

Forget about users – start thinking about people!

Social sciences, humanities and industry co-creating technologies and services
for the future

PEOPLE project symposium

Thursday, 4 July 2019, 12:30 pm – 4 pm
Atrij ZRC SAZU, Novi trg 2, 1000 Ljubljana

Human-centred design, people-centred development, UX, AI and ethics, autonomous vehicles, electric mobility ... you name it! There is a growing need and interest for developing technologies and services that are sustainable and ethical, but are also intuitive and easy to use. Knowing how people work and how they might interact with emerging technologies in the future takes more than a survey. This event will provide an insight into how researchers, scientists, students, and industry professionals work together in interdisciplinary teams to create better technologies and services for a more sustainable future. Join us at this international event to hear how this future is envisioned by engineers and to learn how anthropologists, sociologists, psychologists and other researchers of all things human and social apply their knowledge and skills to industry and business settings.

SPEAKERS

Prof Dr Sarah Pink ([Emerging Technologies Lab](#), **Monash University, Australia**) is a world leading design anthropologist and the Director of the Emerging Technologies Research Lab at Monash University in Melbourne, which undertakes critical interdisciplinary and international research into the social, cultural and experiential dimensions of the design, use and futures of new and emerging technologies. Her research focuses on emerging intelligent technologies, automation, data, digital futures, safety and design for wellbeing. Current projects investigate autonomous driving vehicles, mobility as a service, digital energy futures, self-tracking and wearable technologies, smartphone and personal technology futures, digital technology use in everyday life, and healthcare design.

Peter Pos ([Alliander](#), **the Netherlands**) studied Mechanical Engineering at Twente University. After graduation in 1993, he worked for DAF Trucks and the Dutch Railways. Since 2007 he has been working for Alliander, where he started working on the energy transition as of 2011. In the last few years, Peter came to the conclusion that Energy Transition is not so much a technological transition, as it is a social transition. This transition may require a fundamental redesign of the energy system as we know it. From that point of view, he is now working as Consultant Energy Transition and advises many different stakeholders on the Energy Transition.

Marko Javornik ([Voyego, a Comtrade Company](#), **Slovenia**) is General Manager of Voyego, a standalone division of Comtrade Group that focuses on digital transportation and travel. Javornik is leading Voyego's partnership with key accounts, such as Ryanair and Daimler. He is also the founder of Voyego Digital Transportation Lab – one of the leading European expert centers on new technologies and business models related to transportation. During more than 20 years of experience, he has led large scale innovation projects for digital business solutions in various industry verticals worldwide. Javornik is also Chair of Governance and Business Models work group at MaaS Alliance. As a regular keynote speaker and moderator, Javornik has taken part in leading industry events all over the world. He draws on his wealth of experience and passion for digital technologies to provide essential insights into the future of mobility and digital travel.

Dr Dan Podjed ([ZRC SAZU](#), **Slovenia**), one of the initiators of the PEOPLE project, is an applied anthropologist from Slovenia, devoted to developing people-friendly products and solutions for the promotion of sustainable lifestyle. He is a Research Fellow at ZRC SAZU and an Assistant Professor for Cultural and Social Anthropology at the University of Ljubljana. He has led several applied and interdisciplinary projects (DriveGreen, Invisible Life of Waste, etc.) and has been involved in the development of various ethnography-based solutions (MOBISTYLE, TripleA-reno, etc.). He initiated establishing of the EASA Applied Anthropology Network, and co-founded Why the World Needs Anthropologists international symposium.

AGENDA

12:00 – 12:30	Arrival and registration
12:30 – 12:35	<i>Introduction</i> , Dr Ingrid Slavec Gradišnik (ZRC SAZU, Slovenia)
12:35 – 12:45	<i>What comes after PEOPLE?</i> , Dr Dan Podjed (ZRC SAZU, Slovenia)
12:45 – 13:00	<i>The future of mobility</i> , Marko Javornik (Voyego, Slovenia)
13:00 – 13:30	<i>Futures anthropology, emerging technology and anticipating experience</i> , Prof Dr Sarah Pink (Monash University, Australia)
13:30 – 13:45	PEOPLE project student teams (Slovenia and United Kingdom)
13:45 – 14:15	<i>Anthropology wasn't new to me. I just didn't realize it</i> , Peter Pos (Alliander, the Netherlands)
14:15 – 14:30	PEOPLE project student teams (Czechia and the Netherlands)
14:30 – 15:30	Panel discussion + Q&A
15:30 – 16:00	Networking

The event is free of charge: REGISTER [HERE](#).

For further information contact us at info@people-project.net.

The event is organised as part of the PEOPLE project's Co-Creation Camp. PEOPLE (People-Centred Development Approaches in Practical and Learning Environments) is an international project co-funded by the Erasmus+ programme of the European Union. At the core of the project is the idea that understanding people should become an indispensable part of industrial development processes, as a means to achieve practical-based education as well as new categories of products, services, or business strategies that truly address people's needs and lead to sustainable innovation. Visit <http://people-project.net/> to find out more.



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