

2026 مؤتمّر الابتكار والرّقميّة
INNOVATION & DIGITALIZATION

الممارسات
APPLICATIONS

البيئات
ENVIRONMENTS

المنهجيات
METHODOLOGIES

تنفيذ

sabr^o impact^o
Business Design Community Design

بالشراكة مع

IMPACT
d.School



German University
of Digital Science

Join Us For

مؤتمر الابتكار والرقمية 2026 INNOVATION & DIGITALIZATION

الممارسات
APPLICATIONS

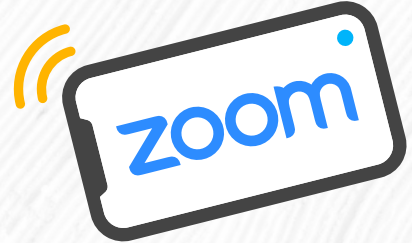
البيئات
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METHODOLOGIES

Exploring Innovation Horizons through
Human-Centered Design in Digital Ecosystems

WEDNESDAY
04
FEB
2026

Online
by



From 5:00 PM
To 9:00 PM
KSA Time

From 3:00 PM
To 7:00 PM
CET Time

From 9:00 AM
To 1:00 PM
EST Time

INNOVATION AND
DIGITALIZATION

The Conference is Organized by:



SABR Business Design

A specialized company in designing business solutions and launching initiatives. The company offers its services through the "Research Design Studio," "Capacity Building" programs, and "Learning Design". It is distinguished by achieving integration between design principles and business principles. It empowers individuals and institutions to grow and create a positive impact in the communities in which they operate. SABR operates through an integrated approach that combines three main areas:

- **Strategy, Leadership, and Execution:** Building effective strategies and developing leadership capabilities.
- **Business and Social Innovation:** Designing innovative solutions that meet human and societal needs.
- **Data Analysis and Knowledge Management:** Transforming data into future insights and investing in knowledge assets.



Impact Community Design

A specialized company working in the field of designing solutions and initiatives, and building institutional and individual capacities in the social sector, to create a shift by merging innovation methodologies with measurable executive solutions by working on three main areas:

- **Knowledge Design and Data Analysis:** Includes data management, data visualization, and knowledge management to transform data into insights that support decision-making.
- **Leadership and Institutional Empowerment:** Through designing strategies, business models, and effective execution, in addition to qualifying leaders.
- **Innovation and Solution Design:** By applying design research, designing services and products, and establishing spaces for institutional and social innovation.

The Conference is Designed in Partnership with:



German University of Digital Science

A university specialized in digital sciences. It adopts the "Borderless" education model. It offers its academic programs entirely online to students from all over the world, allowing them to obtain accredited German university degrees without the need for physical presence in Germany. The university offers three main categories of programs (all in English):

- **Master's Programs:** Including Applied Artificial Intelligence, Cybersecurity, Advanced Digital Reality, and Digital Leadership.
- **MBA Programs:** Focused on digital transformation and digital technologies.
- **Micro-Degrees:** Short, focused courses (3 months in duration) aimed at rapidly honing specific skills and obtaining accredited certificates.



Impact d.School

A specialized initiative working in the field of teaching and applying human-centered solution design methodologies. It aims to bridge the gap in innovative work by placing users and customers at the center of the design process to meet their real needs and design solutions that make the world better. The school operates through an integrated model covering four main areas:

- **Design Research:** Analyzing user behavior to improve products and services.
- **Designing Innovation Environments:** Creating workspaces, labs, and accelerators that stimulate creativity.
- **Capacity Building:** Empowering individuals and institutions with innovative skills.
- **Learning Design:** Developing educational experiences and innovative knowledge guides.

Why this conference ?

- **Global Context:** Rapid digital transformation is reshaping life, work, and learning, with studies indicating that 70% of future jobs will require advanced digital skills.
- **Efficiency Gap:** OECD data confirms that user-centered innovation has boosted government efficiency by 40%, highlighting the need for smarter service delivery.
- **Human Dimension:** As technology and behavior intertwine, we must innovate solutions that bridge digital capabilities with sustainable human values.
- **Conference Mission:** This Conference unites experts to explore human-centered innovation and define the tools for a smarter, more humane future.

The Target Audience ?

Leaders & Decision-Makers

Empowering leaders to drive digital transformation through sustainable, human-centered innovation methodologies.



Academics & Researchers

Strengthening applied research and building strategic partnerships between universities and global digital institutions.

Digital Practitioners

Supporting UX and innovation specialists with advanced tools to align technology with human needs.



Entrepreneurs

Assisting innovators in designing scalable, user-centric digital value within rapidly changing global markets.

Designers & Students

Preparing the next generation for future labor markets by linking theoretical knowledge to practical applications.



Conference Objectives

- **Exploring Methodologies:** Investigating the latest innovation frameworks and design practices within modern digital contexts.
- **International Showcasing:** Presenting global success stories to illustrate the impact of digital innovation on diverse sectors.
- **Fostering Collaboration:** Building strategic bridges between academia and industry to enhance applied research in digital design.
- **Capacity Building:** Developing participant expertise in advanced digital design tools and professional design-thinking methodologies.
- **Future Analysis:** Examining emerging technological trends and their evolving influence on designing humane digital experiences.

Conference Core Topics

- **Educational Redesign:** Transforming digital experiences within innovation education through modern design frameworks.
- **AI Integration:** Redefining the designer's role through the strategic use of Artificial Intelligence tools.
- **Human-Centric Shifts:** Navigating digital transformation by prioritizing human dimensions and user-centered behavior.
- **Sustainable Progress:** Building long-term innovation models that balance technological advancement with social sustainability.
- **Future Leadership:** Exploring global trends in digital leadership and the design of humane technological solutions.

Conference Outcomes

1

Strategic Recommendations

Practical guidelines for developing digital design ecosystems across educational and professional sectors.

2

Modern Toolkit

A comprehensive map of best practices and tools for effective digital solution design.

3

Collaborative Networks

Establishing professional networks for researchers and practitioners to foster ongoing knowledge exchange.

4

Position Paper

A formal closing document defining global standards for human-centered innovation in the digital age.

Conference Speakers



Keynote Speaker

PROF. DR. Christoph Meinel
President & CEO, German
University of Digital Science

The Digital University as an Innovation Engine

Lessons from the German University of
Digital Science



Ghiath Hawari
Strategy design and
leadership development
consultant

Systems and Design

Methodologies - Tools - Practices



DR. Hanadi Traifeh
Dean, College of Design
Thinking

Beyond Design Thinking

Innovation for a Complex World



PROF. DR. Thomas Staubitz
Head of Research Group
Educational Technologies
and Social Learning

Rethinking Recognition

Past and Future of Micro-Degrees at the
German University of Digital Science



PROF. DR. Steven Ney
Head of Research Group
"Design Thinking and Social
Innovation

Why Implementing Innovation in Organisations is Not Nearly as Easy as It Should Be

Lessons From Design Thinking

Conference Speakers



PROF. DR. Maren Borkert
Head of Research Group
"Digital Entrepreneurship
and Management"

Transformation by Design
Creating Scalable, Resilient, Sustainable
Businesses Customers Love



Dr. Rania Sawalhi
Faculty member at the
University of Jordan

From the Classroom to Entrepreneurship
Design Thinking and Teacherpreneurship



Abir Alobaid
Head of Research and
Analysis – SABR

Innovation and Digitalization
in the Arab World 2026



Kinda Almeamar
Head of Innovation
– SABR

Beyond Competition
Integrating Generative AI with Human
Decision-Making to Create Sustainable
Digital Solutions

Conference Participations :

You can participate in the conference by registering via the following link:



JOIN NOW

By registering you can :

- **Attend All Sessions:** Access all lectures, panel discussions, and workshops, available in both Arabic and English with simultaneous translation.
- **Receive Certification:** Obtain an official certificate of attendance issued by the conference organizing committee.
- **Access Exclusive Content:** Receive a curated collection of exclusive publications and resources specifically for conference participants.