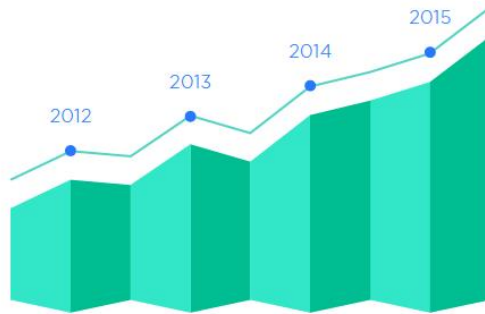


FACTS

Let's begin with some numbers



INTERACT

Collaborations possibilities with non-academic partners



ACTIVE

Our entrepreneurs in action



IMPACT

Richness of programs for creative entrepreneurs



ATTRACT

Building new capacities & strategic partnerships for Shenkar



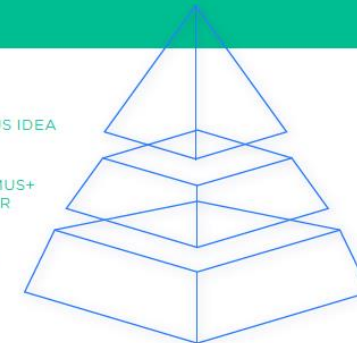
CONTACT

Affiliation with internal and external knowledge bodies

TEMPUS IDEA

ERASMUS+ CLEVER

COST ADR



IDEA



- IL - Israel
- ★ BE - Belgium
- UK - United Kingdom
- IT -Italy
- ES - Spain
- SE - Sweden
- DE - Germany

CLEVER

CREATIVE LEADERSHIP



ACT SHENKAR
Accelerating Creative Talents



SHENKAR
Engineering, Design & Art



Funded by the
Erasmus+ Programme
of the European Union

CLEVER



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INNOVATION FORWARD Strategies for future success

Innovation Management Seminar
21-23 MAY 2013

Agenda Day 3 - 23 MAY

- 9 : 3 0 **Innovative University Business Models (3rd generation university with examples) // CUAS KÖLN, PROF. BIRGIT MAGER**
- + + + **BEST PRACTICE: HOW TO APPROACH PARTNERS, HOW TO SELL INNOVATIVE PROJECTS**
- 10:00 **"The strategy of collaboration in the dynamic region of Lake Mälaren in Sweden" // MDH, PROF. YVONNE ERIKSSON**
- 10.20 **CPI. A model of a network for open collaboration // UPV, PROF. PEDRO GOMEZ**
- 10.40 **Project based education. Multidisciplinary field projects for facing contemporary innovation landscapes // POLIMI, PROF. PAOLA BERTOLA**
- 11:05 **COFFEE**
- 11.30 **Business Model Canvas Exercise // CUAS KÖLN, PROF. BIRGIT MAGER, ALESSANDRA ENRICONI**
- 12.30 **Presentation and Discussion Alessandra Enriconi // UASC KÖLN, PROF. BIRGIT MAGER**
- 1 : 0 0 **End**
- 1 : 0 0 **LUNCH**



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INNOVATION FORWARD Strategies for future success

Innovation Management Seminar
21-23

Open Design Hub הזדמנויות לשיתוף פעולה בין האקדמיה לתעשייה 25 בנובמבר 2014 | שנקר

Agenda Day 1

- 9 : 3 0 **Registration**
- 10:00 **Welcome / Objectives / Agenda**
- 10:10 **Talk: Radical Innovation for the Future**
- 10.20 **Wake Up: „Innovation puzzle“**
- 10:35 **Theoretical foundation: Design Thinking // CUAS KÖLN, PROF. BIRGIT MAGER**
- 11:00 **COFFEE**
- + + + **PRESENTATIONS: „INNOVATION“**
- 11:30 **The Universität Politècnica de Valencia // PROF. BEATRIZ ANDRES**
- 12:15 **"The department of Production Engineering // UPV, PROF. PEDRO GOMEZ**
- 1 : 0 0 **LUNCH**
- + + + **PRESENTATIONS: „INNOVATION“**
- 2 : 0 0 **Design driven innovation // Skype Presentation**
- 2 : 4 5 **Service Science Factory // CUAS KÖLN, PROF. PEDRO GOMEZ**
- + + + **„WORK STATIONS“ - A WORKSHOP**
- 3 : 0 0 **CHRISTIAN TUBITO, PROF. BIRGIT MAGER**
• Topic 1: Innovation at University
• Topic 2: Frameworks for Innovation
• Topic 3: Sparks for Education
- 4 : 0 0 **COFFEE**
- 4 : 3 0 **Insight and reflection on the future // CHRISTIAN TUBITO, PROF. BIRGIT MAGER**
- 5 : 0 0 **Conclusions**
- 5 : 3 0 **End**



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כנס חדשנות בינלאומי

Mr. Stefano Marzano
Electrical Group Management Member & Chief Design Officer, former CEO Philips Design

Ms. Lucia Chromatka
Concept Designer, Future Concept Lab, IBM

שלישי
20.11.2014 20:00

הרשמה
9:30 - 9:00

דברי מתיחה
9:45 - 9:30

אתגרים של היום והזדמנויות של המחר - פתרונות באמצעות עיצוב

Design Culture into Design Value
Paola Bertola & Federico Vespa, Politecnico di Milano, Italy

Emerging Species of Design
Prof. Anne Boldington, Dean of Faculty of Art, University of Brighton, UK

Holistic Innovation Approach
Prof. Birgit Mager, Vice Dean Faculty of Cultural Sciences Service Design, Cologne University of Applied Sciences, Germany

The relation between industrial challenges and academic strengths & capabilities
Dr. Yvonne Eriksson, Vice Dean of the Faculty of Innovation, Design and Engineering, Mälardalen University, Sweden

גישות חדשניות לפיתוח עסקי והגברת התחרותיות

Anticipating the future through material culture observation and design thinking
Ms. Lucia Chromatka, Concept Designer, Future Concept Lab, IBM

From material research to real products through companies case studies
Ms. Evdika Genovesi, CEO of Material Connection, Italy

אתגרים עולמיים - וטכנולוגיה

Dialogue on cross functional cooperation
Mr. Stefano Marzano, Electrical Group Management Member & Chief Design Officer, former CEO Philips Design

דינמי פאנל

מבטו בין החדשה ועיצוב תחומי-החדשנות
Mr. Stefano Marzano

חזיון מובנות עולם
Ms. Lucia Chromatka

הגברת ידע מאקדמיה לתעשייה
מאגיסטריט - שנקר

השם
03.6110001 / hilats@shenkar.ac.il



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INNOVATION FORWARD Strategies for future success

Inter Disciplinary Education Agenda

22.5.2013 / יום 1

- 9 : 1 5 הרשמה
- 9 : 4 5 ברכות והצגת סדר יום
- 10:00 **קריאת השכמה: מוכרחים להיות חדשניים**
PROF. BIRGIT MAGER, Kolin International School of Design, Germany
- 10.30 **דרך עיני התעשייה 1 / Fabrica-Benetton**
Fabrica-Benetton - אוניברסיטת ראוור איטלקית
ALFIO POZZONI, Research and Innovation Director, Fabrica-Benetton
- 11.00 **דרך עיני התעשייה 2 / מטע חדשנות בחברת 3M**
MONICA DELLA RIVA, Europe Design Center Manager, 3M
- 11:30 **הפסקת קפה**
- 12:00 **דרך עיני התעשייה 3 / תמיכה של חדשנות מתוחה בחברת Whirlpool**
GABRIELE COLOMBO, External Funding & Open Innovation Business Analyst, Whirlpool
- 12:30 **Design Thinking**
PROF. BIRGIT MAGER & ALESSANDRA ENRICONI
Kolin International School of Design
- 13:00 **הפסקת ערוצים**
- + + + **רצף מקרי מבחן: שלל דוגמאות בהצגת מוסדות אירופיים**
- 14:00 **התעב הנוכח לכל חבריה**
CHRISTIAN TUBITO, Material ConneXion, Italy
- 14:15 **חדשנות בחומרים**
CHRISTIAN TUBITO, Material ConneXion, Italy
- 14:30 **חדשנות בניצול משאבים תעשייתיים במהלך התהליך של 2008-2009**
PROF. MONICA BELLGRAN, Mälardalen university
- 14:45 **דיון**
- 15:00 **הפסקת קפה**
- 15:30 **דיון בשיתוף-פעולה: חדשנות בישראל**
- 16:30 **סיום**
- 17:00 **תוצאות סקר חדשנות בתעשייה בישראל**
- 17:30 **סיום**



הסמינר יתקיים בשנקר: רחוב אנה פרנק 12, רמת גן, שער 3, בניין מרק, אודיטוריום קומה 2.

המרכז לחדשנות בשנקר / 03.6110001 / hilats@shenkar.ac.il
הסמינר ייבשר ויבשר האגנליז.



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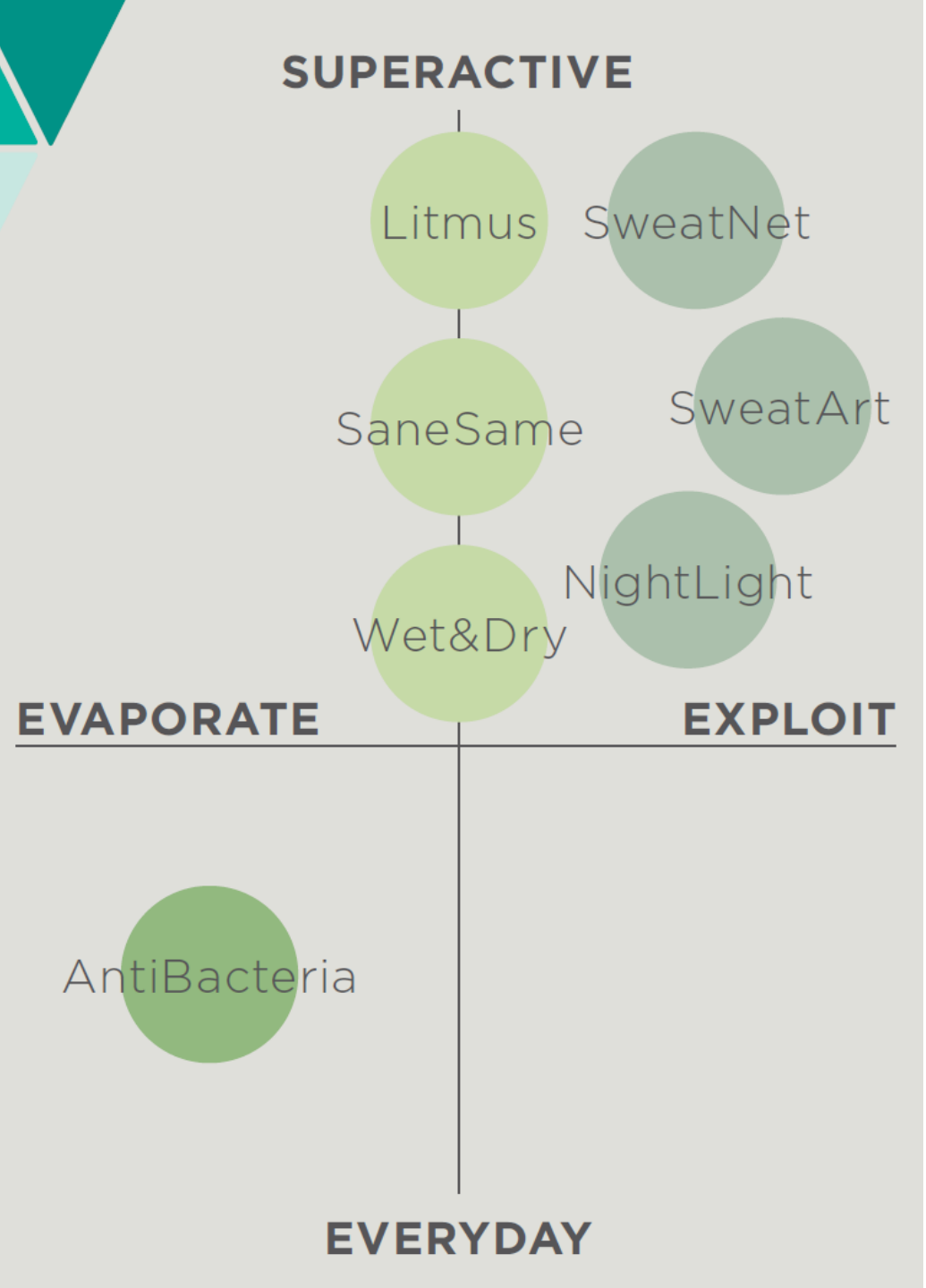
- Grow, Design Management Seminar / APRIL 2013 (80 participants)
- Innovation Forward - Strategies for Future Success / MAY 2013 (120 participants)
- Innovation & Creativity 4 Companies in 4 Steps / NOVEMBER 2013 (200 participants)
- Interdisciplinary Education, Panel in the Israeli Higher Education Council
- Open Design Hub / November 2014 (200 participants)
- Creative Economy FSTV / July 2016 (115 participants)
- Creative Leadership Manifesto / May 2017 (80 lead stakeholders)



New collaborations with the Industry:

- Joint Courses and Research Practices
- Delta | Bank Hapoalim | El-Al | Sucrazit | Plasgad etc.

visit at Sucrazit





New Programs Introduction:

- Design Research, Service Design, 360 Creative Leadership
- Joint Program with Tel-Aviv university
- Faculty Trainings



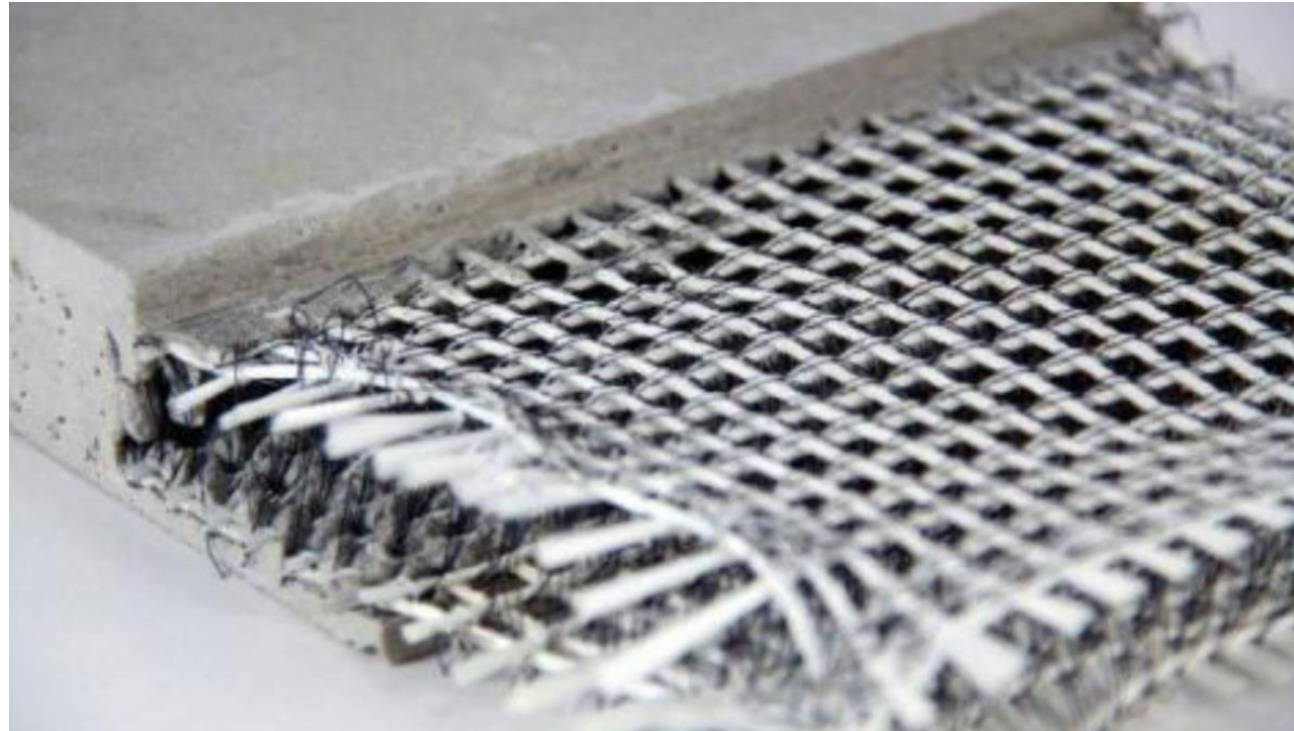






Innovation Hubs Set Up :ACT Shenkar

- Building the Excellence of Shenkar
- Advancing the Institutional Culture
- Attracts new Donors



New sector specific research centers opened:

1. CIRTex // The David & Barbara Blumenthal Israel Center for Innovation and Research in Textiles
2. The Inspire Center for Photography Research

FACTS

Let's begin with some numbers

27 

ENTREPRENEURS FUNDED BY ACT

HUNDREDS

OF STUDENTS PARTICIPATING IN
ACT PROGRAMS EVERY YEAR



TENS

NEW PARTNERSHIPS
FORMATIONS



NEW
RESEARCH
GRANTS
AWARDED

11

COLLABORATION
PROJECTS WITH THE
INDUSTRY

4

INTERNATIONAL
AWARDS IN THE CBC
COMPETITION

2 TNUFA PROGRAM

4 KAMIN PROGRAM

1 FTA

2 INDUSTRIAL CONSORTIUMS

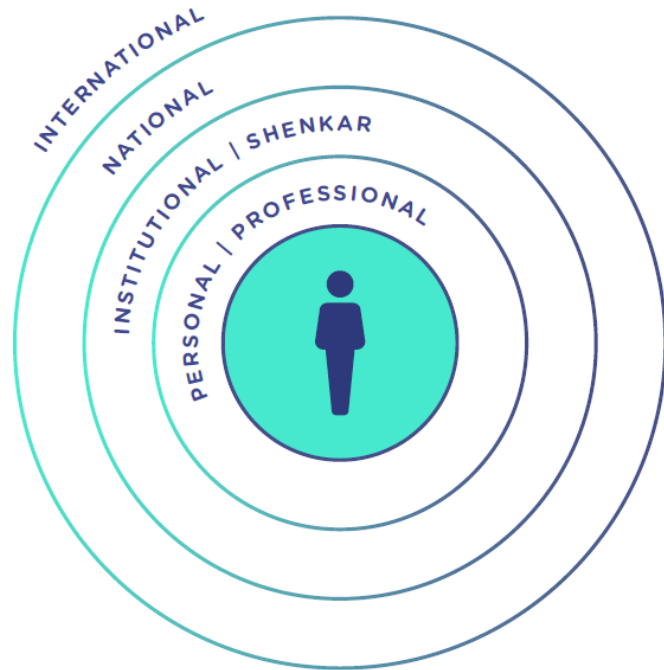
1 TRADITIONAL INDUSTRY PROGRAM

1 DEVELOPMENTS FOR PEOPLE WITH DISABILITIES

2 MINISTRY OF DEFENSE

FACTS

Let's begin with some numbers



INFLUENCE CIRCLES



INTERNATIONAL PROJECT
LEAD BY ACT
APPROVED FOR FUNDING
BY THE EUROPEAN
COMMISSION



1 POSITION PAPER:
"DESIGN FOR GROWTH"



20 PATENTS

REGISTERED PATENTS

DESIGN PATENT

PATENTS IN REGISTRATION PROCESS

INTERDISCIPLINARY RESEARCH AND EDUCATION AGENDA

A DESIGN DRIVEN
PERSPECTIVE

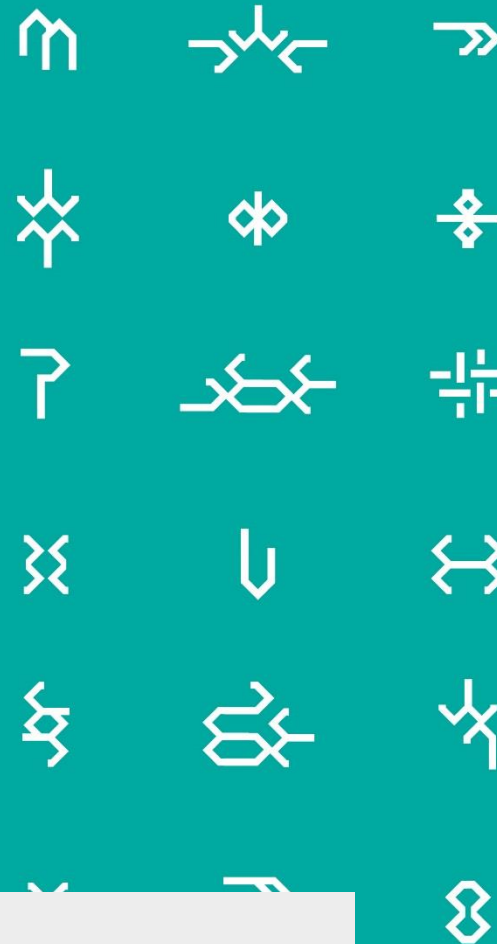
edited by
Federica Vacca & Tami Warshavski



IDEA

עיצוב - מנוע לצמיחה ושגשוג בישראל

יסודות לפיתוח תרבות כלכלית בעידן
הגלובלי, הנשענות על פיתוח חשיבה
חדשנית ומקורית וחדשנות ממוקדת
טכנולוגיה, אקולוגיה וחברה.



Dissemination, Awareness Rising, Impact Tools:

Books | Reports | Position Papers | Recommendations for policy change

Impact on Policy

- CLEVER coordinator participates in a forum set for "Israel labor market 20-40" which gathers senior representatives from the Israeli industry sectors
- CLEVER coordinator was invited to a steering committee in the Higher Education Council to build a new framework for innovation centers in higher education

**ACT
AND
MAKE
A CHANGE**



ACT SHENKAR
Accelerating Creative Talents