

**Current Topic**  
**Design Thinking for Sustainability**

Target Audience	: Aspiring, new and current directors, C-suite and senior management of listed companies, and industry professionals.
Date	: 24 February 2021
Time	: 9.00 am to 11.00 am
Venue	: <i>To be confirmed</i>
Cost	: SID Member : S\$60 (excl. GST); S\$64.20 (incl. GST) Non SID Member : S\$90 (excl. GST); S\$96.30 (incl. GST)
CPD	: 2 hours

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The global impact of Covid-19 is still unfolding and there is a heightened need for businesses to build agility and organisational resilience. Hear from industry leaders and design thinking practitioners on how they have integrated design thinking into business thinking to create value and making their business more sustainable in the longer-term.

**Course Objectives**

1. Understand what it means for businesses to be sustainable.
2. Learn how to use design thinking to shape opportunities in sustainability for your organisation.

**Programme**

8.30 am	Registration
9.00 am	Introduction by SID
9.05 am	Opening by DesignSingapore Council - The Business Value of Sustainability
9.10 am	Sustainability as a leverage for Internationalisation
9.30 am	Using Design Thinking to Kickstart Systemic Change & Creating Business Opportunities with Circular Economy
9.50 am	Panel Discussion
11.00 am	End of Programme

## Speakers and Panellists



**Anna Lim**  
**Executive Director and SouperChef, The Soup Spoon**

Ms Anna Lim is the Executive Director and SouperChef at The Soup Spoon, where is responsible for the day-to-day management and the creation and innovation of soups and product development. Together with her business partners, she conceived The Soup Spoon in 2002, with the goal to be the global soup model and the “Starbucks” of soups. Prior to that, she was a clinical embryologist at the Singapore General Hospital. Ms Lim received the Spirit of Enterprise Award in 2004, and is an advocator of design thinking and healthy cooking.



**Sann Carrière**  
**Founder and CEO So Now Asia**

Ms Sann Carrière is the founder and CEO of So Now agency, based in the Netherlands, and has been developing her views and tools on the new economy since 2009. She opened the So Now Asia branch in Singapore in 2017. Ms Carrière has a background in cultural, communication and information sciences, and was awarded a postgraduate fellowship in Japan as a part of the Japan Prizewinners Programme for outstanding Dutch graduates. She was cited in TheNextWomen100 list of the top 100 most successful female entrepreneurs in the Netherlands in 2015 and 2016.



**Jeffrey Koh**  
**Partner and Director, Chemistry Team**

Dr Jeffrey Koh is a Partner and Director of Strategic Ventures at Chemistry Team. He is a transdisciplinary experiential designer who has worked on catwalk and fashion show design, architecture and exhibition design, advertising and gallery curation. Among his clients are Prada, KesselsKramer, the Office for Metropolitan Architecture and Rem Koolhaas. Dr Koh was awarded a BFA from the Aki Academy of Art and Design, Netherlands and an MA from Central Saint Martins, UK. He earned his PhD in Engineering Sciences at the National University of Singapore and was a visiting research scholar at Keio University, Japan as well as a faculty lecturer at the University of New South Wales, Australia.

## Registration

Please register online at [www.sid.org.sg](http://www.sid.org.sg) by **18 February 2021**.

## Course Enquiries

**Email** : [events@sid.org.sg](mailto:events@sid.org.sg)  
**Tel** : (+65) 6422 1188  
**Fax** : (+65) 6422 1199

*Upon successfully enrolling for the course, you are deemed to have read and accepted SID's Terms and Conditions stated overleaf.*

## **TERMS AND CONDITIONS FOR SID COURSES/EVENTS**

SID's courses and events are subject to terms and conditions as set out below. The Institute reserves the right to changes these terms and conditions without notice.

### **COURSE/EVENT REGISTRATION**

A participant is successfully enrolled for the course/event once an invoice is generated.

### **NO CANCELLATION**

There will be strictly no cancellation once the participant is successfully enrolled for the course/event.

### **NO-SHOW**

There will be strictly no refund of fees for no-show.

### **REQUEST FOR REPLACEMENT**

Where a participant cannot attend a course, he/she may request for a replacement, provided that:

Replacement of a participant is subject to at least 5 working days prior notice in writing. In the case whereby a SID member participant is replaced by a non-member, a top-up fee will be levied. No refund will be made if a non-member participant is replaced by a member.

### **CANCELLATION OF COURSE/EVENT BY SID**

SID will exercise all possible care to run the confirmed courses. However, in the event of unforeseen circumstances or low enrolment, SID reserves the right to cancel or defer the course/event, and/or to change venue, speaker, course date and fees. SID will make all reasonable efforts to notify participants of changes, should they happen. If SID cancels a course, a full refund will be made to the participants.

### **CPD HOURS & CERTIFICATE OF ATTENDANCE**

Entitlement of CPD hours / Certificate of Attendance is subject to the participant arriving no later than 30 minutes after the programme starts or leaving no more than 30 minutes before the programme ends, and submitting the module Evaluation Form only at the end of the event.

### **PAYMENT POLICY AND OPTIONS**

Course/Event fees are due upon registration, and payment should reach SID at least 7 working days before the course date. SID reserves the right to refuse admission if payment is not received in full before a course/event.

1. Online Payment  
Log in to your account at [www.sid.org.sg](http://www.sid.org.sg)  
Select invoice to pay at "My Open Invoices".
2. Cheque Payment  
Payable to: Singapore Institute of Directors (please quote invoice number behind the cheque)  
Mail to: 168 Robinson Road, #11-03, Capital Tower, Singapore 068912  
Attention to: Finance Department
3. Telegraphic Transfer  
Bank Name: DBS Bank Limited  
Branch: 048  
Bank Code: 7171  
Bank Account No: 048-016620-2  
Swift Code: dbsssgsg  
Beneficiary Name: Singapore Institute of Directors  
Reference: *(Please quote invoice number)*

#### **Note:**

1. All bank charges are to be borne by the applicant.
2. Please quote invoice number when making payment.
3. For queries on billing, please call SID Accounts Department (T: 6422 1182).