

# Press Release

# bayern design

## Nuremberg Social Design Days 2023 Save the date & Call to action

- Social Design Days will take place in Nuremberg for the first time from October 11 to 13, 2023
- Wanted: interesting challenges regarding *Adequate Work for All* to be mapped out during the Social Design Jam; entries accepted until July 31, 2023

Nuremberg, Germany - Social design is the practice of creating with the purpose of addressing societal challenges. It is about delivering solutions that benefit society as a whole and foster social participation. Supported by the Nuremberg Chamber of Commerce and Industry for Central Franconia, bayern design will host Nuremberg Social Design Days for the first time from October 11 to 13, 2023. Based on the United Nations Sustainable Development Goals, the focal theme of this first edition of 2023 will be *Adequate Work for All*, a topic that is important to employers and employees alike. The CI of Nuremberg Social Design Days was developed by the Nuremberg-based agency DKDL.

### **Wanted: the most pressing challenges facing the labor market!**

Interested members of the public can submit challenges relating to the focal theme by July 31, 2023. A form is available on bayern design's website at <https://bayern-design.de/beitrag/social-design-jam/>. Entries will be screened and evaluated by bayern design and two will be matched with designers active in the Nuremberg Metropolitan Region and will be mapped out at no charge by interdisciplinary teams and presented to the public during Nuremberg Social Design Days.

### **What types of challenges can be submitted?**

At a pre-event, the bayern design project team introduced four potential challenges in cooperation with HSM Stahl (Georgensgmünd, Germany), bfz (Nuremberg), UCS (Nuremberg) and the Nuremberg Chamber of Commerce and Industry, and together with visitors implemented exemplary solutions. The group and representatives of mid-market company HSM Stahl discussed the challenge of how to develop an inclusive corporate culture in a rural context. Staff members from the vocational training center bfz talked about providing access to information to groups of persons who so far have been unreachable so everyone can be afforded the opportunity to develop his or her potential in the labor market to the largest extent possible. Another group spoke with representatives of the UCS agency about the transformation of work by AI and the challenge of finding productive approaches to integrate AI and dispel fear. The assignment presented by the Nuremberg Chamber of Commerce and Industry was about the challenge presented by the skills shortage and ways to address it in a sustainable manner. Thanks to meticulous moderation by Sandra Engelhardt (Urban Lab), participants produced initial transdisciplinary solutions after only 20 minutes.

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Employers facing similar challenges now have the opportunity to submit their questions concerning *Adequate Work for All* to the Social Design Jam that will take place on October 11 and 12 as part of Nuremberg Social Design Days. Applicants will be informed in early August whether their challenges have been selected to be mapped out. Innovative design solutions to concrete challenges concerning *Adequate Work for All* will be developed free of charge at the Social Design Jam. Applicants will be supported and assisted by experienced designers.

Sprints, interim presentations, and discussions with experts will ensure a clear structure for the Social Design Jam to be moderated by Sandra Engelhardt and bayern design. The goal is to develop conceptual as well as applicable design solutions and to determine clear next steps in their implementation for the persons submitting the challenges. The results of the Jam will be presented to the public at a symposium to be held on October 13, 2023.

Promoted and sponsored by the Nuremberg Chamber of Commerce and Industry, Nuremberg Social Design Days address representatives of personnel development and strategy departments at companies across industries as well as designers in all disciplines and the interested public.

## About bayern design

bayern design provides a focal point for knowledge sharing and alliances about design in Bavaria. Its projects are dedicated to highlighting the importance of the key role design plays in the management of economic, societal, and sustainable transformation. bayern design GmbH is sponsored by the Bavarian State Ministry of Economic Affairs, Regional Development and Energy and is the organizer of munich creative business week (mcbw), the largest design event in Germany. The next mcbw will take place from May 11 to 19, 2024. The supporting association, bayern design forum e.V., is made up of design-oriented companies, agencies, freelancers across design disciplines, architectural firms, trade chambers, universities, and associations. For more information, visit us online at [www.bayern-design.de](http://www.bayern-design.de) and [www.mcbw.de](http://www.mcbw.de).