

OD&C Online Symposia

March 31 12:00 PM in Eastern Time (US and Canada)

Topic: Using Design Thinking to Address Big Challenges in European Cities

Dr. Kerstin Junge, PhD from The Tavistock Institute

sponsored by the graduate programs in Organization Development & Change at the BGSU Schmidhorst College of Business.

Register here: <https://bgsu->

[edu.zoom.us/meeting/register/tZwkdempqT8iGtAY3H5b15gPc5sdshN6Tjwvn](https://bgsu-edu.zoom.us/meeting/register/tZwkdempqT8iGtAY3H5b15gPc5sdshN6Tjwvn)

The world is facing major challenges, from dealing with the COVID-19 pandemic to the even bigger question of climate change and its various environmental, social, and economic consequences on everyone's lives. These global trends are reflected in cities, where the impact of these changes also impacts citizens most directly. Here, harnessing the creativity and activism of citizens has enormous potential to develop creative and innovative solutions bottom up, but we lack experience, knowledge, and evidence about how to harness this kind of user-driven innovation.

Against this background, the European Union has invested several million euros in a four-year-long initiative called Designsapes to experiment with seed funding such initiatives at various stages of innovation development (feasibility study, prototype, and scaling) and develop a capacity-building program to support them. Unusually for these kinds of activities, rigorous evaluation is an integral part of this program of work, to support learning by program actors and generate evidence on the relative merits of user-driven innovation in the urban context.

This symposium talk will: provide some further background on the Designsapes initiative and how it has integrated evaluation in its program of work; share some key evaluation findings, and offer some reflections on the benefits challenges of systematic and evaluative data collection in emergent public policy programs.

Register in advance here: [March 31, 2021 12 PM - 1 PM](#)

If you can't attend, we will record and make the session available soon after. You can find our Organization Development and Change Symposia Playlist on YouTube - [Click Here](#)