

## Idea Generation Workshop for Social Innovations with Pattern Languages

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WORKSHOP

IDEA GENERATION WORKSHOP FOR SOCIAL INNOVATIONS WITH PATTERN LANGUAGES

WORKSHOP LENGTH

2 HOURS

INSTRUCTOR

- **TAKASHI IBA**, PhD, Faculty of Policy Management, Keio University
- **MAKOTO OKADA**, R&D Strategy and Planning Office, Fujitsu Laboratories, Ltd.
- **AYAKA YOSHIKAWA**, Faculty of Environment and Information Studies, Keio University

Our society is becoming more complex and diverse day by day. In such a society, creation and innovation should be no longer limited to just companies and governments, but is entrusted to each and every individual who collaborate with others. We are approaching the age of “Creative Society,” a society where people create their own goods, tools, concepts, knowledge, mechanisms, and ultimately the future with their own hands.

Within a creative society, we believe that pattern languages are key media for supporting creative acts. A Pattern Language is a collection of information called “patterns,” which together works in a language-like structure to describe practical knowledge related to a certain field of knowledge. The idea and method of the pattern language was invented in architecture, and then applied to software design. After that, pattern languages have been applied to a great variety of fields such as education, presentation, collaboration, business, disaster prevention, and public policy.

In this workshop, you will experience how to generate new ideas toward social innovation by using pattern languages. You will collaborate with other participants to brainstorm ideas for social innovation through examining patterns that mention the problems and solutions in the certain social domain.

As one of the social issues to solve, this workshop focuses on improving the daily life of people with “dementia.” Dementia is a syndrome of deterioration of memory, thinking, behavior, and the ability to perform daily life activities. The number of people with dementia is rapidly increasing (over 8 million in Japan- one in four people over the age of 65; more than 800,000 people in UK- one in 14 people over 65 years old). Despite this critical social issue, there have not been enough efforts to create systems, tools, and services that allow people with dementia to live well in daily life.

In this workshop, we will together generate ideas about new supporting systems, tools, and services toward a dementia-friendly society. Note that no prior knowledge is necessary. We will use “Words for a Journey” Pattern Cards which contain patterns for living well with dementia, so you can learn about the problems people with dementia face during the workshop.

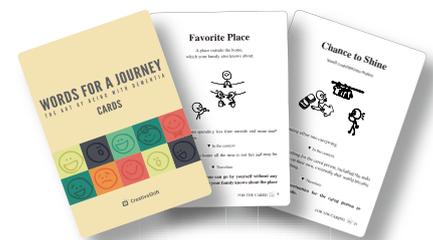
In addition, we will also use the Project Design Patterns, to turn the ideas we brainstorm into great projects. Thus, we will be using two types of pattern languages in this workshop for social innovation.

## WHAT YOU WILL LEARN

After the workshop you will be capable of:

- Understanding the idea of pattern language, and how it enhances creativity
- Utilizing pattern languages to generate ideas
- Turning your ideas into great projects
- Facilitating a new kind of idea generation workshops
- Taking better actions for people with dementia and their families

# COINs16



**What to bring to the workshop?**

Please bring your pen. No special items or prior knowledge are necessary.