DESIGN IN ACTION – CALL FOR PARTICIPATION – ICT CHIASMA

Design in Action (DiA) is an Arts and Humanities Research Council (AHRC) funded Knowledge Exchange Hub. DiA is based at the University of Dundee, Duncan of Jordanstone College of Art and Design (DJCAD) and involves close collaboration with five partner institutions (Abertay University; Glasgow School of Art; Edinburgh College of Art, University of Edinburgh; Gray's School of Art, Robert Gordon University; and University of St Andrews).

Design in Action will develop and evaluate new opportunities for commercialisation in the sectors of Food, Rural Economies, Sport, ICT, and Wellbeing using design as a strategy. Our remit is to support and grow companies in Scotland by using design whilst also being business focused. We aim to extend Scotland's competitive advantage at home and internationally.

Design in Action has created interactive innovation events, called **Chiasma**, to engage with business opportunities identified through the university research base. Industry, designers, and academics work together to build new thinking around complex problems (pre-identified by both industry and researchers). The generated **Chiasma** ideas are therefore embedded into this context providing transformative solutions.

ICT CHIASMA – BEYOND MOBILE

Date: 5pm, Weds 5th February 2014 – 5pm, Fri 7th February 2014

Location/Accommodation: [Salisbury Green Hotel, Edinburgh EH16 5AY](#)

Cost: 2.5 days committed engagement (food/accommodation provided)

Closing date for applications: 4pm, Fri 29th November 2013

The aim of this Chiasma is to generate new ideas for the Information and Communications Technology (ICT) sector. Successful applicants will form teams within the Chiasma and develop a dynamic pitch of their idea to an expert panel. Teams will constantly evolve their ideas and a final pitch will enable the resultant IP to be captured and considered for funding and development.

Design in Action has allocated up to £20,000 (per idea) and a range of support services to prototype ideas arising from the Chiasma process. These prototypes, generated through transformative design methods, will support the Scottish ICT sector and beyond.

The Chiasma is an invaluable introduction to innovative design working methodologies that participants can apply to their own work or practice. It is a unique and exciting mode of continuous professional development. The Chiasma also offers a valuable networking opportunity that provides space for deep relationship building with fellow attendees.

THE BUSINESS OPPORTUNITY – ICT CHIASMA – BEYOND MOBILE

The means by which we access information have changed dramatically over recent years, from paper-based print to desktop computers, through to e-ink and mobile Internet devices. As of August 2013, 45% of adults in Scotland were smartphone owners (a figure slightly lower than the UK average of 51%) and mobile phones are being increasingly used to access the Internet and for shopping and online banking as well as contactless payments.

Excitingly, however, this shift from traditional desktops doesn't stop at smartphones. 3D printing is rapidly becoming affordable and aimed at a more mainstream set of end users rather than the previously 'techno-elite' audience, with key applications found within the fields of medicine, architecture, and product design. Similarly, new interface design standards are emerging around touchscreens and gesture-recognition (e.g. pinch-to-zoom, and the desktop gesture based Leap Motion sensor), whilst the smart cyber-physical systems and objects of the Internet of Things are no longer simply the imaginings of science-fiction.

Scotland's celebrated track record of innovation and successful technology start-ups, along with the IT & Telecoms industry, which contributes over £3 billion of Scotland's total Gross Value Added, is perfectly placed to make the most of this pivotal moment in ubiquitous computing. The rise in blended spaces, where digital and physical worlds seamlessly integrate, offers new commercial and research opportunities to shape and harness the flows of information across media, for example between social, mobile, and cloud computing.

Beyond Mobile will explore and ideate around these current and emerging technologies, looking at how they intersect and how they might be applied in information and education sectors, for example cultural heritage and tourism, marketing, and serious games.

We have identified three potential areas where innovative solutions might catalyse the design and application of these technologies:

> **PHYSICALLY AUGMENTING REALITY:** Screen-based or visual augmented reality (AR) has been available for some time and sensor-rich mobile Internet devices offer new affordances (e.g. near field communication). How might 3D printing & AR fit into this technological landscape and how might they integrate with mobile devices to create smart indoor or outdoor spaces?

> **CULTURAL HERITAGE & TOURISM:** Tourism is of vital economic importance to Scotland, worth £4.3bn a year. As visitor attractions move towards Bring Your Own Device (BYOD) approaches to digital interpretation, how can we create meaningful and memorable visitor engagement and narratives beyond the normal audio tours and text-driven mobile apps? How can we apply this to the wider tourism avenues of accommodation and local business as well as the more conventionally recognised tourist attractions?

> **CONVERGENCE OF MEDIA & BRANDING:** Branding is important to all of us. Thanks to digital technology and the rise of social media, our personal brand is part of our digital footprint, helping or hindering us throughout our working life and beyond. How can the physicality of emerging technologies and the convergence of diverse digital media develop and support cohesive brand stories, whether this is at individual, product, or company levels, bringing them from 2D into 3D?

Design in Action is seeking individuals, organisations and businesses both big and small that operate in or have knowledge of the Scottish technology sector, such as programmers and games developers/designers, UX and HCI experts, producers, and software or hardware engineers. To support design-led innovation we also hope to move beyond these traditional boundaries, therefore we also invite individuals from further afield to engage with this process, including (but not limited to) artists, marketing or advertising professionals, craft practitioners, historians, anthropologists, and cultural heritage professionals or interpretation experts.

CHIASMA: IDEAS AT THE POINT OF CREATION

The **Chiasma** will run over two and a half days starting at 5pm on day 1 until 5pm on day 3. Participants will be expected to break down barriers and build up thoughts on how the identified challenges can be addressed. You will be encouraged to experiment and explore genuinely innovative ideas.

This is an intensive, immersive process, which has been purposefully constructed to allow open, radical thinking through group interaction using a process that facilitates first principles idea generation. Chiasma events are held in environments away from everyday concerns to bring into being innovative ideas with potential and perspectives.

The Chiasma will be introduced by the Design in Action team, who will establish the ethos of the event. Facilitators will support participants throughout and experts in relevant fields will assist and challenge positions and perspectives.

The process can be broken down into several stages:

- Defining the scope of the business challenge
- Shared understanding of the issues
- Consideration of alternative practices
- Interactive sessions focused on solutions

Chiasma Participants

The right mix of participants is an essential ingredient for innovation. Applications are encouraged from the following individuals / collectives: businesses, academia, designers, users, organisations, charities, and professionals in the field. You must be willing to share ideas, speculate on future developments and collaborate to address the issues and challenges facing businesses in this field.

How to Apply

The deadline for applications is **4pm, Friday 29th November 2013**. If selected as a participant, some of your details in the Application Form will be made available to other participants to facilitate networking prior to and during the event.

Assessing Applications

Applications will be peer-reviewed by a selection committee in order to ensure a mix of disciplines and experience. It is likely that those selected will meet the following criteria:

- Proven team-working skills
- Basic understanding of the Scottish ICT Sector
- Ability to demonstrate they are actively looking for new project opportunities and collaborations

N.B. Please note that due to the number of applications expected, it is unlikely we would be able to give individual feedback to unsuccessful applicants.

After Chiasma

All of the ideas that DiA provide grant funding to will be assigned a doctoral student who will observe the commercialisation process and outcomes. Case studies may evolve from this process and be used by the research team to educate and explain the design process in a business context. All participants will be expected to read and agree to the below Terms of Engagement in order to attend the Chiasma.

DESIGN IN ACTION: TERMS OF ENGAGEMENT

1. Workshop Support

1.1 Subsistence

There will be no fee to attend Chiasma. Upon acceptance of the offer of a place, Design in Action will provide participants with all meals and accommodation at the workshop venue. Design in Action will not be liable for any further incidental expenses.

1.2 Travel Expenses

Expense claim forms will be available at the workshop. Design in Action will reimburse reasonable receipted travel expenses submitted no more than 2 weeks after the Chiasma event. We would prefer participants to travel by public transport however, if it is more convenient to travel in your own car, mileage will be reimbursed. If you choose to travel in your own car, you must have appropriate insurance in place and Design in Action will not be liable for any additional costs other than mileage. Travel expenses should be posted/emailed to the Design in Action team (contact details below).

1.3 Creative Scotland Design Support Grants

Participants from Scottish Micro-Enterprises in the Creative Industries i.e. businesses with fewer than 10 employees and whose annual turnover does not exceed the equivalent of two million Euros, may be eligible for a Support Grant to a maximum of £250 per full day to attend the Design in Action Chiasma. Grant application forms will be included in all participant Welcome Packs and, if you believe you are eligible, you should return completed forms with your signed Terms of Engagement. You will only be funded after having fully partaken over the entirety of the Chiasma. Partial attendance will not be reimbursed.

Please note that Design Support Grants are only available to those who have not received a grant at a previous event. If you have been awarded a grant in the past, you are welcome to apply to attend subsequent events however, if successful, you will not be eligible for further support funding.

1.4 Attendance

Hosting the innovation workshops is a resource-intensive undertaking. To prevent the waste of resources, we would be grateful if upon accepting a place participants will attend. If extenuating circumstances arise, please inform our team (enquiries@designinaction.com) at the earliest possible opportunity to allow the place to be offered to another applicant. Participants who do not attend the workshop or inform Design in Action within 7 days may become liable for the expense of their place.

1.5 Conduct

Design in Action is bringing together a diverse range of professionals from a number of different fields. We want every participant to able to express themselves fully during the event however if at any point during the event a participant is deemed to be problematic within the Chiasma process the Design in Action team reserve the right to exclude the participant from the remainder of the event.

2. Research

Design in Action has a strong research focus and is committed to developing understanding of the knowledge exchange process in the design field. As such, data will be collected during Chiasma and the collection and use of this data will adhere to the highest ethical standards.

Grant-supported partnerships will be assigned a doctoral student who will observe the prototyping process and outcomes. Case studies may evolve from this process and be used by the research team to educate and explain the design process in a business context.

2.1 Data Collection

Researchers will document their observations during the workshop. Video-recordings may be used to support these observations. Participants who do not wish to be filmed will have the opportunity to indicate this at registration. Participants may be asked to participate in interviews. Participation in an interview is entirely voluntary and at the participant's discretion. Interviews will be tape recorded and transcribed by the respective researcher. Participants have the option to pass on any questions they do not want to answer. A copy of their interview transcript will be provided, free of charge, on request.

2.2 Research Ethics Policy

By accepting these 'Terms of Engagement' participants give permission that the data collected can be used for research-specific purposes. Signing this form however does not commit the participants to anything they do not wish to do and they are free to withdraw from Chiasma up to 7 days prior to the event. Material gathered during Chiasma will be treated with the participants' rights to privacy, anonymity and confidentiality in mind and handled only by staff involved in the project. In order to ensure confidentiality in the writing up and publication of the empirical work, anonymity will be preserved. If it is essential to give a sense of context to the script, participants will be given a pseudonym and any details will be obscured for use in verbal and written records and reports.

Data will be kept safe from unauthorised access, accidental loss or destruction, and kept no longer than necessary for the specified research purpose. The empirical work forms part of the Design in Action research programme and the intended outputs may include conferences and conference papers, journal articles, press releases, case studies, exposition, symposia, seminars, websites and workshops.

2.3 Confidential Information

Confidential Information within Chiasma is without limitation, information, data, drawings, plans, schemes and concepts not previously known to participants or available to participants from any other legitimate source. Participants agree that confidential information within Chiasma must not be disclosed to a third party to copy or make use of in any way without the prior and written consent of Design in Action and/or the individual presenter/owner of the said confidential information.

3. Intellectual Property

Intellectual Property (IP) can be divided into background IP and foreground IP. Background IP is the intellectual property belonging to a participant that has been generated prior to the workshop, whilst foreground IP is the intellectual property generated during the workshop. Any IP that you wish to retain should not be disclosed at a Chiasma event. Design in Action is a Knowledge Exchange Hub and is committed to the advancement of the Scottish economy through innovation. Chiasma participants will be encouraged to commercialise ideas and Design in Action reserves the right to share these with other participants to ensure realisation for the benefit of the Scottish economy.

3.1 In order for the protection of all Chiasma participants and to allow for legally binding licences and other commercial agreements to be enacted and to meet the stated aims and purposes of Design in Action, ownership of all intellectual property (IP) generated during a Chiasma workshop shall be assigned to the University of Dundee.

3.2. The University of Dundee through its Research and Innovation Services (RIS) shall be responsible for the management of all IP and to the licensing/assignation thereof on behalf of Design in Action.

3.3 The intention by a participant to introduce background IP into a workshop must be declared to Design in Action at least 14 days prior to a workshop. The decision to include background IP into a workshop shall be at the discretion of Design in Action, but background IP that is not freely available for licensing and/or assigning to the University of Dundee if required for a Grant Funding Proposal and subsequent commercialisation thereof shall not be included.

3.4 Material benefits from the commercialisation of IP (including background IP) shall be restricted to those participants who are part of the team whose Grant Funding Proposal is accepted for a prototyping phase and subsequently granted/assigned a licence to commercialise the IP. No other participants shall receive material benefits from the commercialisation of IP even where the IP includes their ideas and concepts and background IP.

4. Grant Funding

Post-Chiasma teams will be eligible to apply for Grant Funding of up to £20,000 for prototyping purposes. Grant Funding will support teams and facilitate the development of ideas generated during Chiasma. Grant Funding Proposal documents will be provided to participants at the Chiasma.

5. Post Grant-Funding/Commercialisation

5.1. Participants with a successful Grant Funding Proposal shall agree on a lead entity for prototyping purposes. Once the prototyping (with DiA research embedded) phase has been completed and if the project is in a position to be commercialised the lead entity shall then be formally licensed/assigned by the University of Dundee to exploit the relevant IP. The University of Dundee shall provide a standard IP licence/assignation agreement for this purpose. The licence agreement/assignation agreement provided by the University of Dundee will impose certain obligations on the successful participants and be predicated on the creditable Grant Funding Proposal. Other requirements such as performance criteria, reporting provisions and fair and reasonable benefit terms to successful participants shall also figure. The benefits will take the form of either an equity stake in the company or a profit sharing agreement between the lead party and the successful participants but may also take the form of benefit in kind, further collaboration, employment opportunity or service provision. In any event the University, on behalf of Design in Action, acting reasonably, shall be required to be satisfied on the terms and conditions of any form of benefit provision between the successful participants.

5.2 All IP licences/assignation agreements between the University of Dundee and the successful participants shall contain a royalty provision or equity stake. The equity or royalty (which is hereby agreed at a rate of 10 per cent) shall be applied by the University of Dundee solely for the purpose of sustaining the Design in Action project.

5.3 Sublicensing shall not be permitted without the further agreement of the University of Dundee acting reasonably. Where permitted the University of Dundee shall have the right to introduce further terms and conditions into the licence including but not restricted to a revised royalty rate.

5.4 All income received by the University of Dundee shall be placed at the disposal of Design in Action in order to provide for its long term sustainability Therefore, the University of Dundee Court Guidelines on Revenue Sharing will not apply to any revenue received by the University of Dundee from commercialisation activities arising from a Chiasma-generated idea.

5.5 Non-funded Grant Funded Proposals and IP not progressed to a Grant Funding Proposal shall be retained in the Design in Action IP Bank. Proposals for taking such IP forward shall be considered on a preferential basis. The first opportunity will go to the other participants in the workshop where the IP originated, then the other members of the Design in Action network. If no proposals are received and approved from the foregoing participants the IP will be made available to Design in Action for dissemination to a wider audience under commercial or non-commercial terms. Design in Action funding will not be available to any proposals made under this clause 5.5 but commercial terms may apply.

6. Further Information

Any queries regarding application to / participation in Chiasma should be addressed to:

Knowledge Exchange Hub Design in Action

Queen Mother Building, University of Dundee, DD1 4HN

Email: **enquiries@designinaction.com**

Tel: 01382 385361

I hereby accept the terms of engagement within this document.

Signed………………………………………………………………. Dated…………………………………………

Full name and title………………………………………………………………………………………………………

Address……