

#SDNue

*Social
change starts
with dialogue*

LISTEN, DISCUSS, DESIGN

1 DESIGNING THE FUTURE TOGETHER

#SDNue is a new forum for

- Open discussion
- Social construction
- Vision

#SDNue provides a stage for

- Specialist lectures
- Factual expert talks
- Participative discussion between speakers and audience
- Networking

#SDNue is about designing and constructing

- Society
- Economy
- Politics
- Culture

according to the 17 Sustainable Development Goals (SDG)





THE WAY SO FAR

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#SDNue is based on

- The successful event series
Service Design Drinks Nürnberg 

#SDNue can therefore look back on

- Four evening events per year
- Between 50 and 100 guests each time
- A qualified community of over about 500 people
- Over 30 speakers
- Diverse topics: service design, innovation, strategy, digital worlds, mobility, business improvisation
- Discussion, sharing and networking



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R E P O S I T I O N I N G

#SDNue responds to the success of previous editions of the Service Design Drinks

>> with a **new edition** following the break due to the pandemic.

#SDNue responds to new social challenges



and transforms the **Service Design Drinks Nürnberg** into the **Social Design Forum Nürnberg**.

*#SDNue responds to changes in requirements
and practices for events*



with a new **hybrid format**
for speakers and audiences.

#SDNue TOPICS

4.1

MARCH 2023

~ Thinking Design Differently

Social challenges in the age of the egocentric worldview. How can design promote participation and collaborative design?

MAY 2023

~ Ecology Economy Energy

Large corporations, basic state supply or self-responsibility, e.g. through energy cooperatives - do we still have options or are we trapped in lobbyism?

JULI 2023

~ Gamification: Playing in everyday life

Whether for imparting knowledge or for creating identity, whether as a motivational boost or for promoting creativity: gamification seems to be THE playful solution. A solution with addiction and manipulation potential?

OCTOBER 2023

~ **School Opportunities Entrepreneurship**

Out of the educational emergency program, into the future. Learning, coding, founding. Can schools alone point out and promote new paths?

FEBRUARY 2024

~ **Objects from the future: ideas of how the world could be**

Utopia, dystopia, brave new world. How can design fiction and speculative design sketch our future?

MAY 2024

~ **From linear to circular economy**

Circular economy means more than recycling and ecological necessity. Independence in supply chains becomes a competitive advantage. Design as an enabler of this paradigm shift?

JULY 2024

~ **Smart Cities between digitalization and recollection**

More than just sensors and algorithms: What does a city of the future look like, where digital progress meets ecology and humanity?

DESIGN

Discussion and networking between speakers and guests

#SDNue as a nucleus:

discuss, share, brainstorm,
network

LISTEN

*Speeches by three experts
on the evening's topic*

**#SDNue as a source
of information:**

Aha effects, inspiration,
forward thinking

DISCUSS

*Moderated conversation
between the three speakers*

**#SDNue as
food for thought:**

concrete, contradictory,
emerging - so you can
form your own opinions

**#SDNue
DISCOURSE**

#SDNue INITIATORS



Stefan Wacker

WWW.WACKWORK.DE 

- Consultant for strategic processes and customer-oriented innovation
- Certified service designer and platform design facilitator



Sabine Schweigert

WWW.SABINESCHWEIGERT.COM 

- Entrepreneur in the fields of marketing communications, journalism and photography, venture development, events and conferencing, wellness establishments

Stefan and Sabine are jointly conceiving and shaping #SDNue.

Together, they have won the Deutscher Demografie Preis ("German Demography Prize") in 2021.

Preisträger 2021

Sonderpreis NextPractice



Projekt: Methusalem.rocks

#SDNue

NEEDS SUPPORT

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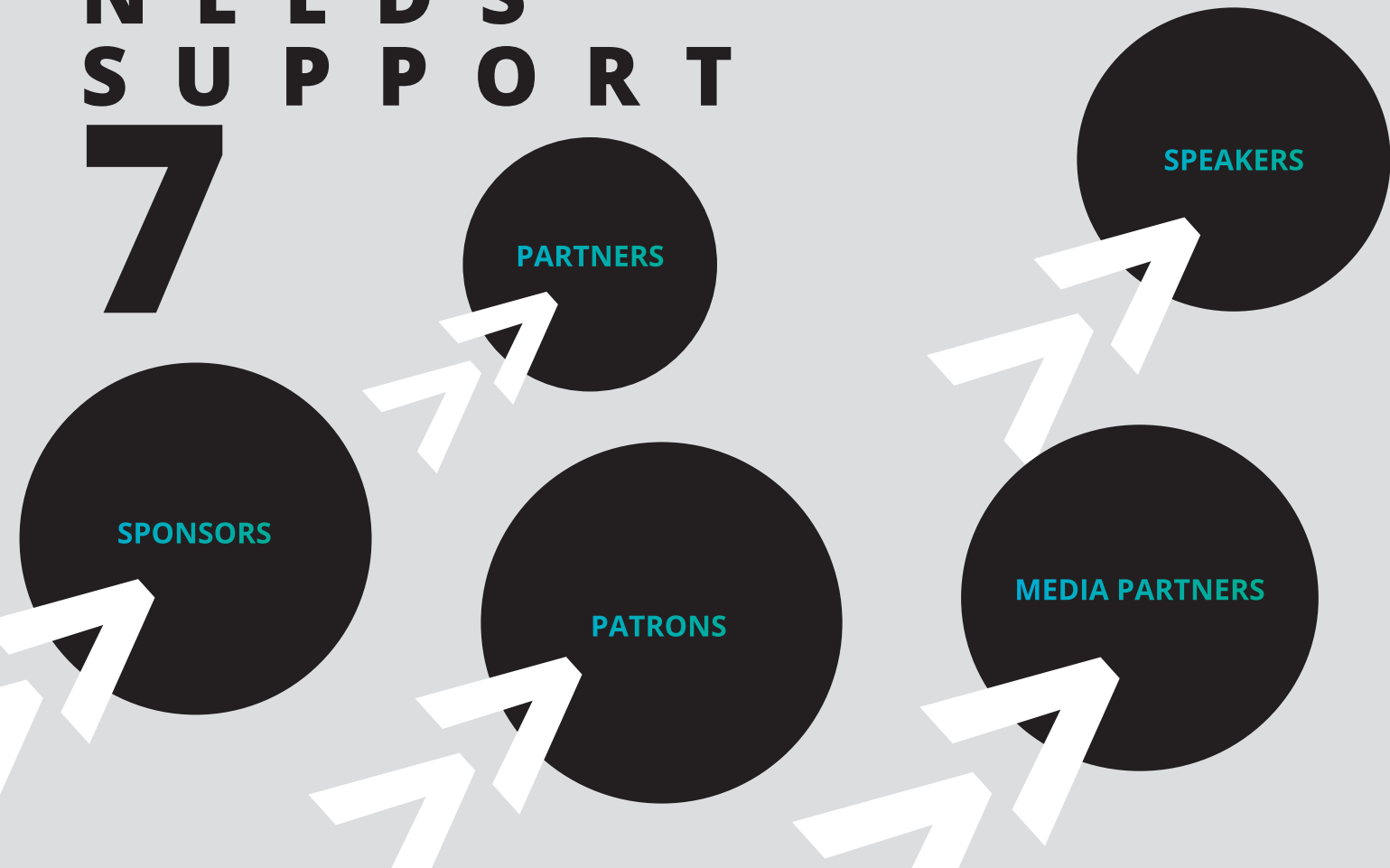
PARTNERS

SPEAKERS

SPONSORS

PATRONS

MEDIA PARTNERS



#SDNue

SPONSOR BASIC

You support us financially, therefore promoting independent, future-oriented, open and unbiased discussion on the issues of our time.

Your contribution

- 250 Euros¹⁾ for 1 forum
- 900 Euros¹⁾ for 4 forums
- Company logo
- Website URL

¹⁾+ VAT

Your benefits

- Your logo on the invitations and online event description
- Your logo on the flyers/posters/info material about the event

#SDNue

SPONSOR

PREMIUM

You support us financially, therefore promoting independent, future-oriented, open and unbiased discussion on the issues of our time.

Your contribution

- 500 Euros¹⁾ for 1 forum
- 1.800 Euros¹⁾ for 4 forums
- Company logo
- Website URL
- Profile and, if desired, documentation on your company to be displayed at the event and/or sent to participants

¹⁾ + VAT

Your benefits

- Mention in press releases and #SDNue community communication related to the event
- Logo, website and profile on the invitations (email, web, social media), banners, flyers and footers of presentations
- Mention of your name during acknowledgments at the beginning and end of the event
- Certificate of contribution to social responsibility (17 Sustainable Development Goals)²⁾
- Participation in the exclusive annual #SDNue Social Design Symposium

²⁾ e.g., for a sustainability report (CSR reporting obligation) 

#SDNue PARTNER

You support us as a technical or organisational partner, therefore promoting independent, future-oriented, open and unbiased discussion on the issues of our time.

Your contribution

Providing

- Location
- Conference equipment
- Catering
- Photo & video documentation

Your benefits

- Your logo and website on all communication material
- Logo, website and profile on SDNue.de/partner
- #SDNue as reference for ambitious, value-driven events
- Mention of your name during acknowledgments at the beginning and end of the event
- Display of info material during the event as well as your logo on onsite flyers/posters/info material about the event

#SDNue S P E A K E R S

Your contribution

You use your expertise to support us, therefore promoting independent, future-oriented, open and unbiased discussion on the issues of our time.

Your benefits

- Speaker profile on the event website and links to the profile in all info material
- Links to your personal website
- Permanent listing as a speaker on sdnue.de/speaker
- Guest contribution or portrait on the blog
- Mention in the newsletter
- Distribution to #SDNue communities
- Networking within the #SDNue forum
- Participation in the exclusive annual #SDNue Social Design Symposium

#SDNue MEDIA PARTNER

You support us as a media partner, therefore promoting independent, future-oriented, open and unbiased discussion on the issues of our time.

Your contribution

- Your logo and the authorisation to name and link you as a media partner
- Reporting on our forums before and after they occur

Your benefit

- Your logo and website on all communication material
- Logo, website and profile on SDNue.de/partner
- Mention of your name during acknowledgments at the beginning and end of the event
- Display of info material during the event as well as your logo on onsite flyers, posters, info material about the event

PATRON / SUPPORTER

You support us as a patron, therefore promoting independent, future-oriented, open and unbiased discussion on the issues of our time.

Your contribution

- Your logo and the authorisation to name and link you as a patron

Your benefits

- Your logo and website on all communication material
- Logo, website and profile on [SDNue.de/partner](https://sdnue.de/partner)
- Mention of your name during acknowledgments at the beginning and end of the event
- Display of info material during the event as well as your logo on onsite flyers/posters/info material about the event
- Participation in the exclusive annual #SDNue Social Design Symposium



#SDNue

S O C I A L D E S I G N S Y M P O S I U M S C H A R N I T Z

SPRING 2024

The Think Tank, organised with our partner Aura Karwendel.

Review the year's main topics, inspire each other and launch initiatives for social change together, against the backdrop of the inspiring Karwendel mountains. Who'll be there? You, as a speaker, sponsor or media partner of previous events.

#SDNue

For ideas, support, issues or collaboration, contact:

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Further up to date information is available at:

www.sdnue.de 

 [Linkedin](#) 

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