



PATENT OFFICE OF THE
REPUBLIC OF POLAND

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POLAND



POLISH AGENCY OF ENTERPRISE
DEVELOPMENT



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Innovation and Creativity for Economy: Industrial Design for Social Innovation

organized by

the World Intellectual Property Organization (WIPO)

the Patent Office of the Republic of Poland (PPO), and

the Polish Agency for Enterprise Development

Warsaw, March 31 and April 1, 2016

PROVISIONAL PROGRAM

prepared by the Secretariat

Thursday, March 31, 2016

Moderators of the Conference: Mr. Piotr Brylski, Patent Office of the Republic of Poland (PPO), Warsaw and Mr. Piotr Zakrzewski, PPO

8.30 a.m. – 9.00 a.m. Registration and welcome coffee

9.00 a.m. – 9.30 a.m. **OPENING SESSION**

Welcome Addresses by:

- Ms. Alicja Adamczak, President, PPO
- Ms. Binying Wang, Deputy Director General, Brands and Designs Sector, World Intellectual Property Organisation, (WIPO), Geneva, Switzerland
- The Representative of the Polish Agency for Enterprise Development, Warsaw
- Mr. Mateusz Morawiecki, Deputy Prime Minister, Minister for Development, Ministry of Development, Warsaw

9.30 a.m. – 10.10 a.m. **Keynote Speeches**

Speakers: Ms. Agata Kornhauser-Duda, Spouse of the President of the Republic of Poland, Warsaw

Mr. Henryk Skarżyński, Director, Institute of Physiology and Pathology of Hearing, Poland

10.10 a.m. – 10.30 a.m. **Coffee Break**

10.30 a.m. – 12.00 **PANEL I: SOCIAL INNOVATION AS AN OPPORTUNITY TO IMPROVE THE QUALITY OF LIFE**

Topics: Forecasts and Trends; New Tasks and Challenges for Governments; Initiatives for a Better Future

Introduction to Panel

Speaker: Ms. Anna Olejniczuk- Merta, Professor, Department of Marketing, Kozminski, Warsaw

Panelists: Ms. Teresa Hernik, Chairperson, State Fund for Rehabilitation of Disabled Persons, Warsaw

Katarzyna Merta-Korzniakow, Design Architect, Merta Korzniakow Design, Warsaw

Mr. Michał Mikulski, (CEO), EGZOTech Sp. z o.o, Gliwice, Poland

Mr. Piotr Pawłowski, President, Friends of Integration Association, Warsaw

Ms. Alina Wojtowicz-Pomierna, Ministry of Family, Labor
and Social Policy, Warsaw

Mr. Henryk Skarżyński, Director, Institute of Physiology
and Pathology of Hearing, Warsaw

12.00 p.m. – 12.20 p.m. Coffee Break

12.20 p.m. – 12.50 p.m. **PANEL II: UNIVERSAL DESIGN – AN ANSWER TO
CHALLENGES OF THE 20TH CENTURY**

Topics: What is Universal Design; Barriers in Universal Design;
From an Idea to Implementation

Speaker: Ms. Alicja Panasiewicz, Dean of the Faculty of Arts,
Pedagogical University of Cracow, Cracow, Poland

Panelists:

Mr. Bożena Gargas, Institute of Industrial Design, Warsaw
Ms. Ewa Gołębiowska, Director, Cieszyn Castle, Cieszyn,
Poland

Michał Mikołajczuk and Piotr Pokrywiecki, BLUM Polska
Sp z o.o., Poznań, Poland

Mr. Krzysztof Kaperczak, Road and Bridge Research
Institute, Warsaw

Ms. Alina Wojtowicz-Pomierna, Ministry of Family, Labour
and Social Policy, Warsaw

12.50 p.m. – 1.20 p.m. Topic: Concept of Design Thinking

Speaker: Ms. Zuzanna Skalska, Trend Analyst, 360Inspiration,
Eindhoven, Netherlands

1.20 p.m. – 2.00 p.m. Case Studies

Speakers: Representatives of selected Polish companies

2.00 p.m. – 3.00 p.m. Lunch Break

3.00 p.m.-3.30 p.m. Speaker: Ms. Elizabeth Jassem, Principal, iDOME Integrated
Development Ltd., Toronto, Canada

3.30 p.m. – 5.00p.m. **PANEL III: DESIGN AND INNOVATIVE PUBLIC SPACE**

Topics: Design Innovation and Social Change; Use of Design in
the Public Sector; Designing a Friendly Public Space

Speaker: Mr. Radosław Pawelec, Institute of Journalism, University
of Warsaw, Warsaw

Panelists: Ms. Elizabeth Jassem , Principal, iDOME Integrated
Development Ltd. , Toronto, Canada
Mr. Adam Jesionkiewicz, CEO, Ifinity, Warsaw

Ms. Ewa Kuryłowicz, Warsaw University of Technology,
Warsaw

Ms. Małgorzata Pacholec, Director, Polish Association of
the Blind, Warsaw

Mr. Tomasz Pactwa, Director, Community Support
Services and Projects Department of the Capital City of
Warsaw, Warsaw

Mr. Marek Wysocki, Director, Universal Design Centre,
Gdańsk University of Technology, Gdańsk, Poland

3.50 p.m. – 5.50 p.m. Case study

Speakers: Mr. Tomasz Augustyniak, Designer, city, Poland
Ms. Anna Vonhausen, Architect, SITAG Formy Siedzenia,
Swarzędz, Poland

Friday, April 1st, 2016

9.00 a.m. – 9.30 a.m. Welcome Coffee

9.30 a.m. – 10.00 a.m. Keynote speech

Mr. Rama Gheerawo, Director, The Helen Hamlyn Centre
for Design and Reader in Inclusive Design, United Kingdom

10.00 a.m. – 11.30 a.m. **PANEL IV: UNIVERSAL DESIGN: A SOCIAL MISSION OR A
BUSINESS IDEA?**

Topics: Market Opportunity for Designers and Producers;
Universal Design as a New Corporate Social
Responsibility Tool; Open Design as the Basis for
Business Strategy

Speaker: Mr. Anker Bak, Designer, PointAid MB, Vejle, Denmark

Panelists: Ms. Laura Andrukiewicz (tbc), WellDone, Cieszyn, Poland
Mr. Rama Gheerawo, (tbc)
Mr. Michał Stefanowski, Director, Department of Design,
Academy of Fine Arts in Warsaw
Ms. Agata Ners, Google Campus Warsaw, Warsaw
Ms. Agata Stafiej-Bartosik, Ashoka Innovators for the
Public, Warsaw

11.30 a.m. – 12.00 p.m. Coffee Break

12.00 p.m. – 1.30 p.m. **PANEL V: DESIGNING INNOVATION, FINANCING**

Topics: Where to find Financial Support? Available Sources of
Financing; Courses and Trainings Available for
Entrepreneurs, in Cooperation with Designers

Speaker: The Representative of the Ministry of Development (tbc),
Warsaw

Panelists: The Representative of the Polish Agency for Enterprise Development (tbc), Warsaw
Ms. Joanna Makocka, Representative, National Centre for Research and Development, Warsaw
The Representative of Kielce Technology Park, Kielce, Poland
Mr. Mateusz Szulc, State Development Bank of Poland, Warsaw

1.30 p.m. – 3.00 p.m.

PANEL VI: LEGAL PROTECTION OF DESIGN

Topics: How to Obtain Protection; Protection of Design in Practice
Other IP Rights and Their Protection

Panelists: Ms. Monika Zikova, Program Officer, Section for Central European and Baltic States and Mediterranean Countries, Department for Transition and Developed Countries (TDC), WIPO
Ms. Ludmila Celisova, Office for Harmonization in the Internal Market, Alicante, Spain
Ms. Elżbieta Dobosz, Patent office of the Republic of Poland, Warsaw

3.00 p.m. – 3.15 p.m.

CLOSING SESSION

Ms. Adamczak

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