

BRIEFING PAPER

Design Thinking Academy + Policy Lab

A partnership program of the Department of Trade and Industry –
Competitiveness and Innovation Group (CIG) thru
Design Center of the Philippines, under the umbrella of
Malikhaing Pinoy Program.



DESIGN CENTER OF THE PHILIPPINES



SCHOOL OF
DESIGN THINKING
Hasso-Plattner-Institut
Universität Potsdam



“Design Thinking offers the chance of **finding simple solutions for complex problems**. In contrast, the uniform thinking of many top-class experts often means potentiating similar options.”

- Ulrich “Uli” Weinberg, HPI D-School Director

Design Thinking is a critical skill necessary for innovation that focuses on need-finding, sense-making, testing, and iterations to produce superior solutions with lower risks.

The Design Center of the Philippines, an attached agency of the Philippine Department of Trade and Industry, envisions a community of creatives and designers, design ambassadors, and champions who espouse the application of design thinking across industries and the country. It is to this end that Design Center aims to develop a curriculum grounded on Design Thinking adaptive to Filipino sensibilities, which will also be at the core of a Design Thinking Academy.

The Design Thinking Academy is a proposed program of the Design Center that aims to contribute to the goal of making “Design Thinking” one of the national competencies that will further propel design as a driver of competitiveness and innovation, and as a tool for future growth.

With design thinking as a national competency, Design Center hopes to support the attainment of the country’s long-term vision of a strongly rooted, comfortable and secure Filipino society.

Further, the proposed Design Thinking Academy is in support of the Philippine Government’s vision for national development as articulated in the Philippine Development Plan 2023-2028, as well as the Philippine Creative Industries Development Act (RA 11904).

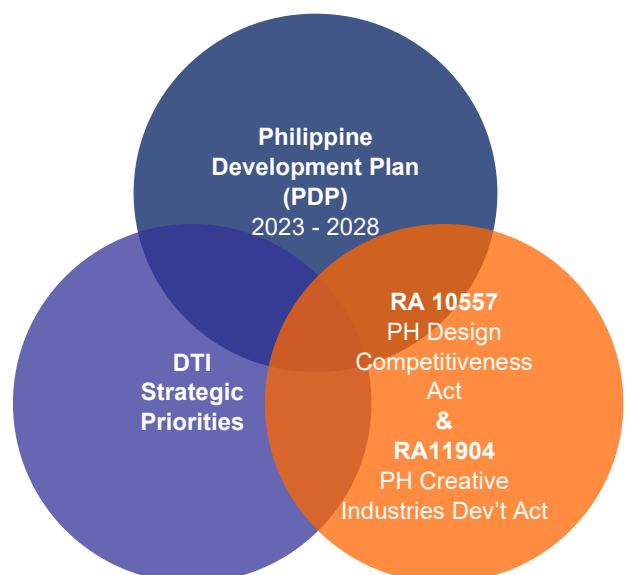
Philippine Development Plan 2023-2028

The **Philippine Development Plan 2023 – 2028** is geared towards a deep economic and social transformation to reinvigorate job creation and accelerate poverty reduction by steering the economy back on a high-growth path. This growth must be inclusive, building an environment that provides equal opportunities to all Filipinos, and equipping them with skills to participate fully in an innovative and globally competitive economy.

Six cross-cutting strategies will serve as catalysts for economic, social, institutional, and environmental transformation:

1. Digitalization
2. Public-Private Partnerships
3. Servicification
4. Dynamic innovation ecosystem
5. Enhanced connectivity
6. Greater collaboration between local and national government

In support of this vision, the **Department of Trade and Industry (DTI) Secretary Alfredo E. Pascual** has outlined the Department’s strategic priorities industrialization plan with the 10-point agenda that covers the high priority needs of consumers, MSMEs, Industry Partners, and the Government service. Among the initiatives of the DTI is connecting and integrating the innovation and entrepreneurial ecosystem of the country through the **Regional Inclusive Innovation Centers (RIICs)**.



Department of Trade & Industry

Strategic Priorities

by Secretary Alfredo E. Pascual

- 1** Upgrade, upskill, and upsize Micro, Small, and Medium Enterprises (MSMEs)
- 2** Foster industries geared towards domestic demand
- 3** Promote and support regional development
- 4** Ensure the availability of accessible and affordable food
- 5** Reconfigure PH export sectors into industry clusters
- 6** Enable jobs-skills matching and skills upgrading
- 7** Improve the ease of doing business
- 8** Attract investments and expand exports
- 9** Protect and empower consumers
- 10** Transform Department of Trade & Industry into an agile organization

*Strategies in orange are the focus areas of Design Thinking Academy + Policy Lab.

RIICs

Regional Inclusive Innovation Centers

Among the key initiatives of the agency is **connecting and integrating the innovation and entrepreneurial ecosystem of the country** through the Regional Inclusive Innovation Centers (RIICs). These **RIICs are a network of innovation agents** that collaborate to commercialize market-oriented research towards the competitiveness of the region, **which aims to generate better employment opportunities, more entrepreneurial activities, and sustainable economic prosperity in the country's regions**. These innovation agents include industries, universities, government agencies, LGUs, startups, MSMEs, R&D laboratories, S&T parks, incubators, FabLabs, investors, among many other agents in the ecosystem.

Through the RIICs, we can build **the local innovation ecosystem** from which would emerge **innovation, research commercialization, new products, new services, and new business models** that address industry and societal issues—**thereby generating better employment opportunities, more entrepreneurial activities, and sustainable economic prosperity in the country's regions**.

Currently, there are 13 RIICs established in 10 Regions in the Philippines:

- 1. ATTRACT** - Accelerators towards Transformative Regional Advancement, Competitiveness, and Transcendence
- 2. SHINE** - Sustaining Harvest through Innovation and Nurturing Enterprises in Cagayan Valley
- 3. THRIVE** - Technological Hive of Regional Innovation for a Vibrant Ecosystem
- 4. LINC** - Linking Innovation Networks for Competitiveness in CALABARZON

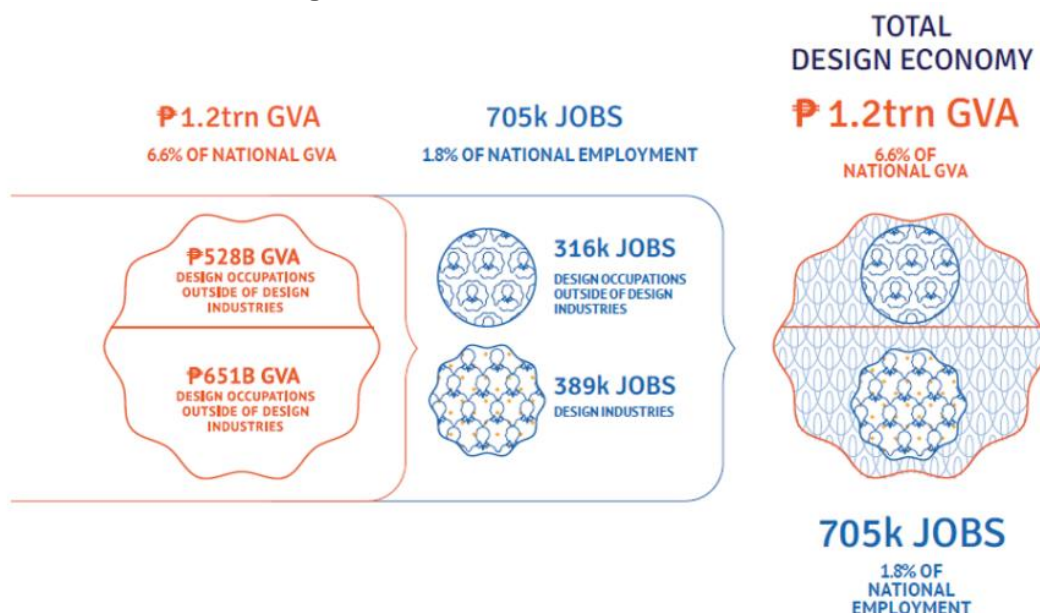


5. **BRIDGE Bicol** - Building Resiliency and Innovation to Drive Growth of Enterprises in Bicol
6. **Startup Island**
7. **ZamPen InnoHive** (Zamboanga Peninsula)
8. **OROBEST** - Optimizing Regional Opportunities for Business Excellence through Science, Technology, and Innovation
9. **IligaNiCE** - Innovation through Industry, Government, and Academic Networks and inclusive Community Engagements
10. **Bukidnon PRIME** - Program for Research and Innovation towards MSME Excellence
11. **iSTRIKE Davao** - Innovation through Science and Technology and Risk Resilient-based Initiatives toward Knowledge Economy in Davao
12. **BULACAN RIIC** – **new RIIC to add more information*
13. **EASTERN VISAYAS RIIC** – **new RIIC to add more information*

Making Design Count

Governments worldwide are increasingly recognizing **design as a valuable national asset** for its strategic transformation capabilities in driving innovation and competitiveness among MSMEs, public sector, and wider society. Studies have also shown that **design is a highly valued economic contributor**, and that integrating it in industrial policies and innovation agenda results in increased employment and economic opportunities, improved product quality, and innovative solutions to market and societal challenges - all of which contribute to more sustainable and inclusive development.

The proposed **Design Thinking Academy + Policy Lab** supports national level policies such as Republic Act No. 11904 – Philippine Creative Industries Development Act and its flagship program, the *Malikhaing Pinoy* (Creative Philippines) which provide the umbrella framework for reinforcing the **Design Thinking Academy as a vehicle towards the development and promotion of the Philippine creative industries agenda.**



The **RIICs, the Government, and the Industry Partners** are the main beneficiaries of the **Design Thinking Academy**, to help ensure that design thinking will be integrated across industries and enabled as driver of competitiveness and innovation.

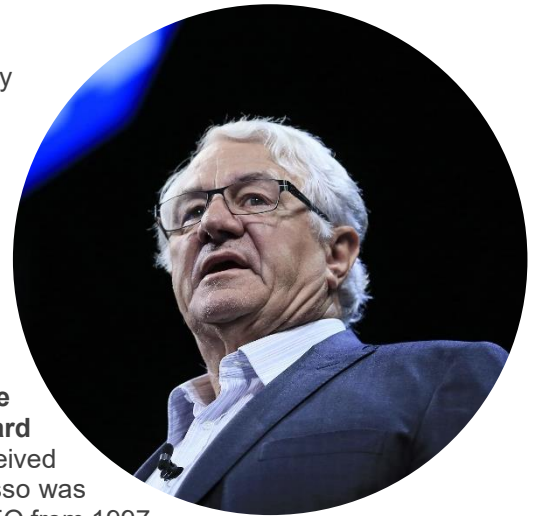
The Design Thinking Academy is envisioned to be implemented in partnership with an established institute anchored on Design Thinking, the Hasso Plattner Institute School of Design Thinking.

Hasso Plattner

Born in 1944 in Berlin, Hasso Plattner moved to the South of Germany briefly before his high-school graduation and went on to study Communications Engineering at the Karlsruhe Institute of Technology.

He graduated in 1968 with a degree in engineering, and in the same year, began working as a program developer at IBM Germany in Mannheim.

Only four years after starting his professional career, Hasso together with four former colleagues at IBM, founded **SAP—an enterprise software company they developed with a concept of a standard software that runs hardware independently**. This enterprise received overwhelming demand. When the company went public in 1988, Hasso was appointed Deputy Chairman of the Executive Board and served as CEO from 1997 to 2003.



In 1998, Hasso founded the **Hasso Plattner Institute (HPI)** at the University of Potsdam focusing on **software systems engineering**, which has the highest private financial expenditure ever donated to a German University. Its research into in-memory data management is one of the most significant examples of Hasso's involvement at the HPI. The project led to the creation of HANA, a SAP software corporation product.

In 2016, Hasso triggered HPI's expansion into the digital health sector. Since then, the HPI established a Digital Health Center in Potsdam and a sister center at the Mount Sinai hospital in New York City. Combined with a new health data platform and research initiative (Data4Life), the aim is to help to digitize research, treatments, and health care systems.

Aside from these, Hasso is also very actively involved in research and teaching as head of the HPI department "Enterprise Platform and Integration Concepts" where he was able to facilitate many groundbreaking innovations.

Hasso Plattner Institute

[HPI](#) is the only university in Germany that offers bachelor's and master's programmes in IT systems engineering – a practical and engineering-oriented study programme in computer science.

Hasso Plattner's vision for HPI is to stimulate the German start-up and innovation ecosystem given the country's strong engineering backbone. Despite the strong engineering foundation, Plattner found Germany's start-up environment lacking when compared to the US, in fact, since the founding of SAP there has been no other big player in the innovation IOT space. The HPI was established to address this.



SCHOOL OF DESIGN THINKING

Hasso-Plattner-Institut
Universität Potsdam



Founded in 2007, the **HPI School of Design Thinking is a sister institution of Stanford d.school**. The principle: course-related project-based learning in multidisciplinary teams, no individual grading. Collaborative people are the center of attention in a specially designed variable environment, supporting a teamwork atmosphere. 120 students representing 70 disciplines, 60 universities and 20 nations are accompanied by a coaching team of 35 professors and assistants in a two-semester program.

Additionally, more than **3,000 professionals are trained in Design Thinking every year at the HPI**. The **Design Thinking approach** has become highly attractive to large corporations throughout the last years. More than half of Germany's largest companies are using Design Thinking as part for their **digital transformation and cultural change processes**. The **Potsdam School of Design Thinking became a model for educational institutions in Beijing, Kuala Lumpur, Stockholm, Cape Town, and Santiago de Chile**.

The HPI D-School has become the European center for Design Thinking education. In support of the constant emergence of worldwide innovation and training centers, the HPI D-School in Potsdam encourages and supports this development whenever possible with experienced design thinkers.

Research

At the Hasso Plattner Institute (HPI), students and professionals learn how to apply the methods and mindset of Design Thinking to develop innovative solutions. In various research activities, the HPI D-school also investigate how they can further develop the Design Thinking approach, what impact the application of the innovation approach has in organizations, or how human-centered design can work in conjunction with new technologies, e.g., artificial intelligence.

Research Cooperations of the HPI D-School

European Digital Education Hub

As part of the practice-oriented network, the HPI D-School supports cross-sector networking and calls for submitting ideas for digital education.

In the Hub's Design Thinking channel, community members can join monthly meet-ups hosted by the HPI D-School to discuss the application of the Design Thinking mindset and methods in education.

Once a year, the HPI D-School team identifies a challenge from the community for which students will develop new solutions in a Design Thinking project as part of their training.

AiRescue: Ai-supported data analysis and simulation of rescue services

Design Thinking is an innovative approach that brings together technical feasibility, economic viability, and human desirability to collaboratively develop innovations. It has already been successfully applied in the context of technological innovations.

In order to bring together experts along the rescue chain, the HPI D-School is conducting several Design Thinking workshops as part of the project. The first interactive workshop aims to find out how artificial intelligence could be used in the rescue sector.





HPI-MIT Research Program "Designing for Sustainability"

With the new joint research program "Designing for Sustainability", HPI and the Massachusetts Institute of Technology (MIT) are cooperating to address global societal challenges. HPI and MIT aim to contribute to the Sustainable Development Goals (SDGs) established by the United Nations (UN) in 2015.

Under the HPI-MIT program, multidisciplinary research teams will develop ambitious, long-term explorations related to design innovation strategies to generate sustainable impact for society across various domains of practice. The program applies rigorous academic research methods to understand the scientific basis for how and why design innovation works and fails. We understand design here in its broadest sense: it includes design research and Design Thinking, design in computer science, and design in entrepreneurship.

Ulrich "Uli" Weinberg

Director of HPI D-School

Prof. Ulrich Weinberg is no stranger to digital change. During his studies in art, design, art history and philosophy in the 1980s, he experienced the advent of digital technologies in the media first-hand. Early on, he concentrated on digitally produced pictures and films. As an assistant to American experts, **he developed the first computer animations for the German broadcasting houses ARD and ZDF**. He founded several media companies and produced globally successful computer games. Beginning with 1994, he served as professor for computer animation and vice president of Germany's largest media university in Babelsberg and accompanied it on its way from celluloid to bits and bytes.

In 2007, he took a sabbatical in order to establish the School of Design Thinking, a sister institute of the Stanford d.school, at the Hasso Plattner Institute in Potsdam. Here, he not only prepares students of all domains for a networked world of thinking and working, but also an **increasing number of managers from all industries** who are looking for a new orientation.

Uli regularly travels to the Communication University of China in Beijing, which he also accompanies as a **guest professor** on its way to the digital change since 2004. Since 2014, he serves as **voluntary manager of the Deutsche Gesellschaft für Qualität** (German Association for Quality). In 2015, he co-founded the **WeQ Foundation**.

Uli has been directing the HPI School of Design Thinking since 2007. The German business magazine "Handelsblatt" put him on the list of **top 100 innovators in Germany**. He has been board member of DGQ German Society for Quality since 2014.



Uli supports and advises for years companies such as SAP, Janssen, Volkswagen and Bosch in transformation processes to networked digital work structures. He is a sought-after conference speaker in Germany and abroad on the topics of transformation, Design Thinking, Network Thinking and collaborative working and learning culture. **In his current book "Network Thinking – Beyond Brockhaus-Thinking" he calls for radical new thinking in education and business.**

Global Design Thinking Alliance (GDTA)

Under the leadership of Prof. Ulrich Weinberg, the HPI School of Design Thinking is a founding member of the [Global Design Thinking Alliance \(GDTA\)](#) where Uli serves as its founding president. The GDTA is a network of institutions that teach, research, and further develop the methods and mindsets of Design Thinking. It was founded in September 2017 during the [d.confestival](#) in Potsdam.



The **GDTA network of institutions promotes excellence in Design Thinking education and research.** The alliance aims to become the global platform for the exchange, debate, and exploration of best practices in Design Thinking education, training, and research. The GDTA enables encounters and creates learning opportunities for both experienced and aspiring Design Thinkers from a wide range of disciplines. In this way, the network facilitates the lively debate needed to inform and drive the development of Design Thinking education.



Centered on the subject of Design Thinking the d.confestival is a unique conference-meets-festival hybrid event that brings together like-minded innovators, change-makers and thought leaders. The event follows the 2012 and 2017 d.confestival events hosted in Potsdam. Supported by the Global Design Thinking Alliance, and marking its 5th birthday, the d.confestival is hosted by the Hasso Plattner d-school Afrika at the University of Cape Town in its newly built home that aims to be the first 6-star Green-rated academic building in Africa.

Design Center and HPI

Design Thinking Workshops and Design to Improve Life Train the Trainers with The Index Project of Denmark

Design Center of the Philippines has been advocating the development and use of Design Thinking in the country by collaborating with local and international experts. One of the well-known leaders that Design Center has worked with is Danish non-profit organization, [The Index Project](#).

Since 2020, the Design Center of the Philippines has been working with **The Index Project to teach Design to Improve Life (DtIL) to select purpose-driven visionaries, especially RIICs, who are passionate about value creation and innovation.** Building on the successful run of the Tool Training and Implementation Training Workshops in 2020 and 2022, the last phase of the DtIL—the Train the Trainers last year.

In the country, there are 28 certified Trained Trainers for the DtIL: The Compass who are tasked to ensure that the learnings from the workshops will trickle down to their respective communities. **With the trainers being sent out to their own ecosystems this will further leverage the practice of Design Thinking in the different sectors.**

With the successful run of the DtIL trainings, it is evident that **design-led problem solving critical to nation-building** and that there is a need of strengthening the enablers who will support the multiplier effect of Design Thinking.

In addition, **one of the key recommendations of the Design Economy Mapping and the strengthening of the Philippine Design Innovation Ecosystem in the professionalization of Philippine design sector and the establishment of a Design Thinking Academy.**

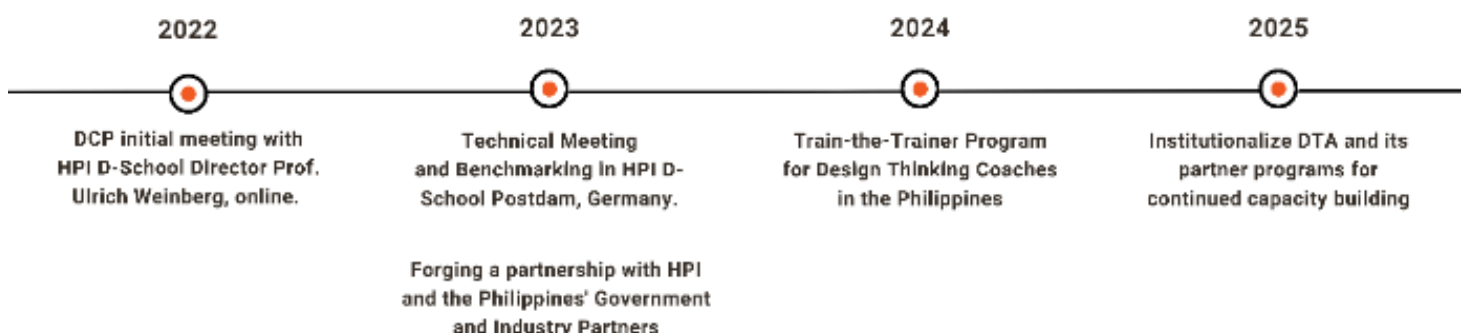
Introduction to HPI D-School

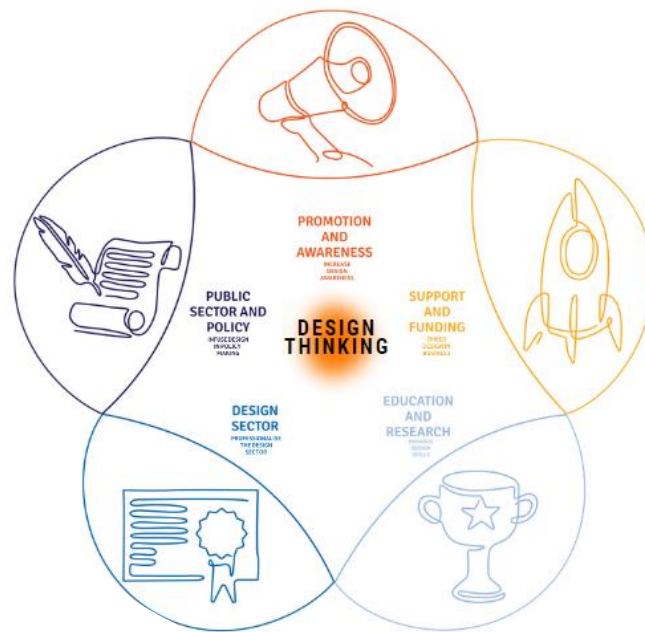
In preparation for the institutionalization of the Design Thinking Academy, the Design Center of the Philippines has conducted meetings with global institutions that are well-known leaders in Design Thinking and the Business Value of Design. With the help of The Index Project, Design Center was introduced to Prof. Uli and his team from HPI D-School.

Discussions with HPI on the establishment of the Design Thinking Academy started in June 2022 and was followed by another virtual meeting in August 2022. During the online meetings with Prof. Uli and his team, it was shared that the HPI D-School has significantly contributed to the development of the government initiated Genovasi d.school in Kuala Lumpur, Malaysia, which is similar to what Design Center is envisioning for the design ecosystem here in the Philippines. It was also mentioned that a different approach was conducted for the establishment of d.schools in South Africa, China, and Latin America.

Last February 2023, Design Center visited the HPI campus in Potsdam, Germany, to take the next steps in the agency's discussions with the HPI D-School's director, Prof. Uli. The team was also able to meet Claudia Nicolai—Co-Head and Academic Director of HPI D-School, Selina Mayer—Program Manager and Design Thinking Coach of HPI D-School, and Charlotte Dreyer—Project Developer of HPI D-School.

Furthermore, Design Center is pushing for a continued collaboration with HPI towards the development of the Design Thinking Academy from this year onwards.

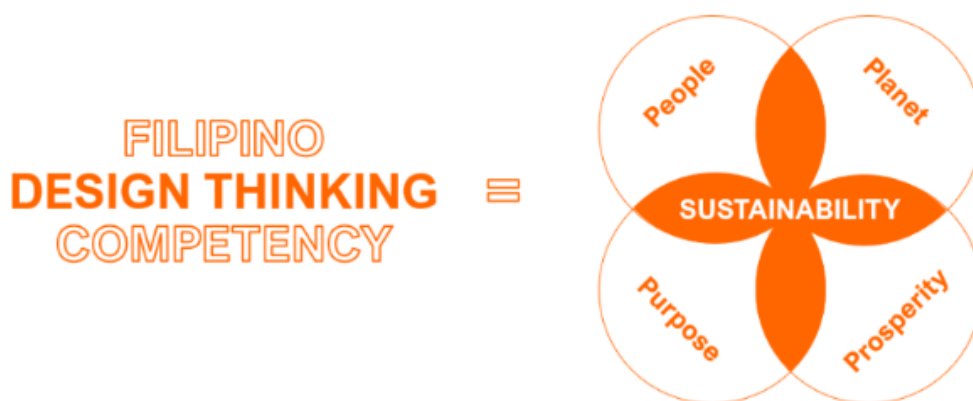




Design Center PH Mission

The Design Center of the Philippines invested in the [mapping](#) of the Philippine Design Innovation Ecosystem in 2020, Design Counts, to gather data on the design ecosystem and on how the whole ecosystem contributes to the country’s economy and pushes design as a national agenda. The evidence-based insights from Design Counts helped in identifying policy actions needed in influencing the formulation of the first Philippine National Design Policy. One of the policy recommendations is to implement a train-the-trainer program or the professional design sector deliver design thinking training to private and public organizations under a Design Thinking Academy.

Likewise, the Design Thinking Academy as a program will help contribute to the goal of making “Design Thinking” one of the national competencies that will further propel design as a driver of competitiveness and innovation, and as a tool for future growth. Furthermore, this program will also address the need to



reinvigorate the services sector to generate more quality jobs and enhance competitiveness, under Chapter 7 of the PDP 2023-2028. The urgent need to pivot for survival during the Covid-19 pandemic and future similar circumstances as well as the increasing demands of the Fourth Industrial Revolution demonstrated that agility should be a critical and essential skill across the industries. With a design mindset, industries can identify the right questions and perspectives needed to develop the products, service, or process that addresses a problem. Design thinking will provide a systematic way to discover opportunities to create new value for the Filipino people and build a better future for society.

Hence, **design thinking** as a skill is fundamental to building a **design innovation ecosystem**.

Design Thinking Academy + Policy Lab

This 2023, DTA will be complemented by a Design Policy Lab and will be called **Design Thinking Academy + Policy Lab** which is envisioned to nurture innovation-driven governance. Together, it is meant to embed Design Thinking with our target beneficiaries aligned with the following objectives, which in turn will specifically cater to ecosystems such as the academe and business industries by:

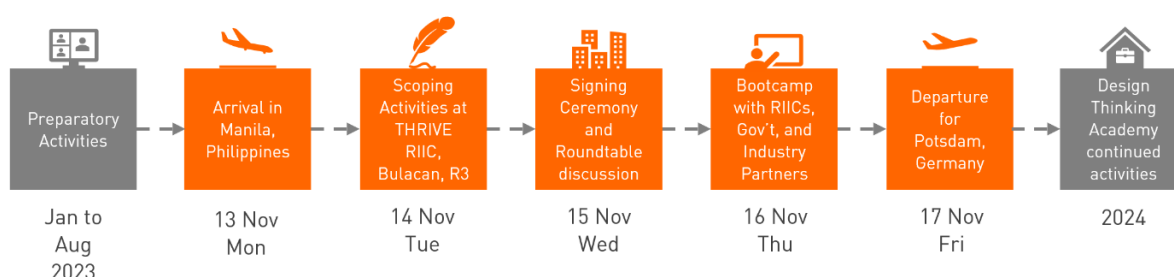
- **Strengthening the network of Regional Inclusive Innovation Centers** and in turn **address the critical gaps in the Philippine Design Ecosystem.**
- Providing opportunities for Regional Inclusive Innovation Centers **to sharpen their focus on nurturing an innovation-driven community within their network, most especially nurturing MSMEs** through design-led innovation interventions / collaborations.

Furthermore, Design Thinking Academy + Policy Lab will trigger and support the following:

- Policy reform by reviewing government systems in place and updating it to be more attuned to the current situations and challenges and localize design solutions for communities.
- Fostering collaboration for Regional Innovation and ensuring that all stakeholders in the ecosystem are involved in decision making.
- Guarantee the implementation of ease of doing business through streamlining and digitalization of institutional and regulatory requirements and support e-governance initiatives.

DTI thru **Design Center PH** is proposing to forge a partnership with HPI for the preparation and establishment of the DTA. Given HPI's experience in the establishment of the GDTA, the HPI – D-School methodologies will be best for the establishment of the Design Thinking Academy which **not to compete with other training institutions here in the Philippines, but to work with them to ensure they have a talent pool and network** that will continually push the innovation ecosystem of the Philippines.

2023: Forging a partnership between HPI and the PH Government & Industry Partners



40+ Beneficiaries for the November 2023 Engagement



Design Thinking Academy + Policy Lab

OVERVIEW OF ACTIVITIES

DATE	ACTIVITIES	LOCATION
09 October 2023	Call for Participants to select RIICs, Government and Policy Makers, and MSMEs	-
23 October 2023	Confirmation and Finalization of Program Participants	-
09 November 2023 4:00 PM to 5:30 PM	Orientation and Introduction to Design Thinking Academy + Policy Lab	Zoom
14 November 2023	Scoping Activities THRIVE Central Luzon	Bulacan, Region III
15 November 2023	Participants' Travel and Check In Signing of Declaration and Roundtable Discussion *Senate, *Congress, DTI-CIG, DTI-Design Center, and Hasso Plattner Institute Meet & Greet	The Yard, 8F Menarco Tower
16 November 2023	Bootcamp with RIICs, Government and Policy Makers, and Industry Leaders from 12 Regions in the Philippines Culminating Activity	The Yard, 8F Menarco Tower
17 November 2023	Participants' Check Out and Travel Back to Regions	-
08 December 2023	Participants' submission of Design Thinking Academy + Policy Lab Report	Email
15 December 2023	Program Review Assessment and Evaluation	Zoom

Day 1 | Tuesday, 14 November 2023



Design Thinking Academy + Policy Lab

SCOPING ACTIVITIES WITH HPI SCHOOL OF DESIGN THINKING THRIVE Central Luzon RIIC 7:30 AM to 7:00 PM

TIME	ACTIVITIES	LOCATION	
7:30 – 9:30 AM	Travel time: Manila to Bulacan	E-Library, Bulacan State University (BulSU)	
9:30 – 9:40 AM	Registration		
9:40 – 9:45 AM	Introductions Ms. Marella Castro, RIIC Advisor, THRIVE Central Luzon		
9:45 – 9:50 AM	Welcoming Remarks Dr. Teody San Andres University President Bulacan State University		
9:50 – 10:00 AM	About Design Thinking Academy + Policy Lab Carla Mae Leonor, Design Center PH Prof. Ulrich Weinberg, HPI School of Design Thinking		
10:00 – 10:20 AM	RIICs and the THRIVE Central Luzon Journey Ms. Marella Castro, RIIC Advisor Engr. Zedrick Farin, Secretariat THRIVE Central Luzon		
10:20 – 10:25 AM	BulSU Innovation Units Dr. Allen N. Maroma Vice President for Research, Development and Extension Bulacan State University		
10:25 – 11:00 AM	BulSU Tour		CIT Building
11:00 – 11:30 AM			Food Innovation Center
11:30 – 12:00 NN			SULONG Central Luzon Consortium & BARAS Technology Business Incubator
12:00 – 1:00 PM		Lunch	
1:00 - 2:30 PM	Tour – DOST Awardee and THRIVE Beneficiary	BauerTek Corporation	
2:30 - 5:30 PM		Kabilang Bakood	
		TLM Yema Buko Pie and Pasalubong Center	
5:30 PM – 7:30 PM	Travel time: Bulacan to Manila		



Day 2 | Wednesday, 15 November 2023

Design Thinking Academy + Policy Lab

SIGNING OF DECLARATION OF SUPPORT & ROUND TABLE DISCUSSION

Wednesday, 15 November 2023 | 4:00 PM to *8:00 PM
The Yard, 8F Menarco Tower, Bonifacio Global City

Time	Activity
3:30 PM - 4:00 PM	Registration Better Mondays – HOST Nikki and Des
4:00 PM – 4:10 PM	Welcome Remarks *Carmen Jimenez-Ong, Founder and CEO, Menarco
4:10 PM – 4:20 PM	Opening Remarks Director Lilian Salonga, Competitiveness Bureau
4:20 PM - 4:40 PM	Design Counts Kenneth Biunas, Design Center of the Philippines
4:40 PM – 4:55 PM	HPI School of Design Thinking Prof. Ulrich Weinberg of HPI
4:55 PM – 5:05 PM	Keynote Messages *Hon. Christopher VP. De Venecia Congressman, 4th District of Pangasinan
5:05 PM – 5:15 PM	*Hon. Senator Juan Edgardo “Sonny” Angara Senate of the Philippines
5:15 PM – 5:30 PM	Signing of Declaration DTI-CIG, Design Center, HPI
5:30 PM – 6:15 PM	Roundtable Discussion – Ms. Carla. Moderator *Senate, *Congress, DTI-CIG, Design Center, HPI, *Design Advisory Council, *Menarco, Women's Business Council Philippines, *StraightArrow, RIIC, Rags2Riches
6:15 PM – 6:45 PM	Question and Answer
6:45 PM – 6:55 PM	Closing Remarks Executive Director Maria Rita O. Matute, Design Center
6:55 PM – 8:30 PM	Meet & Greet Socials and Dinner

*For confirmation



MENARCO
TOWER

Day 3 | Thursday, 16 November 2023

Design Thinking Academy + Policy Lab

BOOTCAMP

WITH HPI SCHOOL OF DESIGN THINKING

Thursday, 16 November 2023 | 8:00 AM to 6:00 PM

The Yard, 8F Menarco Tower, Bonifacio Global City

Time	Activity
8:30 AM – 9:00 AM	Registration
9:00 AM – 9:15 AM	Networking
9:15 AM – 9:35 AM	Introduction to Design Thinking
9:35 AM – 9:45 AM	Warm Up
9:45 AM – 10:00 AM	Check In
10:00 AM – 10:20 AM	Teamwork: Understand
10:20 AM – 10:35 AM	Coffee Break
10:35 AM – 10:55 AM	Teamwork: Observe
10:55 AM – 12:15 PM	Teamwork: Synthesize
12:15 PM – 1:15 PM	Lunch Break
1:15 PM – 1:30 PM	Warm Up
1:30 PM – 2:00 PM	Teamwork: Ideation
2:00 PM – 2:25 PM	Teamwork: Prototyping
2:25 PM – 2:55 PM	Teamwork: Test & Iterate
2:55 PM – 3:10 PM	Check Out
3:10 PM – 3:25 PM	Coffee Break
3:25 PM – 4:00 PM	Presentations
4:00 PM – 5:10 PM	Method & Process Reflection
5:10 PM – 5:20 PM	Wrapping Up & Look Out
5:20 PM – 5:45 PM	Closing Ceremony
5:45 PM – 7:00 PM	Cocktails

BRIEFING PAPER

Design Thinking Academy + Policy Lab

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