

DESIGN THINKING FOR A SMART INNOVATION ECOSYSTEM

# DESALPS

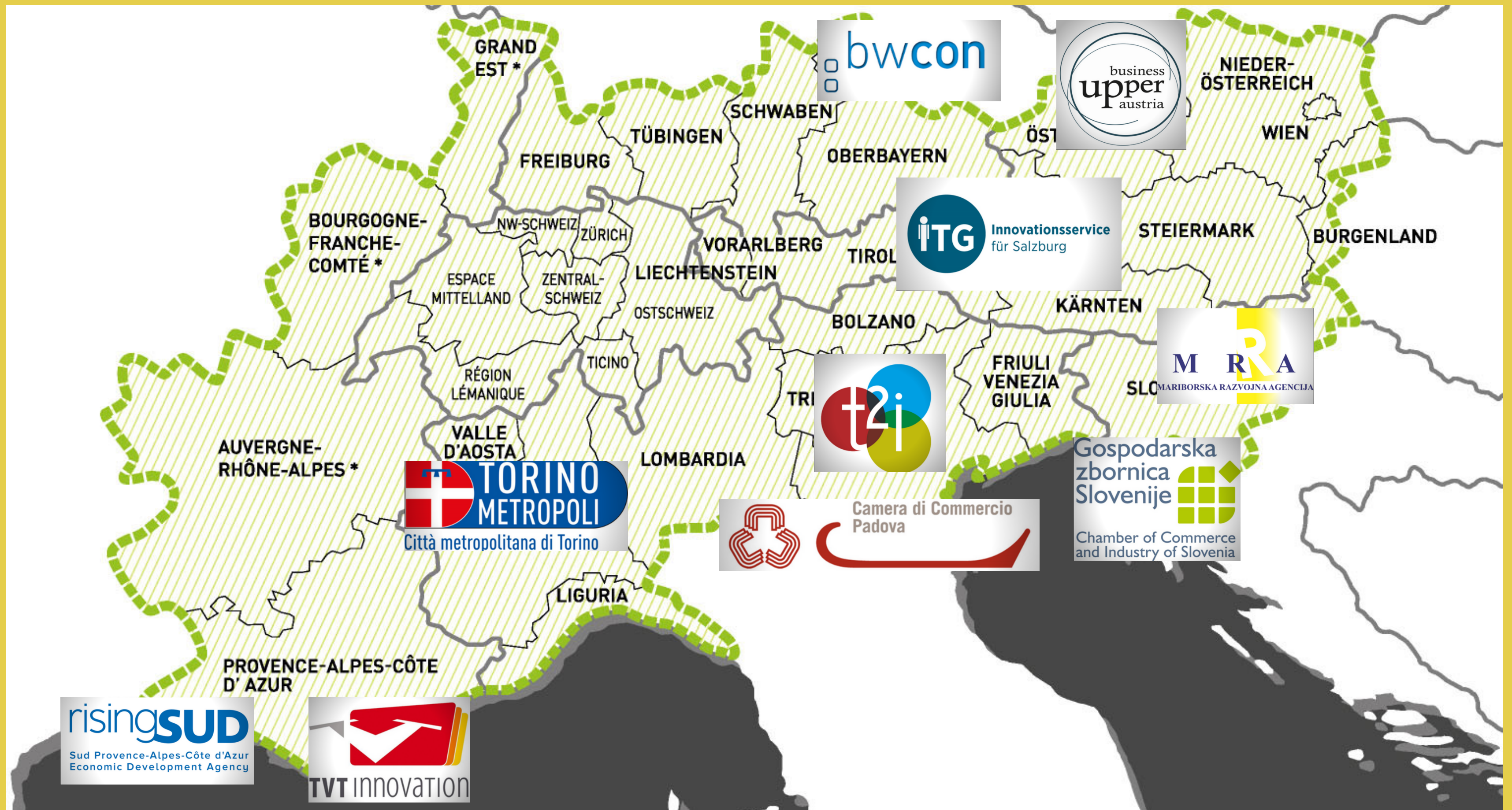
## THE STORY OF THE PROJECT

Presented by Fabiana Mei, project coordinator for t2i





# THE PARTNERSHIP





## THE NUMBERS

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### BUDGET

Total budget: **1.921.900 €**

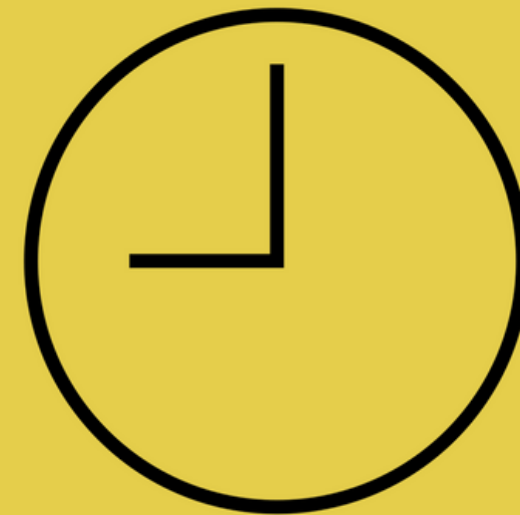
ERDF grant: **1.633.615 €** from Alpine Space



### DURATION

Project start date: **01/11/2016**

Project end date: **29/02/2020**

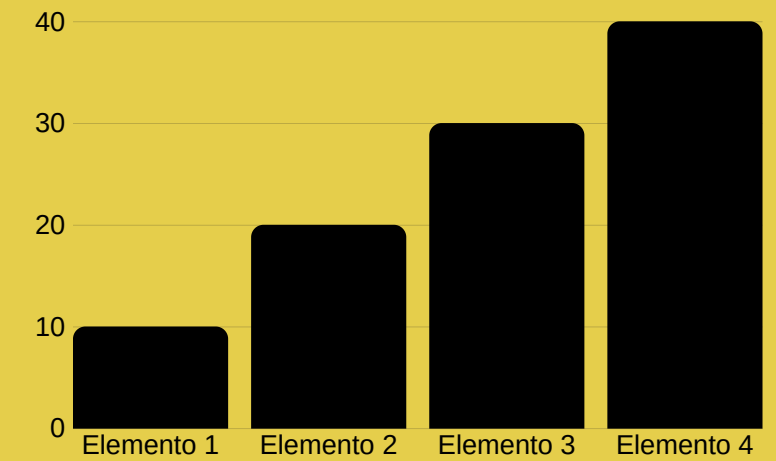


## THE REASONS

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# WHY DESIGN THINKING ?

**STILL NOT KNOWN = BIG POTENTIAL**



**HUMAN-CENTERED = CROSS SECTORAL**



**FOCUS ON UNDERSTANDING**







# RESEARCH

Understand the level of awareness about Design Thinking model for innovative processes in SMEs, Service Providers and Innovators.

## RESULTS

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**INTEREST ON DESIGN THINKING 70%**

**AND YET**

**LITTLE - USED 30%**

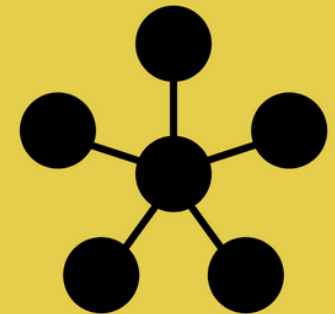
# WHY?



**COMPANIES**



**POLICY MAKERS AND  
INNOVATORS**



**INTERMEDIARIES**





## ACTIONS

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# TRAINING AND NETWORKING

Fill in the gap of Design Thinking knowledge among Service Providers, Policy Makers and Innovators.



**TRANSNATIONAL TRAINING  
BILATERAL TRAINING**



**VIRTUAL TRAINING ON  
[WWW.DESIGNTHINKINGLAB.EU](http://WWW.DESIGNTHINKINGLAB.EU)**



**SELF-ASSESSMENT TOOL**



**LESSONS LEARNT STUDY**



# PILOT ACTIONS

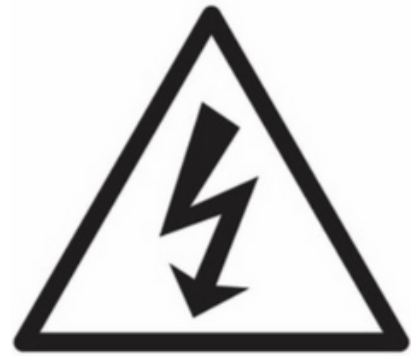
Testing the potential of Design Thinking  
in SMEs with a multilayered approach





## ACTIONS

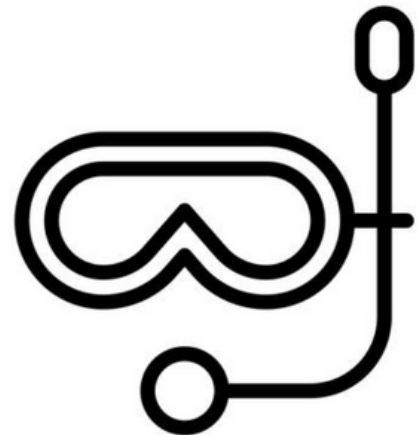
# APPROACH and RESULTS



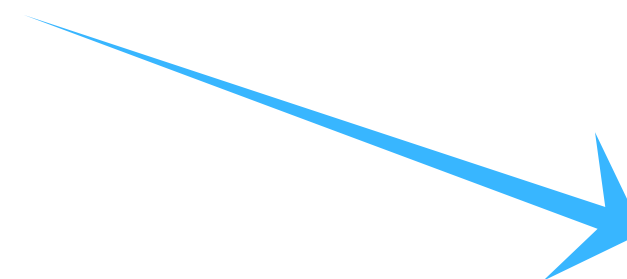
**DESIGN THINKING TEASER**



**500**



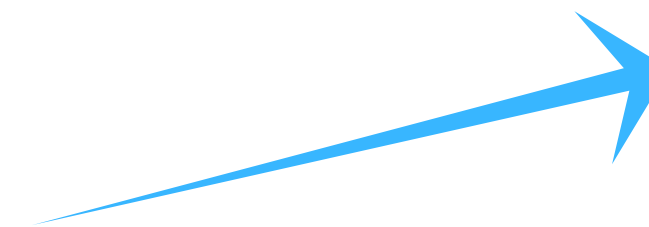
**DESIGN THINKING DEEP DIVE**



**160**



**INNOVATION NEEDS CHECK**







# NOW?



## SUSTAINABILITY

- 6 Design Thinking Labs
- 10 Design Thinking Hotspots
- 1 Virtual Community to support Knowledge sharing on DT  
[www.designthinkinglab.eu](http://www.designthinkinglab.eu)
- 50 Trained facilitators among partners' staff
- 100 Relevant Stakeholders involved
- 1 Transnational network of experts



**WHAT WE HAVE LEARNT**  
**ALONE WE ARE SMART.**  
**TOGETHER WE ARE**  
**BRILLIANT.**



*Gabriel Gruber*  
*BizUp - DesAlps partner*



# THANK YOU!

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**Interreg**  
Alpine Space



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