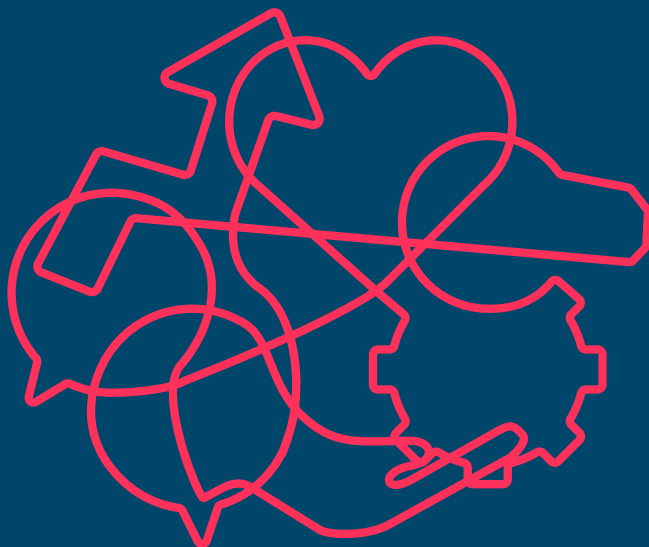




# SOCIAL INNOVATION & ENTREPRENEURSHIP





**I SEE IT NOW, HOW DESIGNERS CAN HAVE  
A MAJOR IMPACT ON SOCIAL INNOVATION.**

**THEY UNDERSTAND HUMAN BEHAVIOUR  
AND THEY ARE ABLE TO VISUALISE AND  
MAKE AESTHETIC PROTOTYPES.**

**THEY CAN DESIGN CONCEPTS AND  
PROBLEM-SOLVING AND MAKE US CREATE  
BETTER SOLUTIONS**

Gyula Vajda, CEO, Our Daily Heroes

# Introduction

Design School Kolding is a recognised member of the Cumulus international network of top design schools and ranks as one of Europe's leading schools of design. The school has university status and trains designers at Bachelor, Master and PhD levels within Industrial Design, Communication Design, Fashion Design, Textile Design and Accessory Design.

Our main strategic focal areas are Social Inclusion, Sustainability, and Play. Within these areas we provide practical examples of how design can be used as an aesthetic and strategic tool in the change process in which society, industry and democracy find

themselves. In 2015-2017, we have dedicated our international DesignCamp to exploring these areas further, beginning with Social Inclusion. We do so in collaboration with the Danish design cluster D2i - Design to innovate.

The DesignCamp is an annual event. For two weeks, the camp joins top students, companies, designers, researchers and others with an interest in design in addressing a current challenge that relates to society. An open conference, business collaborations, and an intense design process result in concrete design concepts that are ready to be taken to the next level.

This publication gives you a small taste of the DesignCamp2015 entitled 'Social Innovation & Entrepreneurship'.

To get the full picture, please go to [www.dskd.dk/DC15publication](http://www.dskd.dk/DC15publication)

# LAB for Social Inclusion

The Laboratory for Social Inclusion at Design School Kolding focuses on social design.

## THE DESIGN TEAM USES DESIGN METHODS TO:

- Develop and implement products, services and systems that will improve the conditions for citizens, employees, and managers who depend on or work with welfare technology
- Design new methods for establishing social constructs and relationships

## THE LAB WORKS WITH AND FOR COMPANIES, INSTITUTIONS AND ORGANISATIONS AND OFFERS:

- Identification of user experiences and needs
- Analyses and recommendations that promote the development of meaningful products and services
- Facilitation of workshops that qualify knowledge, new ideas and concepts

## FOR MORE INFORMATION, PLEASE CONTACT

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[www.designskolenkolding.dk/en/lab-social-inklusion](http://www.designskolenkolding.dk/en/lab-social-inklusion)



# We Want to Make Social Innovation Count

By Laila Grøn Truelsen, Head of LAB for Social Inclusion

Design School Kolding aims to inspire, challenge and develop Danish Design and the designer's role, relevance and scope in a global reality with social inclusion in mind.

Therefore, we have devoted a laboratory to working with social inclusion and innovation using design methods. In 2015 the LAB for Social Inclusion had the pleasure of hosting the DesignCamp and deciding its topic: Social Innovation & Entrepreneurship.

It is not immediately clear how to capitalise on the value of social innovation. How do you earn money on making

sure that citizens are better at taking care of themselves and others? **We need convincing business cases.**

The DesignCamp2015 generated 11 as 42 international design students worked with Danish companies. **Using a design-oriented and entrepreneurial approach, DesignCamp2015 produced new ideas and concepts within a social economic context.**

Solutions that are based on a sense of social responsibility, build on companies' existing resources and competences, and generate innovation and social value.

Design School Kolding is extremely pleased that so many companies want to work with us, and together we are able to create new design solutions that use social innovation as a lever for economic and societal prosperity and show that social innovation can most definitely generate value.

# The International Encounter

Internationalisation represents a strategic tool for Design School Kolding in our efforts to educate students to take responsibility and contribute to solving the global challenges of tomorrow.

We collaborate with a wide range of international universities and design institutions from China to Brazil. The objective is for all students to acquire at least 15 ECTS points abroad, corresponding to half a semester.

One of our major international events is our annual DesignCamp for invited design students from top design schools and universities

around the world. The DesignCamp focuses on the development of society in a broad perspective and is best characterised as a cross-cultural collaboration between nations, institutions, and industry on meeting global challenges and solving common issues.

**The friction that occurs in international settings can set the direction of the design process and make products, services and systems more relevant to their target groups.** The cultural encounter is one of the things that makes the DesignCamp truly special.





**DIVERSE GROUP WORK  
WITH PEOPLE FROM  
DIFFERENT COUNTRIES,  
AGES AND DISCIPLINES  
CAN BE INCREDIBLY  
COMPLEX BUT WHEN IT  
WORKS THE RESULT  
CAN BE OUTSTANDING.**

Jasper Ryan, DesignCamp student,  
University of Technology Sydney



# The Campfire Meal

The DesignCamp revolves around a current topic that relates to design. It brings together international experts, experienced designers, companies and design and business students from the World's leading universities to exchange and develop new knowledge around specific challenges.

Different ingredients are mixed together inside an ideal space for creative development where specific challenges that face the partner companies undergo an intense design process facilitated by experienced design teachers. The design process applies methods for collaboration, design methods for gathering and recapitulating knowledge, and meth-

ods for ideation and concept development. The international encounter, the unique Danish culture and the creative setting at Design School Kolding constitute the perfect starting point for innovation.

**The DesignCamp is internationally recognised for successfully establishing a space for companies, experts and design students to come together and engage in the creation of new concepts.**

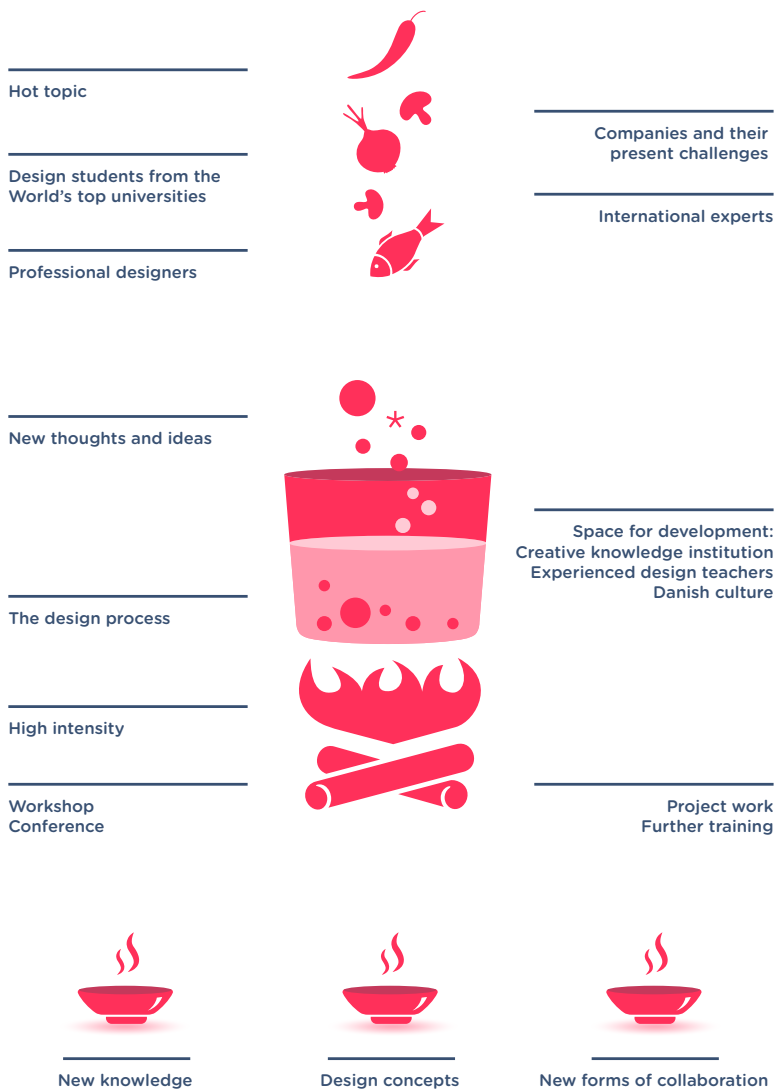
The design process is kindled by a two-day conference and workshop after which the professional designers start their further training programme

and design students become immersed in their projects. After 10 days of intense work, the results of the Camp are ready to be presented.

And the outcome is multifarious. A number of companies begin working directly with the concepts. New business opportunities appear. Design methods become integrated in the companies. New forms of collaborations emerge. Companies hand-pick students to complete assignments or internships. New knowledge is shared with the rest of the World through articles and via students, and the design profession evolves.

**Dinner is served!**





### DesignCamp

Since 2009, the DesignCamp has evolved into an international development platform creating design concepts for its partner companies and new knowledge for the design profession based on global, societal challenges.

**AT FIRST I WAS NOT SURE HOW A  
COMPANY LIKE OURS COULD INTEGRATE  
SOCIAL INNOVATION BUT THE STUDENTS  
HAVE OPENED MY EYES TO ALL KINDS  
OF POSSIBILITIES, SMALL AND LARGE  
- IT IS UP TO US**

Julie Hermansen, Reception and Marketing Director,  
Kolding Hotel Apartments

**THE STUDENTS HAVE GIVEN US A PRODUCT  
THAT WILL IMPROVE OUR BUSINESS AND  
OUR SERVICES. A PRODUCT THAT IS  
NEARLY FINISHED AS IT IS AND THAT WE  
LOOK FORWARD TO IMPLEMENTING.**

Bruno Due, Consultant, Syddansk Kvæg

**IT'S BEEN AMAZING TO WITNESS  
HOW PASSIONATE THE STUDENTS  
ARE ABOUT THEIR PROFESSION AND  
FANTASTIC HOW THEIR PASSION HAS  
ADDED VALUE TO MY CONCEPT**

Annette Møller Therkelsen  
Founder and owner, NORD Gourmet

**SOCIAL INNOVATION IS NEW IDEAS  
THAT WORK TO MEET PRESSING  
UNMET NEEDS AND  
IMPROVE PEOPLE'S LIVES**

Per Krull, Resonans

**SOCIAL INNOVATION IS A  
STRATEGIC WORD – WE CAN DEFINE  
IT AS MUCH AS WE WANT.  
FOR ME IT'S IMPORTANT THAT  
WE DO RATHER THAN TALK.  
DESIGNERS ARE DOERS – THEY  
MAKE IT HAPPEN**

Andreas Hjorth Frederiksen,  
Head of Social+

**JOIN UP WITH DESIGNERS IF  
YOU WANT TO HELP SOLVE  
SOCIAL AND SOCIETAL PROBLEMS.  
DESIGN WILL ALWAYS BE PART  
OF THE SOLUTION**

Mette Margrethe Elf,  
Head of Collective Impact at Realdania

# Social Innovation is the Global Agenda

Invited speakers at the half-day BusinessConference made it clear that social innovation is not just part of the global agenda. It **is** the global agenda. In order to create successful social innovations we must become better at framing, scaling and co-creating. We must make sure we identify the actual challenges, scale our ideas into real innovations, and join forces.

Designers have the tools to make it happen.

**IF YOU DON'T START  
DOING SOCIAL  
INNOVATION TODAY,  
YOU WON'T BE AROUND  
IN 10-20 YEARS**

Tommy Wølk, Code of Care

## Three pieces of advice for companies that want to start working with social innovation:

**1.**

Make social innovation and contribution to society part of your core business, not just as 'Corporate Social Responsibility' or a positive communication initiative

**2.**

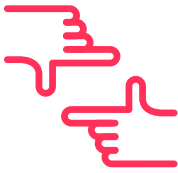
Set up collaborations and alliances with interest groups and user organisations – and ask for help

**3.**

Learn 'the language of the domain'. If you work with people who are disabled, make sure you know the required terms. This creates a sense of mutual respect.

Andreas Hjorth Frederiksen, Head Of Social+





## Frame - get the problem right

If you want to succeed, you need a very precise problem and you need to ask questions and explore what is behind the problem. Much too often innovation processes fail because the framing is wrong; especially social problems are very complex because they are fundamentally ideological.



## Scale - from ideas to innovation

Many projects set out to create social innovation but a lot of them are never realised because we lack the tools and the skills to scale them. We claim an idea has value before we have actually proven it – that's why we fail. We need to do more research and we need to canalise our projects and efforts into one common goal.



## Co-create - join forces and goals

We need to co-create. Brilliant break-through innovations are rare; we need to join forces when it is relevant and productive to do so.

The conference ended with just that, co-creation, as students and companies began their two-week collaboration to create social innovation.

## Speakers

### ANDREAS HJORTH FREDERIKSEN

Head of Social+;

### ROSA TOLNOV CLAUSEN

Textile Designer at Work by the Blind

### TOMMY WØLK,

Head of the Secretariat of Code of Care

### METTE MARGRETHE ELF

Head of Collective Impact at Realdania

### PER KRULL

Senior Consultant at Resonans



## Missed the conference?

Don't worry we filmed it for you!

Go to the DesignCamp

Digital Publication

[www.dskd.dk/DC15publication](http://www.dskd.dk/DC15publication)

**BY STUDENTS**

Aleksandra Kozawska, *Glasgow School of Art*  
 Jaivardhan Singh Channey, *Srishti Institute of Art Design and Technology*  
 Felipe Massami Maruyama, *Universidade de São Paulo*

**ABOUT LAMMHULTS BIBLIOTEKSDESIGN**

Lammhults Biblioteksdesign, a group of seven different trademarks, provides furniture, shelving solutions and accessories for libraries and public spaces.

#DC15LAMMHULTS

# Comma,

# Rethinking Libraries

## A community of makers

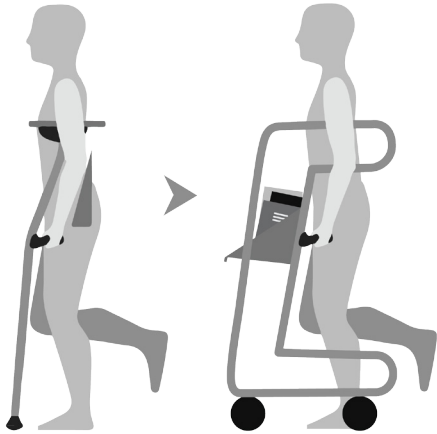
Comma is a workshop system that enables Lammhults to make the transition from library shelving and accessory provider to a pro-active company, which addresses social needs with their products. In short, **the system invites the users to become community makers** and influence the products and spaces they are using through facilitated co-creation workshops with designers and experts.

“These people are amazing. They come from all corners of the world and give us this! We have received far more than we expected. They have listened to what we have said, interpreted it and done a lot of research. They have really gone that extra mile. I think that being able to frame the challenge makes all the difference. **This goes to show that the design process really works.**”

Tina Langkilde Larsen, Marketing Manager at Lammhults Biblioteksdesign

**comma,**  
 RETHINKING LIBRARIES





I LOVE THE CONCEPT  
AND I'M REALLY IMPRESSED.  
IN LESS THAN A WEEK,  
THEY HAVE MANAGED TO  
CREATE A PRODUCT  
AND DO GRAPHIC  
WORK AS WELL

Gitte Mikkelsen,  
Online Marketing Coordinator



**BY STUDENTS:**

Takuma Kawamoto, *Tokyo University of the Arts*  
 Megan Kwan, *Emily Carr University of Art and Design*  
 Erica Lim, *University of Technology Sydney*  
 Nora Schnibbe, *Design School Kolding*

**ABOUT EASYFOOD:**

EasyFood produces innovative quality bakery items for the convenience sector.

#DC15EASY

# Elinor

## Sharing food, sharing thoughts

Elinor is a business and social system for kick-starting an immense transformation of EasyFood's company and community culture. A simple monthly event brings employees from management and production together, as well as users from Kolding's Folkekøkken (a local soup kitchen), to engage in conversation. Elinor is the way to make a socially sustaining difference that is still viable to the visions of a business.

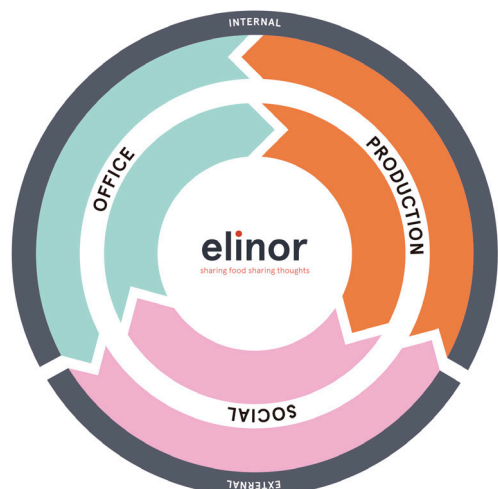
Rikke Hammer Madsen, Quality Coordinator: "We kind of watched from the sidelines and had to trust the students to come up with something, and they certainly didn't betray our trust. Bringing people together and connecting over games is a great idea and very "EasyFood". The students come from completely different cultures and still they manage to capture ours in such a short time. Amazing!"



### Eager to see more projects?

Don't worry we collected them for you. Go to the DesignCamp Digital Publication

[www.dskd.dk/DC15publication](http://www.dskd.dk/DC15publication)







**WHAT WE GOT IS  
SOMETHING THAT WE  
COULDN'T HAVE  
EXPECTED. THEY HAVE  
TAKEN US BY STORM**


Heidi Holt,  
Quality Manager, Easyfood



**Nice to know:**

**The project is named after  
Elinor, one of Folke-  
køkkenet's regular users**





**AN AMAZING JOURNEY AND EXPERIENCE  
OF DISCOVERING, MEETING AND  
LEARNING. A UNIQUE OPPORTUNITY  
TO MEET AND WORK WITH PEOPLE FROM  
ALL AROUND THE WORLD. IT WAS INTENSE  
AND FULL OF LITTLE PRECIOUS MOMENTS  
TO SHARE WITH OTHERS. I'M VERY GRATEFUL  
TO HAVE HAD THIS CHANCE AND I'M SURE  
IT WILL BE USEFUL FOR MY CAREER.**

Cristina Paleari,  
Politecnico di Milano

# DesignCamp Goes Digital

We have collected all of the DesignCamp2015 highlights in a digital publication.

Get insights and reactions.

Check out all of the projects and project films and get links to students and companies.

Missed the conference? Don't worry it's there too!

Happy reading!

**[www.dskd.dk/DC15publication](http://www.dskd.dk/DC15publication)**

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Design School Kolding

**THE FINANCIAL AND ECONOMIC  
CRISIS MAKES CREATIVITY AND  
INNOVATION IN PARTICULAR EVEN MORE  
IMPORTANT TO FOSTER SUSTAINABLE  
GROWTH, SECURE JOBS AND BOOST  
COMPETITIVENESS**

José Manuel Durão Barroso,  
former President of the European Commission

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