



WHY SOCIALLY ENGAGED DESIGN?

The Center for Socially Engaged Design (C-SED) at the University of Michigan empowers practitioners with perspectives and skills needed to design effective interventions that are impactful for society.

We believe this requires practitioners to take into account the fullest social, cultural, economic, and environmental contexts of their process. The socially engaged design process incorporates the perspective and expertise of community stakeholders at every stage.

<https://csed.engin.umich.edu>

THE MICHIGAN EXPERIENCE

Founded in 1817, University of Michigan (U-M) is a top-ranked public research university in Ann Arbor, Michigan, USA. U-M is consistently ranked in the top ten public institutions in the U.S., and has more than 100 top-ranked graduate programs. The mission of the University of Michigan is to serve the people of the world through preeminence in creating, communicating, preserving and applying knowledge, art, and academic values, and in developing leaders and citizens who will challenge the present and enrich the future.

U-M maintains a global presence including initiatives in Southeast Asia, Brazil, Russia, India, and China. Regardless of where you attend, you'll benefit from the same outstanding, results-oriented Michigan experience.

PROGRAM PARTNERS



GUJARAT CSR AUTHORITY

An Initiative by Government of Gujarat

The Gujarat CSR Authority (GCSRA) believes in empowering corporates to leverage the corporate innovations and management skills in the delivery of public goods. GCSRA fosters sustainable growth by creating an enabling environment where different stakeholders (like, government, NGOs & businesses etc.) are working together towards a common goal. GCSRA establishes and deepens links with the organizations in various parts of the world for exchange of ideas and for collaborative actions and programs. GCSRA also facilitate exchange of experiences and ideas between various stakeholders for developing a framework for strengthening of CSR indicatives.



The Setco Foundation was created in 2007 to implement the Setco Group's Corporate Social Responsibility (CSR) initiatives. 5% of Setco Automotive's Annual Net Profit is dedicated to the Setco Foundation.

Setco Foundation believes in a just, equitable and sustainable society through empowered communities. Setco foundation collaborates with various stakeholders to develop equal access to healthcare, education, a sustainable environment and opportunities for growth. Through an active partnership with Centre for Socially Engaged Design (C-SED) at University of Michigan, Setco Foundation aim to develop best practices in identifying innovative and sustainable solutions to local development issues.



COLLEGE OF ENGINEERING
CENTER FOR SOCIALLY ENGAGED DESIGN
UNIVERSITY OF MICHIGAN



CENTER FOR SOCIALLY
ENGAGED DESIGN



SOCIALLY ENGAGED DESIGN FOR CORPORATE SOCIAL RESPONSIBILITY EXECUTIVES

NOVEMBER 13–15, 2019, MUMBAI, INDIA



WHAT YOU WILL LEARN?

In this executive training, we will guide you through the stages of socially engaged design (SED) and creative problem solving alongside a network of CSR professionals. SED pushes practitioners to recognize and analyze how their own cultural contexts shape their approach.

Topics include:

- Analyze your cultural and social context
- Identify and understand the problem
- Develop innovative ideas
- Select and refine ideas
- Create an action plan to implement and evaluate ideas

After this 3 day experience, you will be able to:

- Apply tools of socially engaged design to your most pressing challenge
- Integrate and understand the perspectives of the community you serve
- Make effective and community-informed choices in CSR programs, projects and strategies
- Identify and develop plans to engage with various stakeholders

PROGRAM STRUCTURE

The format is a mixture of discussion, case study examples, hands-on activities, and practice. This fast-paced learning environment fosters collaboration, dialogue, and introspection. Participants should come prepared to discuss a challenge facing their organization and actively engage, offer feedback and exchange ideas with one another. The program is customized to participants' unique, personal, and organizational challenges and aspirational goals.

DAY 1: CHALLENGE EXPLORATION

DAY 2: DATA GATHERING

DAY 3: IDEA GENERATION

YOUR LEARNING ENVIRONMENT

- Collaborative Groups: You will be carefully partnered with a group of peers whose diverse perspectives will enrich your learning experience and expand your network.
- Premium Accommodation: Modern, premium living arrangements in the heart of Mumbai, which will allow you to make new connections and fully immerse in a learning experience
- World Class Faculty: They're prolific thinkers and creators of revolutionary studies and frameworks. Most importantly, they are determined and dedicated to leveraging their extensive knowledge to help you succeed.

WHO SHOULD ATTEND?

CEO's or head of CSR's who are responsible for shaping the direction, mission, and major programs for your organization and who have been in their current role for at least one year.

REGISTRATION DETAILS

Please join us as we launch this program at a specially sponsored introductory offer of ₹1,30,000 + taxes. Included in the cost: Workshop, meals, 2 nights stay

For registration details, visit:

<https://csed.engin.umich.edu/ExecutiveEd/>

Location: Grand Hyatt Mumbai

Address: Off Western Express Highway, Santacruz East, Mumbai, Maharashtra 400055

Phone: 022 6676 1234



INSTRUCTORS

Ann Verhey-Henke is the Strategic Director of the University of Michigan Center for Socially Engaged Design (C-SED) and Adjunct Lecturer, Problem Solving Initiative, Michigan Law School. Prior to her appointment at C-SED, Ann was the Managing Director of Innovation and Social Entrepreneurship and Adjunct Lecturer in Health Management and Policy at the University of Michigan School of Public Health. Ann brings over 20 years of experience in building heterogeneous teams of faculty and students to work toward a common goal of innovation. Ann has a BA in Psychology and Religion from Hope College and a MDiv from McCormick Theological Seminary.

Charlie Michaels is Associate Director for Experiential Learning & Adjunct Lecturer at the University of Michigan Center for Socially Engaged Design (C-SED). He leads C-SED's experiential learning programs including the fieldwork program and collaborations with university faculty to build socially engaged design into curriculums. For almost a decade, Charlie has been facilitating socially engaged art & design courses and experiences that have engaged university students with global community stakeholders in India, Ghana, Indonesia, Ecuador, and Bangladesh. He is a Creative Community Fellow of National Arts Strategies and the Center for Social Impact Strategies at the University of Pennsylvania. Charlie holds a MFA from the University of Michigan in interdisciplinary art & design and a BFA from Bradley University.