

## Rules and Regulations of Participation in the Design talks Business Conference

### §1

#### General Information

1. The event is organized by the Pomeranian Science and Technology Park Gdynia | Design Centre as part of the Creative Traditional Companies Cooperation project co-funded by the 2014–20 Interreg South Baltic Region Programme of the European Union with resources from the European Regional Development Fund.
2. These Rules and Regulations govern participation in the Design talks Business Conference, further referred to as the Conference.
3. The conference is scheduled to take place on 4<sup>th</sup>-5<sup>th</sup> of April 2019 at the Pomeranian Science and Technology Park Gdynia.
4. The conference will include 3 lectures (Know-How Block) and 3 workshops (Creative Sprints) as well as networking sessions.

### §2

#### Purpose of the Conference

1. The CTCC project is aimed at increasing the potential for innovation in Baltic Sea states by fostering cooperation between the traditional (blue and green) and creative sectors.
2. The purpose of the Conference is to:
  - a. discover tools used to implement product, services and business model innovations for the traditional sector based on the design thinking approach
  - b. review ongoing changes in social and consumer behaviours that create new business potential
  - c. work out a methodical approach and tips that help create a sustainable approach to finding business possibilities based on existing resources and value expected by consumers.
  - d. build an international cooperation network between businesses (blue and green sector + creative) and CTCC project partners.

### §3

#### Schedule and Rules of Participation in the Conference

1. Schedule:
  - a. Registration and call for participants: 4<sup>th</sup> of March 2019 – 29<sup>th</sup> of March 2019 or while places last,
  - b. Conference programme:

#### DAY 1: 4<sup>th</sup> of April 2019

**KNOW-HOW BLOCK** | participants: open registration

09:00-09:30 | Registration, coffee & team matching for sprint sessions | hall

09:30-09:40 | Welcome speech | room C

09:40-12:30 | KNOW-HOW BLOCK | 3 inspirational lectures & case studies | room C

1. *Creating value your clients really need. Using what already exists.* | Change Pilots

2. *It's all about the dots - how to find and use information?* | Fuzers

3. *Strategic business transformation by design* | Greenhat Innovation

12:30-13:30 | Lunch and networking | hall

12:30 - 13:30 Break | Lunch and networking | hall

13:30 - 14:30 | CREATIVE WARM UP! | workshops | Change Pilots | hall



14:30 - 16:30 | CREATIVE SPRINTS PART I | **How might we deliver a unique product/service/business model that benefits from current sustainability consumer trends** | 3 parallel sessions  
**creative sprint 1** | product | *Unique product that delivers value created on changes in consumer needs and sustainability* | Change Pilots | room G  
**creative sprint 2** | service | *Build the future using the present - service approach to delivering the difference* | Fuzers | room F  
**creative sprint 3** | business model | *Include social and environmental positive impact in your business strategy and create innovation that matters* | Greenhat Innovation | room H  
16:30 - 17:00 | WRAP-UP OF DAY 1 | room E

#### DAY 2: 5<sup>th</sup> of April 2019

09:00 - 09:30 | networking coffee

09:30 - 13:00 | CREATIVE SPRINTS PART II | **How might we deliver a unique product/service/business model that benefits from current sustainability consumer trends** | 3 parallel sessions

1. product | *Unique product that delivers value created on changes in consumer needs and sustainability* | Change Pilots | room G

2. service | *Build the future using the present - service approach to delivering the difference* | Fuzers | room F

3. business model | *Include social and environmental positive impact in your business strategy and create innovation that matters* | Greenhat Innovation | room H

13:00 - 14:00 Break | Lunch and networking

14:00 - 15:00 | CREATIVE SPRINTS PART III | Summary in teams - preparation for final presentation | rooms F,G,H

15:00 - 16:00 | CREATIVE SPRINTS PROJECTS PRESENTATIONS | room E

16:00 - 16:30 | Final speech and Summary with the Project Leader | room E

2. The KNOW-HOW BLOCK (4<sup>th</sup> of April 2019) lecture part is open and admission is free of charge for Participants.
3. KNOW-HOW BLOCK Participant profile:
  - a. entrepreneur, designer, design student, engineer, lecturer, person interested in harnessing innovation and fostering cooperation between the traditional and creative sectors;
  - b. knowledge of English enabling participation in the workshops;
  - c. cooperation and communication skills;
  - d. timeliness, reliability, strong work organization skills.
4. The number of places at the KNOW-HOW BLOCK is limited to 300. Admission is granted to persons who satisfy the requirements of clause 3, on a first come, first served basis.
5. The CREATIVE SPRINTS (4<sup>th</sup>-5<sup>th</sup> of April 2019) workshop part is addressed to blue and green sector + creative, CTCC project partners; admission is free of charge for Participants.
6. CREATIVE SPRINTS Participant profile:
  - a. representative of Polish, Lithuanian, Swedish, German or Danish SME from the traditional sector (maritime transport, shipbuilding, production of renewable energy, marine tourism) or the creative sector (design, architecture, marketing and advertising, software development, game design),
  - b. knowledge of English enabling participation in the workshops;
  - c. cooperation and communication skills;
  - d. timeliness, reliability, strong work organization skills.

7. The number of places at CREATIVE SPRINTS is limited to 100; the places are available to SMEs associated with the CTCC project. Admission is granted to persons who satisfy the requirements of clause 6, on a first come, first served basis.
8. The Conference will be held in English.
9. Following registration, confirmation of admission to the event shall be sent within 3 days, upon verification of compliance with the Conference Participant profile.
10. Not later than a week ahead of the planned event, the Organizer shall ask persons entered on the list of Participants to confirm their attendance. Failure to obtain such confirmation may result in deleting the Participant from the list.
11. The Participant shall:
  - a. act in a manner that does not compromise the safety of other Participants, in particular abide by OHS and fire safety regulations, and these Rules and Regulations,
  - b. follow instructions given by the Organizer, Workshop Leader and security staff.
12. The Organizer reserves the right to eject from the event any Participant acting in a manner that:
  - a. compromises the safety of other Participants;
  - b. disrupts order and violates the generally approved rules of behaving in public spaces;
  - c. violates the principles of personal culture and disturbs other Participants of the event.
13. The Organizer reserves the right to refuse admission to persons under the influence of narcotic drugs.
14. The Organizer reserves the right to reschedule the event and introduce changes to the programme without providing the grounds. Notification about changing the event date shall be sent by e-mail to the address provided by the Participant upon registration.

#### §4

##### Liability and Compensation

1. Participants shall attend all events to which they have registered.
2. The Organizer does not insure Participants and is not liable for any losses, such as the loss, defect or damage to equipment, clothes or other objects belonging to the Participant. Accident insurance is up to the Participant.
3. The Participant shall be liable for any losses incurred by the Organizer as a result of the Participant's negligence.
4. In the event of detecting losses, the Organizer shall draw up the relevant documentation, including a repair cost estimate, a copy of which shall be sent to the Participant's address. The Participant shall cover the full cost of removing the damages within 14 days from receipt of the debit note.
5. Participants are not entitled to compensation if the event is cancelled or rescheduled to a different day.

#### §5

##### Final Provisions

1. Participation in the events shall be understood as:
  - a. accepting these Rules and Regulations,
  - b. granting consent to the processing of the Participant's personal data by the Pomeranian Science and Technology Park Gdynia in line with the Personal Data Protection Act of 29<sup>th</sup> of August 1997 (Journal of Laws of 2002, no. 101, item 926, as amended) and acknowledging the information clause on personal data processing on [www.centrumdesignu.pl](http://www.centrumdesignu.pl)
  - c. granting consent, free of charge, to the recording, photographing, filming or any other manner of



registering the Participant's image and broadcasting, disseminating or showing such image and voice in connection with promotional and information activities of the Pomeranian Science and Technology Park Gdynia and under the Creative Traditional Companies Cooperation project.

2. The Organizer shall not be liable for force majeure events. Force majeure shall mean, in particular, weather conditions, failures or disruptions in electricity supply units.
3. These Rules and Regulations shall be made available on the [www.centrumdesignu.gdynia.pl](http://www.centrumdesignu.gdynia.pl) website.
4. These Rules and Regulations shall enter into force on 28<sup>th</sup> of February 2019.