

the Design & Emotion Society raises issues and facilitates dialogue among practitioners, researchers, and industry in order to integrate salient themes of emotional experience into the design profession.

The Design & Emotion society (D&E) was established in 1999 as an international network of researchers, designers and companies sharing an interest in experience and emotion driven design and research. The network is used to exchange insights, research, tools and methods related to emotional experience in product design. The daily board is based in The Netherlands.

The activities organised by the society offer a platform where professionals meet. We organise the biannual International Conference on Design & Emotion as well as occasional Design & Emotion workshops or other smaller initiatives.

## **D&E Local Chapters**

The Design & Emotion Society is lucky to have many friends and members from different places all over the world. In order to increase local activities and contact between members of our community, we have recently decided to endorse local initiatives under the D&E flag: the D&E Local Chapters.

## **Objectives**

D&E Local Chapters are locally run and organised under the International D&E flag. A Chapter's objectives are to organise local events (cocktails, seminars, lectures, meet-ups etc.) to support the International Design & Emotion Society in its objectives and mission (see above). In this way, Local Chapters will stir up discussion around the theme of design and emotion. Local Chapters are expected to share outcomes with the local and international community.

## **To be a Local Chapter of the Design & Emotion Society, you need a license**

No one is permitted to establish a chapter or organise an event under D&E's name, unless he or she has been granted a license to do so by D&E.

## **Who is eligible for a license?**

Anyone who desires to take on the task of locally facilitating dialogue among practitioners, researchers and industry in order to integrate salient themes of

emotional experience into the design profession (our mission).

Licenses are granted to one person, the chapter license holder, and most likely the applicant of the chapter request. Licenses are granted under the condition that:

**! →** The applicant or license holder has attended one of the bi-annual conferences or events organized by D&E.

This condition is related to the fact that we believe that a shared experience creates true bonds and a deeper connection. It is our aim that D&E and D&E chapters are connected through a shared vision, a shared passion and a shared history (or experience).

### **Is a license indefinitely granted?**

Yes, in principle we do not have an expiration date or duration limit for the license, however, it is possible to lose a license. This can happen when:

- The D&E board feels there is no proper organisation structure or the quality of the organisation is not up to standard.
- The licensee is purely using the chapter for commercial gain and is not focused on the most important part of our motto: facilitating an active dialogue between practitioners, industry and academia. Of course we understand the chapter can strengthen your network which can indirectly benefit your professional work, however, it is vital that networking and acquisition should never get the overhand.
- The D&E board notices that the D&E identity or network is used for other purposes, such as spamming, sending commercial notices or other unrelated messages.

In case a personal chapter license is lost, it is possible someone else in the chapter community steps up and applies for taking over the license and its responsibilities.

### **How local is local?**

We do not want to be too specific in this regard. We think the most important thing about the local character of the chapters is the fact that it should be 'local enough' to be able to become an active community with regular events, meet ups and a real feeling of togetherness. This was the reason for starting this initiative in the first place.

Preferably, local chapters perform at the city level (e.g. local chapter Reykjavik), but a chapter could also represent a region (e.g. local chapter Sicily) or part of a city (e.g. local chapter Tokyo Shinjuku).

**Does a chapter have a board?**

Yes, we encourage chapter license holders to create a board for the chapter, to give it a formal character and to divide tasks and responsibilities. The chapter license holder can be from different backgrounds, but pledges to make an effort to have people from other backgrounds involved, such as practitioners, people from industry and (academic) researchers.

**Do I need to be affiliated with a university?**

No, however, we think a chapter should have (representatives of) a university actively on board. Not only will it make it much easier to get events organised and get people mobilised, but we also think it will be vital for the quality, openness and non-profit character of the chapter.

**Do chapters receive (a financial) contribution from D&E?**

No, we are very sorry, but each chapter will have to be self-upporting, both financially as well as in the organisation of events. The international D&E board will have a supporting role and we are ready to help chapters wherever possible. Also, chapters can use our network, communication channels and knowledge for chapter related tasks or events.

Local chapters can charge participants for entering activities to cover the costs of these activities. However, they have a non-profit basis, as the D&E society has. Local Chapters should not charge a membership fee. When making costs to organize events such as seminars and network drinks, costs can be charged to participants (up to break-even).

**Can chapters make use of the D&E identity?**

Definitely! You are actually obliged to use our logo in your communication. In principle you are free to use the D&E logo within your local interpretation of our identity, but not allowed to alter the logo itself. When the license is granted, you will be sent a chapter logo with your local name in it. You can also start a special chapter website. This website will have to be based on a D&E tailored Wordpress theme that is provided by D&E.

**What are chapter activities?**

In principle, each chapter is free to organise themselves the way they think is best and fits in the local context. There is no fixed format. Most importantly, D&E would like chapters to use our motto as a starting point for any activity they may start. Activities should always align with the general D&E mission

(see the logo on top of this document).

Chapters intend to either occasionally or frequently (with a minimum of once a year) organize events (cocktails, discussion events, seminars, workshops, etc.) that facilitate discussion in line with the motto of the International Design & Emotion Society.

### **How should a local chapter communicate?**

- Chapters are obliged to regularly report activities or summarise events to the international board. This will also include either an excerpt or full report on our main website.
- Chapters are entitled to run their own website, with the obligation to have updates placed on their sub-page on our international website.
- D&E will facilitate a platform for chapters to communicate with each other, learn from each other and perhaps exchange topics, themes and experiences. A typical place for a live meeting between chapters is at the bi-annual D&E conference.