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**Innovation and Creativity for Economy: Industrial Design for Social Innovation**

organized by

the World Intellectual Property Organization (WIPO)

the Patent Office of the Republic of Poland (PPO), and

the Polish Agency for Enterprise Development

**Warsaw, March 31 and April 1, 2016**

provisional program

*prepared by the Secretariat*

Thursday, March 31, 2016

Moderators of the Conference: Mr. Piotr Brylski, Patent Office of the Republic of Poland (PPO), Warsaw and Mr. Piotr Zakrzewski, PPO

8.30 a.m. – 9.00 a.m. Registration and welcome coffee

9.00 a.m. – 9.30 a.m. **Opening Session**

Welcome Addresses by:

* Ms. Alicja Adamczak, President, PPO
* Ms. Binying Wang, Deputy Director General, Brands and Designs Sector, World Intellectual Property Organisation, (WIPO), Geneva, Switzerland
* The Representative of the Polish Agency for Enterprise Development, Warsaw
* Mr. Mateusz Morawiecki, Deputy Prime Minister, Minister for Development, Ministry of Development, Warsaw

9.30 a.m. – 10.10 a.m. **Keynote Speeches**

Speakers: Ms. Agata Kornhauser-Duda, Spouse of the President of the Republic of Poland, Warsaw

Mr. Henryk Skarżyński, Director, Institute of Physiology and Pathology of Hearing, Poland

10.10 a.m. – 10.30 a.m. **Coffee Break**

10.30 a.m. – 12.00 **PANEL I: SOCIAL INNOVATION AS AN OPPORTUNITY TO IMPROVE THE QUALITY OF LIFE**

Topics: Forecasts and Trends; New Tasks and Challenges for Governments; Initiatives for a Better Future

Introduction to Panel

Speaker: Ms. Anna Olejniczuk- Merta, Professor, Department of Marketing, Kozminski, Warsaw

Panelists: Ms. Teresa Hernik, Chairperson, State Fund for Rehabilitation of Disabled Persons, Warsaw

Katarzyna Merta-Korzniakow, Design Architect, Merta Korzniakow Design, Warsaw

Mr. Michał Mikulski, (CEO), EGZOTech Sp. z o.o, Gliwice, Poland

Mr. Piotr Pawłowski, President, Friends of Integration Association, Warsaw

Ms. Alina Wojtowicz-Pomierna, Ministry of Family, Labor and Social Policy, Warsaw

Mr. Henryk Skarżyński, Director, Institute of Physiology and Pathology of Hearing, Warsaw

12.00 p.m. – 12.20 p.m.Coffee Break

12.20 p.m. – 12.50 p.m. **PANEL II: UNIVERSAL DESIGN – AN ANSWER TO CHALLENGES OF THE 20TH CENTURY**

Topics: What is Universal Design; Barriers in Universal Design;

From an Idea to Implementation

Speaker: Ms. Alicja Panasiewicz, Dean of the Faculty of Arts, Pedagogical University of Cracow, Cracow, Poland

Panelists:

Mr. Bożena Gargas, Institute of Industrial Design, Warsaw

Ms. Ewa Gołębiowska, Director, Cieszyn Castle, Cieszyn, Poland

Michał Mikołajczuk and Piotr Pokrywiecki, BLUM Polska Sp z o.o., Poznań, Poland

Mr. Krzysztof Kaperczak, Road and Bridge Research Institute, Warsaw

Ms. Alina Wojtowicz-Pomierna, Ministry of Family, Labour and Social Policy, Warsaw

12.50 p.m. – 1.20 p.m. Topic: Concept of Design Thinking

Speaker: Ms. Zuzanna Skalska, Trend Analyst, 360Inspiration, Eindhoven, Netherlands

1.20 p.m. – 2.00 p.m. Case Studies

Speakers: Representatives of selected Polish companies

2.00 p.m. – 3.00 p.m. Lunch Break

3.00 p.m-3.30 p.m. Speaker**:** Ms. Elizabeth Jassem, Principal, iDOME Integrated

Development Ltd., Toronto, Canada

3.30 p.m. – 5.00p.m. **PANEL III: DESIGN AND INNOVATIVE PUBLIC SPACE**

Topics: Design Innovation and Social Change; Use of Design in the Public Sector; Designing a Friendly Public Space

Speaker: Mr. Radosław Pawelec, Institute of Journalism, University of Warsaw, Warsaw

Panelists**:** Ms. Elizabeth Jassem , Principal, iDOME Integrated

Development Ltd. , Toronto, Canada

Mr. Adam Jesionkiewicz, CEO, Ifinity, Warsaw

Ms. Ewa Kuryłowicz, Warsaw University of Technology, Warsaw

Ms. Małgorzata Pacholec, Director, Polish Association of the Blind, Warsaw

Mr. Tomasz Pactwa, Director, Community Support Services and Projects Department of the Capital City of Warsaw, Warsaw

Mr. Marek Wysocki, Director, Universal Design Centre, Gdańsk University of Technology, Gdańsk, Poland

3.50 p.m. – 5.50 p.m. Case study

Speakers: Mr. Tomasz Augustyniak, Designer, city, Poland

Ms. Anna Vonhausen, Architect, SITAG Formy Siedzenia, Swarzędz, Poland

Friday, April 1st, 2016

9.00 a.m. – 9.30 a.m. Welcome Coffee

9.30 a.m. – 10.00 a.m. Keynote speech

Mr. Rama Gheerawo, Director, The Helen Hamlyn Centre for Design and Reader in Inclusive Design, United Kingdom

10.00 a.m. – 11.30 a.m. **PANEL IV: UNIVERSAL DESIGN: A SOCIAL MISSION OR A BUSINESS IDEA?**

Topics: Market Opportunity for Designers and Producers; Universal Design as a New Corporate Social

Responsibility Tool; Open Design as the Basis for Business Strategy

Speaker: Mr. Anker Bak, Designer, PointAid MB, Vejle, Denmark

Panelists:Ms.Laura Andrukiewicz (tbc),WellDone, Cieszyn, Poland

Mr. Rama Gheerawo, (tbc)

Mr. Michał Stefanowski, Director, Department of Design, Academy of Fine Arts in Warsaw

Ms. Agata Ners, Google Campus Warsaw, Warsaw

Ms. Agata Stafiej-Bartosik, Ashoka Innovators for the Public, Warsaw

11.30 a.m. – 12.00 p.m.Coffee Break

12.00 p.m. – 1.30 p.m. **PANEL V: DESIGNING INNOVATION, FINANCING**

Topics: Where to find Financial Support? Available Sources of

Financing; Courses and Trainings Available for

Entrepreneurs, in Cooperation with Designers

Speaker: The Representative of the Ministry of Development (tbc),

Warsaw

Panelists: The Representative of the Polish Agency for Enterprise Development (tbc), Warsaw

Ms. Joanna Makocka, Representative, National Centre for Research and Development, Warsaw

The Representative of Kielce Technology Park, Kielce, Poland

Mr. Mateusz Szulc, State Development Bank of Poland, Warsaw

1.30 p.m. – 3.00 p.m. **PANEL VI: LEGAL PROTECTION OF DESIGN**

Topics: How to Obtain Protection; Protection of Design in Practice

Other IP Rights and Their Protection

Panelists**:** Ms. Monika Zikova, Program Officer, Section for Central European and Baltic States and Mediterranean Countries, Department for Transition and Developed Countries (TDC), WIPO

Ms. Ludmila Celisova, Office for Harmonization in the Internal Market, Alicante, Spain

Ms. Elżbieta Dobosz, Patent office of the Republic of Poland, Warsaw

3.00 p.m. – 3.15 p.m. **CLOSING SESSION**

Ms. Adamczak

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