



SIUC SYNERGETICS

Where Innovation & Sustainable Development Meet

April 7-8, 2011 Southern Illinois University Carbondale

<http://www.innovation.siu.edu/synergetics/>

Day 1: Tools and Methods for Team Innovation and Sustainable Design

- 7:30-8:15 Coffee
- 8:15-8:45 Opening welcome: Bucky Fuller at SIUC: Innovation and Sustainability-*Design Professor Emeritus Bill Perk*
- 8:45-12:15 Plenary Sessions –Team Product Ideation and Development
- Session 1 Overview of current sustainable development business practices –*Bill Lunderman-VP Global Brand Design-Colgate Palmolive*
- Session 2: Team innovation methodologies and tools-*Dr. Peter Jones-Redesign Research, Inc.*
- Break
- Session 3 Life cycle thinking/sustainable design strategies and tools-*SIUC Design Professor Steve Belletire*
- Session 4 Creative problem solving methods-*SIUC Design Professor Emeritus Larry Busch*
- 12:15-1:30 Lunch-Day 1 Keynote: *Tony Pugh-SIUC Design teaching alum and 'Mr. Tensegrity'*
- 1:30-3:30 Cluster Workshops –Team Product Ideation and Development
Pre-registered attendees work in assigned teams. (Multiple teams per cluster focus)
- Cluster 1 Consumer-Commercial Products/Packaging Design
- Cluster 2 Architecture/Interior Design
- Cluster 3 Engineering/Technology Design
- Break
- 3:30-4:30 Cluster Workshops Outcomes-Teams report outcomes to all attendees and to Expert Panel
- 4:30-5:00 Expert panel to critique team outcomes / Question & Answer session
- 5:00 Event announcements
- Dinner reception: Time-location to be announced

Day 2: Business Strategies, Planning, and Implementation

- 7:45-8:30 Coffee
- 8:30-12:15 Plenary Sessions – Business Development Strategy
- Session 1 Integrating sustainable development into a business model-*Diane Bunse-Herman Miller*
- Session 2 Internal team integration innovation/sustainable development methods / metrics-*Melissa Desota-Steelcase*
- Break
- Session 3: Branding and marketing for sustainable products/services-*Jennifer Rice-Fruitful Strategies*
- Session 4 SIUC Alumni business outcomes-SIUC lessons applied -*Select SIUC Alumni*
- 12:15-1:30 Lunch-Day 2 Keynote: *Thomas Zung: Architect & partner at Buckminster Fuller, Sadao & Zung Architects.*
- 1:30-3:30 Cluster Workshops – Team Business Strategies and Implementation
Pre-registered attendees work in assigned teams. (Teams from Day 1 cluster focus)
Cluster teams using Day 1 concept outcomes and Day 2 plenary session content, will develop sustainable development business model, team integration plan, and branding strategies.
- Break
- 3:45-4:45 Cluster Workshops Outcomes -Teams report outcomes to all attendees and to Expert Panel
- 4:30-5:00 Expert panel to critique team outcomes / Question & Answer session
- 5:00-5:15 Symposium Recap-Summary by the Expert Panel
- 5:15 Overview of participant take-away action packet-Event announcements