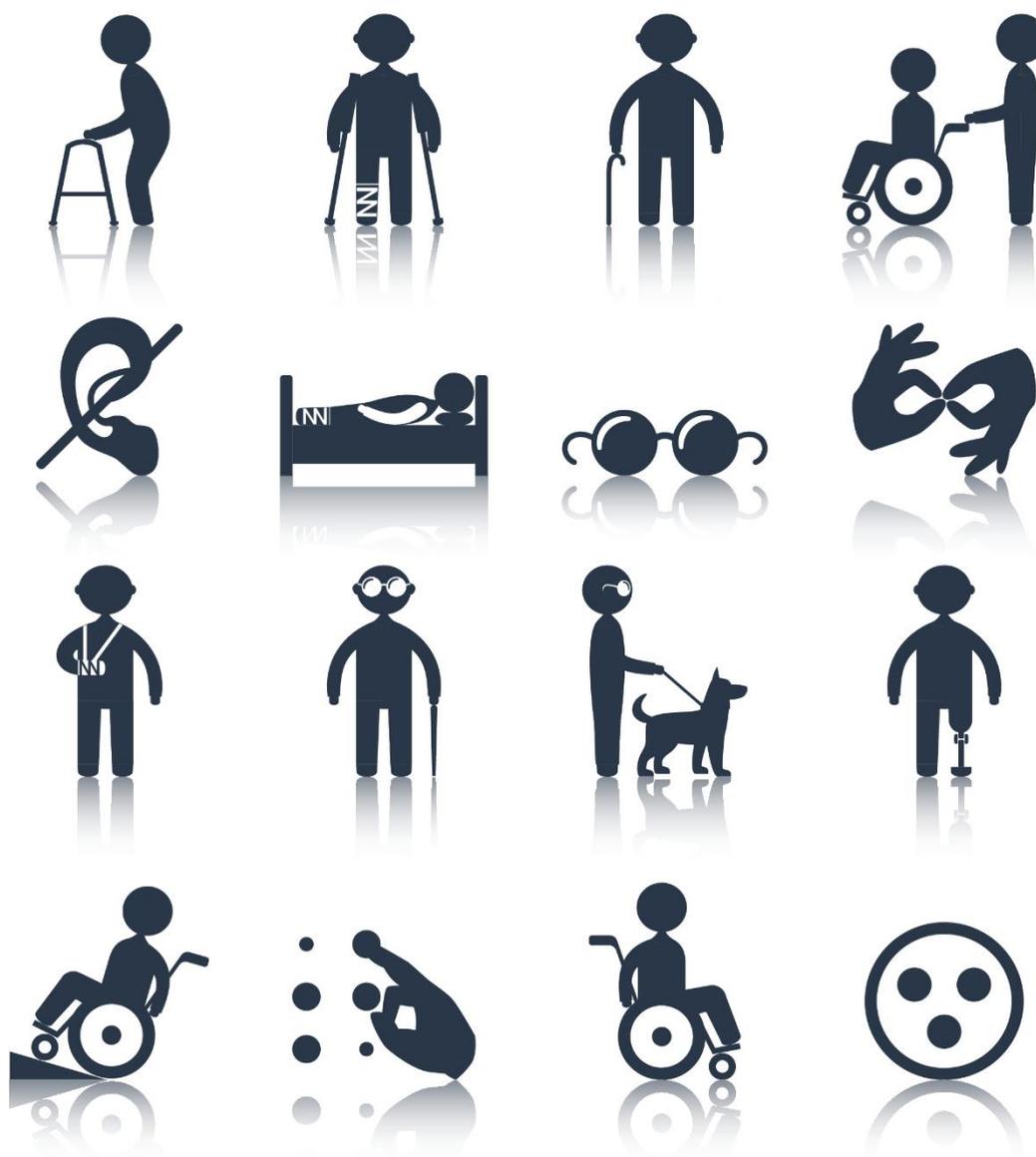


Design and Technology for People with Disabilities



Program:

10.00-10.25	Welcome City of Odense / Chief Municipal Executive Brian Skov Nielsen Nordic Council of Ministers / Senior Advisor Dennis Søndergaard
10.25-10.50	Scene Setter – General introduction to Universal design SBI Aalborg University / Senior Researcher Camilla Ryhl Camilla Ryhl will give an introduction to Universal Design and discuss the potentials of the concept from a sensory, physical, cognitive and social point of view.
10.50-12.00	Universal design from different perspectives <i>The topic of universal design can be perceived differently from different point of views. We have gathered 6 different perspectives to inspire us.</i> <i>User perspective:</i> A number of users present their challenges in everyday life being e.g. blind, schizophrenic, mentally challenged or having had a stroke. <i>Company perspective:</i> Scandic Hotel / Accessible Director Magnus Berglund Scandic hotel has a strategy to increase accessibility for all guests in their rooms, the restaurants and as well as in their services. Magnus Berglund will tell us why this is important for Scandic, and how they do it.
12.00-13.00	BREAK (lunch and exhibition in the exhibition area)
13.00-14.20	Universal design from different perspectives <i>Company perspective:</i> Bexcom / CEO Karin Bendixen Bexcom acts as a consultant for the private and public sector in the field of strategies for Universal Design, user involvement, processes and communication. <i>Network perspective:</i> Design for All Network / Vice Chairman Rie Ollendorff There are many different players within the area of design and technology. How are they bound together and how do we collaborate on the subject? <i>Municipal perspective:</i> City of Vejle / Project Coordinator Trine Holm Ericson In collaboration with Designschool Kolding and the National Board of Social Services the City of Vejle has won KL's innovation prize for the project <i>Designing Relationships</i> - where design is used as a tool to create better social relations for challenged citizens. <i>Educational perspective:</i> Lillebælt Academy / Teacher Erik Weber-Lauridsen At Lillebælt Academy (LA) they work on teaching the students to be innovative in working with product development. Why is that and how do they do it? Introduction to student challenge.

14.20-15.00	Pitches from LA students
	A number of students from Lillebælt Academy have had 48 hours to come up with innovative ideas and solutions to five different challenge presented by users. How concrete can an idea become in 48 hours?
15.00-15.30	BREAK (coffee and cake in the exhibition area)
15.30-16.30	Market place / dialog café
	Today's presenters will each have a dedicated space where they offer a deeper discussion on the topics that they have presented earlier.
16.30-17.00	Final speech – Anders Lund Madsen
	Anders Lund Madsen is a Danish journalist who have worked with both newspapers, radio and television. He once owned half a circus and have, together with his brother the brain scientist Peter Lund Madsen, created several humorous stage shows about the evolution of the human mind. He has also written quite a few books that the buying public generally have ignored massively. And then he is a great guy, slightly overweight but with a heart of at least silver. Anders will look at universal design from his very own perspective. It might be thought-provoking and he will definitely make you smile.

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