EXPERIMENTATION
BY DESIGN
NEW AVENUES TO BUSINESS GROWTH AND POLICY IMPACT
“This country needs, and unless I mistake its temper, the country demands bold persistent experimentation. It is common sense to take a method and try it. If it fails, admit it frankly and try another. But above all, try something.”

Franklin Delano Roosevelt
“An astounding piece of political stupidity.”

*Louis Howe, advisor for Franklin Delano Roosevelt*
AGENDA (MORNING)

09.30 Registration, coffee and networking

10.00 SESSION I: THE CALL FOR TRANSFORMATION

10.00 Framing the conversation
Christian Bason, CEO, Danish Design Centre
Torsten Andersen, Deputy Director General, Danish Business Authority (DK)

10.30 Triggers of transformation
Noah Raford, Chief Operating Officer & Futurist in Chief, Dubai Future Foundation (UAE)
Anne Marie Engtoft Larsen, Knowledge Lead, 4th Industrial Revolution, WEF (CH)

11.30 BREAK AND REFRESHMENTS

12.00 SESSION II: DESIGNING FOR EXPERIMENTATION
Jesper Grønbæk, Vice President, Head of Growth, TDC (DK)
Lucy Kimbell, Director, Innovation Insights Hub and Professor of Contemporary Design Practices (UK)
AGENDA (AFTERNOON)

13.00 to 13.45 LUNCH

13.45 to 14.00 BREAK

14.00 SESSION III: DEVELOPING WAYS OF EXPERIMENTING

A: Designing for digital & open experimentation
B: Designing for transformation at scale
C: Designing future innovation systems

15.25 BREAK AND REFRESHMENTS

15.45 SESSION IV: TAKING AWAY LEARNINGS ON EXPERIMENTATION FOR SYSTEMIC CHANGE
Tommy Andersen, Managing Partner, ByFounders
Moderator: Christian Bason

17.00 Networking and drinks
14.00 SESSION III: DEVELOPING WAYS OF EXPERIMENTING

A: Designing for digital & open experimentation
Simon Haldrup, Global Head of Business Development, Wealth Management, Danske Bank (DK)
Natasha Friis Saxberg, fmr Director Future Growth, Atea Danmark (DK)
Conversation led by: Christian Villum, Programme Director, Danish Design Centre

B: Designing for transformation at scale
Torben Klitgaard, Hub Director, BLOXHUB (DK)
Gorka Espiau, Senior Fellow, Aguirre Centre for Social and Political Studies, Visiting Professor of Practice (ESP)
Conversation led by: Runa Sabroe, Programme Director, Danish Design Centre

C: Designing future innovation systems
Rainer Kattel, Deputy Director at the Institute for Innovation and Public Purpose, University College London (UK)
Hanne Harmsen, Executive Vice President, Innovation Fund Denmark (DK)
Conversation led by: Sune Knudsen, COO, Danish Design Centre
We invite leaders to experience the value design can bring.
THREE HYPOTHESES TO DRIVE OUR CONVERSATION
HYPOTHESIS #1

Leaders in business and government are facing similar transformation challenges in the transition towards the next society.
HYPOTHESIS #2

UNDER CONDITIONS OF COMPLEXITY AND EMERGENCE, FINDING NEW WAYS OF GENERATING VALUE IS ULTIMATELY A PROCESS OF DISCOVERY.
HYPOTHESIS #3

TO DISCOVER NEW BUSINESS AND GOVERNANCE MODELS, ORGANISATIONS NEED TO CREATE SPACE AND PROCESSES TO RUN SYSTEMATIC EXPERIMENTS.
TRAVEL GUIDE FOR TODAY
HOW TO TRAVEL...

Ambition
Curiosity
Honesty
Humility
Generosity