

Thursday 30 June



**10:15 welcome and opening**  
Martin Foessleitner / IIID  
Angela Morelli  
Outline and idea of GreenID



**10:30 a workshop instead of a keynote ...**  
  
Angela Morelli: ORGANIZING INFORMATION  
Please provide us with your data and picture, following this link:  
<http://www.iiid.space.net/greenid/?pg=2&regid=638&ft=>



**12:30** Light Lunch

**13:30** workshop cont.



**15:00** Afternoon Tea & Espresso



**15:30 tools & methods**  
  
Reinhard Komar MEDIA COMMUNICATION, ECONOMY AND INFORMATION DESIGN  
Peter Putz DESIGN FOR ETERNITY



**16:30** Short Break

**16:45** Martin Ashley SUSTAINABLE TYPOGRAPHY  
Maria Eugenia Perez Lizarazo : TECHNICAL INFORMATION FOR SUSTAINABILITY

**17:45** End of Day 1

**18:15** City Tour by Bike, starting at the IIIDspace



**19:45 Picnic in the City** (location close to the Ring, more details on Thursday morning)



Friday July-01



**09:00 Good Morning**  
Very brief Summary so far



**make me understand**

Will Stahl-Timmins SEEING IS BELIEVING  
Daniela Pock THE 3 BIG INDICATORS OF SUSTAINABLE DEVELOPMENT  
Martin Strele & Axel Steinberger BETTERDAY



**10:30** Break

**10:50** Barbara Hahn & Christine Zimmermann  
VISUALIZING SUSTAINABLE DEVELOPMENT  
Jan-Christoph Zoels SMART METERS



**11:40 change behaviour**  
Michael Hardt SUSTAINABLE DESIGN



**12:10** Lunch

**13:10** Jennifer Shirey CAMPAIGNS FOR BEHAVIOUR CHANGE  
Arlene Birt NARRATIVE INFORMATION DESIGN  
Karen Stanbridge KEY THEORIES ON BEHAVIOR CHANGE FROM PSYCHOLOGY



**14:40** Espresso, Tea and some Sweets



**15:00 projects & approaches**  
Arnault Garcia ECODESIGNERS  
Rashi Saxena and Kubilay Alton GECO CARD  
Andreas Koop CASESTUDY: OY-MITTELBERG  
Helena Wimmer  
CAN YOU CHANGE THE WORLD WITH GRAPHIC DESIGN?

**17:00 Summary, Extensions and Farewell**

How to continue ...

**17:30** Official Closing

