## DIGITAL SOCIETY SCHOOL MANIFESTO

**Digital Society School** We provide all generations with the skills and knowledge to create an inclusive digital society. To do this, we build and foster a diverse community of learners that integrates digital technology into society, using human-centered design approaches. We think big, but start locally and share our knowledge, for the world to use.

**We provide all generations with the skills and knowledge to create an inclusive digital society** We empower and enable this generation and the next with the technical, social and creative skills that are needed to shape a digital, sustainable society. We believe the digital society and its emerging digital technology should be of the people, by the people and for the people. Therefore, we promote an inclusive and integrated model of education, research and practice where the integration of technology in people's lives and society is the central theme. When technology truly empowers people and society, the world becomes a better place.

**To do this, we build and foster a diverse community of learners...** We build and foster an inclusive and diverse community of professionals, students, educators and researchers, who want to embrace and explore the potential of the digital society. We offer an environment in which this community can learn, work and grow together. The learning experience is digital and self-directed, aided by short-term, in-person education programs. Together, the community will build a critical mass around the topic of the digital society by attracting new partners, and setup projects using traditional and new ways of funding.

**...that integrates digital technology into society...** We are transformation designers: we explore and create opportunities in society where the integration of digital technologies can have an impact. We reform organisational and societal systems and culture, as well as shape new experiences and environments. We also critically reflect on transitions in society that have happened and are ongoing under the influence of digitisation. We see digitisation as a permanent part of society which is receiving plenty of attention, both in media and in business. However, we think the part in which it concerns people and the impact on our lives and society is underexplored and deserves attention. We state that technology itself is not the pressing problem in the world, but rather the integration of it. In envisioning a future we are not utopians, but realists.

**...using human-centered design approaches.** We are a leading education and research institution in both digital technology skills and human-centered design. Because of this unique combination, we are experts in the integration of digital technology in society and across a wide range of disciplines and knowledge areas. We have a design thinking and doing mindset. This means our work is in permanent beta, and we think big, start small and act fast. And that all of our projects are interdisciplinary. To ensure that we lead in this area, we work closely with partners around to world, and build on each other's work.

**We think big, but start locally...** We are strongly rooted in Amsterdam. This means that the DNA of the city is embedded in all our activities. Like Amsterdam, we are a global brand that creates impact around the world, and is highly attractive for international talent. Amsterdam is our testbed for

developing sustainable metropolitan solutions that can be implemented on a global scale. We will build and maintain a long-term relationship with our local surroundings, and be transparent and accessible. We stay true to our roots: the Amsterdam University of Applied Sciences, the municipality of Amsterdam, and the partners from business, science, society and education who brought us to where we are today.

## …and share our knowledge, for the world to use.
We are on a mission to eliminate 'design waste' by creating a culture of sharing and setting the right conditions to better build on each other's work. To do this, we open up our resources to the world and stimulate others to contribute to it. Partners we work with share this attitude. And while our actions are not free of charge, we will always have an open source mentality in everything we do and share