

BOTNIA ATLANTICA  
**DESIGN  
DAYS**  
U M E Å I S W E D E N

FOR  
SUSTAINABLE  
DESIGN

**MAY. 2011**  
**4-5**

**Are  
you a  
sustainable  
designer?**

As a designer you continuously work to develop businesses and organizations on behalf of others. When did you last develop yourself and your business?

You are specially invited to a lunch-to-lunch meeting where the aim is to give you the opportunity to obtain new impressions and inspiration as a designer. During these days you will expand your network and exchange ideas and contacts with your fellow designers from the landscapes Ostrobothnia and Mid-Ostrobothnia in Finland and the landscapes Västerbotten and Västernorrland in Sweden.

## Keynote speaker **Martin Charter**

Director of The Centre for Sustainable Design  
University for the Creative Arts in London

## Programme content

The main theme during Botnia Atlantica Design Days 2011 will be sustainability, which is an important objective in designing new products and services today.

The world around us is constantly changing and as a designer you must be aware of these conditions. The increased speed of available information and the greater strain on our environment calls for a continued adjustment. You will be given tools that will develop you as a designer and a business consultant. You will also have the opportunity to visit and find out more about the new exciting area of the Umeå Arts Campus and participate in a local Pecha Kucha Night.

## Startup

May 4<sup>th</sup>, 11.15 AM at Umeå Arts Campus, Östra Strandgatan 30, Umeå

### Participation fee

SEK 490 (or Euro 50) plus VAT per participant. The fee includes the conference and materials for two days, lunches, coffee and evening dinner.

**The fee is billed. Note: Accommodation is not included.**

**Regarding participants from Finland**  
Kvarken Global Business offers a free round-trip airline ticket between Vaasa-Umeå to each attending participant from Finland.

**Register  
for participation,  
no later than  
April 26<sup>th</sup>!**

*For more information about how to apply, travels, accommodation and the full programme for Botnia Atlantica Design Days, please see the following page.*

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## Keynote speaker **Martin Charter**

Martin Charter is the Director of The Centre for Sustainable Design at the University for the Creative Arts (UCA) and a former Visiting Professor of Sustainable Product Design at UCA before joining full-time.

Since 1988, he has worked at director level in 'business and environment' issues in consultancy, leisure, publishing, training, events and research.



He was the launch Director of Greenleaf Publishing, Marketing Director at the Earth Centre, former co-ordinator of one of the UK's first green business clubs, more recently he ran a regional network on green electronics and currently he directs a network focused on eco-innovation.

Martin is presently convenor of ISO 14006 (eco-design management systems) and was the previous UK expert to both ISO and BSI groups on

'Integrating Environmental Aspects into Product Development' (ISO TR 14062).

Presently, Martin also sits on sustainability advisory boards of P&G and InterfaceFlor in Europe and is also the producer of the 'Sustainable Innovation' series of international conferences now that is in its 15th year.

[www.cfsd.org.uk](http://www.cfsd.org.uk)

[www.cfsd.org.uk/eco-i-net](http://www.cfsd.org.uk/eco-i-net)

## Main organizer **Kvarken Global Business**

The general objective of the project is to provide SM companies in the region with better conditions for keeping up with the global competition. The project hence contributes to increased prosperity in the Kvarken region.

[www.kgbp.eu](http://www.kgbp.eu)

## Partners

Botnia Atlantica  
[www.botnia-atlantica.eu](http://www.botnia-atlantica.eu)

Design Västerbotten  
[www.designvasterbotten.se](http://www.designvasterbotten.se)

Umeå Institute of Design  
[www.dh.umu.se](http://www.dh.umu.se)

Design i Västernorrland  
[www.div.se](http://www.div.se)

Vaasa University of Applied Sciences  
Project owner  
[www.puv.fi](http://www.puv.fi)

Muova Design Center  
[www.muova.fi](http://www.muova.fi)

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## Accommodations & travels

Each participant is responsible for his or her own booking, it is not included in the participation fee. In collaboration with some leading hotels in Umeå we can propose three attractive options for you.

Regarding participants from Finland. Kvarken Global Business offers a free round-trip airline ticket between Vaasa-Umeå to each attending participant from Finland.

Contact Kurt Häggblad for more information.

### Hotel Scandic Plaza

Storgatan 40, 90326 Umeå  
Phone: +46 90 205 63 10  
Single room: 945 SEK (breakfast included)  
Double room: 945 SEK (breakfast included)  
[www.scandichotels.se/plazaumea](http://www.scandichotels.se/plazaumea)

**Booking code: ALM040511**

### Hotel Aveny Profile Hotels

Rådhusplanaden 14, 903 28 Umeå  
Tel +46 90 13 41 00  
Single room: 1 308 SEK (breakfast included)  
[www.profilhotels.se/hotelaveny/](http://www.profilhotels.se/hotelaveny/)

**Booking code: 17052257**

### Hotel Pilen

Pilgatan 5, 903 31 Umeå  
Phone: +46 90 14 14 60  
[www.hotellpilen.se](http://www.hotellpilen.se)  
Single room: 695 SEK (breakfast included)  
[www.hotellpilen.se](http://www.hotellpilen.se)

**This is a small hotel with limited availability.  
No code necessary.**

## How to apply!

**Register for participation no later than April 26<sup>th</sup>!**  
Easily follow this link to the Internet participation form and select Botnia Atlantica Design Days:

### YES, I WANT TO APPLY!

Or you can get to the form by visiting  
[www.designvasterbotten.se](http://www.designvasterbotten.se)

## What is PechaKucha?

With its roots in Tokyo PechaKucha, a Japanese term for the sound of conversation, is a unique event for creative people to meet, network, and show their work in public. Every presenter gets 20 images that each will be shown for 20 seconds, which means that every speaker has exactly 6 minutes and 40 seconds to deliver their message.

PechaKucha is a format that makes presentations concise and keeps things moving at a rapid pace. This phenomenon has spread throughout the world and more than 400 cities now have their own PechaKucha Night event.

## If you have questions

Please contact the project managers for Botnia Atlantica Design Days.

### Peter Sandström

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Phone: +358 635 763 31

## Programme | Day 1

May 4<sup>th</sup>

### 11.15 Registration and lunch

Ground floor  
Umeå Institute of Design

### 12.15 Welcome

Auditorium  
Umeå Institute of Design  
Note the time!

### 12.20 Open Green! with Martin Charter

Open Green is a one day open innovation workshop aimed at identifying new income generating opportunities for more sustainable products, services as well as product-services.

### 16.30 The workshop closes

### 18.30 Dinner

Studion  
Umeå Folkets Hus

### 20.20 PechaKucha Night

**Arranged by Svensk Form Botnia**  
Studion  
Umeå Folkets hus

## Programme | Day 2

May 5<sup>th</sup>

### 08.30 Sustainable Sales

#### Torbjörn Hornliden, Lexicon

Inspiration for identifying business opportunities through sustainable sales approach. Reach effective sales by becoming better at reducing the customer's decision making and facilitate the purchase.

Auditorium  
Umeå School of Architecture

### 11.00 Botnia Atlantica Design Days

#### The next steps

Information from the organizers  
Auditorium  
Umeå Institute of Architecture

### 12.00 Lunch

Auditorium  
Umeå School of Architecture