



1506
UNIVERSITÀ
DEGLI STUDI
DI URBINO
CARLO BO

DESP
DIPARTIMENTO DI
ECONOMIA, SOCIETÀ, POLITICA

Scuola di
Economia

Multiplier Event

Design Thinking for digital and social innovation

Friday, 13 October 2017

Venue: Palazzo Battiferri, Urbino - Aula Amaranto

Organized by: Training 2000 - Mondavio and University of Urbino- School of Business, Italy

Agenda

9:30 – 10:00	<i>Registration and coffee</i>
10:00 – 10:15	Welcome Dr. Elmo De Angelis, Training 2000 Prof. Tonino Pencarelli, University of Urbino
10:15 – 10:30	Introduction to “DigiThink: Design Thinking for Digital and Social Innovation” Project Assoc. Prof. Eugenia Kovatcheva, ULSIT
10:30 – 10:50	Design Thinking for digital innovation Milena Koleva, KISMC
10:50 – 11:15	Empathizing: understanding your clients Prof. Jose-Luis del Val, Prof. Tontxu Campos, Prof. Garazi Azanza, Deusto University
11:15 – 11:45	<i>Coffee Break</i>
11:45 – 12:15	“DigiThink” course methodology Assoc. Prof. Eugenia Kovatcheva, ULSIT
12:15 – 12:45	Migration flow, the challenge - Design thinking in action workshop Mentors: Prof. Eduardo Barberis, Prof. Angelo Caruso, Prof. Tonino Pencarelli, Assoc. Prof. Eugenia Kovatcheva, Prof. Tontxu Campos, Milena Koleva, Prof. Jose-Luis del Val, Prof. Garazi Azanza
13:00 – 14:00	<i>Light Lunch and networking</i>



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14:00 – 16:00	Migration flow, the challenge - Design thinking in action workshop - continued Mentors: Prof. Eduardo Barberis, Prof. Angelo Caruso, Prof. Tonino Pencarelli, Assoc. Prof. Eugenia Kovatcheva, Prof. Tontxu Campos, Milena Koleva, Prof. Jose-Luis del Val, Prof. Garazi Azanza
16:00-16:15	Question & Answers - Closure

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