



June 18, 2022 Tallinn, Kultuurikatel

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

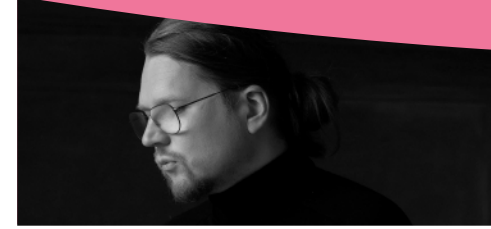
“Stop Campaigning,  
Start Engaging”



11.50 - 12.10

**Margus Tamm**

tammtamm.net



12.10 - 12.30

Panel discussion:

**Ariel Guersenzwaig,  
Marksteen Adamson,  
Margus Tamm**

12.30 - 13.30 LUNCH

**Design Beyond Tranquility / moderated by Frederico Duarte**

13.30 - 13.50

Keynote interview:

**Frederico Duarte**

05031979.net

with **Isabel Ines**

La Nave Nodriza; Ilios

“The Human Scale”



13.55 - 14.10

**Vinay Mistry**

DesignStudio London

“Behind the Scenes  
Thinking for the Sustainable  
Brand/Packaging”



14.10 - 14.25

**Isabelle Dahlborg  
Lidström**

Grow Sweden

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



14.25 - 14.45

Panel discussion:

**Vinay Mistry,  
Isabelle Dahlborg  
Lidström,  
Isabel Ines**

14.45 - 15.00 BREAK

15.00 - 15.15

**Kaidi-Kerli Kärner**

Ministry of Economic Affairs  
and Communication

“Digital Footprint of Estonian  
Public Digital Services”



**Design Beyond Governance / moderated by Pärtel Vurma**

15.15 - 15.45

**Angela Oguntala**

Greyspace

“Imagining 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**

16.45 - 17.00 WRAP UP