

# INDEX: VIEWS ON

## INVITATION TO JOIN THE REGIONAL NETWORK MEETINGS

## ABOUT DESIGN PROCESSES AS A STRATEGIC TOOL FOR INNOVATION



## INDEX:



Dette projekt medfinansieres af  
INTERREG IIIA  
Øresundsregionen  
DEN EUROPÆISKE UNION  
Den Europæiske Fond for  
Regionaludvikling

The future of the welfare in the Oresund region depends on our ability to develop international leadership positions in key business fields and areas. Design - broadly understood as creative processes and methods for developing new products, strategies etc. - is one business area where the potential has already been recognised by decision makers all over the region.

INDEX: VIEWS ON is a series of network meetings in the Oresund region for both public and private institutions and companies with a key interest in working with design processes as a strategic tool for innovation - exploiting the creative potential of "Design to Improve Life".

The purpose of INDEX: VIEWS ON is to give you insight into methods and ideas of design and innovation processes in a regional as well as an international context.

Through presentations and workshops, examples of "good practice" and international inspiration INDEX: VIEWS ON will introduce to you how design processes can be used to cope with some of the more complex challenges we as regional institutions and companies face today and in the future.

INDEX: VIEWS ON is a free offer for you who want to be part of a bigger network-community working with design and innovation processes as an important part of regional development.

The network meetings will be divided into 5 modules. You can participate in some or all of the modules by sending an e-mail to [pj@index2005.dk](mailto:pj@index2005.dk).

**NOTICE!** It is very important that you make clear in the e-mail, which of the 5 modules you want to participate in, by writing e.g.: module 1A or 1B depending on the different dates connected to the same module.

INDEX: VIEWS ON is realised in co-operation between IK2, Øresund Design and INDEX:, together with regional knowledge and facility partners.

IK2 is a newly established cooperation between Innovation Skåne and Kunskapsbron. IK2 works as a coach and financier of innovative projects. The mission is to create an environment where creativity flourish, where risk taking is supported and where people with potential and ideas are cherished and rewarded. [www.ik2.se](http://www.ik2.se)

Øresund Designs mission is to create an innovation platform for design activities as a part of Øresund Science Region. Øresund Design work with different co-operations and projects within the five areas: Competence, Networking, Marketing, Education and Innovation. [www.oresund-design.org](http://www.oresund-design.org).

INDEX: is the new worldarena for design to improve life to be launched in Copenhagen in 2005 and held every fourth year. INDEX: Views is one of the three major INDEX: events and is an international summit for creative problem-solving focusing on design processes as a tool for innovation to improve human life. [www.index2005.dk](http://www.index2005.dk).

# INDEX: VIEWS ON

## WHY PARTICIPATE IN A REGIONAL NETWORK?

Entering an age of rapid change and increasing complexity of human problems and needs, it is of great importance to move from conventional and reactive thinking to creative and proactive problem-solving. New design has great potential. This is why INDEX: VIEWS ON has been initiated - working at three different levels: The personal-, company- and regional level.

On the personal level you will in this regard be taking part in a regional network founded in a process of 5 workshops on new design, creative problem-solving and how to put knowledge and creativity into action through design processes. At the same time you will be able to follow the INDEX: Views process toward the summit for creative problem-solving in September.

Further, as a company or institution you will get the possibility of seeing how other companies have worked with implementing design processes, increasing the potential for innovation.

Finally, it is our belief that we have a lot to learn from one another within the Øresund Region. This belief has provided the base for a regional network.

By participating you will be an active player in the regional network, with the potential to share and exploit the ideas and visions generated within Views and throughout the network meetings, benefiting the region of Øresund.

### MODULE 1: Why use design processes as a strategic tool for innovation?

The launch of a series of INDEX: Views regional network meetings with the agenda - "Design to Improve Human Life". Recognising the importance of how to make design processes a tool for innovation and future success.

When & Where: **1.A:** 10 May 2005 from 16.00 to 18.30 - Danish Design Center, Copenhagen (AFHOLDT!)  
*or* **1.B:** 12 May 2005 from 16.00 to 18.30 - Form/Design Center, Malmoe (AFHOLDT!)

### MODULE 2: How to implement a design process?

Presentation of design work processes through concrete practical experience in the Oresund Region. Also there will be a panel discussion on success factors.

When & Where: **2.A:** 2 June 2005 from 16.00 to 18.30 - IT-University, Copenhagen - in cooperation with **Crossroads Copenhagen**  
*or* **2.B:** 9 June 2005 from 16.00 to 18.30 - Malmö Incubator/MINC, Malmoe

### MODULE 3: Social network activity before the INDEX: Views summit

Dialogue on the future collaboration with the INDEX: Views regional network based on the previous two modules and further insight in the INDEX: Views work in progress just before the summit.

When & Where: **3:** 1 September 2005 from 16.00 to 18.30 - Location will be announced later!

### MODULE 4: The INDEX: Views design process

Presentation of the results of INDEX: Views summit - Charter for improved human life. Open forum on how the INDEX: Views design process can be a useful tool and an inspiration for the stakeholders in the region.

When & Where: **4.A:** 27 October 2005 from 16.00 to 18.30 - Ingvar Kamprad Design Center, Lund  
*or* **4.B:** 3 November 2005 from 16.00 to 18.30 - Location will be announced later!

### MODULE 5: Regional idea development on the basis of INDEX: Views - Charter for Improved Human Life

This module will be workshop based, concentrating on regional idea development and collaborative actions on the results found in the INDEX: Views - Charter for Improved Human Life.

When & Where: **5:** 1 December 2005 from 16.00 to 18.30 - Øresund Science Region, Ørestad City, Copenhagen

Additional network activities may be developed according to participants' needs and interests. For more details please visit either: [www.ik2.se](http://www.ik2.se), [www.oresund-design.org](http://www.oresund-design.org) or [www.index2005.dk](http://www.index2005.dk)