

SEE Workshop 5: Academia-Industry Collaboration

Jyväskylä, 16th and 17th September 2014

In the 'Action Plan for Design-driven Innovation', the European Commission proposes 14 action lines to 'accelerate the take-up of design in innovation policies at European, national and regional levels and to create the capacity and competencies needed to implement these policies'¹. A number of actions highlight the role of academia-industry collaboration for:

- Applying design methods in multidisciplinary research and innovation programmes that address complex challenges;
- Developing competencies and applying methods for design-driven innovation in education and training;
- Strengthening European SMEs' ability to use design as a strategic tool in creating products and services with a higher value for their customers;
- Promoting new collaborative innovation strategies and practices that enable new business-models.

To achieve these objectives, the Commission encourages continuous dialogue between government, industry, academia, the design community and other stakeholders. As part of this, the SEE Platform has been bringing together design stakeholders and policy-makers to share experiences on different themes such as design policy, design support programmes, service design, social design and now academia-industry collaboration. Since 2012, the SEE partners have delivered 55 workshops to over 600 public officials on these themes and have influenced policies and programmes across Europe. SEE is funded by the European Commission.

This workshop, hosted by JAMK University, will combine case studies and hands-on sessions to examine how academia-industry collaboration can contribute to innovation. We invite SEE partners and their policy-makers to hear about the development and implementation of the Finnish Design Policy as well as a number of academia-industry collaboration projects including the Aalto University Design Factor, the JAMK Innovation Week and Cardiff Met., Design Management Toolkit.

¹ European Commission (2013) 'Commission Staff Working Document. Implementing an Action Plan for Design-Driven Innovation', SWD(2013)380, Brussels, 23.09.13, p.6.

Monday 15th September 2014

Travel to Jyväskylä. We advise that you fly into Helsinki and take a regional flight to Jyväskylä airport (www.finnair.com) or continue by train (www.vr.fi/en/index.html) Helsinki-Jyväskylä.

Dinner

17.30 – 22.00 International Sauna Experience with Sauna from Finland (<http://www.saunafromfinland.fi/en/who-we-are/>) and dinner in Varjola

Tuesday 16th September 2014

Venue: Room AP 05, JAMK campus, Rajakatu 35, 40200 Jyväskylä.

Attendance: SEE partners and policy-makers

Case Studies

09.00 – 09.30 Coffee and registration

09.30 – 09.45 Welcome

Pekka Jääskö, Director, JAMK University of Applied Sciences

09.45 – 10.00 Overview of SEE impact

Anna Whicher, PDR, Cardiff Metropolitan University

10.00 – 10.30 Aalto Design Factory

Jaana Hytönen, Aalto University

10.30– 11.00 How to use Design Thinking Methods and Tools for Non-designers

Juha Tuulaniemi, JAMK University of Applied Sciences

11.00 – 11.15 Break

11.15 – 11.45 Introduction to the Service Design Toolkit

Annelies Thoelen, Design Flanders

11.45 – 12.00 Design Management Toolkit

Anna Whicher, PDR, Cardiff Metropolitan University

12.00 – 13.00 Lunch

Workshop

13.00 – 16.00 Cooperation between academia and industry facilitated by Jussi Nukari, Jamk Generator. Here SEE partners will have the opportunity to work with representatives from academia and industry to explore models of cooperation and lessons from Finland.

16.00 – 16.30 Conclusions and close

Dinner

18.00 - 20.30 Dinner (venue Gastropub Jalo)

Wednesday 17nd September 2014

Venue: Room C 119, JAMK campus, Rajakatu 35, 40200 Jyväskylä.

Case study and future planning

08.30 – 09.00 Coffee and registration

09.00 – 09.10 Welcome

Anna Whicher, PDR, Cardiff Metropolitan University

09.10 – 10.30 Developing and Implementing the Finnish Design Policy

Antti Eskola, Ministry of Employment and the Economy

10.30 – 11.30 Understanding Policy-maker's Needs: Future EU projects

A one hour discussion with SEE partners and policy-makers to understand future priorities and identify future EU project proposals facilitated by Cardiff Met.

11.30 – 11.45 Break

Steering Committee Meeting

Attendance: SEE partners only

11.45 – 12.45 Overview of SEE targets and finance

12.45 – 13.30 Lunch

13.30 – 15.00 Overview of SEE targets and finance

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