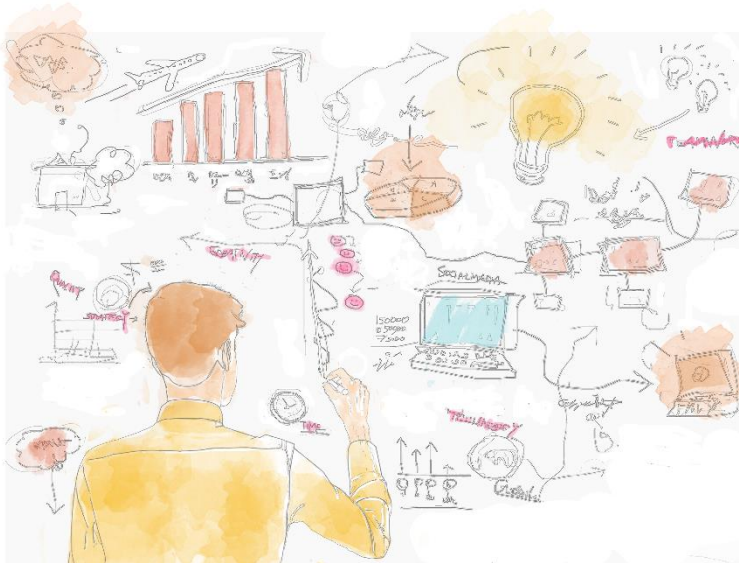


INTEGRATE RESPONSIBILITY INTO DESIGN THINKING

Joint Action starting in July 2019

Team up with us and co-create the future of innovation



Design Thinking is a human centered innovation approach. Particularly in the context of Responsible Innovation a deep understanding of the needs and wishes of the various relevant stakeholders in our society is relevant in order to generate solutions that provide inclusive value.

- **Purpose:** Mastering Responsible Innovation through Human-centered Design.
- **Starting point:** Introduction to methods and lessons learned from applying Human-centered Design on Responsible Innovation Projects.
- **Target groups:** CSR managers and experts involved in development and innovation projects.
- **Outcomes:** WebCasts that address various topics of applying Human-centered Design in the context of Responsible Innovation.
- **Impacts:** Insights, improved knowledge & inspirations.

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Led by



Dr. Bettina Maisch
Design Thinking
Expert, Siemens

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