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SEE Platform

Design, Innovation and Policy Conference
10 February 2015, Flemish Parliament, Brussels

SEE is a network of 11 European partners sharing research and best practices to accelerate the take-up of design in innovation policies and programmes. From 2012 to 2015, SEE has run 80 workshops involving over 600 policy-makers in using design methods. As a result of these workshops, our research and engagement by SEE partners, we have influenced 15 policies and more than 40 programmes across Europe. On 10 February 2015, we will share our findings on three themes: Design Support Programmes, Design in the Public Sector and Design Policy. In the Flemish Parliament in Brussels, we will share insight on the challenges and opportunities for design in innovation policies and programmes for the future. In the evening, you are cordially invited to a drinks reception at the Design Flanders Gallery. SEE is supported by the European Commission. To register please sign up here: https://www.eventbrite.co.uk/e/design-innovation-and-policy-see-platform-conference-tickets-13433023535

09.00-09.30   *Registration and coffee*

09.30-10.45   *Plenary session 1: Welcome*

        Welcome: Bernard De Potter, Administrator-general of Enterprise Flanders
        An overview of design policy and programmes in the Flanders Region.

        Keynote: Sean Hughes, Head of Healthcare Design at Philips
        Examples of how design has become central to Philips' business model.

        SEE Platform overview: Anna Whicher, Head of Policy, PDR
        An overview of the impact of SEE and good practices in design policy.

10.45-11.15   *Break*

11.15-12.45   *Plenary session 2: Design Support Programmes*

        Design Bulldozer: Jane Oblikas, Director of the Estonian Design Centre
        This programme took 10 designers and 10 companies and put them together for 20
        months to bring new products and services to market.

Project Secretariat: **Design Wales / PDR**
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SME Wallet: Dieter Goossens, SME Wallet Coordinator, Enterprise Flanders & Stefan Vanfleteren, General Manager, Piano's Maene. The SME Wallet enables companies to access subsidies of €25,000 for design management.

Design for Competitiveness: Zuzana Sedmerová, Manager, Czech Trade
Design for Competitiveness is targeted at small and medium manufacturing enterprises with export potential as well as at industrial designers.

Roundtable discussion: Challenges and opportunities of design support programmes with representatives from the Estonian Design Centre, Flemish Government, Czech Trade, the Design Council and PDR.

12.45-13.45   *Lunch*

13.45-15.00   *Plenary session 2: Design in the Public Sector*

Cabinet Office Policy Lab: Andrea Siodmok, Head of the CO Policy Lab
Set up in April 2014, this design and innovation unit at the heart of UK government uses design thinking to tackle policy and social challenges.

Design for Dementia: Adrian O'Donoghue, Policy Advisor, Border, Midland and Western Regional Assembly, Ireland. This project uses design methods to develop a new service to supporting people with dementia.

Design for Public Good: Christina Melander, Danish Design Centre
This SEE report collates case studies of design being used in the public sector in Denmark, Finland and the UK.

Roundtable discussion: Challenges and opportunities of public design projects with representatives of Cabinet Office Policy Lab, the Border, Midland and Western Regional Assembly, Danish Design Centre and PDR.

15.00-15.30   *Break*

15.30-16.30   *Plenary session 3: Design Policy*

Roundtable discussion: Challenges and opportunities in developing and implementing design policy.
Katri Lehtonen, Finnish Ministry of Employment and the Economy
Danish Ministry of Business [TBC]
Anu-Maaja Pallok, Creative Economies Unit, Estonian Ministry of Culture
Antti Valle, Innovation Policy Unit, European Commission DG Ent. & Industry

16.30-16.45   *Close*

17.30-20.00   **Drinks reception at the Design Flanders Gallery**
Design Flanders Gallery, 19 Kanselarijstraat, 1000 Brussels