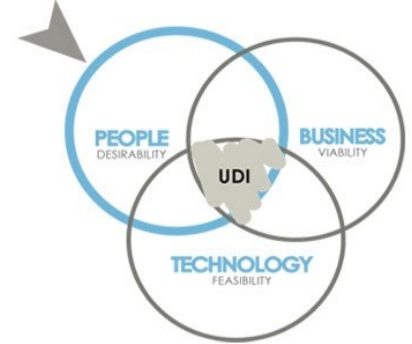


## User Driven Innovation Conference at MU

May 16, 2014

The User Driven Innovation is organized by the Design Innovation Centre of the Faculty of Engineering at Mondragon Unibertsitatea.

The aim of the conference is to show the potential and opportunities that the User Driven Innovation method offers as complement of technological innovation. There will be a case study based on the analysis done in Debagoiena. Successful cases of firms such as CEMOSA, EKIDE and CAF will be showed and they will explain why they bet on this way to innovate.



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User Driven Innovation conference