

CHANGE YOUR POINT OF VIEW!

Tools and experiences
for SMEs development

The final event of the Design for Enterprises project that involved hundreds of companies across Europe in free training courses funded by the European Commission with the aim of transferring the design-driven innovation to SMEs and intermediaries.

The event will open with a co-creation workshop in collaboration with OIPEC - Open Innovation Platform for University-Enterprise Collaboration co-funded by the Erasmus+ Programme of the European Union, to motivate companies to co-design training courses and to bring innovation.

DAY1: 19th JULY, 2018 @ Makers Hub

- **From 9am to 1pm**
Introduction & Ideation session using brainstorming and creativity stimulation techniques
- **Networking Lunch Break**
- **From 2pm to 6pm**
*Introduction of OIPEC
COLab: building together the Business Model of a Collaborative Open Innovation Laboratory*
- **Networking Aperitivo**

DAY2: 20th JULY, 2018 @ Spirit de Milan

- **From 9am to 1pm**
*Introduction of Design for enterprises,
Presentation Startup and SMEs
Slick® Workshop*
- **Networking Lunch Break**
- **From 2pm to 6pm**
*Gamification session
Special Guest presentation*
- **Networking Aperitivo**

Day 1, July

19

MakersHub
Via Enrico Cosenz
44/4

Day 2, July

20

Spirit de Milan
Via Bovisasca
57/59

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