

# 瑞士靈感：設計思維 於數碼年代的實踐

香港知專設計學院

蘇黎世藝術大學

Swiss Inspiration:

Design Thinking to Design Doing

in the Digital Age

October 14 to 18, 2019

Organisers:

**Z**  
Zurich  
University  
of the Arts

**HKDI**  
HONG KONG  
DESIGN  
INSTITUTE  
香港知專  
設計學院

Member of VTC Group  
VTC 機構成員



Design Thinking for  
Social Innovation

Design Leadership:  
A Blueprint for Future Work

Digital Branding and  
Marketing

Industry 4.0:  
Production for Tomorrow

Trends and Future

Smart Textiles

Design Thinking Challenge

## Introduction

To echo the Hong Kong government's recent initiative and maintain our global competitiveness, HKDI collaborates with Zurich University of the Arts (ZHdK) to deliver **Design Thinking and Innovation Week (設計思維)** for local industry practitioners in 2018, with the support from the **Consulate General of Switzerland**.

Riding on the huge success in 2018, HKDI and ZHdK aim for a new horizon and co-launch an in-depth training in 2019 – **Swiss Inspiration: From Design Thinking to Design Doing in the Digital Age**.

We offer **Certified “Design Thinking Initiator”** training workshops in different modularised formats, focusing on the challenges of Industry 4.0. All modules can be attended separately.



## About Zurich University of the Arts

Zurich University of the Arts (ZHdK) is one of the leading Universities renowned for its Strategic Thinking and Design Innovation programmes and teaching experts. In 2018, Switzerland is again top of the class in the World Economic Forum (WEF)'s Global Competitiveness Index – for the ninth year in a row – narrowly ahead of the United States and Singapore. The collaboration between HKDI and ZHdK is one-step further to strengthen the connection between the two competitive places in the world while enhancing the global competitiveness of Hong Kong.

The city of Zurich lies in the heart of Europe and simultaneously represents the centre of Switzerland's service business, design and arts scene. Hosting national networks such as Digital Switzerland 2025 and caring for a vibrant community for startups and innovation, the Design Department of ZHdK relies on a broad prominent international network of partners, be it major corporations like AUDI, SWATCH, IKEA, and others. As one of the most diverse University of arts in Europe, ZHdK has a long lasting tradition and viable experience inspired by their Swiss ethics in building ecosystems by welcoming individual point of views equally in order to build a superior whole.

## What is “Design Thinking Initiator”?

An initiator has the ability to discover and describe an important topic or problem and initiate a change process with design thinking, that engages both: users and initiators. To improve or innovate, design methods and participative involvement are applied. This covers a broad range of areas and perspectives, the challenges of sustainable economic, technical and societal development and the pathways towards desirable futures. This year, we are focusing in a broad sense on the challenges and opportunities brought forth by Industry 4.0.

The programme delivers in-depth knowledge, interactive workshops and hands-on experiences for various Hong Kong business sectors, for authorities, companies and institutions. We focus on how design thinking could initiate solutions for complex future tasks, regarding Industry 4.0. This year we offer three different training formats: Professional Training Workshops, a “Design Thinking Initiator” Certificate, corporate training and Business Design Week travel to Switzerland (March 2020).

## Professional Training Workshops

Seven highly interactive **1- or 2-day workshops** (each day 2 to 3 parallel workshops repeated the other day, plus the “Design Thinking Challenge - Workshop 3”) in the week of October 14th. The workshops address different sectors in the Hong Kong industry, government and institutions. The topics anticipate how the operating environment might alter as a result of various changes in the society, industry and economy. We focus on how design thinking can be used as a method to cope with these upcoming challenges. Upon completion of the workshops, participants will receive the attendance certificate of respective workshops from ZHdK.

## “Design Thinking Initiator” Certificate supplement to training Workshops Code: DTI2019

Those who participate in at least two workshops (WS1-WS7) and are interested to write a 20-page thesis on a specific design thinking case in your own company or institution will have additional 3 hours on-site mentoring and 5 hours individual online tutoring from ZHdK experts. Submission of thesis work by the end of December, individual feedback will be provided by the experts online. Upon completion of the thesis, participants will receive the **Certificate “Design Thinking Initiator” from ZHdK by mid 2020**.

# Professional Training Workshop Schedule

Each workshop is a full-day workshop (7.5 hrs), except WS1 Social Innovation (2-day workshop; 15hrs).

Only one workshop can be applied and attended per day.

Parallel Workshops	Oct 14	Oct 15	Oct 16	Oct 17	Oct 18
WS 1 <b>Design Thinking for Social Innovation</b>	● 2-day workshop Code: WS1				
WS 2 <b>Industry 4.0: Production for Tomorrow</b>	● Code: WS2-D1	● Code: WS2-D2			
WS 3 <b>Design Thinking Challenge</b> (with the Swiss Team)	● Code: WS3-D1				
WS 4 <b>Trends and Futures</b>		● Code: WS4-D2	● Code: WS4-D3		
WS 5 <b>Design Leadership: A Blueprint for Future Work</b>				● Code: WS5-D4	● Code: WS5-D5
WS 6 <b>Smart Textiles</b> <b>RTTP</b>				● Code: WS6-D4	● Code: WS6-D5
WS 7 <b>Digital Branding and Marketing</b> <b>RTTP</b>				● Code: WS7-D4	● Code: WS7-D5

- Daily Schedule: 3 sessions per day per workshop (AM 9-12:30, PM 2-5 and Conclusion PM 5-6)
- RTTP** Government Subsidy “ RTTP ” is now available for WS6 Smart Textiles and WS7 Digital Branding and Marketing
  - Successful applicant (company) could reimbursed two-third of the course fee paid.
  - Each company is subject to a funding ceiling of HK\$500,000 in each financial year at the course commencement date.

Fees		2-day WS (WS 1)	1-day WS (WS 2-7)	Design Thinking Initiator Certification	Deadline
<b>Standard Rate per workshop</b>		HK\$4,980	HK\$3,120	HK\$14,000	<b>Sep 10 (Tue)</b>
<b>Group Discount 15% off (3 or more Applicants) or (3 or more workshops)</b>		HK\$4,230	HK\$2,650	—	<b>Aug 10 (Sat)</b>
<b>VTC / HK Government Dept Staff or Supporting Org. Members 15% off</b>		HK\$4,230	HK\$2,650	—	<b>Aug 10 (Sat)</b>
<b>Early Bird Discount</b>	<b>10% off</b>	HK\$4,480	HK\$2,800	HK\$12,600	<b>Aug 24 (Sat)</b>
	<b>5% off</b>	HK\$4,730	HK\$2,960	—	<b>Aug 31 (Sat)</b>

# About the Seven Professional Workshops

All workshops are led by experienced design experts from Switzerland with international reputation.

**WS1: 2 Days, 1 Execution**

## **Design Thinking for Social Innovation**

**Lecturer: Susan Evans**

This workshop leads to ways, how social innovation can be planned and used as part of the design thinking process. You will learn and be trained on observation, evaluation and action planning. This contains participative processes, co-creation methods and how to analyse social situations to get a better understanding of the problem. The workshop focuses on different public and institutional sectors and addresses persons who have to deal with social issues and the human factor.



**WS2: 1 Day, 2 Executions**

## **Industry 4.0: Production for Tomorrow**

**Lecturer: Prof. Michael Krohn**

The “Industry 4.0” workshop provides relevant insights into the fourth industrial revolution. It focuses on the fully connected way of creation and production in different stages of complexity, using sustainable and environment-friendly technologies. The workshop highlights what is technically and economically feasible and shows opportunities and risks on the basis of examples of how to establish or change existing processes.



**WS3: 1 Day, 1 Execution**

## **Design Thinking Challenge (with the Swiss Team)**

**Lecturer: Danica Zeier**

The Design thinking challenge sets a unique frame for tackling a real social or business case that Swiss and Hong Kong Design Thinkers equally will solve within a day, diving into an intense creative problem-solving process. By this exceptional truly culturally diverse team setup, professionals with Swiss and Asian background come together to learn from each other’s cultural and professional background and invites participants to explore intercultural co-creation and explore the power of diversity in teams and point of views.



**WS4: 1 Day, 2 Executions**

## **Trends and Future**

**Lecturer: Senem Wicki**

This workshop addresses managers, leaders or creators who wish to learn how upcoming trends can be detected and used for the development in the future that will have a long-term and lasting effect. This workshop deals with the identification and definition of trends in different sectors. How can we make use of the technology and Big Data to identify trends and opportunities? What impact can a trend have for business or a specific company?



**WS5: 1 Day, 2 Executions**

**Design Leadership: A Blueprint for Future Work**

**Lecturer: Danica Zeier**

In this workshop, we will learn how leaders can enrich their leadership and management repertoire in order to empower their teams unlocking their creative and strategic capacity. As algorithms and robots already enhance our human's lives, we can build on our uniqueness in order to design a balanced co-creational working place with AI and other.

**WS6: 1 Day, 2 Executions**

**Smart Textiles**

**Lecturer: Peter Eschler**

Participants will acquire a sound understanding of the possibilities smart textiles can offer and various ways using different possibilities. They will learn about the technologies and how these can be adapted for different purposes from fashion and style to information and building technologies. Participants learn how digitisation and intelligent materials affect the way we use design as a front end for the daily use of smart textiles and how this can change the perception of textiles in many ways.

**WS7: 1 Day, 2 Executions**

**Digital Branding and Marketing** RTTP

**Lecturer: Gérald Marolf**

How can Design Thinking develop innovative branding and marketing strategies, thereby enhancing competitiveness in the digital age? How do we make use of big data and artificial intelligence to create more opportunities? Learn the essential techniques in managing communication skills, digital marketing analytics (social media, text and web) to create impactful and influential branding and marketing.

**Financial Aid:**

The course has been included in the list of registered public courses under the Reindustrialisation and Technology Training Programme (RTTP). It is a funding scheme under the Innovation and Technology Fund by the HK Gov.

- Successful applicant could be reimbursed two-third of the course fee paid. (2:1 matching)
- Each company is subject to a funding ceiling of HK\$500,000 in each financial year at the course commencement date.

**Medium of Instruction:**

English

**Certificate:**

Certificate by ZHdK and HKDI will be issued to participants upon successful completion of the programme

**Programme Website:**



# Acknowledgement

## Organisers:

### ZHdK

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