye Frank
Consultant
Neuroscience for Empowered Innovation

Design Thinking stories and cases

Moderation: Katrin Lütkemöller Shaw & Selina Mayer,
Design Thinking Coaches, HPI Academy

Hear stories and cases of a diverse set of experiences; from canceling meetings without user-centricity, over a year of capability building, to small and huge steps in becoming an agile organization. These individual and company specific learning journeys with Design Thinking are told by three different customers of the HPI Academy. Triggered by the stories, the community shares their insights and opens up the discussion about applying Design Thinking and how the journey continues with and outside of the HPI.

Andreas Leinfelder
Vice President Business Development
Robert Bosch Power Tools

Sergio Agnoli
Senior Researcher
Marconi Institute for Creativity

Manish Saggar
Assistant Professor, Psychiatry & Behavioral Sciences Faculty
Hasso Plattner Institute of Design

Ute Conradi
Global Innovation Accelerator
CoE Lead
UCB

Andreas Bürgler
Leiter Operations
DB Station&Service

Future of work

Moderation: Ulrich Weinberg, *Director,* HPI School of Design Thinking

In a more and more complex society with rapidly progressing technical developments, we need to fundamentally rethink the way we work. Organizations need to detach themselves from paradigms shaped in analogue times and embrace a digital and networked mindset. How can new workplace structures be created that foster a more collaborative and flexible working environment? What factors do organizations need to change in order to stay innovative and enable business competitiveness in the digital age? In this session our speakers will discuss the impact team collaboration has on innovative processes. How do working environments need to be adapted to unlock creative potential and enable employees to find solutions to complex problems.

Nancy Birkhölzer
CEO
IXDS

Steven Hill
Journalist & Author

Reiner Hoffmann
President
The German Trade Union
Confederation (DGB)
SAP

Kim Dabbs
Director,
Applied Research & Consulting
Steelcase

Design Thinking in schools

Moderation: Elias Barrasch, *Founder,* Education Innovation Lab

The ubiquity of information in the digital age won't lead to the revolution we seek. We also have the responsibility of unlocking the potential of every student because the world in our times needs more rule-breakers, lateral thinkers, problem-finders, leaders and makers. Schools and teachers are perfectly positioned to take on this challenge. So let's discuss and share Ideas of how we can turn the schooling experience into a transformative and long lasting learning experience for the next generation.

Evan Wang
Co-founder Research &
Development Director
Youth MBA

Christiane Bauer
Global Lead SAP Young Thinkers
SAP

Wilhelm Schaffitzel
Managing Director
Hohenloher Spezialmöbelwerk
Schaffitzel

Julia Jantschgi
Innovation Consultant
Integrated Consulting Group

Phillip Wagner
*Head Digital Transformation &
Client Analytics*
Deutsche Asset Management

Sabine Gourmain
Innovation & Organization Director
Danone Nutricia Research

Sabrina Steiner
*Senior Analyst Customer
Intelligence*
Volkswagen

Abraham Taherivand
Executive Director
Wikimedia Deutschland

Sabrina Tiefuhr
Human Resources Young Talent
NORD/LB

Hack your company culture – the Design Thinking hacking jam

Katherine Ossenkopp
Project Management DCVClick
Sanofi

Moderation: Annie Kerguenne, *Program Developer Executive
Training,* HPI School of Design Thinking
Hedi Schaefer, *Design Thinking and Systemic Consulting &
Education,* Innovationgym
Udit Bisht, *Program Manager,* HPI School of Design Thinking

Is Design Thinking a method, a mindset or a specific culture? All these
different meanings are put into practice by Design Thinking pioneers
in various industries. Born in the HPI D-School's Professional Track, the
hacking jam is a platform where practitioners share how they applied
or misapplied Design Thinking to overcome system-immanent hurdles.
Their common goal is growing a human centered way of work, collabo-
ration and value creation. Get inspired by 10-minute stories of guerilla
tactics that sowed the first seeds of change in industry systems.

Todd Pope
VP R&D
B.Braun / Aesculap AG

Scaling Design Thinking in large enterprises

Moderation: **Maren Christin Mueller,** *Community Strategist & Design Consultant,* SAP

Large enterprises face similar challenges in adopting Design Thinking at scale. These range from building up a Design Thinking team, finding and executing the right projects end to end with a human centered design mindset, developing the next leap forward in innovation programs, and exploring new business models for services, inside and outside of the organisation. In this session, Design Thinking leaders from Daimler, Philips, SAP and Swisscom will share learnings and ups and downs from the past 12 months. The session is hosted by Design at Business, a network of change makers accelerating a people centric innovation approach across large enterprises worldwide.

Maarten Rincker
Program Lead Cocreate
Philips

Angela Haas
Human Centered Design Expert
Creaholic

Andreas Hauser
SVP, Global Head of Design Services and SAP AppHaus Network
SAP

Daniel Biedermann
Manager Design Thinking
Daimler

Creative entrepreneurship

Moderation: **Eva Kiltz,** *Transfer Management,* u-institut, Federal Government's Centre of Excellence for Cultural and Creative Industries

For the first time, d.confestival and the Federal Government's Centre of Excellence for the Cultural and Creative Industries join forces to enrich the festival program with presentations, discussions and networking opportunities in the realm of creative industries. On Friday you have the chance to attend a series of talks by inspiring entrepreneurs from the cultural and creative industries. Following the motto 'drop your tools, think beyond methods,' this input sprint reveals unique and exceptional stories about personal approaches to business development. Strongly driven by their inner urge to create, the actors in the cultural and creative industries often develop alternative ways to produce, promote and distribute their products and services. In short inputs, the speakers share personal experiences from building up their companies.

Christian Zöllner
Product Designer
THE CONSTITUTE

Christina Barleben
CEO
Thoughtfish

Leonie Pichler
Artistic Director
bluespots productions

Christoph Brosius
Managing Director
Circumradius

HPI D-School projects

Moderation: Molly Wilson, *Program Manager,*
HPI School of Design Thinking

At the HPI School of Design Thinking multidisciplinary student teams solve complex problems together with project partners from companies, NGOs and public institutions. In this session, students and partners will share the stories of their successfully implemented solutions.

Design Thinking for butchers

Anika Kaiser, *Innovation Coach & Co-Founder,* Coaeva

The talk will be about our now two years of experience approaching an unusual target group, the traditional butcher's craftsmanship, with the culture of Design Thinking. We will show how we failed, what we have learned, and how we implemented the "Trüffeljagd", an eye-opening event where butchers expericence the latest trends in their field.

Redesigning the security control experience at airports – The story of a multi-stakeholder project between human centeredness, safety & efficiency

Friederike Moeller, *Co-Founder,* Airport Innovation Lab and Hauke Blohm, *Senior Chief Superintendent,* German Federal Police

The airport security control is a complex point of diverse interests. First and foremost, the control has to ensure aviation security for passengers and goods. But stakeholders such as airport operators, airlines, security companies or the federal police have their vested interests concerning aspects such as efficiency, usage, and service. The project with the D-School is aimed at understanding this complex field and looking at it from a human centered perspective. This short presentation will give insights on what it means to apply Design Thinking in such a sensitive environment and also illustrate solutions that resulted from the project.

Designing the ways we design everything

Rui Quinta & Tiago Nunes, *Managing Partner,* With Company

The HPI School of Design Thinking totally changed the way we work and build businesses today. In this talk, we will show how we tested Design Thinking and positively transformed a wholesale company in the fishing industry. We will talk about how we gained the courage to open a fish shop in the center of Lisbon. This session can be an inspiration for D-Schoolers, for sceptical people, for design lovers and for people who don't yet understand Design Thinking's power on the future of work.

Innovation to empower amputees

Lucas Paes de Melo, *CEO,* Amparo

Amparo has created the Confidence Socket, a simple, fast and high-quality prosthetic that empowers amputees and will revolutionize the healthcare industry. Through a Design Thinking process we have developed a solution to create a positive impact in the world.

Learning design in complexity

Walter Baets is Dean at "the camp" in Aix-en-Provence (F), a purpose built transformation, disruption and innovation campus. Before he was Dean/Director of the Graduate School of Business of the University of Cape Town and the Allan Gray Chair in Values Based Leadership. He graduated in econometrics and operations research at the University of Antwerp in Belgium. After a corporate career in financial modeling and strategic consulting, he obtained a PhD (at Warwick Business School) and a Senior Doctorate (HDR, Aix-Marseille). His key publications include Complexity, Organisations and Learning: A Quantum Interpretation Of Business (Routledge, 2006), Rethinking Growth: Social intrapreneurship for sustainable performance (Palgrave, 2009 co-author Erna Oldenboom) and Values Based Leadership in Business Model Innovation (Bookboon, 2013, co-author Erna Oldenboom). He is the Past Chair of the Association of African Business Schools (AABS).

Walter Baets
Dean
The Camp

d.note Unleashing the creative potential of everyone on the planet

Schools, organizations, governments, parents, entrepreneurs, and leaders around the world increasingly see creativity as key to their future. George Kembel believes we have the opportunity and responsibility to help steward the larger global shift already underway towards a more human-centered, collaborative, and creative culture. But how do people learn and use creative strategies in radically different contexts and cultures? In his talk, George Kembel will share how he and his team want to bring more empathy and experimentation into people's daily lives, transforming the organizations and communities they serve.

George Kembel
Co-Founder
Stanford d.school
dglobal.org

Workshops

THURSDAY & FRIDAY

Future makers workshop – an innovation approach for a preferred future

We present a new and unique Design-Thinking based futuring workshop format. In bundling Design Thinking, foresight, and innovation practices, we created a workshop that bridges the former distinct practices of futuring and innovation. It allows teams to seamlessly create their own future scenarios based on trend inputs by SAP and/or workshop participants and create innovation prototypes linked to these futures.

Kai Goerlich
Chief Futurist
SAP

This is what participation looks like

A participatory approach to needfinding helps us to develop our innovation challenges in a more assertive and efficient way. This workshop focuses on how we use participatory videos to reach out beyond the usual workshop structure to include some of the world's most marginalized groups, ensuring they are in control of defining their problems and designing new and appropriate social innovations. Come and experience participatory games and exercises which enhance group decision making and engagement. From collective Intelligence to the Margolis Wheel from the Name game to twist in frame - how can this innovative and participative use of video enhance the Design Thinking processes?

Alejandra Ramirez
Pedagogical Engineer & Graphic Designer
d.school Paris at école des ponts

Chris Lunch
Founder & CEO
InsightShare

Andrés Bedoya
Innovation Project Manager
d.school Paris at école des ponts

How to engage with fuzzy ideas at the very front end of innovation

Newborn ideas aren't usually the beautiful, coherent, powerful solutions we imagine them to be. More often they come across as unfinished, absurd or even ugly – and yet they can still contain the seeds of profitable innovations. In a fast-paced, highly competitive business context, these ill-defined ideas are often prematurely discarded by faulty screening criteria. This workshop shows participants how to start an innovation journey by locating the elements and dimensions that form and define a design idea. Teams use We-Q in vertical brainstorming sessions to focus on fuzzy ideas, envision prototypes and discover possible testing scenarios. Bring your own idea or collaborate on someone else's; expand your toolkit for taking a fuzzy idea to the next level.

Katja Thoring
Professor for Design Foundations
Anhalt University of Applied Sciences

Alejandro Lecuna
Professor for Strategic Design
HTW Berlin - University of Applied Sciences

Roland M. Müller
Professor for Business Intelligence
Berlin School of Economics and Law

Mapping your creative ecosystem

This workshop will help participants mapping the role of creative problem solving—focused on Design Thinking—within their work environments. The result will be a map of their current ecosystem which will help them to identify gaps, opportunities, and principles for further exploration. The session will be hands-on and interactive. We will begin by sharing existing maps and discussing patterns that emerged. From there participants will create their own ecosystem maps through a scaffolded exercise. Our goal is to help people in taking a step back and seeing how design is (or can) affect the broader strategy of an organization.

Adam Royalty
Lead Design Research Investigator,
d.school Stanford and Columbia Design Studio

Jobs to be done in real-world design-led innovation projects

The theory of Design Thinking works great to come up with an innovative concept for a human need. The challenge is getting from the concept to implementing the solution. This workshop will allow you to collaborate with other DT practitioners to describe the work that needs to be done to move a user experience concept into a delightful solution.

Andrea Anderson
VP Design Thinking
SAP Labs

Joern Bruecker
Global B2E Innovation Lead
Nestlé

Future driven exploration

Designers, Futurists and Innovators ask themselves: How are ideas and innovations explored, designed, tested and iterated for future contexts? We tried something new: we combined the two approaches 'Foresight' and 'Design Thinking'. Foresight methodologies try to extend time frames: in a structured and systematic way alternative future scenarios are being defined. This gives a broader understanding on how possible different futures might look like. The focus of Design Thinking on the other hand lies on the product. What happens when we bring the strengths of both approaches together?

Bettina Maisch
Senior Key Expert Consultant
Siemens Corporate Technology

Ulf Pillkahn
Professor
FOM Hochschule

Caroline Rudzinski
Corporate Strategy
Volkswagen

Make space for innovation

As ways of working have changed over the last several years, workspaces must adapt as well. This hands-on workshop enables participants to lay the foundation for their own creative workspaces. Using a collaborative toolkit, thoughts are made tangible, spatial layout ideas are visualized and discussions about team values and behaviors are triggered. The toolkit is played in several steps, resulting in an envisioned creative space that fits the team it is meant for.

Leonie Fremgen
Strategic Design Consultant
SAP

Alessandro Sposato
Strategic Design Consultant
SAP

Vera Geier
*Strategic Consultant &
Business Coach*
SAP

Karen Detken
Strategic Design Consultant
SAP

Design Thinking Research Lab

Interested in looking at Design Thinking from a scientific point of view? Drop by the Lab, learn about research results and inspire future studies with your ideas about what we should look at. Design Thinking Research studies innovation as a holistic phenomenon from a multiplicity of perspectives. It delivers valuable insights for practitioners by looking into the fundamentals of how Design Thinking works, when it works and when it fails. Visit us in the HPI-Stanford Design Thinking Research Lab! Dive into exhibits and workshops, seek exchange with our researchers who are looking forward to learning about your views.

Matching Design Thinking with your organizational culture

Falling in love with Design Thinking ultimately means that you want it to survive and thrive within your firm. Still, it seems that the same aspects that make Design Thinking so special can actually make it difficult to implement. Many of these aspects are linked to organizational culture. In this workshop you will learn how to use a cultural fit tool of Design Thinking in your organization and participate in an exercise that will support you in bringing Design Thinking to life and scaling it beyond a small initial team.

Ingo Rauth
Adjunct Professor
Rotman School of Management,
University of Toronto /
IE Business School

Lisa Carlgren
Assistant Professor
Chalmers University of Technology

How Design Thinking can bring innovation to political processes

When Design Thinking and Participatory Design meet, it is possible to transform the design process itself into an instrument for political solutions and decisions. This way Design Thinking becomes a powerful force in addressing issues of our local and our larger communities. While stakeholders often locked themselves in political conflict in the past, they now innovate and transform towards better futures. We offer a deep dive into the field of participation and Design Thinking – including collaborative methods tackling questions like: How to design with rather than for stakeholders? How to design for sustainability in communities? How to interlink design processes and political processes? How to bring innovation and transformation to areas of political conflict?

Hanna Ehlert
Process Facilitator
IPG - Institut für partizipatives
Gestalten

Jascha Rohr
*Co-founder and Managing Director,
Process Facilitator*
IPG - Institut für partizipatives
Gestalten

What role does intuition play in Design Thinking teams?

This workshop is for practitioners and researchers who want to explore intuitive decision making. With the introduction of Design Thinking into corporate environments, the need for quick scaling seems to tighten the room for intuition within design processes. Many teams struggle to develop a deep and shared understanding for their users or simply lack the "guts" to follow their gut feelings. We will look at some well known methods and see how they enhance our intuitive decision making and why that's important.

Robin Mehra
Founder
tiefenschärfe

Bettina Michl
Founder
tiefenschärfe

Deep empathy experience – violence against women

Deep Empathy is an experience that invites participants (men and women) to live through specific situations in which they have the opportunity to observe and feel what thousands and thousands of women have to deal with everyday. After the experience, participants will be able to create solutions that really generate impact:

WEARABLES to foster a physical relation with the body (body)
RELATABLES to foster the feeling of one's relation with others (relation)
SITUATIONABLES to foster the situation in context (culture)

Juliana Proserpio
Founding Partner
Echos – Innovation Lab

Mario Rosa
General Manager
Echos – Innovation Lab

Ricardo Ruffo
Founding Partner
Echos – Innovation Lab

Synergies between Design Thinking and Futures Thinking

Drastic political changes, navigating digitalization, or resource scarcity – we are surrounded by wicked problems. Using the Design Thinking approach, a user-centered framing of those problems, enables us to find innovative solutions rooted in the users' needs. However, in an increasingly complex world, Design Thinking might need to take another look at the bigger picture. Combining Design Thinking with Futures Thinking to expand our view to a wider context and add a long term perspective may be an answer.

Nele Fischer
Design & Futures Thinker, Lecturer
Free University of Berlin

David Schrade
Co-Founder, Design Thinking Coach & Consultant
Airport Innovation Lab

Lilith Boettcher
Design Thinking Coach, Innovation Consultant & Consulting Director
180 Degrees Consulting

Design Thinking and Agile

A discussion panel with the audience and renown experts in the fields of Design Thinking and Agile formats. We will discuss why Design Thinking and Agile seem to be complementary from a strategic point of view and also how organizations have applied various combinations.

Abraham Taherivand
Executive Director
Wikimedia Deutschland

Jan Schmiedgen
Design Thinking Researcher
Hasso Plattner Institute
Innovation Strategist & Partner
co:dify Group

Holger Rhinow
Program Manager
HPI Academy

Markus Andrezak
Managing Partner
überproduct

Developing skills for innovation in entrepreneurship education

Camilla Rye Jørgensen
School Principal
Lyngby Gymnasium KNORD

As a new and innovative Upper Secondary School located in Copenhagen, we strive to be the best school of innovation in Denmark. We work specifically to increase the level of innovative skills and mindset amongst all of our students. We aim to educate a whole generation to be creative and capable solution-oriented employers or employees in any business or organizational setting. Last year we received the "Teaching Entrepreneurship Award 2016" for our way of translating Design-Thinking into a teaching model for Upper Secondary Schools. Our workshop will demonstrate the different tools we use to increase our students' innovation skills.

Thomas Hjelm Olesen
Adjunct
Lyngby Gymnasium KNORD

Mathias Otzen Kruse
Deputy Headteacher
Lyngby Gymnasium KNORD

Nana Henriksen
Teacher
Lyngby Gymnasium KNORD

Leading for innovation

Learn how to design an innovation culture in your team and organization. With coaching tools and techniques, leading for innovation helps you empower your team members to think creatively and drive innovation.
Within Google's innovation framework, learn what you can do to build an innovative team:
• Prompt user focus by testing assumptions and building empathy
• Drive 10X thinking methods and facilitate radical, inclusive brainstorming
• Encourage rapid prototyping and fast failing to maximize learnings

Julianna Burt
Innovation Program Manager
Google

From individual meanings to a collective narrative

In South Africa we often work with diversity-rich teams and continue to develop and prototype several activities that acknowledge and build on the different world views, experiences and meanings individuals bring to the collaborative space. Acknowledging and valuing these different perspectives is key to developing both innovative teams and products.

Rael Futerman
Program Manager
HPI d-school at UCT

Rob Kellas
Program Manager
HPI d-school at UCT

Keneilwe Munyai
Program Manager
HPI d-school at UCT

Redesigning democracy

Redesign democracy is an interactive format that allows participants to turn their political motivation into action. In a Design Thinking sprint, they identify a focus on what to change in today's problems of democracy, get in touch with people outside their filter bubble and build feasible solutions that can be implemented in their neighbourhood, city or country right away. Participants shift from the mentality of fighting against something to being inspired to create their own solutions.

Katharina von Sohlern
Design Thinking Coach
d.collective

Jan von der Heyde
Design Thinking Coach
d.collective

Michael Metzger
Design Thinking Coach
d.collective

How could we make Design Thinking a reality in schools?

Collaboration might be one of the most powerful resources for the future. Consequently, Design Thinking also received some attention in education to foster collaboration, empathy and creative problem-solving. But how do we get the most out of it? Schools have to follow specific regulations and mechanisms and are traditionally not close to Design Thinking methods. In schools, Design Thinking cannot yet be the "one method that fits all". In this workshop we will especially address teachers and suggest Design Thinking as a powerful method for schools. We will try to find out together, in which fields Design Thinking could be applied and which areas of education would be interesting to focus on. Additionally, we will share some best practice examples of Design Thinking in schools.

Julia Primavera
Co-Founder
Innoki

Wilhelm Schaffitzel
Managing Director
Hohenloher Spezialmöbelwerk
Schaffitzel

Anna Ostwald
Co-Founder
Innoki

Unveil consumer triggers: subconscious insight workshop

This workshop highlights the problem of systematic and structured consumer-centric explorative research in innovation design and new product development and introduces a hands-on structured method to identify customer hidden needs and generate unique consumer insights. The method is based on the streamlined Repertory Grid Technique that represents the cutting-edge approach in innovation management adopted by leading world companies. Incorporation of this powerful multidisciplinary method enhances the Design Thinking approach and offers limitless potential in business and product design for entrepreneurs, start-ups and big companies.

Marina Abrosova
Associate Partner
permitto CONSULTING

Storytelling workshop: This is Design Thinking

Karen von Schmieden
Design Thinking Researcher
HPI School of Design Thinking

ThisisDesignThinking.net is the largest web resource for case stories of Design Thinking implementation in organizations. In this session, we present you the juiciest bits from our collection: The pivotal moments in Design Thinking projects. How did a certain insight spark design inspiration? Which extreme user opened the eyes of designers? Next, we dive into your storytelling. Your design journey, insights and outcomes are very important to you – how do you share them with colleagues or customers, with novices and experts? Together, we will map your stories and share some rules and tools for storytelling.

Jan Schmiedgen
Design Thinking Researcher
Hasso Plattner Institute
Innovation Strategist & Partner
co:dify Group

The peer lab – your next Design Thinking steps

Samuel Tschepe
Program Manager
HPI Academy

The peer lab is an effective form of employing the knowledge, experience and intelligence of a group. In this slot, participants have the opportunity to share their individual professional Design Thinking challenge in small groups, and will receive feedback and ideas regarding next steps or solutions from each other. Participants will leave the peer lab session with a variety of perspectives on how to tackle their challenge, and learnings/experiences from other members of the Design Thinking practitioners' community.

Felix Hoch
Program Manager
HPI Academy

Puppet Thinking: The collaborative magic in the collective animation of the DUNDU puppets

Dive into the world of puppetry and find a common breath with your peers. Giving life to objects is a challenging process and we share our experience and the principles of puppetry and build the bridge how puppetry can change your team and organizational perception. Puppet Thinking is a revolutionary workshop approach linking the art of puppetry with agile collaborative team challenges to rethink collaboration and communication in a fun way: DUNDU means DU UND DU (You and You) and will be the inspiring tool in the impulse workshop: Creating an emotional connectivity and supporting the needs of the digital transformation through the analog haptic experience in motion.

Fabian Seewald
Creative Dynamo
DUNDU – The Giants of Light

Creator DUNDU Puppets:
Tobias Husemann

Activities

THURSDAY & FRIDAY

The improv mindset yes and

Improv theatre is a form of theatre in which the actors improvise everything that happens on stage. There is no playbook, nothing planned ahead. For it to work the improv team needs to have a certain mindset. It is agile, empathic and requires a yes-and-team that approaches new challenges with a positive attitude. And interestingly this is exactly how we want our Design Thinking teams to work. Collaborating in full trust that we have made the right decision once we get there.

Janis Goldschmitt
Trainer / Coach for Design Thinking
Robert Bosch

Juggling up to three balls

As a metaphor, juggling means keeping things moving continuously. It's giving impulses so that everything stays in circulation. Once something falls you are forced to go on, bolstered by curiosity, courage and the feeling that "you can do it." It means dealing with risk and learning inner strength and a self-confident attitude to look ahead to the future. Juggling requires and promotes the right mix of physical activity and mental concentration and also the willingness to gain new knowledge. The exercises are consecutive, impulses create a good learning atmosphere, small intermediate goals help to keep up motivation and curiosity. Juggling is an active break that makes you happy and awake.

Christine Oymann
*Educational Consultant,
Trainer & Coach*
Foundation of the German Economy

A

D-Garden

The D-Garden offers visitors a place to re-charge and reflect on their personal impressions of the d.confestival and their experiences. It is a place to think about Design Thinking in general. It provides an opportunity for interaction, building small prototypes and artifacts, or getting inspired, while harvesting the ideas and thoughts of others growing there.

Stephanie Ries
Project Manager
Centre for Economics and
Excosystem Management

Katharina Kleiter
Project Manager Event
Green City Projekt

Katharina Schwarz
Project Management
Film University Babelsberg

Visual pitching framework

How do you make your pitches straight to the point in a way that is brief and outstanding? In this activity, we will provide a compact yet compelling framework for pitching ideas visually by using sketches. As a participant you will get to know the structure and a set of elements which you can use and apply to your own pitch. Based on the goal you want to reach, the building blocks of the framework offer you flexibility yet guide you to stay focused. Join the activity and have fun practicing your visual pitching skills.

Tatjana Borovikov
User Experience Designer
SAP

Johanna Wittig
User Experience Designer
SAP

A

Facilitape it!

You may know tape as a tool of stagehands at concerts. But tape can be used in many more ways. In fact it is a multifunctional workshop tool. Use it to decorate, to structure and even in creative methods.

Matthias Lenssen
Creative Director
Innovation Radicals

Simone Jogwich
Consultant
Innovation Radicals

Mayte Kappel
Trainer / Facilitator
Innovation Radicals

HPI Academy meet and greet

Get to know the HPI Academy team and learn more about us, our projects and our experiences in facilitating innovation projects in different contexts. The advisory team looks back at an extensive experience from various client projects and innovative teamwork. From 2013–2016 we conducted a total of approx. 400 workshops with more than 8,000 participants. Come to our terrace, let's have a drink together and talk about Design Thinking!

A

Playing the future: a trendwatching game

This is an innovative game that we created together with our students and clients. It focuses on trend watching and future forecasting while in a strategic or Design Thinking session dedicated to creating new products and services. Using a deck of playing cards with 5 types of trends (political, technological, economical, environmental and societal) and a playing field, two teams play "against" each other trying to create as many future scenarios for the product or service as possible.


Maria Stashenko
Co-Founder
Wonderfull lab

Sergey Komardenkov
Leader of the Research Practice
Wonderfull lab

I am Rope

I am Rope. I am a rope. I am 213 foot (65 m) long and 12 inch (30 cm) thick. I weigh 432 pounds (280 kg). It would take 20 people to carry me. I am made from 1.4 miles (2,2 km) of polypropylene ribbon braided around a foam core. I was born in April, 2017. A team of five man hand-braided me in thirty-eight days. They made me absurdly big, bigger than all the other ropes. I just don't know what to do with myself. I am traveling to find new meaning and function. They invited me to this festival. I don't know much about 'Design Thinking' but for some reason I have the feeling I fit well in this context. I am a problem and at the same time a protocol and instrument for solving this problem. You may use me for anything. You can design me. You can think me.
Do something with me.
Rope.
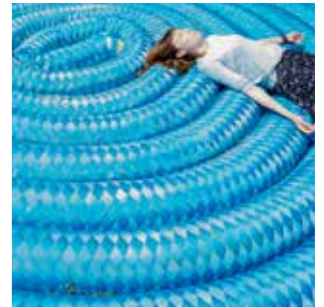
25,000 post-its, 25,000 ideas

Experience an installation built out of 25,000 post-its. This installation features used post-its collected over the past year from Design Thinking projects at the HPI School of Design Thinking in Potsdam.

Scott Wiese
Alumnus
HPI School of Design Thinking

Warm-ups

Can a playful activity make you more present?
Is it possible to shake off shame or fear in a random group in just 5 minutes?
Join us and find out!
Our warm-ups turn participants into wanticipiants.
You will feel more fresh and energized for the inputs.
Where and When?
You will hear us — a megaphone is a megaphone.
We will make you mooove!

Donia Hamdami
Lecturer, Design Thinking Coach & Industrial Designer

Andreas Mueller
Improv Trainer & Design Thinking Coach

Learning types

Teaching and learning Design Thinking has become increasingly popular in the last decade. Design Thinking is often taught in a fast-paced, interactive format where coaches guide teams of individuals from different disciplines through different working modes. A common approach is to encourage participants to experience Design Thinking rather than to learn about it upfront. While this approach may be a good fit for some, not everyone learns the same way. In fact, individuals develop preferred strategies and approaches to learning. Therefore, it is important to acknowledge and address diverse styles of learning through varied instructional design. This activity raises our awareness about the diverse styles of learning that exist among our community, and we hope it will spark discussions about creating inclusive, effective learning experiences.

Mana Taheri
PhD Candidate
Design Thinking Research Program
Hasso Plattner Institute

Molly Wilson
Program Manager
HPI School of Design Thinking

Analogue social media

Analogue social media is an interactive installation that offers a platform to reflect and express your d.confestival experiences with other attendees. Draw, write, play, and share your thoughts whilst creating colorful projections! Pose questions, give feedback, or collaborate!

Studio DeSchutter
Lighting Designer
DeSchutter Lighting Design

A

Design Thinking goes global

The Global Design Thinking Association (GDTA) is a network of institutions that teach, research and further develop the methods and mindsets of Design Thinking. This world-wide network of institutions promotes excellence in Design Thinking education and research. The aim is for the GDTA to become the global platform for the exchange, debate and exploration on best practices in Design Thinking education, training and research. The GDTA enables encounters and creates learning opportunities for both experienced and aspiring Design Thinkers from a wide range of disciplines. In this way, the network will facilitate the lively debate needed to inform and drive the development of Design Thinking education. By extending, strengthening and deepening the collaborative ties between educators and practitioners of Design Thinking, the association will create a suitable institutional framework to accelerate this global exploration.

Scrum simulation with LEGO

Need to iterate fast?
We offer a multi-team, product-oriented Scrum simulation with LEGO.

Till Richter
Engineer
Siemens

Nora Schuler
Engineer
Siemens

A

Discussing stories and cases with the HPI Academy project partners

Building on the stories and cases told earlier in "Design Thinking Stories & Cases," we invite you to continue the started discussions in an informal setting. Discussion rounds allow conversions and a look behind the scenes of experts, major enterprises and role models in implementing Design Thinking by showcasing their experiences around Design Thinking throughout the last years.

Selina Mayer
Program Manager
HPI Academy

**Katrin Lütkemöller Shaw**
Program Manager
HPI Academy

Failure frequency

Failure frequency is an interactive performance combining storytelling, live analog synthesizer tweaking, and live visual scoring. The main performer is the storyteller, while audio and visual respond to the story being told. Storytellers are various people from among d.confestivals participants (maybe YOU) that voluntarily step on stage to tell their personal story about failing. Failure frequency is inspired by the concept of "Fuckup nights" adding the essential artistic aspect of failures: Mistakes as gatekeepers for future beauty. Creativity as the art of making mistakes. Failure as the revelation of the truly new, the truly unthought-of.

Maximilian Kupi
Luftmenschen
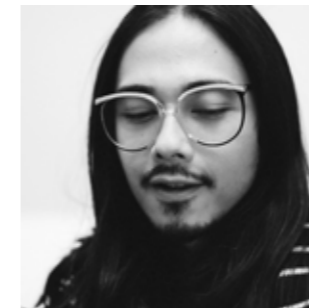
Ariel Orah
Luftmenschen

Julius Falk
Luftmenschen

Evening

THURSDAY

d.reception
Celebrating 10 years
of HPI School of
Design Thinking

Hasso Plattner
Co-Founder SAP
Founder
Hasso Plattner Institute

19:30   **Welcome**

Albrecht Gerber
*Minister for Economic Affairs
and Energy Brandenburg*

Steffen Krach
*Permanent Secretary for
Higher Education and
Research of the Federal
State of Berlin*

20:00   **Laudation**
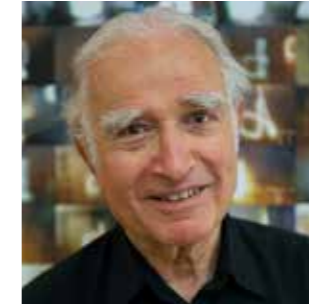
Bernie Roth
*Rodney H. Adams Professor
of Engineering and Academic Director*
d.school Hasso Plattner
Institute of Design at Stanford

Larry Leifer
*Mechanical Engineering
Design Group*
Stanford University

20:30   **Launch "Global Design Thinking Association"**

Musicians of the Kammerakademie Potsdam

Get together

Safari
SATURDAY

d.confestival Safari in Berlin

On Saturday we invite d.confestival participants to a journey across the center of Berlin to explore the city's most inspiring innovation hot spots. Our field trip kicks off at the historic icon of Berlin: Brandenburg Gate. Following the opening you can take your own safari to Berlin's top Design Thinking and innovation spaces where you can engage in workshops, bar camps, interactive presentations and lively discussions. Join us to network and exchange ideas with your peers from the Design Thinking community and experience Berlin's unique innovation driven vibe.

S

INNOVATION RADICALS

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insurHUB
Innovation Lab

IMPACT HUB Berlin

Infosys®

DATA SPACE

intraprenör

Living WorkPlace®
Experience. Inspirations. Facts.
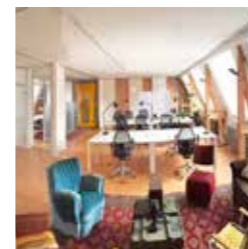
WeQ More than IQ

STIFTUNG ZUKUNFTBERLIN

Brandenburger Tor Museum
BRANDENBURG GATE MUSEUM

AppHaus BERLIN

nexenio

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www.kultur-kreativ-wirtschaft.de

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Hasso Plattner Institute Potsdam

Hasso Plattner Institute (HPI) in Potsdam is Germany's university excellence center for digital engineering. With the bachelor's and master's degree programs in "IT Systems Engineering," the Faculty for Digital Engineering at the University of Potsdam offers an especially practical and engineering-oriented study program in computer science that is unique throughout Germany. At present, 500 students are enrolled in the program. HPI consistently earns a top-notch place in the CHE University Ranking. The HPI School of Design Thinking is Europe's first innovation school for university students. It is based on the Stanford model of the d.school and offers 40 places annually for a supplementary study. At HPI there are currently twelve professors and over 50 guest professors and lecturers. HPI conducts research noted for its high standard of excellence in its IT topic areas. PhD candidates carry out research at the HPI Research School in Potsdam and its branches in Cape Town, Haifa and Nanjing. The focus of HPI's teaching and

research is on the foundations and applications of large, highly complex and networked IT systems. In addition, HPI concentrates on the development and research of user-oriented innovations for all areas of life.

HPI School of Design Thinking

The HPI School of Design Thinking was founded by Hasso Plattner in 2007. Based on the model of its sister institute, the Stanford d.school, it has since become the European hub for education in the field of Design Thinking. Since 2007 the HPI School of Design Thinking has offered 240 places for a supplementary study in the innovation method annually. The revolutionary factor: not only do the four to six students per learning group come from completely different disciples, but their professors and instructors do as well. The multidisciplinary teams, partnering with industry representatives, develop solutions that are focused on human needs and user-centric. This year the students at the HPI School of Design Thinking come from 20 nations, 60 universities and 75 disciplines. Attendees from more than half of the DAX30 companies have

participated in the D-School program. Under the direction of Ulrich Weinberg, Design Thinking has been successfully taught, lived, and continually developed at Hasso Plattner Institute since 2007. In close collaboration with the d.school in Stanford and project partners from numerous industries, the HPI D-school has established a unique wealth of experience in innovation methods and Design Thinking.

HPI Academy

Together with the HPI School of Design Thinking, the HPI Academy has played a decisive role in shaping and disseminating Design Thinking in Europe. Professionals and entire departments in large and small enterprises use the workshops of the HPI Academy to develop new products and services. At the same time, the workshop are just as likely to be used for strategic topics and the design of future scenarios.

The HPI Academy team works closely with the HPI School of Design Thinking in Potsdam and the d.school at Stanford University (Hasso Plattner Institute of Design Stanford) to continually stay one step ahead in its development of workshops and consulting formats. In its workshops, the Academy deploys as coaches a network of over 100 trained Design Thinkers from a variety of fields and specialties, thus enabling individual and small-group attention and support to each participant.

From 2013–2016 the HPI Academy conducted around 400 workshops with approximately 9000 participants.

Partners

Gold Partners

SAP

INNOVATION CENTER NETWORK

Steelcase EDUCATION

SYSTEM 180 ARCHITEKTUR + EINRICHTUNG

coalesse

Silver Partner

3M

Bronze Partners

FILMPARK Babelsberg

nexenio

DUNDU

Network Partners

Design at Business

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MediaTech Hub Potsdam

WFBB Wirtschaftsförderung Brandenburg

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XING

Share your insights and join the discussion online using: *#dconfestival*

wifi: *dconfestival*
Password: dcon17

Hasso Plattner Institute for Digital Engineering

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14482 Potsdam

www.hpi.de/d-school

d.confestival **HPI**

by Hasso Plattner Institute