



EXPERIMENTATION

by design

Enabling transformation
in business and society

December 7th 2017
9.30 to 18.00

As the pace of **technological and global change** continues to increase, businesses and government organisations are challenged to become more nimble and experimental. Businesses are entering new emergent forms of value-creation such as **digital platforms, sharing** and **circular business models**, while governments embrace **impact investment, shared value** and **co-production**. However, under conditions of complexity, such new models cannot merely be "implemented". Rather, they must be discovered through processes of **experimentation**. So what does that take?

The Danish Design Centre and the Danish Business Authority invites decision makers across leading private and public organisations to explore how to design, run and gain value from **systematic experiments**.

PROGRAMME

	09.30	WELCOME Registration, coffee and networking			
	10.00	SESSION I: THE CALL FOR TRANSFORMATION Framing the conversation <i>In which we start our search for more experimental, agile and design-led approaches to enabling transformation in business and society.</i> Torsten Andersen , Deputy Director General, Danish Business Authority (DK) Christian Bason , CEO, Danish Design Centre (DK) Process: Participants develop their top 3 Transformation Questions			
	10.30	Triggers of transformation <i>Where we examine which emerging trends call for radically different conceptions of change in business and government organisations, and how they are responding.</i> Noah Raford , Chief Operating Officer & Futurist in Chief, Dubai Future Foundation (UAE) Anne Marie Engtoft Larsen , Knowledge Lead, 4th Industrial Revolution, World Economic Forum (CH) Moderator: Christian Bason Process: Panel and participant conversation			
	11.30	BREAK AND REFRESHMENTS			
Time	December 7th, 2017, 09:30-18:00				
Location	Danish Design Centre, Frederiksholms kanal 30 1220 Copenhagen				
Host	Danish Business Authority & Danish Design Centre				
	12.00	SESSION II: DESIGNING FOR EXPERIMENTATION <i>Where we explore how design-led approaches to experimentation in business and policy can be a key enabler of transformation.</i> Jesper Grønbaek , Vice President, Head of Growth, TDC (DK) Lucy Kimbell , Director, Innovation Insights Hub and Professor of Contemporary Design Practices, University of the Arts London (UK) Moderator: Christian Bason Process: Panel and participant conversation			
	13.00	LUNCH & BREAK			
	14.00	SESSION III: DEVELOPING WAYS OF EXPERIMENTING <i>In which we breakout into three conversations weaving business and policy challenges together as we explore approaches, tools and challenges in driving experimentation.</i> Process for all breakouts: Dual talks and conversation. Development of opportunities, challenges and questions. A: Designing for digital & open experimentation Simon Haldrup , Global Head of Business Development, Wealth Management, Danske Bank (DK) Natasha Friis Saxberg , 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, McGill University (ESP) Conversation led by: Runa Sabroe, Programme Director, Danish Design Centre			
	15.25	BREAK AND REFRESHMENTS			
	15.45	SESSION IV: TAKING AWAY LEARNINGS ON EXPERIMENTATION FOR SYSTEMIC CHANGE <i>Where we engage all participants to reflect on which NEW questions they have developed; and which opportunities and challenges they see.</i> Tommy Andersen , Managing Partner, ByFounders (DK) Moderator: Christian Bason Process: Interactive plenary conversation interlaced with lightning contributions.			
	17.00	NETWORKING AND DRINKS			

SPEAKERS



Noah Raford
Chief Operating Officer & Futurist in Chief, Dubai Future Foundation (UAE)

Dr. Noah Raford is the Chief Operating Officer, “Futurist-in-Chief” at the Dubai Future Foundation and a former advisor on futures, foresight, and innovation in the UAE Prime Minister’s Office. Noah helped establish the country’s first national foresight unit, helped established the Dubai Future’s Foundation and the Museum of the Future, and is part of a team that identifies emerging opportunities, develops strategic partnerships, and prototypes future initiatives for the Government of Dubai. Prior Noah was a senior manager at Monitor/GBN, CEO of the technology foresight company Futurescaper LLC, the North American Director of Space Syntax Limited, and the Senior Research Advisor to Prince’s Foundation for the Built Environment. He is a member of the World Economic Forum (WEF) Global Agenda Council on Artificial Intelligence and Robotics, a Senior Research Fellow at the London School of Economics, a fellow at the Bartlett School of Architecture, and a member of the International Futures Forum.



Anne Marie Engtoft Larsen
Knowledge Lead, 4th Industrial Revolution, World Economic Forum (CH)

Anne Marie Engtoft Larsen is a Global Leadership Fellow and Knowledge Lead on the Fourth Industrial Revolution at the World Economic Forum in Geneva, Switzerland. Anne Marie and her team leads the Forum’s work on “The Fourth Industrial

Revolution”, focusing on how senior executives, policy makers and social stakeholders can create value by designing and deploying emerging technologies in a volatile social and political context. Her focus is on disruptive and exponential technologies’ impact on development, political growth strategies and global governance of knowledge and technology. Originally from Denmark, Anne Marie has 10 years of experience within politics, social entrepreneurship and international development. Prior to joining the Forum, she was co-founder of the Copenhagen Student and Innovation House, Political Advisor in the Danish Parliament and co-founder of Democratic Capital. She has been on the board of Copenhagen Business School and the Danish Consumer Council.



Lucy Kimbell
Director, Innovation Insights Hub and Professor of Contemporary Design Practices, University of the Arts London (UK)

Lucy Kimbell is Director at Innovation Insights Hub and Professor of Contemporary Design Practices at University of the Arts London. Lucy researches design thinking and the use of this approach to achieve organisational, social or policy goals. She has published over 30 journal and conference papers and book chapters on design innovation, service design and design for policy as well as one book which is used widely on MA design and MBA courses. Lucy was embedded for a year in Policy Lab, a team in the UK Government’s Cabinet Office, through a research fellowship funded by the Arts and Humanities Research Council. She jointly leads a PhD programme between UAL and the Policy Institute at Kings College London supporting doctoral studies of design thinking and policy making. Lucy is also Associate Fellow at Saïd Business School, University of Oxford and an associate at Normann Partners, a small consulting firm specialising in futures and strategy.



Jesper Grønbæk
Vice President, Head of Growth, TDC (DK)

Jesper Grønbæk is Vice President at TDC, Denmark’s largest telco & IT-solution provider. He is the founder and leader of the Startup Factory at TDC Business, which aims to deliver transformative B-to-B innovations. In 2011, he founded his own startup – Adactit – helping customers improve their productivity through the use of cloud-based IT. Having successfully driven it to a meaningful size, Jesper sold Adactit to TDC in 2016. Before this Jesper launched Microsoft’s Cloud business in Denmark as an intrapreneur at Microsoft. Entrepreneur and intrapreneur at heart, Jesper is a great believer in the value of continuous experimentation and customer centricity.



Natasha Friis Saxberg
Director Future Growth, Atea Danmark (DK)

Natasha Friis Saxberg is an author and digital strategist, and has worked with technology for more than two decades. Natasha has helped organisations build and execute their digital strategy for a decade, and been associated Digital Futurist at Copenhagen Institute for Futures Studies. As an entrepreneur she founded numerous SaaS startups on a global market. Natasha has written several books about technology, including Homo Digitalis that maps the science behind human digital behavior. She has worked with scaling startups into the US market, and hosted the TV show “Tech and The City”, from Nasdaq in New York. Natasha holds several nominations as one of the most influential women in Tech in Europe. Today Natasha works with corporate innovation, she’s been Head of Atea Future Growth since 2015, that identified

and developed digital growth opportunities and profit pools. Today Natasha is working as a digital strategist, supporting corporations on digital innovation and growth.



Simon Haldrup
Global Head of Business Development, Wealth Management, Danske Bank (DK)

Simon Haldrup is Global Head of Business Development, Wealth Management at Danske Bank. Since joining Danske Bank in 2005, Simon has had several leading positions in IT, Finance and Risk. In 2014, he was the leading figure in establishing the innovation hub MobileLife, set up to challenge status quo in banking. Three years into the journey of MobileLife, Simon has grown the team from 1 to 150 members, and together they have managed to bring four new products to market that re-engineer standard operating models & offerings, as well as they have been an inspiration both internally and externally.



Torben Klitgaard
Hub Director, BLOXHUB (DK)

Torben Klitgaard is the Director of BLOXHUB – a community and co-working space for sustainable urbanization. As Hub Director, Torben bridges architecture, design, construction and digitization and is a driving force behind the BLOXHUB activities and programs which are carefully designed to unlock the full local and global potential of the member’s businesses. Torben comes from a position as Director in Bips – Denmark’s largest professional network for digitizing construction.

**Gorka Espiau**

Senior Fellow, Aguirre Centre for Social and Political Studies, Visiting Professor of Practice, McGill University (ESP)

Gorka Espiau Idoiaga is Professor of Practice at the Center for Interdisciplinary research on Montreal at McGill University and Senior Fellow at the Aguirre Center for Social and Political Studies (a Columbia University and University of the Basque Country partnership). Gorka served as Special Adviser to the President of the Basque Country until 2009. During the last decade, he has applied movement building principles and methodologies to prototyping large scale social innovation platforms in the UK, Canada, India, Peru and Mozambique. He is also a founding partner of Social Innovation Laboratory Koop and established the community transformation Places Program at The Young Foundation. Espiau is a former Senior Fellow at the United States Institute of Peace, Board Advisor to the Center for Innovation and Technology (ITD Madrid Polytechnic University), Principal Advisor for La Caixa Banking Foundation International Development Program (Work4Progres) and the author of several documentary films.

**Stephanie Wade**

Lead for Innovation Team Programme, Bloomberg Philanthropies (US)

Stephanie Wade is a designer and currently leads Bloomberg Philanthropies Innovation Team (i-team) program. In this role she helps cities around the world develop and implement innovation mindsets and skills to create cultures, strategies, experiences, services, products, and processes that improves people's lives. This includes using design, quantitative data, and social science to better understand complex problems and interaction experiences, rig-

orous and insightful analysis to synthesize and make sense of the data, and creativity to quickly develop and implement innovative solutions. She also teaches Design in Government to graduate students at Duke University.

**Rainer Kattel**

Deputy Director at the Institute for Innovation and Public Purpose, University College London (UK)

Rainer Kattel is Deputy Director at the Institute for Innovation and Public Purpose. He is professor of innovation and public governance at IIPP, and research professor at Ragnar Nurkse School of Innovation and Governance, Tallinn University of Technology, Estonia. He led the Ragnar Nurkse School of Innovation and Governance for 10 years, building it into one of the leading innovation and governance schools in the region. He has also served on various public policy commissions, including the Estonian Research Council and European Science Foundation. He has worked as an expert for the OECD, UNDP and the European Commission. He has published extensively on innovation policy, its governance and specific management issues.

**Hanne Harmsen**

Executive Vice President, Innovation Fund Denmark (DK)

Hanne Harmsen is Executive Vice President, Talents & Innobooster at the Innovation Fund Denmark. Hanne extensive experience from many parts of the university sector. During the period 2007-2013, Hanne was Deputy Director of Education at the University of Copenhagen, and before that she was a research dean at Aarhus School of Business, where she has also been researching food innovations for a number

of years and taught in the areas of innovation management, competency theory and general marketing.

**Tommy Andersen**

Managing Partner, ByFounders (DK)

Tommy is Managing Partner at byFounders.vc, a new early stage venture fund, founded by some of the most successful tech entrepreneurs in the Nordics. Being an ambitious tech serial entrepreneur, Tommy has successfully founded and exited three companies as well as built an extensive portfolio of angel investments individually and as part of Nordic Makers. He serves on the Danish Government's Entrepreneurial Panel and mentors young startups at Danish Tech Challenge and the Danish Foundation for Entrepreneurship.

**Christian Bason**

CEO, Danish Design Centre (DK)

Christian Bason, Ph.d., is CEO of the Danish Design Centre, which works to advance the value of design for business and society. Prior he was Director of MindLab, the Danish government's innovation team, and Business Manager with international advisory group Rambøll Management. Christian is a prolific contributor to blogs and magazines and the author of seven books on design, innovation and leadership, including Design for Policy (2014) and Form Fremtiden (2016). He is a member of the SIRI Commission on artificial intelligence, the Rockwool Foundation's Intervention Unit and the Danish government's challenge panel on public innovation and digitization. Christian is former Chair of the European Commission's Expert Group on Public Sector Innovation.

**Torsten Andersen**

Deputy Director General, Danish Business Authority (DK)

Torsten Andersen is Deputy Director General at the Danish Business Authority. His responsibilities include areas such as national business development policy, CSR and green growth, digital growth, entrepreneurship, better regulation and international relations. Torsten is vice-chair of OECDs Digital Economy and Policy Committee, EU SME Envoy and a member of the digital single market strategic group.