

Program Innovation for All 2010 – 20th May

09.00 Registration

10.00 Conference opening

Entertainment by EstherOrkester

Welcome by Jan R. Stavik, Managing Director, Norwegian Design Council

Conference Opening Speech by HRH Crown Princess Mette-Marit

Introductory talk by Trond Giske, Minister of Trade and Industry

10.30 *Inclusive curiosity, inclusive appreciation and inclusive imagination*

Michael Wolff, Michael Wolff & Company (UK)

UK Government Inclusive Design Champion

11.10 Break

11.40 *Kick off 24 Hour Inclusive Design Challenge*

Challenge Facilitator:

Julia Cassim, Senior Research Fellow, Royal College for Art Helen Hamlyn Centre (UK)

Presentation of Design Challenge teams and challenge brief

12.00 *How Inclusive Design strategy takes the company to the forefront of product innovation*

Toru Abe, Director, Panasonic Design Center Europe (UK)

12.45 'Meet the Speakers' lunch

13.30 *Inclusive Design as a tool for innovation and increasing brand value*

Dr. Dan Formosa, Co-founder, Smart Design (USA)

14.00 *The BT success story: embracing Inclusive Design*

Liz Williams, Head of Social Responsibility and Consumer Affairs, British Telecom (UK)

14.30 Break

15.00 *Be prepared! Why UN convention will affect business*

Safak Pavay, UNHCR, United Nations (Switzerland)

15.25 *Book launch: Innovating with People – The Business of Inclusive Design*

Onny Eikhaug, Innovation for All programme, Norwegian Design Council

15.40 Round up by Jo-Anne Bichard, Research Fellow, RCA Helen Hamlyn Centre

16.00 End of day 1

19.00 A night at the Opera – dinner and reception

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08.30 Business Breakfast – Talking Heads

Inclusive Design in focus: debating the business benefits

Moderator: Jeremy Myerson, Director RCA Helen Hamlyn Centre

Participants: Panasonic (UK), TH!NK (Norway), ResearchCentredDesign (USA), GE Healthcare (France),

09.30 Break

09.40 Scandinavian snapshots – Inclusive Design success stories

Magnus Berglund, Disability Coordinator, Scandic Hotels

Case : Service design – Hotel for All

Per Finne, Industrial Designer , Per Finne Industrial Design/Hardanger Bestikk

Case : Product design – Tuva cutlery (Award for Design Excellence/Inclusive Design Award)

Thomas M. Kristensen, Head of Personal & Home Care Business Unit, Jordan

Case: Packaging design – Jordan toothbrush packaging

10.30 Parallel sessions - plenary presentations of session themes by moderators

1) Workshop : The Inclusive workplace

Moderators : Jeremy Myerson/Jo-Anne Bichard, RCA Helen Hamlyn Centre

2) Interactive session : Sustainable, Inclusive Housing

Moderator : Fionnuala Rogerson, International Union of Architects

11.00 Break

11.15 Parallel sessions begin

13.00 Lunch

14.00 24 Hour Inclusive Design Challenge outcomes

Summary by Julia Cassim, Challenge Facilitator

Presentation of Design Challenge concepts by participating teams

14.30 Audience vote for Best idea and Best presentation

Break

15.00 Presentation of 24 Hour Inclusive Design Challenge winners

Prizes awarded by Audun Lysbakken, Minister of Children and Inclusion

15.30 Reflections on the Innovation for All conference by Rama Gheerawo, Deputy Director, RCA Helen Hamlyn Centre

15.45 Conclusion

Jan R. Stavik, Managing Director, Norwegian Design Council

16.00 Drinks, snacks, music

17.00 Innovation for All 2010 comes to an end