



# Strategic Design and Innovation Lab

*since 2020*



SDI.Lab  
UNIDCOM | IADE

# SDI.LAB

Strategic Design and Innovation Lab (SDI.Lab) is a partnership between UNIDCOM/IADE, Universidade Europeia, Lisbon, Portugal, and the Department of Design/CILAB research group of Politecnico di Milano (POLIMI) Italy.

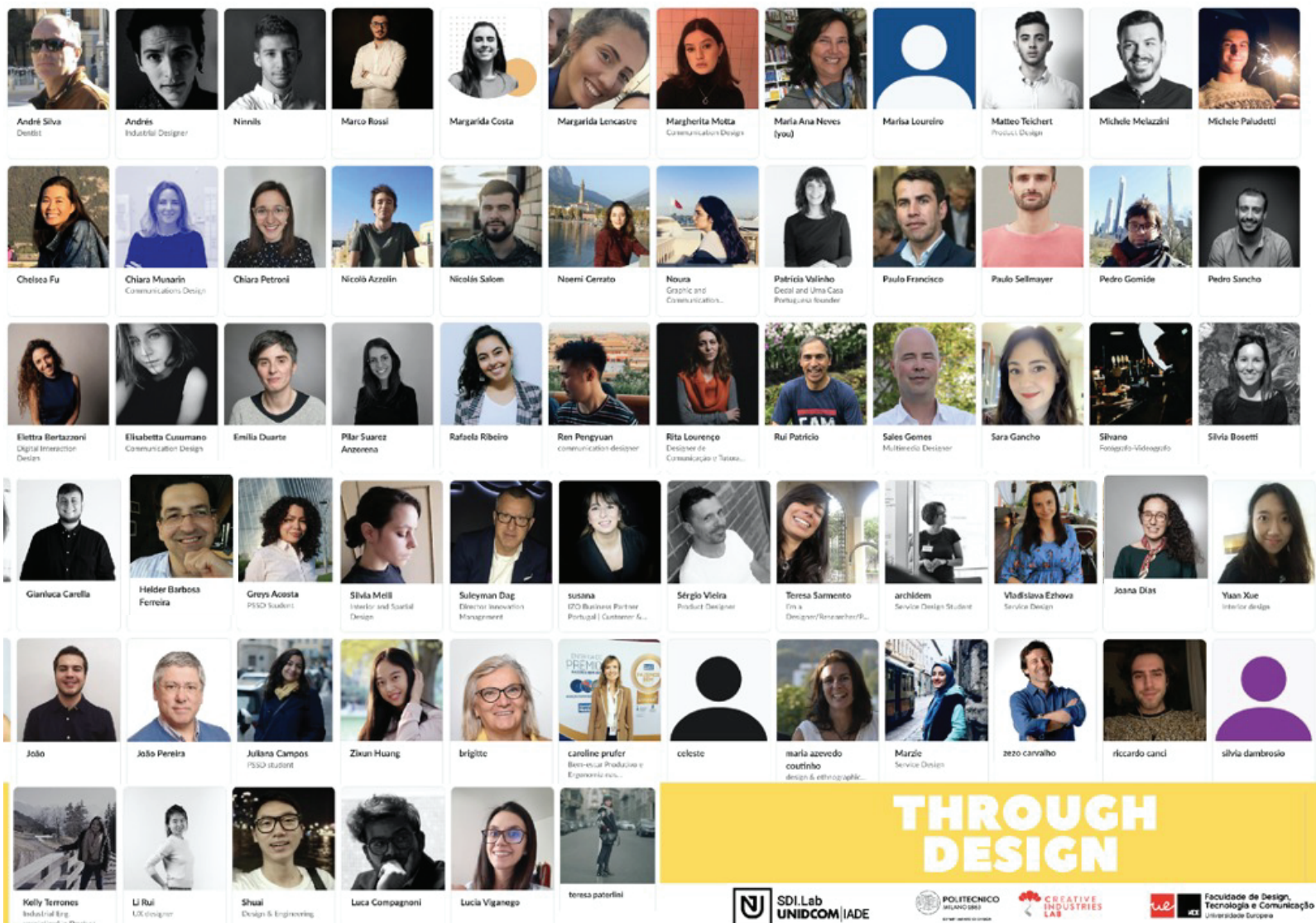
## Purpose

To increase the business and social impact of strategic design and innovation research by:

- ▶ Stimulating a more breakthrough approach to real and meaningful problems / challenges;
- ▶ Accelerating the deployment of strategic design and innovation capabilities;
- ▶ Enhancing talent and knowledge development in strategic design and innovation;
- ▶ Investigating complex problems concerning to systems, business models and organizational culture from a strategic design perspective.

*“A multidisciplinary Lab, on the borderline between design and marketing that supports the following UN sustainable development goals: i) helping companies transform themselves into sustainable and inclusive organizations and ii) empowering students and professionals to catch up with the technologies and approaches that disrupt the economy and society”.*

**Areas of focus** (not exclusive): Strategic Design, Innovation Management, Design Thinking, Gamification, Customer and Employee Engagement, Workplace Design, New Business Models and Disruptive Technologies.



## 2020 - Events, Activities & Projects

- ▶ Organization of an **industry-academia international seminar**: presentation of SDI.Lab followed by **co-creation workshop** – Polimi - IADE joint initiative - Participants: 42 (34 from university and 8 from companies/industry).
- ▶ Development of a **website** and social media channels: **Linkedin, Youtube and Twitter**.
- ▶ **Project - Support Local Business Through Design** - Polimi - IADE joint initiative - Participants: 103 (65 marketing and design students; 7 business owners/freelancers; 21 mentors and speakers and 5 researchers) and 1 e-book project report and 12 video concepts. You can download e-book here:



- ▶ **Project - Gamification of the city of Lisbon** - Participants: 27 (24 marketing and design students, 2 researchers, 1 Public Officer).
- ▶ Constitution of an **Advisory Board** with 6 members from industry (Pharma, Consultancy, Tourism, Venture Capital, Banking and Electronics).
- ▶ Research **project** submission: Erasmus+: declined.
- ▶ Publications: **2 papers** in conference proceedings:
  - *Support Local Business Through Design: ISPIM – Innovating in Times of Crisis*, Patricio, R., Neves, M. A. B., Gancho, S., Carella, G., Dias, J. C., & Ferreira, H.
  - *7 P's of Gamification: A Strategic Design Tool for Ideation of Gamified Solutions, Games and Learning Alliance. GALA*, Ferreira H., Roseira C., Patrício R.
- ▶ **Santander Covid19 Award** for the project: *Support Local Business Through Design*.
- ▶ **3 short articles** with contributions from: Joana Dias; Hélder Ferreira and Rui Patrício (see QR code on next page).





- ▶ 3 **curated articles** with contributions from: Joana Dias, Sara Gancho and Rui Patricio. <https://www.sdi.lab.unidcom-iade.pt/blog>.



## 2021 - Events, Activities & Projects

- ▶ **Project - Rethinking Business Models for the Digital Transition – webinar** with 21 participants (15 executives and 6 researchers), 8 follow-up meetings with executives, 1 e-book project report and 3 project proposals submitted. You can download the e-book here:





chris montgomery for unsplash

- ▶ **8 short articles** with contributions from Pedro Gomide, Cristina Piai and Paul White, Sara Gancho, Rui Patrício, Joana Dias and Hélder Ferreira.
  
- ▶ **Research project submission:**
  - Horizon Europe proposal: declined
  - Unidcom/FCT proposals: 2 (declined) and 1 (approved)
  
- ▶ **3 Curated Articles** with contributions Joana Dias, Sara Gancho and Rui Patrício.

- ▶ **Incorporating Design In Business Practices Webinar**, 5 Phd **Scientific Seminars** - Participants: 15 (10 Phd Students From Iade And 5 Invited Speakers).
- ▶ **Areas of Focus Research Meetup Webinar** - Participants: 22 (Marketing and Design Researchers).
- ▶ **Workshop** Design Thinking At Iade Conference “Transition” - Participants: 7 - *“Build A More Sustainable Iade”*.
- ▶ **Reverse Pitching Presentation – Industry Webinar** - Participants: 8 (6 Circular Economy Experts And 2 Researchers From Iade) Xusepack - 100 % Reusable and Eco-friendly take away.
- ▶ **Research Meetup Webinar** - Polimi/ IADE joint initiative - Participants: 5 Sdi.lab Research Fellows Phd Candidates.



# 2 Years Fact Sheet (20/21)

## ▶ 271 Participants in SDI.LAB

Initiatives:

- *Academia*: **202**
- *Companies and Non Profit Organizations*: **69**

## ▶ 11 Research and Industry Events

- *PhD Scientific Seminars*: **5**
- *Research Meetups*: **2**
- *Workshops*: **2**
- *Academia-Industry seminars*: **2**

## ▶ 3 Projects:

- *Research/Academia projects*: **2**
- *Industry think thank*: **1**

## ▶ 4 Research project proposals

- *Declined*: **3**
- *Accepted*: **1**

## ▶ 1 Award “Santander Covid19”

SDI.Lab Advisory Board:

- *Members*: **6**

## ▶ 21 Publications:

- *Papers*: **2**
- *Short & curated articles*: **17**
- *E-Books*: **2**

## 3 Polimi/IADE joint initiatives

- *Research meetup*: **1**
- *Academia/Industry seminar*: **1**
- *Projects*: **1**



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Faculdade de Design,  
Tecnologia e Comunicação  
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You can find SDI.LAB at:

www

