

Programme

Moderators

[Ingrid van der Wacht](#), Dutch Design Foundation | BEDA Board

[Mark Illi](#), Swiss Design Association | BEDA Vice President

17:00-19:00

■ Collaboration for Future

Speaker: **Kornelia Dimitrova**, [Foundation We Are](#), Eindhoven

Foundation We Are is a cultural organisation that researches and facilitates unexpected collaborations between the creative sector and experts on societal challenges. They develop methods, experiments, systems, or other creative outcomes that can address current climate challenges. During this Wide Open Door Dialogue (WODD) the foundation We Are will talk about their objectives, the process, planning and the challenges that designers have to deal with when working within governmental systems.

■ Service Design and Digitalisation of Services for Tourism Companies

Speaker: **Tiia Vihand**, [Estonian Design Centre \(EDC\)](#)

The innovative masterclass by EDC used service design and digitalisation of services to develop better user-centred services and to increase the export and innovation capacity of companies and the attractiveness of tourism services in foreign markets. EDC will share their experience on how they used design as a tool to develop business processes in companies, what skills designers require to do that, and how to increase the number of designers capable of mentoring companies.

■ Pact for Skills for Cultural and Creative Industries a tool to become superheroes

Speaker: [Isabelle Verilhac](#), **BEDA Past President**

As one of the co-leaders of the Large-scale Skills Partnership (LSP), Isabelle is closely involved in the Pact for Skills for Cultural and Creative Industries. Isabelle will give us an insight into current and upcoming opportunities of how designers can use the Pact for Skills to address their challenges and become the precursors of sustainability and inclusivity.

■ Take the stage

One attendee gets the opportunity to talk about a relevant case showcasing their experiences, addressing challenges, discussing obstacles and/or successes. An open invite will be announced during the event to all participants. BEDA will decide who will be the chosen speaker.

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