VIA PROGRAMS IN SILICON VALLEY

HEALTHCARE

LANGUAGE & CULTURE

SOCIAL INNOVATION

EXPLORING SOCIAL INNOVATION

📅 Spring: February 7-17, 2018
Summer: July & August

🌐 San Francisco, with visits to Stanford University

👥 University students and young professionals from Asia

➤ viaprograms.org/esi

WORKSHOPS & SPEAKERS
ORGANIZATION VISITS
COMMUNITY-BUILDING
REFLECTION

DESIGN-THINKING FOR SOCIAL INNOVATION

📅 March 22-31, 2018

🌐 Palo Alto, with visits to Stanford University

👥 University students from Japan & Stanford

➤ viaprograms.org/dsi

TEAM PROJECT
DESIGN-THINKING WORKSHOPS
COMMUNITY-BUILDING
ORGANIZATION VISITS

viaprograms.org/dsi

DESIGN-THINKING FOR SOCIAL INNOVATION

STANFORD-JAPAN EXCHANGE

DESIGN-THINKING FOR SOCIAL INNOVATION

WHAT IS DESIGN-THINKING?

EMPATHIZE — DEFINE — IDEATE — PROTOTYPE — TEST

Design-thinking, or human-centered design, is a process for creating innovation that focuses on understanding people's needs. It has been used successfully in a variety of different fields and has great potential for making breakthroughs solutions to problems in our society as well as our own lives.

Stanford & Palo Alto | March 22-31, 2018

PROGRAM OVERVIEW

The Design-thinking for Social Innovation (DSI) Program brings together 30 university students from Japan and Stanford to practice the innovative process of design-thinking for social good. In this 10-day program co-hosted by VIA and the Stanford Alternative Spring Break Program, you will dive deep into the process of creating innovative solutions and experience working together across cultures as your team applies design-thinking to support an education-focused partner organization.

If you want to see what it's really like to work intensively a US-Japan team and how to use the design-thinking process in real life, this is the program for you!

SCHOLARSHIPS AVAILABLE!
For more information, visit:
viaprograms.org/silicon-valley/scholarships

- Learn and share international perspectives on social issues with peers
- Gain in-depth hands-on experience with design-thinking
- Enhance your cross-cultural communication and teamwork skills
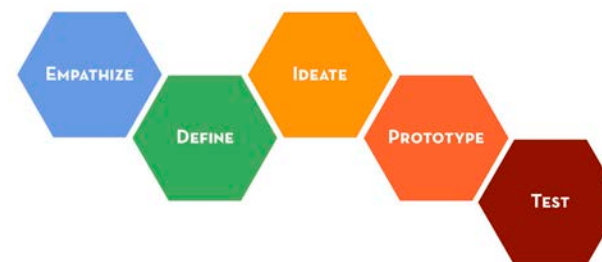- Complete a design-thinking project to address a specific social issue
- Join a community of young changemakers across the US and Asia

> **My name is Kevin** and I'm a senior studying Product Design with a minor in Japanese Studies. I'm excited to be your Stanford host! I'm interested in a variety of art/design fields - graphic as well as conceptual. Last summer I worked as an art gallery design intern, where I was tasked with revamping the visual branding and the patron experience of the gallery. Before that, I worked as a designer for a stationery company in Tokyo, which was a very enlightening experience for me. It showed me how important it is to collaborate between different ways of thinking, and I hope that the course will be a learning experience for everyone (myself included)!

What will you do?

WORKSHOPS & SPEAKERS
Join experiential workshops on each step of the design-thinking process and hear speakers share their view on design for social innovation.

COMMUNIITY-BUILDING
Build friendships of a life-time through improvisation games, teambuilding, informal talks and cross-cultural exchange.

ORGANIZATION VISITS
See innovation in action and have the chance to interview users through in-person visits.

TEAM PROJECT
Apply everything you learn and make new discoveries through a cross-cultural team project on an education-related social issue with a local partner organization.

PROGRAM LOGISTICS

WHERE WILL I STAY?
During the program, you will stay at a hotel in Palo Alto, close to the Stanford campus. You will be paired with a roommate to enrich your program experience.

HOW MUCH DOES IT COST?
The total program fee is $3,100 USD, and includes: accommodation, welcome lunch and celebration dinner, most scheduled activities, and local transportation. The program fee does not cover: airfare, medical insurance, most meals, or optional activities.

APPLY
viaprograms.org/dsi

Deadlines may vary by university. Please check the website for details.

APPLY → INTERVIEW → RECEIVE RESULTS
We care about getting to know YOU! Please take time to tell us about yourself in your application essay.

QUESTIONS? PLEASE CONTACT
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Social Innovation Programs Director

A Day in the Life

- **9:30 AM** MORNING ENERGIZER
- **10:00 AM** WORKSHOP
- **2:00 PM** TEAM PROJECT
- **4:30 PM** DINNER
- **8:00 PM** COMMUNITY-BUILDING