



WORLD PREMIÈRE:
Impact Design Thinking
1st International Workshop
20 - 22 May, 2015

in the built environment
- powered by



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Photo credits: Bert Hansen
Venue: Manor "Jomfruens Egede"
Kirkevej 7, 4640 Faxe, Denmark

Impact Design Thinking workshop all inclusive package
(accommodation, food and beverages)
DKK 9.800,00 exclusive 25% VAT

Action learning through Impact Design Thinking

What to expect? The 3-days workshop helps to understand and apply the Cradle to Cradle design concept through team work in small groups on a real-life challenge. Therefore the innovation process Design Thinking was optimized to make academic knowledge tangible, gain deep insights from EPEA's Cradle to Cradle experts and co-develop user-centered ideas with positive impact for human and nature.

What's in for your company? The iterative method facilitates the development of rapid and holistic sustainable prototypes within days e.g. for architect contest or team synchronization. Additionally the participants gain inspiration from the wide range of Cradle to Cradle inspired architecture that celebrates the diversity of options while thinking further than the status quo.



PROGRAM



20 May, 2015

DAY 1

Wednesday

11:00 - 12:00

Arrival and registration

12:00 – 13:00

Lunch

Welcome by the Mayor of Faxe Kommune

13:00 – 13:30

Welcome by EPEA Team and Group Introduction

13:30 – 14:00

Impact Design Thinking - powered by Cradle to Cradle

- Introduction of EPEA
- Why do we need Cradle to Cradle?
- Workshop structure and coaches

14:00 – 17:00

Team Phases: Understand + Empathize

17:00 – 17:15

Break

17:15 – 19:00

Team Phases: Point of view + First ideation

19:00 - 20:00

Dinner

20:00 – 20:30

Wrap-up day 1

- Framing back to workshop context
- Question and discussion



21 May, 2015

DAY 2

Thursday

09:00 – 09:30

Morning Round

- Feedback on previous day, wishes, questions and suggestions

09:30 – 10:30

Cradle to Cradle Design Concept in the Built Environment

- Cradle to Cradle principles
- Tools
- Cradle to Cradle and sustainability
- Concepts, application and elements

10:30 – 12:30

Cradle to Cradle Inspired Building Projects

- Building materials opportunities
- Invited professionals from the building industry present their C2C inspired projects.

12:30 – 13:30

Lunch Break

13:30 – 16:30

Working group sessions

- interactive discussions

16:30 – 17:00

Team Phase: Impact!

18:30 – 19:30

Dinner

19:30 – 20:00

Wrap-up day 2

- Framing back to workshop context
- Question and discussion

.Biological Nutrients.

.Technical Nutrients.



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22 May, 2015

DAY 3

Friday

09:00 – 09:30

Morning Round

Feedback on previous day, wishes, questions and suggestions

09:30 – 11:30

Team Phase: Prototype + test

11:30 – 12:15

Group presentations and feedback

12:15 – 13:00

Final questions, workshop feedback and certificates of participation

This Impact Design Thinking workshop is presented to you in a cooperation between:





Meet the inventors and hosts:



Ingo Walterscheid

CEO of EPEA Aarhus ApS, EcoFITT ApS and Ecognized Investments GmbH. Dynamic generalist & serial entrepreneur. Has formed 28 companies in 25 years in the telecom, IT security, health care and building industry. Together with Susanne Mira Heinz he co-developed the methodology Impact Design Thinking.



Susanne Mira Heinz

Susanne Mira Heinz is certified Design Thinking facilitator of the Advanced Track 2013/14 at the d.school HPI Potsdam. Together with Ingo Walterscheid she co-developed the methodology Impact Design Thinking building on her experience and academic research with David Orloff. She studied Business Administration in Lueneburg and Santiago de Chile and is a Masters in Sustainability Sciences at Leuphana University Lueneburg. This year she was awarded as Wild Card Winner of the Schmidt MacArthur Fellowship for Circular Economy, an academic network between international universities such as London School of Economics, MIT, Yale, Stanford. Voluntarily she is co-coordinator of the training program for new members of the Non-Profit Organisation cradle to cradle e.V.



Be inspired by the Cradle to Cradle pros:



Rafaela Zanatta

Rafaela is an architect with experience in building design projects in Brazil, Italy and the United States. Her passion is the study of building materials and their impact to human health and the environment, aligned with the promotion of education of manufacturers, professionals of the building industry, and the general public about the topic of toxicity in these products. At EPEA, the company founded by Prof. Michael Braungart in Hamburg, Germany, she works with the Cradle to Cradle concept applied to the built environment, consulting clients on how to promote innovation and health in their developments, by driving their design toward a beneficial footprint that goes beyond sustainability and impact minimization.



Ines Göbel

Ines is a product designer with a passionate interest for innovation processes within the circular and the sharing economy. She thrives in interdisciplinary environments with scientists, marketing experts and business leaders alike, for instance in the creation of Cradle to Cradle driven design concepts and product developments. Making use of her insatiable creative energy, Ines has become an experienced facilitator of innovation workshops, having conducted a number of high-level workshops with leaders in the consumer goods and automotive industries, exploring with them the potential of Cradle to Cradle. The approach that Ines follows is a holistic one, and she likes to lead creative processes from ideation to concluding the developments of concrete product solutions for the industry.



**Be trained by the
Design Thinking
coaches:**



Bettina Michl

Bettina Michl is Design Thinking expert of the very first hour of the Design Thinking programm at d.school HPI Potsdam (2008). Ever since she is teacher of new Design Thinking students and executive coach. She is co-founder of tiefenschärfe, a berlin based consulting agency, that has worked with many successful market leaders from e-commerce, FMCG and retail, professional services, software development and manufacturing. Bettina Michl has a Master of Arts in Political Science and an additional MBA. She has the talent to inspire her teams, spark off collaborative innovation dynamics and support organizations in various ways towards cultural change.



David Orloff

David Orloff is a patient moderator of transformational processes between science and economy and examined Enigma Q-plus coach for self-employed workers and small enterprises. He holds a bachelor in Business Psychology and is a masters in Sustainability Sciences at Leuphana University Lueneburg. Recently he collaboratively researches on the question how Design Thinking can facilitate Product-Service System Development with Susanne Mira Heinz. His specializations are group dynamics.