

Global Design Thinking Festival 2022



Potsdam

September 15th-16th 2022

Cape Town

October 12th-14th 2022



& online

September 15th-October 14th 2022

OVERVIEW

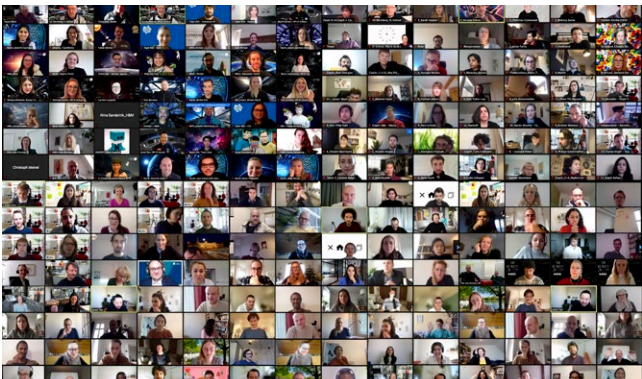
Global Design Thinking Festival



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

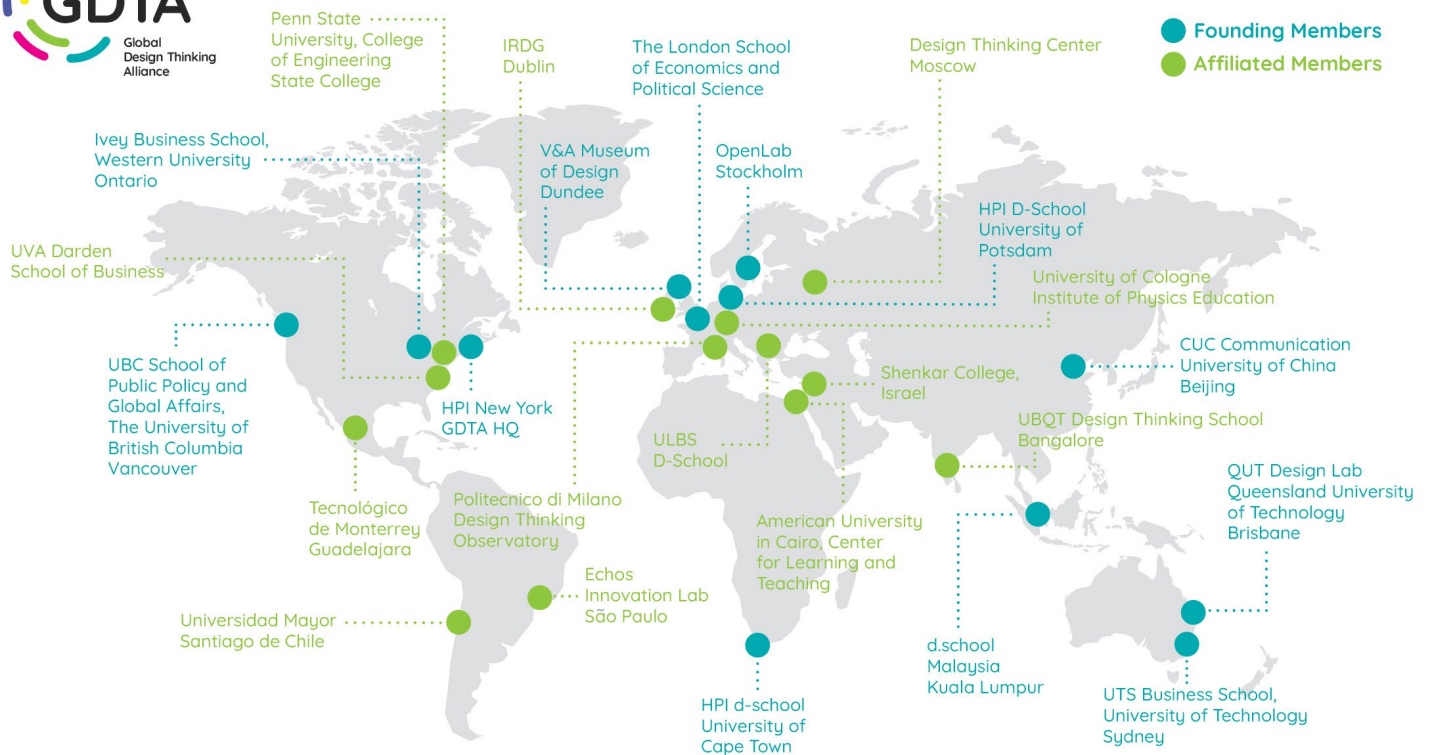
at Hasso Plattner d-school Afrika

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.dschoolluct.ac.za

15 YEARS OF DESIGN THINKING

at Hasso Plattner Institute

*Campus Griebnitzsee, University of Potsdam,
Germany and online*

- **2** days
- **200 PARTICIPANTS** on site
- **500 PARTICIPANTS** online
- **30 PRESENTATIONS,
SESSIONS & WORKSHOPS**
- **HYBRID** conference format

SEPTEMBER
15th-16th
2022



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

PROGRAM OVERVIEW

Thursday, September 15th 2022

	Event Space House L	Lecture Hall House L	Ground Floor House D	1st Floor House D	2nd Floor House D	Pro-Space House E
9:00 AM to 1.00 PM	<i>- Arrival at the HPI Campus and Registration -</i>					
1:00 PM to 2.00 PM	Welcome & Opening Keynote		Exhibition			
2:00 PM to 3.00 PM	Kick-Off: Global Design Thinking Challenge	Talk & Panel Discussion		Workshop		Workshop
3:00 PM to 4.00 PM	<i>- Coffee and Networking Break -</i>					
4:00 PM to 5.00 PM	Talk & Panel Discussion	Talk & Panel Discussion	Exhibition	Workshop		Workshop
5:00 PM to 6.00 PM	Talk & Panel Discussion	Talk & Panel Discussion				
7:00 PM to 10.00 PM	Gala Reception					

PROGRAM OVERVIEW

Friday, September 16th 2022

	Event Space House L	Lecture Hall House L	Ground Floor House D	1st Floor House D	2nd Floor House D	Pro-Space House E
9:00 AM to 10:00 AM	<i>Arrival & Keynote</i>					
10:00 AM to 11:00 AM	Keynote	DT Research Session	Exhibition			
11:00 AM to 12:00 PM	Talk and Panel Discussion	DT Research Session		Hybrid Workshop	Hybrid Workshop	Workshop
12:00 PM to 1:00 PM	Talk and Panel Discussion	DT Research Session				
1:00 PM to 2:00 PM	<i>Lunch Break</i>					
2:00 PM to 3:00 PM	Talk and Panel Discussion	Talk and Panel Discussion	Exhibition	Workshop		Talk and Panel Discussion
3:00 PM to 4:00 PM	Closing Session					
4:00 PM to 5:00 PM			Networking	Networking	Networking	Networking
4:00 PM to 5:00 PM	D-Party (Alumni)					

SPONSORSHIP OPPORTUNITIES

at 15 years of Design Thinking
at HPI in Potsdam

SEPTEMBER
15th-16th
2022



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



SPECIAL EVENTS

Become host of one of our social events

- Anniversary party
- Gala dinner
- Coffee breaks



VALUE PROPOSITION

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



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

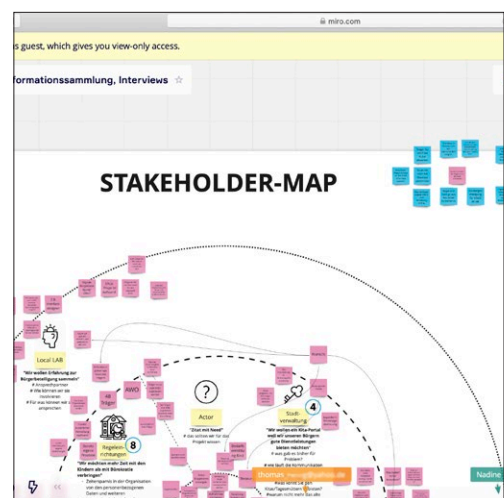
to:
OCTOBER
14th
2022



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

OCTOBER

12th-14th
2022



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

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

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

	Ground Level	First Floor & Atrium	Second Floor
8:30 AM to 9:15 AM	Arrival and Registration at d-school campus at UCT		
8:30 AM to 9:30 AM	Exhibition open <i>- Coffee & Tea on arrival -</i>		
9:30 AM to 10:00 AM	Exhibition open	Plenary: Welcome & Opening Ceremony	
10:00 AM to 10:30 AM		Plenary: Keynote Address	
10:30 AM to 11:00 AM		Plenary: Keynote Address	
11:00 AM to 11:45 PM		Plenary: Panel Discussion	
13:00 PM to 14:00 PM	Exhibition open <i>- Lunch served -</i>	Lunch	
14:00 PM to 17:00 PM	Exhibition open	Parallel sessions (4)	
17:00 PM to 20:00 PM		Welcome Reception	

PROGRAM OVERVIEW

Thursday, October 13th 2022

	Ground Level	First Floor & Atrium	Second Floor
8:30 AM to 9:15 AM	Arrival and Registration at d-school campus at UCT		
8:30 AM to 9:30 AM	Exhibition open Coffee & Tea on arrival		
9:30 AM to 10:00 AM	Exhibition open	Plenary: Welcome Remarks	
10:00 AM to 10:30 AM		Plenary: Keynote Address	
10:30 AM to 11:15 AM		Plenary: Final Presentations: Global Design Thinking Challenge	
11:15 AM to 12:30 PM		Parallel sessions (4)	
12:30 PM to 16:30 PM	Design tours (off-site)		
18:30 PM to 22:00 PM		Opening Dinner	

PROGRAM OVERVIEW

Friday, October 14th 2022

	Ground Level	First Floor & Atrium	Second Floor
8:30 AM to 9:15 AM	Arrival and Registration at d-school campus at UCT		
8:30 AM to 9:30 AM	Exhibition open Coffee & Tea on arrival		
9:30 AM to 10:00 AM	Exhibition open	Plenary: Welcome & Opening Ceremony	
10:00 AM to 11:30 AM	Exhibition open	Parallel sessions (4)	
12:00 PM to 12:45 PM	Exhibition open	Plenary: Keynote address	
13:00 PM to 16:00 PM	Student event & Lunch		

SPONSORSHIP OPPORTUNITIES

at d.confestival in Cape Town

OCTOBER

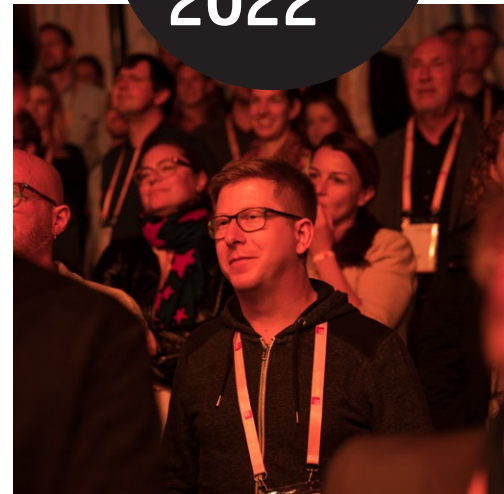
12th-14th
2022



BRANDING

Your name or logo

- Printed material
- Online promotion material
- Background in online conference
- Exhibition on campus in Cape Town, South Africa
- 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



SPECIAL EVENTS

Become host of one of our social events

- Gala dinner
- Staff dinner
- Coffee breaks
- Fireworks



VALUE PROPOSITION

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



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

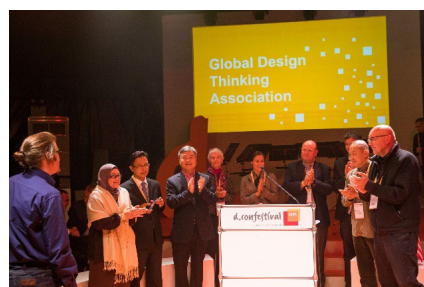


d.confestival 2017 HPI Campus, Potsdam

- 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](#)



*Foundation
of the Global
Design Thinking
Alliance*



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

HPI School of Design Thinking, Potsdam

Charlotte Dreyer

E-mail: charlotte.dreyer@hpi.de

office-d-school@hpi.de

Phone: +49 (0)331-5509-3414

Hasso Plattner d-school Afrika at the University of Cape Town

Peter Matthews

E-mail: peter.matthews@uct.ac.za

dschool@uct.ac.za

Phone: +27 (0) 21 406 1610

As of 07.01.2022