

# WORLD DESIGN TALKS HANDBOOK

Presented by  
**WDO** —



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DESIGN  
TALKS** —

# WORLD DESIGN TALKS

Established by the World Design Organization™ (WDO) to address member priorities, the World Design Talks aim to:

- Engage local design communities and other like-minded groups in local workshops to explore a local problem, with global relevance, and the ways in which design and collaborative mindsets can help identify solutions.
- Gather the preliminary findings and share them online to empower other communities to join the World Design Talks online, and transfer/interpret these findings to support their own needs.
- Use the World Design Talks online findings to formulate a world design agenda to be set at WDO's biennial gathering of its members and the wider design community.

## HOSTING A WORLD DESIGN TALKS

The criteria for hosting a World Design Talk are the following:

1. The organizing host lead must sit on the WDO Board of Directors.
2. The organizing host will assume the cost of the World Design Talks as per the guidelines agreed to with WDO. The costs include the meeting room rental, audio-visual rental and set-up, recordings of the findings to transfer to World Design Online, catering, and any additional staff required to manage the event.
3. The organizing host is responsible for identifying an issue, in consultation with other WDO-member organizations in the region, which addresses one or more of the **17 Sustainable Development Goals (SDGs)** set by the United Nations (UN).
4. The organizing host is required to invite WDO members from the country and region.
5. The organizing host is responsible for identifying the participant list, guest speakers, facilitators, a local logistics/event organizer, note takers and a moderator for the event.

# WDO RESPONSIBILITIES

WDO will:

1. Share the methodology and lessons learned, and collaborate in formulating the event.
2. Issue the participant invitations and agenda package.
3. Help ensure that the issue selected addresses one or more UN SDGs.
4. Help develop the title and selection of key note presenters.
5. Facilitate or support the data collection at the World Design Talks.
6. Analyze and repackage the data collected at the World Design Talks to share with the wider design community and other key players in the international community
7. Ensure the continuity of the World Design Talks, using the World Design Online medium, identifying synergies between regions and orchestrating interactions.
8. In collaboration with each host organization, help set the World Design Agenda at WDO's biennial gathering of its members and the wider design community, based on the knowledge generated from all the World Design Talks held throughout the term

## WORLD DESIGN TALKS THEME SELECTION

The recommended overall theme for the 2015-2017 World Design Talks term is rapid urbanization. The World Design Talks host is asked to address an issue related to this theme that address one or more SDGs. Examples include traffic congestion, migration, aging populations, climate change, access to health care, food security, among many others. To encourage ownership, the host is encouraged to consult and collaborate with other WDO members in the region. The theme recommended to be:

- Easily understood and explored without extensive background in the subject material;
- Flexible enough to be discussed across all regions of the world to ensure a truly global analysis of the issue, if possible;
- Supported by local academics, experts or thought leaders in the region who can speak to the subject matter from an international and local perspective at the World Design Talks.

As WDO begins to focus on its United Nations Consultative Status, the organization aims to align its programming with the issues addressed through the SDGs. WDO aspires to be a powerful and collaborative ally in the international community, helping to achieve the targets set out by United Nations in its 17 SDGs by 2030. By mobilizing the design community and stakeholders (professionals, academics, business, NGOs, and students) on local issues with global relevance, WDO continues to contribute to global development and the improvement of the quality of life for people and the planet Earth.

## SUSTAINABLE DEVELOPMENT GOALS



## TARGET AUDIENCE

Suggested professions to participate in the World Design Talks, based on the local issue selected and keeping in mind gender and age balance, include:

- WDO members
- City, urban planning professionals
- Local government officials (Departmental or agency representatives)
- Central Government officials (Departmental or agency representatives)
- Corporations and SMEs
- Members of design-minded professional associations (architects, engineers, interior designers, graphic designers, etc.)
- Non-governmental and international development organizations
- Academics
- Students and young professional industrial designers

# WORLD DESIGN TALKS AGENDA AT-A-GLANCE

**A suggested agenda for the day-long World Design Talks has been developed by WDO.**

AGENDA ITEM	TIME	PERSON IN CHARGE
1. Registration	8:30 – 9:00am	Host
2. Welcome and Introduction <ul style="list-style-type: none"><li>• Host, Moderator</li><li>• World Design Organization intro</li><li>• Agenda for the day</li><li>• Guidelines for participation</li><li>• Housekeeping/announcements</li></ul>	9:00 – 9:45am	Moderator
3. Guest speakers and presentations	9:45 – 11:00am	Moderator
4. World Design Talks (Q&A session)	11:00 – 12:30pm	Moderator
<b>LUNCH</b>	12:30 – 1:30pm	Host
5. World Design Talks (Breakout groups)	1:30 – 4:00pm	Facilitators, Note Takers
<b>AFTERNOON BREAK</b> *Facilitators convene with Moderator to discuss	4:00 – 4:30pm	Host
6. Plenary (Group presentations)	4:30 – 5:00pm	Moderator
7. Agreement and Closing	5:00 – 5:30pm	Moderator

# WORLD DESIGN TALKS AGENDA IN DETAIL

## 1. Registration

Registration will be taken care of by the Local Logistics/Event Organizer and/or volunteers. The registration desk will remain open until 9:45am.

## 2. Welcome and Introduction

- Brief welcome remarks from the host and the moderator

Introductory presentation with video about the World Design Organization (who we are and what we do), the importance of the solution economy, and the issue being explored from a design perspective.

- Overview of the agenda and timing for the day, the guidelines for participation as well as any housekeeping issues or announcements.

## 3. Guest Speakers and Presentations

The Guest Speaker will present the issue for discussion by bringing his/her personal view, professional experience, expertise, facts and useful data.

- The objective is to help designers understand the issue from a local/regional perspective by promoting a dialogue.
- We suggest the Guest Speaker to follow the following sequence during his/her talk:
  - a. General Introduction.
  - b. Background information related to the local issue.
  - c. Facts, and useful data to better understand the issue in an objective manner.
  - d. Concerns and implications for the future.
- Willingness to obtain design knowledge as a way to address the issue.
- Testimonials: Depending on the topic, the host would welcome the participation of a stakeholder relevant to the local issue either in person or by recorded video.

## 4. World Design Talks (Q&A session)

- Participants will have the opportunity to ask and talk to the Guest Speaker for clarification about the facts presented during their key note address.
- As an action-oriented project, obtaining accurate information is valuable for a better brainstorming and decision-making process.
- Since this is an interactive process, Guest Speakers are able to ask participants questions as well, in terms of how they see or understand the issue from design or international development perspectives.

## 5. World Design Talks (Breakout Groups)

### ROUND ONE

#### Step 1: Introduction

- The facilitator introduces the World Design Talk and explains the methodology of the breakout session. Post-it notes and pens are provided to participants.

#### Step 2: Individual thoughts

- Participants are asked to list 6 thoughts to answer the main issue on their post-it notes. Time required: 15 min.

#### Step 3: Sharing

- Each person is then asked to share their thoughts (one at a time) with the group, while the facilitator notes them on the white board by using the Mind Map tool.
- Time required: 5 min x 15 = 75 mins
- Note: To create the Mind Map, the facilitator will add thoughts and build on previous ones as long as participants share their ideas.

#### Step 4 Results:

- After everyone has shared their thoughts, the Mind Map is photographed and sent to participants immediately by email.
- Another option would be to photocopy the resulting Mind Map and distribute it to each participant.

### ROUND TWO

#### Step 1: Distribution

- A copy of the Round 1 Mind Map is distributed to participants

#### Step 2: Sub-groups

- The 15 participants are divided into teams of 3. One leader / speaker is designated by group

#### Step 3: Discussion

- Teams discuss the main issue. Similar to Round 1, each team is asked to list 6 thoughts to answer the main issue on their post-its. Mind Map from Round 1 is used for reference.
- Time required: 20 min

#### Step 4 Sharing:

- On behalf of their teams, leaders share their teams' thoughts (one at a time) as the facilitator notes them on the whiteboard by creating a new Mind Map.
- Time required:
- 5 min x 5 teams = 25 mins

#### Step 4 Results:

- After everyone has shared, the new Mind Map is photographed and sent to participants immediately by email.
- Another option would be to photocopy the new Mind Map and distribute it to each participant.

## **LUNCH**

The Moderator meets with breakout session facilitators (Groups A, B, C and D) to briefly discuss the Mind Maps obtained in the breakout sessions.

Following this discussion, they will form a cohesive statement about the information gathered in each of the groups that will be shared with the entire group at the end of the plenary.

## **6. Plenary (Group presentations)**

On behalf of their teams, the leaders (or facilitators) share their teams' thoughts to the larger group

## **7. Agreement and Closing**

The Moderator will:

- Provide final conclusions and a cohesive statement on the issue discussed
- Obtain final conclusions and recommendations from the participants
- Invite the Guest Speakers to validate the solutions proposed
- Provide final comments.

## **Data Collection**

Issues related to international development, the United Nations' Sustainable Development Goals, and the industrial design process will be analyzed carefully at the Secretariat in order for WDO to establish itself as key player in the international community working to achieve the UN SDGs from a design perspective.

## **WDO Staff**

- Liases with the overall moderator and breakout session facilitators
- Observes and takes notes of the proceedings keeping in mind the mission, vision, strategic plan and values of the WDO, interpreting the information shared to benefit the organization
- Identifies practical implications of the WDO with the information shared
- Captures information shared in a summary report, infographic and short video
- Communicates information shared on the World Design Online medium
- Communicates knowledge shared with other WDO members and the wider design community across all communications channels, including social media, website and newsletters
- Communicates and leverages knowledge shared with potential donors
- Uses the information obtained to steer and shape future World Design Talks, carrying the information forward and identifying linkages with other regions

## **Note Takers**

- Volunteers or students from the host organization
- Take notes in English using the WDO-adapted Cornell note-taking guide to ensure coherence across all World Design Talks



- Number of note takers will depend on number and size of breakout groups
- Note takers should be proficient in English
- Note takers will do a quick SWOT analysis of the breakout group discussion, and validate this with the Breakout session facilitator, who will take this to the moderator during the break before the plenary

## DATA ANALYSIS BY WDO

Following the World Design Talks, WDO will:

1. Issue a press release about the World Design Talks
2. Write a summary report/case study of the event. This will include:
  - Overview of the topic
  - Biographies of the guest speakers
  - Overview and analysis of the Sustainable Development Goals addressed
  - Summary of the knowledge generated
  - Summary of solutions or agreement produced
  - Next steps and follow-up items
3. Create an infographic summarizing the event
4. Write a feature article on the event to be showcased across all communications channels, including website, newsletters, and social media channels (Facebook, Twitter, LinkedIn)
5. Produce a short video about the World Design Talks for our YouTube Channel
6. Share all findings with the LinkedIn Group (World Design Online) and ask follow up questions to continue the conversation
7. Debrief the event internally to identify best practices for future World Design Talks
8. Present World Design Talks findings to like-minded organizations (at conferences, meetings, workshops)

## OUTCOMES OF THE WORLD DESIGN TALKS

At the end of the World Design Talks, it is hoped that participants will have:

- A. Been exposed to design as a powerful tool to finding solutions in a collaborative manner and the ways in which diverse disciplines can approach the same issue from different perspectives.
- B. Acquired a deeper understanding of the United Nations SDGs as well as the economic, social, cultural and environmental challenges at local and regional levels.

- C. Captured good practices and valuable information to build on using World Design Online.
- D. Brought increased international attention to a local issue and the way design can contribute to finding solutions.
- E. Obtained ideas and opportunities for increased collaboration to address a local issue with global relevance.
- F. Been provided with an opportunity to place a local issue on WDO's world design agenda

## EVALUATION

Following the World Design Talks, WDO will seek feedback from all participants through an online or in person questionnaire in order to continually improve the World Design Talks.