



## **E2C Consortium Presents**

### **THE LAUNCH OF THE PEOPLE VALUE COMPANY**

Express to Connect consortium is pleased to invite you to a seminar about design for an empathic society, which is organized on the occasion of the launch of the People Value Company. The event takes place on Friday the 15th of February 2013, at the Laurea University of Applied Sciences premises in Vantaa, Finland.

The event will be streamed live on the Internet so if you are unable to join us in Vantaa, **you may attend by using a Webinar link.**

The seminar focuses on the aspects of designing an empathic society. Based on the research results of the Express to Connect project and the expertise of the People Value Company you gain insights how to prepare for the challenges of the aging society by design for social connectedness.

## **PROGRAM**

**9.30** Registration and coffee

**10.00** Welcoming words

*Thomas Hammer-Jacobsen, Head of Lab, Copenhagen Living Lab*

**10.05** New old,

*Tuula Koli, Senior Advisor*

**10.10** Design for social connectedness

*Sabine Wildevuur, Head of Programme Healthcare, Waag Society*

**10.30** People value insights

*Mie Bjerre, Partner, Copenhagen Living Lab*

**10.50** Portraits for reframing

*Jesper Svensson, Lecturer in informatics, Halmstad University*





**11.10** Intangible value creation and experienced value – New drivers of innovation,

*Pekka Kahri, Director – Services and well-being industries, Tekes*

**11.40** Break

**12.30** For and by – the importance of users when innovating

*Jarmo Eskelinen, ENoLL President*

**12.50** Turning an iPad into a social board game

*Astrid van Roij-Lubsen, Concept Developer, Waag Society*

**13.10** People value assessment

*Anne Äyväri, Principal Lecturer, Laurea University of Applied Sciences*

**13.30** Looking ahead – toward people value companies

*Thomas Hammer-Jacobsen, Head of Lab, Copenhagen Living Lab*

**14.00** Coffee break / End of the Webinar

**14.30 – 15.30** Parallel sessions: Gaming and People Value Canvas

Session 1: Gaming, *Astrid van Roij-Lubsen, Concept Developer, Waag Society*

Session 2: People Value Canvas, *Thomas Hammer-Jacobsen, Head of Lab, Copenhagen Living Lab*

The seminar is free of charge, but the number of seats is limited. [Please register here](#) by 11th February 2013 to reserve a place in the seminar.

If you wish to join the Webinar, [please register here](#) by 13th February 2013.

For more information about Express to Connect project, please visit [www.express2connect.org](http://www.express2connect.org)

