Global Design Thinking Festival 2022

Potsdam

*September 15th–16th 2022*

Cape Town

*October 12th–14th 2022*

& online

*September 15th–October 14th 2022*
OVERVIEW
Global Design Thinking Festival

15 Years of Design Thinking
at Hasso Plattner Institute, School of Design Thinking
Campus University of Potsdam at Griebnitzsee
September 15th–16th, 2022
Potsdam, Germany & online

Global Design Thinking Challenge
Hybrid workshop for global change-makers
September 15th–October 14th 2022
Worldwide, online

d.confestival 2022
at Hasso Plattner d-school Afrika
October 12th–14th, 2022
Cape Town, South Africa & online
The Global Design Thinking Alliance

gdta.org

→ 25 MEMBER INSTITUTIONS
→ 18 COUNTRIES
→ 5 CONTINENTS
GLOBAL DESIGN THINKING ALLIANCE (GDTA)

The Global Design Thinking Alliance is a network of institutions that teach, research and further develop the methods and mindsets of Design Thinking. This world-wide network of institutions promotes excellence in Design Thinking education and research. The aim is for the GDTA to become the global platform for the exchange, debate, and exploration on best practices in Design Thinking education, training and research.

www.gdta.org

HASSO PLATTNER INSTITUTE
HPI D-School Potsdam
Potsdam, Germany

Hasso Plattner Institute (HPI) in Potsdam is Germany’s university excellence center for digital engineering. With the bachelor’s and master’s degree programs in “IT Systems Engineering,” the Faculty for Digital Engineering at the University of Potsdam offers an especially practical and engineering-oriented study program in computer science that is unique throughout Germany. The HPI School of Design Thinking (HPI D-School) was founded by Hasso Plattner in Potsdam in 2007 based on the model of the Stanford d.school. Since then it has become the European center for Design Thinking education. Every year, the HPI D-School offers 400 places for a supplementary study course in the Design Thinking innovation approach. The HPI Academy offers trainings for professionals. The HPI-Stanford Design Thinking Research Program strives to apply rigorous academic methods to understand how and why Design Thinking innovation works and fails.

www.hpi.de/dschool

HASSO PLATTNER D-SCHOOL AFRIKA
at the University of Cape Town, South Africa

The Hasso Plattner d-school Afrika based at the University of Cape Town, is the only center of excellence in design-led thinking on the African continent dedicated to empowering people in the mindset of design-led thinking to enable the creation of impactful human centered solutions in an ever-changing world. It was founded in Cape Town, South Africa in 2015 with the support of the Hasso Plattner Foundation. The d-school joins the globally renowned Hasso Plattner Institutes of Design Thinking at the Stanford University in US and University of Potsdam in Germany.

Construction of Africa’s first school dedicated to design thinking, located at the University of Cape Town’s middle campus, is underway, with plans to be completed in early 2022.

www.dschool.uct.ac.za
15 YEARS OF DESIGN THINKING
at Hasso Plattner Institute

Campus Griebnitzsee, University of Potsdam,
Germany and online

THURSDAY, SEPTEMBER 15th 2022
- Arrival in Potsdam
- Registration on site
- Onboarding virtual participants
- Welcome & opening
- Opening keynote
- Talks and panel discussions
- Workshops
- Exhibition
- Gala reception: 15 Years Design Thinking at HPI

FRIDAY, SEPTEMBER 16th 2022
- Registration on site
- Onboarding virtual participants
- Welcome remarks
- Keynote
- Talks and panel discussions
- Workshops
- Exhibition
- D-Party for students, staff, alumni

SEPTEMBER
15th–16th
2022

→ 2 days
→ 200 PARTICIPANTS on site
→ 500 PARTICIPANTS online
→ 30 PRESENTATIONS, SESSIONS & WORKSHOPS
→ HYBRID conference format
## PROGRAM OVERVIEW
### Thursday, September 15th 2022

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Space House L</th>
<th>Lecture Hall House L</th>
<th>Ground Floor House D</th>
<th>1st Floor House D</th>
<th>2nd Floor House D</th>
<th>Pro-Space House E</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 AM to 1:00 PM</td>
<td>- Arrival at the HPI Campus and Registration -</td>
<td></td>
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<tr>
<td>1:00 PM to 2:00 PM</td>
<td>Welcome &amp; Opening Keynote</td>
<td></td>
<td>Exhibition</td>
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</tr>
<tr>
<td>2:00 PM to 3:00 PM</td>
<td>Kick-Off: Global Design Thinking Challenge</td>
<td>Talk &amp; Panel Discussion</td>
<td>Workshop</td>
<td>Workshop</td>
<td>Workshop</td>
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<tr>
<td>3:00 PM to 4:00 PM</td>
<td>- Coffee and Networking Break -</td>
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</tr>
<tr>
<td>4:00 PM to 5:00 PM</td>
<td>Talk &amp; Panel Discussion</td>
<td>Talk &amp; Panel Discussion</td>
<td>Exhibition</td>
<td>Workshop</td>
<td>Workshop</td>
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</tr>
<tr>
<td>5:00 PM to 6:00 PM</td>
<td>Talk &amp; Panel Discussion</td>
<td>Talk &amp; Panel Discussion</td>
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<tr>
<td>7:00 PM to 10:00 PM</td>
<td>Gala Reception</td>
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# PROGRAM OVERVIEW
Friday, September 16th 2022

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Space House L</th>
<th>Lecture Hall House L</th>
<th>Ground Floor House D</th>
<th>1st Floor House D</th>
<th>2nd Floor House D</th>
<th>Pro-Space House E</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 AM to 10:00 AM</td>
<td>Arrival &amp; Keynote</td>
<td></td>
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<tr>
<td>10:00 AM to 11:00 AM</td>
<td>Keynote</td>
<td>DT Research Session</td>
<td></td>
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</tr>
<tr>
<td>11:00 AM to 12:00 PM</td>
<td>Talk and Panel Discussion</td>
<td>DT Research Session</td>
<td>Exhibition</td>
<td>Hybrid Workshop</td>
<td>Hybrid Workshop</td>
<td>Workshop</td>
</tr>
<tr>
<td>12:00 PM to 1:00 PM</td>
<td>Talk and Panel Discussion</td>
<td>DT Research Session</td>
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<tr>
<td>1:00 PM to 2:00 PM</td>
<td>Lunch Break</td>
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</tr>
<tr>
<td>2:00 PM to 3:00 PM</td>
<td>Talk and Panel Discussion</td>
<td>Talk and Panel Discussion</td>
<td>Exhibition</td>
<td>Workshop</td>
<td></td>
<td>Talks and Panel Discussion</td>
</tr>
<tr>
<td>3:00 PM to 4:00 PM</td>
<td>Closing Session</td>
<td></td>
<td>Exhibition</td>
<td>Workshop</td>
<td></td>
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</tr>
<tr>
<td>4:00 PM to 5:00 PM</td>
<td>D-Party (Alumni)</td>
<td></td>
<td>Networking</td>
<td>Networking</td>
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<td>Networking</td>
</tr>
</tbody>
</table>
SPONSORSHIP OPPORTUNITIES
at 15 years of Design Thinking
at HPI in Potsdam

BRANDING

Your name or logo
- Printed material
- Background in online conference
- Exhibition on campus in Potsdam, Germany
- Online promotion via social media, and websites
- Virtual exhibition

CONTENT CONTRIBUTION

Share your knowledge
- Speaking opportunity on physical or virtual stages
- Hosting a workshop online or offline
- Content contribution to social media channels
- Ad space in printed and digital festival program

VALUE PROPOSITION

- Identify as leading Design Thinking organization
- Connect with peers from the Design Thinking community
- Showcase your success story
- Learn from others

SPECIAL EVENTS

Become host of one of our social events
- Anniversary party
- Gala dinner
- Coffee breaks

SEPTEMBER 15th-16th 2022
GLOBAL DESIGN THINKING CHALLENGE
Hybrid workshop for global change-makers

Worldwide, online

→ Become a challenge sponsor and work with a global community of young future innovation leaders.
Duration: 4 weeks

from: SEPTEMBER 15th 2022
to: OCTOBER 14th 2022

CHALLENGE PARTNERSHIP
Partner network

- Become a coach/mentor
- Present your ideas at d.confestival
d.confestival 2022
at Hasso Plattner d-school Afrika at the University of Cape Town

South Africa & online

→ 3 days
→ 300 PARTICIPANTS on site + online audience
→ PRESENTATIONS, SESSIONS & WORKSHOPS
→ HYBRID conference format

THURSDAY, OCTOBER 13th 2022
- Registration (in-person)
- Onboarding virtual participants
- Welcome remarks
- Keynote
- Presentations: Global Design Thinking Challenge
- Parallel sessions
- Design tours & lunch (off-site)
- Opening dinner

TUESDAY, OCTOBER 11th 2022
- Arrival in Cape Town
- Local experiences (optional)
- Speaker’s dinner

WEDNESDAY, OCTOBER 12th 2022
- Registration (in-person)
- Onboarding virtual participants
- Welcome & opening
- Opening keynote
- Panel discussions
- Parallel sessions
- Welcome reception

FRIDAY, OCTOBER 14th 2022
- Registration (in-person)
- Onboarding virtual participants
- Welcome remarks
- Keynote
- Panel discussions
- Parallel sessions
- Student engagement
## PROGRAM OVERVIEW
### Wednesday, October 12th 2022

<table>
<thead>
<tr>
<th>Time</th>
<th>Ground Level</th>
<th>First Floor &amp; Atrium</th>
<th>Second Floor</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 AM to 9:15 AM</td>
<td>Arrival and Registration at d-school campus at UCT</td>
<td></td>
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</tr>
<tr>
<td>8:30 AM to 9:30 AM</td>
<td>Exhibition open - Coffee &amp; Tea on arrival -</td>
<td></td>
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</tr>
<tr>
<td>9:30 AM to 10:00 AM</td>
<td>Exhibition open</td>
<td>Plenary: Welcome &amp; Opening Ceremony</td>
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<tr>
<td>10:00 AM to 10:30 AM</td>
<td></td>
<td>Plenary: Keynote Address</td>
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<tr>
<td>10:30 AM to 11:00 AM</td>
<td></td>
<td>Plenary: Keynote Address</td>
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</tr>
<tr>
<td>11:00 AM to 11:45 PM</td>
<td></td>
<td>Plenary: Panel Discussion</td>
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<tr>
<td>13:00 PM to 14:00 PM</td>
<td>Exhibition open - Lunch served -</td>
<td>Lunch</td>
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<tr>
<td>14:00 PM to 17:00 PM</td>
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<td>Parallel sessions (4)</td>
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<tr>
<td>17:00 PM to 20:00 PM</td>
<td>Exhibition open</td>
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<td>Welcome Reception</td>
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<tr>
<td>9:30 AM to 10:00 AM</td>
<td>Exhibition open</td>
<td>Plenary: Welcome Remarks</td>
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<tr>
<td>10:00 AM to 10:30 AM</td>
<td></td>
<td>Plenary: Keynote Address</td>
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<tr>
<td>10:30 AM to 11:15 AM</td>
<td></td>
<td>Plenary: Final Presentations: Global Design Thinking Challenge</td>
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</tr>
<tr>
<td>11:15 AM to 12:30 PM</td>
<td></td>
<td>Parallel sessions (4)</td>
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</tr>
<tr>
<td>12:30 PM to 16:30 PM</td>
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<td>Design tours (off-site)</td>
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<tr>
<td>18:30 PM to 22:00 PM</td>
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<td>Opening Dinner</td>
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</table>
# Program Overview

**Friday, October 14\(^{th}\) 2022**

<table>
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<td>13:00 PM to 16:00 PM</td>
<td></td>
<td>Student event &amp; Lunch</td>
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SPONSORSHIP OPPORTUNITIES at d.confestival in Cape Town

BRANDING
Your name or logo
- Printed material
- Online promotion material
- Background in online conference
- Exhibition on campus in Cape Town, South Africa
- Virtual exhibition

VALUE PROPOSITION
- Identify as leading Design Thinking organization
- Connect with peers from the Design Thinking community
- Showcase your success story
- Learn from others

SPECIAL EVENTS
Become host of one of our social events
- Gala dinner
- Staff dinner
- Coffee breaks
- Fireworks

CONTENT CONTRIBUTION
Share your knowledge
- Speaking opportunity on physical or virtual stages
- Hosting a workshop online or offline
- Content contribution to social media channels
- Ad space in printed and digital festival program

OCTOBER 12th-14th 2022
LOOKING BACK...

**d.confestival 2012**

HPI Campus, Potsdam

- First international conference and festival of its kind for the Design Thinking community with presentations, workshops, activities, and gala evening
- For experts and innovators from business, society, education, and research
- Approx. 150 speakers, 350 organizations, and 700 international participants

**d.confestival 2017**

HPI Campus, Potsdam

- International conference and festival with presentations, workshops, activities, evening gala and start-up tour
- For experts and innovators from business, society, education, and research
- 150 speakers, 350 organizations, and 900 international participants

- Visit our [online review](#)
HISTORY of Design Thinking at HPI

2007
- Foundation of the HPI School of Design Thinking (HPI D-School) with 40 students from 30 universities

2008
- Launch of a cooperation with Stanford University in the field of innovation research: Hasso Plattner Design Thinking Research Program (HPDTRP)

2009
- Foundation of the HPI Academy: Design Thinking trainings for professionals

2011
- HPI D-School supports the creation of a Design Thinking Center at the Communication University in China.

2012
- HPI D-School supports development of a d.school in Malaysia
- HPI D-School celebrates 5th anniversary with the first d.confestival

2016
- The Hasso Plattner School of Design Thinking at the University of Cape Town (d-school at UCT) opens in South Africa with support of HPI D-School Potsdam

2017
- On the occasion of its 10th anniversary, the HPI D-School hosts the second d.confestival
- Together with ten international educational institutes, the HPI D-School founds the Global Design Thinking Alliance

2019
- Hasso Plattner Institute in Germany celebrates its 20th anniversary
- New HPI Research Group “Design Thinking and Innovation Research” starts under the leadership of Prof. Dr. Falk Uebernickel

2021
- HPI D-School launches the first hybrid programs of its kind in Design Thinking

2022
- 15 years of Design Thinking at HPI
- Third d.confestival in Cape Town: d-school Cape Town celebrates opening of the new Design Thinking building

- View our complete chronology
CONTACT

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As of 07.01.2022