

Being creative & innovative in a **green** context

Class II | We Creativity (DT)

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Introduction



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ENTREPRENEURSHIP
TRAINING**

How can changing one's business



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User Centered Design



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How can User-Centered Design (UX) be applied to a business, regardless of sector?



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UX
& HUMAN BEHAVIOR



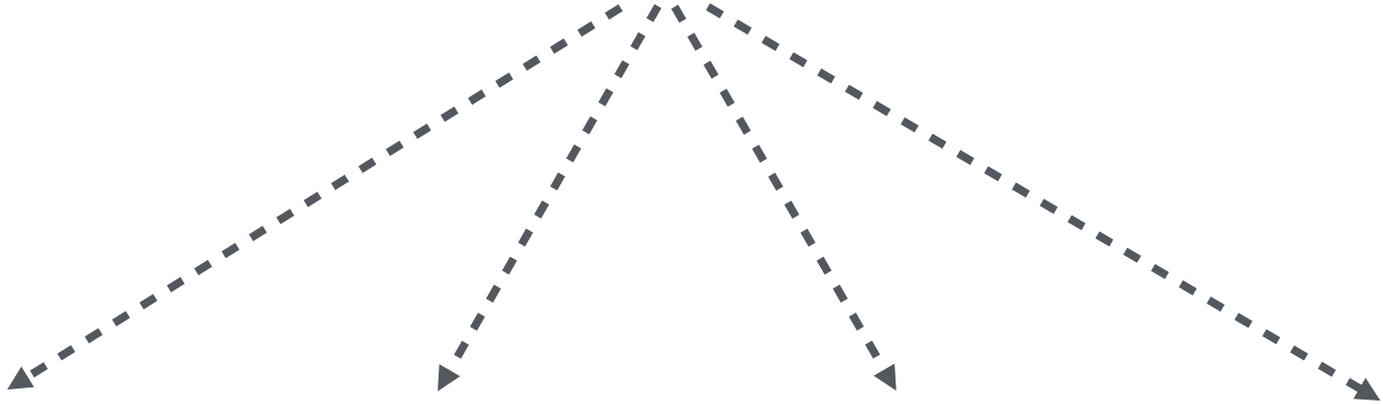
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4 key points



365 eco
lifestyle
attitude

Co-creation

Brain-Writing

Idea
Atlas



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Spring
go outside!



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Summer

walk barefoot



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Autumn

smell the rain



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Winter

walk in the snow



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The art of co-creation



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Benefits



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Apply learned knowledge



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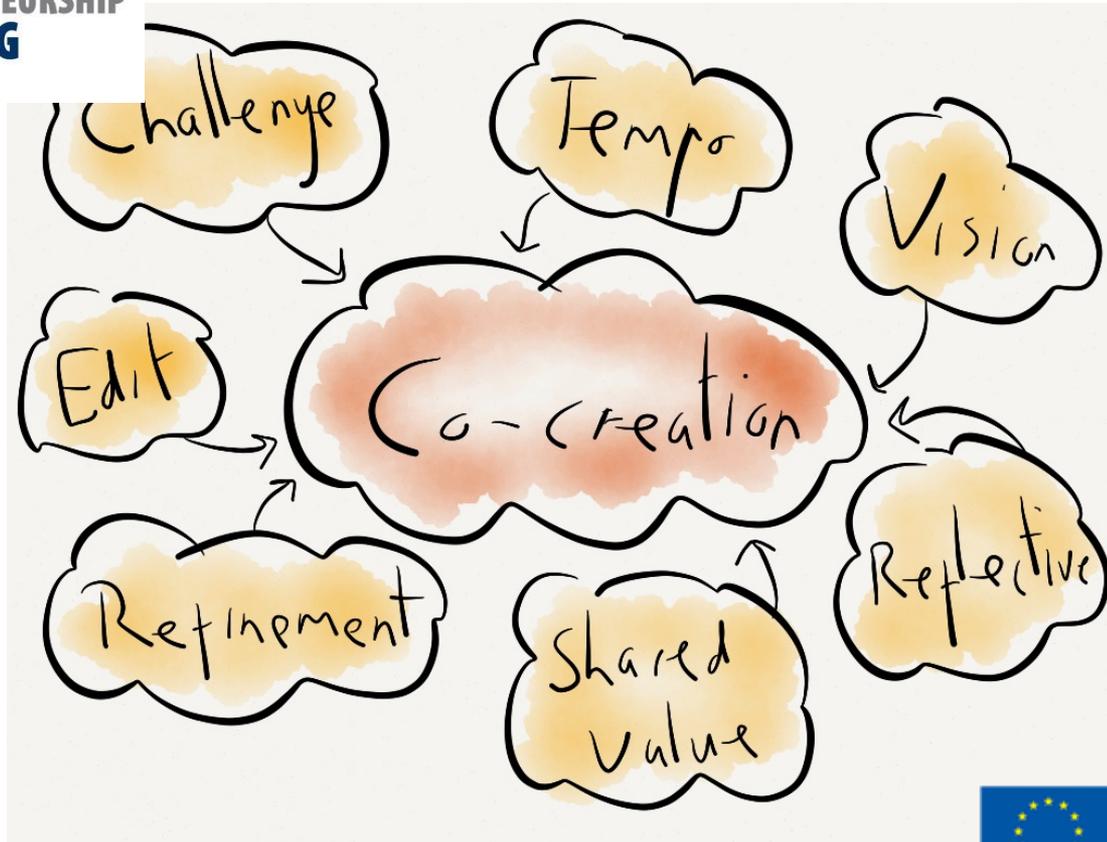


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Group examination and discussion about co creation



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BrainWriting



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1

BrainWriting

Draw
your
solution



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Give it to the student next to you



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3

BrainWriting

Your colleague get inspired
with your idea to find their solution



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Mix Hybrid Ideas



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Idea Atlas



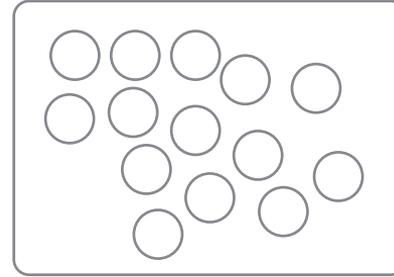
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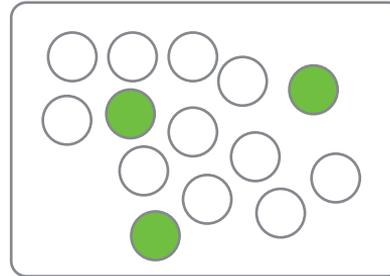
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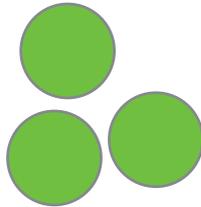
Idea Atlas



Vote



Final
solutions



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Multi



cultural
thinking
profesional



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Co-create &
generate
better ideas



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Final conclusion



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The End



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