

Design for enterprises

#design4enterprises



IMPROVE YOUR BUSINESS

Design: a tool for European SMEs success

For a SME, in whatever field, improving skills in management and resource efficiency, learning to discover timely new market trends and making innovation a current business tool are the basic strong points for development today.

To sustain SMEs efforts to enrich their experiences and knowledge, the European Commission is managing a completely free program of courses in 29 countries, focused on design-driven innovation and understanding of new technologies, organisations and business trends. The courses, held by design and business administration teachers from the Milan Politecnico – among the best European schools in these fields – are focused on six main areas:

Design – Tool for Management. How to change competition rules, foster creativity and build a new common product development process.

Added Value Design to your Products and Services. How to build more effective and distinctive services, engage customers in the design process and convert people's needs into market opportunities.

Materials and Technologies. How to use new emerging production technologies and innovative materials in SMEs approach to business and re-design their products.

Effective Product Development. How to enhance product design through lean thinking and apply Waste Elimination concepts and digital tools.

Design for Sustainable Products/Services. How to develop greener products designing them with Life Cycle Assessment and Life Cycle Costing tools.

Project Works. A rich repository of further material is provided, including many case studies and some utilities for design project management.

Two types of free courses are provided around Europe:

30 Short Courses to give a meaningful overview of design-driven innovation in a single full day, presenting the benefits and the opportunities of design in the SMEs innovation strategy.

20 Full Courses, to share a complete training experience on the main innovation themes with a two-day Kick-Off face-to-face event, three-months distance work on six modules in the main areas with webinar sessions, e-learning sessions, and a final Project Work. Every module has a dedicated online teacher.

The courses will be held in English, French, German, Italian, Polish and Spanish. Some of the training material will be also translated into all official languages of the countries hosting a physical event.

<http://www.designforenterprises.eu>

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IMPROVE YOUR BUSINESS

Design for Enterprises @ Ljubljana

When: 28th and 29th March

Where: Technology park 19, 1000 Ljubljana/ Conference Room B3, ground floor

Local partner: Regional Development Agency of Ljubljana Urban Region

Agenda

DAY 1

09.15	Registration of participants
09.25	Welcome from the host organization
09.35	Introduction to the course
10.00	Design Driven Innovation
11.20	Coffee break
11.30	Teamwork Design Driven Innovation
12.30	Lunch break
13.30	Strategic Design for SMEs
15.00	Teamwork Strategic Design for SMEs
16.00	Questions & Answers

DAY 2

09.30	Customer centred design
11.00	Coffee break
11.15	Design case studies
12.30	Lunch break
13.30	Success stories + teamwork
15.15	Coffee break
15.30	Demo of the on-line platform
16.15	Planning of next steps and closure