FUTURING CARE

RETHINKING WELL-BEING BY ENVISIONING DIGITAL SOLUTIONS SEAMLESSLY INTEGRATED INTO DAILY LIFE.

30th January - 9th February 2023

DC4DM Learning Lab 3
hosted by Politecnico di Milano

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Digital Creativity
for developing
Digital Maturity
Future Skills

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School of Design @Campus Bovisa - Politecnico di Milano
Milan, Italy

Are you a tech-driven startup or SME?

Are you interested in seeing how your business could evolve by exploring new future tech-driven scenarios in the care sector?

What about discovering a new methodology to co-design innovative tech solutions within an international and multidisciplinary work environment?

If it is so, there is a fantastic workshop to be involved in!

The context

As highlighted by the 17 Sustainable Development Goals (SDGs), the heart of the 2030 European Agenda for Sustainable Development provides a shared blueprint for **well-being and prosperity for people and the planet**, now and into the future. Therefore, ensuring **healthy habits**, an **efficient healthcare system**, and promoting the **adoption of more sustainable behaviour** towards an improvement of personal and environmental well-being is essential to future sustainable development.

In this 3rd Learning Lab organized by Politecnico di Milano, the concept of care is considered from a convergent perspective as a combination of human and environmental health and their interaction and interconnectedness. Indeed, the planet's health is crucial for individuals' physical, mental and emotional health.

It is expected the emergence of a "futuring care" approach, seamlessly integrated into daily life, and characterized by a deeper understanding of individual human biology and lifestyle, able to deliver disease and well care earlier and in a more personalized manner.

Indeed, more than before, care involves systemic processes, such as: making healthy lifestyle choices avoiding unhealthy habits, being physically active, eating healthily, and it ranges from promoting everyday well-being and taking care of self-treatable conditions to the management of long-term conditions and recovering after trauma.

In this ongoing disruptive healthcare, with the convergence of health and wellbeing (people and planet), significant challenges and opportunities are arising, leveraging a broader range of health solutions.

Artificial Intelligence, Machine Learning, Virtual Reality, Wearable sensors and Internet of Things are emerging technologies with outstanding potentialities for care and well-being. Therefore, new digital care scenarios and solutions can be envisioned towards the creation of a more equitable and sustainable well-being ecosystem for future generations.

Within this broad topic, **three thematic areas** have been specifically defined as they urge today for an increasing attention and actions for an improvement in the future, through the strategic adoptions of digital technologies.

These are:

- **Food as medicine**
- **Mental and emotional care**
- **Everywhere's care**

What is a Learning Lab?

A Learning Lab is a **10-days design-led workshop** where students from design, engineering and management will work collaboratively to design **new tech solutions for more sustainable and ethical futures**. Multidisciplinary teams would explore the potentialities of some digital technologies proposed by 6 selected tech-SMEs or startups and will be mentored by international experts from various fields and backgrounds. **Learning Labs are an opportunity to learn about a new methodology to think and design in a digitally mature way**, developing skills to identify opportunities for innovation through the application of digital technologies. Learning Labs are part of the DC4DM methodology, one of the outputs of the ERASMUS+ funded project titled 'Digital Creativity for developing Digital Maturity future skills'. The DC4DM project aims to implement, apply, and disseminate within a European network of HEIs, SMEs and startups, business incubators, a human-centered educational model able to develop and empower digital creative abilities to achieve digital maturity. Partners in this project are Politecnico di Milano, Mines Saint-Étienne, Télécom Saint-Étienne, Universidade da Madeira and StartUp Madeira.

What will you do?

At the Learning Lab 'Futuring Care' teams of students and experts from different disciplinary areas, such as design, engineering and management studies, will work together to achieve ideas of new care solutions by introducing five selected digital technologies. **As a tech-driven SMEs or startup you will discover how the application of your digital technology may evolve and learn about a new creative and digital mature approach to innovate**. As a selected tech-driven SME or startup you will be asked to attend the Learning Lab in some crucial moment of the process to discuss with students and inspire them with some technological future development. As a selected company you will be more than welcome to visit any other workshop days, to provide the teams with your feedback and point of view along the design future process.

Who can participate?

Tech-driven SMEs and startups from Milan, Italy as well as other countries. Be aware that the Learning Lab 'Futuring Care' will be run in English.

Why should you participate?

You will meet students and professors from different countries and disciplinary areas and learn about other ways to think, design and innovate toward a digital mature mindset. You will have the chance to **learn about how to define scenarios that would envision your business in the future and speculate on possible new technology applications for sustainable futures**. In fact, this international winter school will provide your company with new tools to develop a creative approach to problem solving.

Intellectual properties

Participants will be asked to sign an NDA for the confidentiality of knowledge and tech-products made available by the SMEs and startups. At the same time, these companies will sign a document that will protect the intellectual property of the projects emerging from the Learning Lab 'Futuring Care'.

More information

web: www.dc4dm.eu
email: **info@dc4dm.eu; ideactivity@polimi.it**
instagram: **@dc4dm**

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