

# Highlighting the Nordic approach

The Nordic approach to design and product development is based on cooperation between industry, academia and education which is often close and informal. We see this as a very important advantage in global competition and want to build on this tradition to further advance the cooperation and co-creation between academia and industry.

Submissions present evidence-based academic work on topical issues on design, development, and innovation that strengthens both our theoretical understanding, and the connection between theory and practice.

The conference proceedings contain papers on:

- Service design
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- Educational Perspectives
- Collaboration & Creativity
- Design Thinking
- New Product Development

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