

Innovation Camp

Monday 2nd. - Friday 6th. July
at
VIA Design
Birk Centerpark 5
7400 Herning
Denmark

Invitation

Are you a company within furniture and interior industry interested in developing your business within silver economy (the growing senior segment) then you are invited to participate in BSR Interreg BaltSe@nioR Innovation Camp where you:

- Gain insight into new methods and tools for development of new products and furniture matching elderly people's needs
- Work with the 17 United Nations Sustainable Development Goals and find out how to implement them in product development
- Investigate new business models and discover how to grow relationship with your customers
- Gain Insight to the needs of a growing customer group of seniors- what are their needs and likes?
- Gain access to BaltSe@nioR Virtual Library / beta - an online knowledge platform
- Get to work with talented students from all over the Baltic Sea Region to develop new ideas for furniture for elderly people
- Enhance transnational and cross sectorial cooperation between researchers, students, manufacturers in knowledge sharing in order to develop new concepts and product ideas for elderly people

Companies are invited to participate from Monday 2nd. July - through Wednesday 4th. July but are welcome to stay until Friday 6th. July.



Innovation Camp

When

Monday 2nd.- Friday 6th. July.
Companies are invited to participate from 2nd.- 4th. July but are welcomed to stay till Friday.

Where

VIA Design, Birk Centerpark 5, 7400 Herning, Denmark

Why

To support manufacturers throughout Baltic Sea Region with knowledge, tools and methods to develop furniture and interior products that better meet the needs of the growing population of seniors and thereby help shape the future life quality of seniors in Europe.

Who

Participants should have interest in business models, design & innovation and the potential in developing products for the growing senior segment and their needs.

What

An Innovation camp is a compressed product development concept where new ideas for products are developed via cross disciplinary teams and with design thinking as main methodology. Companies and design students are working in teams to come up with the best concept and business plan. During the camp companies will learn new methods and tools for development of products and work with new business models.

How

Please register with your national contact who sent you this invitation.

Language

The official language during the camp and for all materials will be English.



From an earlier Innovation Camp with Baltic Sea Region participants.

Contact

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