

WORLD DESIGN TALKS HANDBOOK

Presented by
WDO —



**WORLD
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 with other communities, empowering them to interpret these findings to support their own needs.
- Use the World Design Talks findings to formulate content that will contribute to the World Design Report™.

See Agreement and Closing for more information on expected outcomes.

HOSTING A WORLD DESIGN TALK

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

1. 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, catering, and any additional staff required to manage the event.
2. The organizing host is required to invite WDO members from the country and region.
3. The organizing host is responsible for identifying the participant list in conjunction with the WDO, as well as 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 SDG.
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, identifying synergies between regions and orchestrating interactions.
8. Aggregate findings from all World Design Talks into the World Design Report™.

WORLD DESIGN TALKS THEME SELECTION

WDO aspires to be a powerful and collaborative ally in the international community, helping to achieve the targets set out by United Nations Sustainable Development Goals (UN SDGs). 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.

WDO works with the Organizing Host to select a theme for the World Design Talk that is in alignment with one or more of the 17 SDGs.

SUSTAINABLE DEVELOPMENT GOALS



All World Design Talk themes must be approved by WDO.

The issue being addressed should 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.

TARGET AUDIENCE

Suggested participants 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">• Host, Moderator• World Design Organization intro• Agenda for the day• Guidelines for participation• Housekeeping/announcements	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
LUNCH	12:30 – 1:30pm	Host
5. World Design Talks (Breakout groups)	1:30 – 4:00pm	Facilitators, Note Takers
AFTERNOON BREAK *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 WDO, 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, guidelines for participation including expected outcomes, as well as any housekeeping issues or announcements.

3. Guest Speakers and Presentations

- The Guest Speaker(s) will present the issue for discussion by bringing a personal view, professional experience, expertise, facts and useful data; or
- Presentation of case studies will be shared to provide an understanding of the issue from a local/regional perspective.

Suggested content sequence:

- a. General Introduction
 - b. Background information related to the issue
 - c. Facts, and useful data to better understand the issue in an objective manner
 - d. Concerns and implications for the future
- 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 participant 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 5: 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:

- Obtain final conclusions and recommendations from the participants
- Invite the Guest Speakers to validate the solutions proposed
- Provide final comments.

Attendees will:

- **Develop cohesive statements on the issue discussed (local perspective, as well as globally relevant) that may help define a strategic and/or practical design policy or action plan for future change.**
- Be encouraged to confirm their agreement to continue to support the work begun, through further exchange following the event and in the lead up to the development of the World Design Report

Content gathers will:

- Conduct short and random interview (audio/video) after the closing session (each interview lasting no more than 5 minutes)

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 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 COLLECTION AND 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 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. Developed cohesive statements on the issue discussed (local perspective, as well as globally relevant) that may help define a strategic and/or practical design policy or action plan for future change.
- B. 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.
- C. Acquired a deeper understanding of the United Nations SDGs, as well as the economic, social, cultural and environmental challenges at local and regional levels.
- D. Captured good practices and valuable information to build on.
- E. Brought increased international attention to a local issue and the way design can contribute to finding solutions.
- F. Obtained ideas and opportunities for increased collaboration to address a local issue with global relevance.
- G. Been provided with an opportunity to place a local issue on WDO's world design report

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.