

Save the Date

# DESIGN IMPACT

## Final Online Conference

**16.12.2021** 14:00-16:30 (CET)

Pecha Kucha, Testimonial from designers & SME's, **Keynote speech**

**Meeting time:**

**14:00-16:30** in Brittany and Galicia

**13:00-15:30** in the UK, Ireland, Portugal, and the Canaries

Start

≈ 10 min

Welcome – Loubna Bentamy, CCI Bretagne  
Introduction to the User-Factor project – Piotr Swiatek, PDR

≈ 5 min

Keynote speech: Effective policies and support programmes for user-driven innovation in SMEs  
Pr. Anna Whicher, PDR

≈ 10 min

Design in France & Brittany - Actual situation and opportunities for the future  
Lucille Galindo, APCI; Oriane Bos-Joucla, Design Lab Bretagne

≈ 10 min

By Design grant evaluation by Scottish Enterprise

≈ 35 min

Pecha Kucha: "Let's sum up!"  
User-Factor pilot schemes – lightning presentations of support programmes piloted with SMEs through User-Factor project

≈ 15 min

Break

≈ 45 min

Roundtable: "No futur without Design!"  
Open discussion with 4 designers about the challenges that design represents to drive transitions in a sustainable way

≈ 10 min

Talk: "Service design and the enabling ecosystem"  
Malcom Beattie, ILab Innovation Lab Northern Ireland

≈ 20 min

Keynote speech: New European Bauhaus – New horizons for design in Europe Isabelle Vérilhac, Head of Business and Innovation Department, Cité du Design; President of BEDA – The Bureau of European Design Associations

≈ 30 min

Close & social activity / Online cocktail