



June 18, 2022 Tallinn, Kultuurikatel

Conference is moderated by Martin Veisman

9.30 - 10.00

Meet & greet

10.00 - 10.15

Introduction

10.15 - 11.00

Leyla Acaroglu

The UnSchool;
Disrupt Design

Keynote Presentation



Design Beyond Resistance / moderated by Dan Mikkin

11.00 - 11.30

Ariel Guersenzwaig

Elisava

“Design, Responsibility
and Self-Enactment”



11.30 - 11.50

Marksteen Adamson

Asha & Co

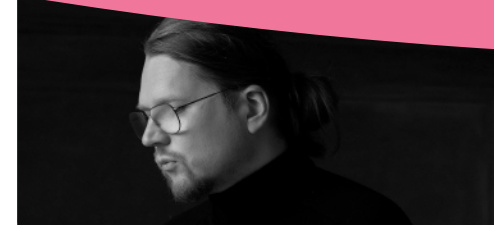
“Stop Campaigning,
Start Engaging”



11.50 - 12.10

Margus Tamm

tammtamm.net



12.10 - 12.30

Panel discussion:

**Ariel Guersenzwaig
Marksteen Adamson
Margus Tamm**

12.30 - 13.15 LUNCH

Design Beyond Tranquility / moderated by Frederico Duarte

13.15 - 13.35

Keynote interview:

Frederico Duarte

with **Isabel Inés**
La Nave Nodriza

“The Human Scale”



13.40 - 13.55

Chrys Naselos

DesignStudio London

“Creating An Accessible Brand
For All Audiences Beyond
Creating Beautiful Design”



13.55 - 14.10

**Isabelle Dahlborg
Lidström**

Grow Sweden

“The Power and Responsibility
of a Designer in the World
of Sustainability”



14.10 - 14.30

Panel discussion:

**Chrys Naselos
Isabelle Dahlborg Lidström
Isabel Inés**

14.30 - 14.45 BREAK

14.45 - 15.00

Kaidi-Kerli Kärner

Ministry of Economic Affairs
and Communication

“Digital Footprint of Estonian
Public Digital Services”



15.00 - 15.15

Rait Matiisen

Helmes

“A New Self-Service Platform
Saved 54500 Work Days –
What Could You Achieve
With That Time?”



Design Beyond Governance / moderated by Pärtel Vurma

15.15 - 15.45

Angela Oguntala

Greyspace

“Exploring Positive
Frictions”



15.45 - 16.05

Helelyn Tammsaar

Public Sector Innovation Team

“How to Create
Human Centered
Public Services
Using Design,
Nudging Techniques
and Experimentation”



16.05 - 16.25

Bob Corporaal

Clever Franke

“UNICEF Changing
Childhood Project”



16.25 - 16.45

Panel discussion:

**Angela Oguntala
Helelyn Tammsaar
Bob Corporaal
Rait Matiisen**

16.45 - 17.00 WRAP UP