

# VIA PROGRAMS IN SILICON VALLEY



HEALTHCARE



LANGUAGE & CULTURE



LEADERSHIP




SOCIAL INNOVATION



## EXPLORING SOCIAL INNOVATION

 February 8-18, 2017; also July, August

 San Francisco, with visits to Stanford University


 University students and young professionals from Asia


 [viaprograms.org/esi](http://viaprograms.org/esi)

**WORKSHOPS & SPEAKERS**  
ORGANIZATION VISITS  
COMMUNITY-BUILDING  
REFLECTION



## DESIGN-THINKING FOR SOCIAL INNOVATION

 March 22-31, 2017

 Palo Alto, with visits to Stanford University

 University students from Japan & Stanford

 [viaprograms.org/dsi](http://viaprograms.org/dsi)

**TEAM PROJECT**  
DESIGN-THINKING WORKSHOPS  
COMMUNITY-BUILDING  
ORGANIZATION VISITS



[viaprograms.org/dsi](http://viaprograms.org/dsi)

DESIGN-THINKING FOR  
SOCIAL INNOVATION  
STANFORD-JAPAN EXCHANGE

# DESIGN-THINKING FOR SOCIAL INNOVATION



Stanford & Palo Alto | March 22-31, 2017

## 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](http://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

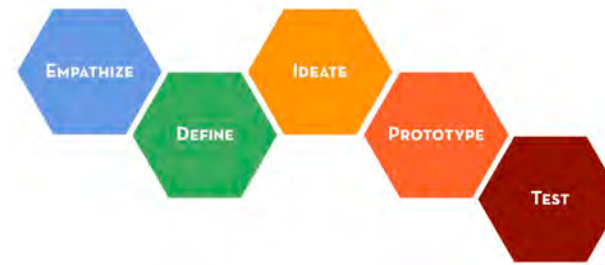


Join a community of young changemakers across the US and Asia

“As your hosts at Stanford, we'd like to welcome you to an amazing experience to collaborate across cultures and work on contributing to our communities and improving education through design-thinking. We're Cali and Jessica, third-year students at Stanford studying Biomechanical Engineering, English and Japanese. We've both loved working with VIA and students from all over Asia this past year and can't wait to get to know you and explore design-thinking and social innovation together in March!”



## WHAT IS DESIGN-THINKING?



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 breakthrough solutions to problems in our society as well as our own lives.

## 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.



### ORGANIZATION VISITS

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



### COMMUNITY-BUILDING

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



### 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, which 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 BY NOV 20, 2016**  
**PRIORITY DEADLINE**  
[viaprograms.org/dsi](http://viaprograms.org/dsi) **FINAL DEADLINE: DEC 7, 2016**

We care about getting to know you. Please take time to tell us about yourself in your application essay or video.

For questions, please contact:  
Yi Zhang | [yi@viaprograms.org](mailto:yi@viaprograms.org)  
Social Innovation Programs Director

9:30 AM



MORNING ENERGIZER

10:00 AM



WORKSHOP

2:00 PM



TEAM PROJECT

4:30 PM



DINNER

8:00 PM



COMMUNITY-BUILDING

A Day in the Life