

WELCOME TO NormDay

Time	Event	Speaker	Time	Event	Speaker
08.30–09.00	Registration Coffee/Tea, mingle in exhibition area		13.00–13.15	Info Workshops & Exhibitions	Emelie Wester
09.00–09.15	Welcome to NormDay!	Emelie Wester	13.15–15.15	Workshops, see schedule below	
09.15 – 10.00	The good bio-citizen in the gym – a norm-critical guide for not becoming the odd one out	Pelle Pelters	15.15–16.00	Swedish fika and mingle in exhibition area	
10.00–10.45	Design as a Tool for Norm Change	Britta Teleman and Anna Isaksson	16.00–16.45	"I'd rather die..." (The lecture is in Swedish, with an English summary)	Anders Westgerd
11.00–11.45	My journey becoming Lee	Lee Christiernsson	16.45–17.00	Closure of NormDay! Information on Dinner and evenings event	Emelie Wester
11.45–13.00	Lunch/ mingle in exhibition area		17.00–17.20	Voluntary Art Walk at KLC	Elisabeth Dahlborg
			17.00–late	Bar opens at Västan, Dinner, Therese Mc Donald Stand Up	

13.15–14.00 Workshop I 14.30–15.15 Workshop I

Title: "Through the Eyes of Age: Reflective simulation workshop"

Host: University West & Hanze University

Location: In Entré AIL

13.15–14.00 Workshop II 14.30–15.15 Workshop II

Title: "Let's Question it" – with homografiska

Host: NotQuite

Location: In Lecture Hall G122

13.15–14.00 Workshop III 14.30–15.15 Workshop III

Title: "Resilience: Preparing for the Unexpected"

Host: Support Group Network

Location: In Lecture Hall J106

13.15–14.00 Workshop IV 14.30–15.15 Workshop IV

Title: "Interactive Empathy: Learn and Play as Dragon, Knight and Princess"

Host: Silesian University

Location: In Lecture Hall J111



Trollhättan Sweden May 15th 2025



**Emelie
Wester**

**Moderator
of Normday**

Creative Leader Emelie Wester, of the many creative things Emelie does she also hosts the higher education pedagogy podcast Akademuspöden. Besides being a moderator and host, she works with management support and organizational development at the unit for Study and academic support, Library and Pedagogical Development.



**Lee
Christiernsson**

Speaker

Lee Christiernsson, TV Host, carpenter, and beloved TV personality. Currently relevant in 'Lee Seeks Love' on Swedish Television.
Title: My journey becoming Lee



**Pelle
Pelters**

Speaker

Pelle Pelters, Health educator and health sociologist at Stockholm University. Researching identity-related practices of doing health, health as an order of power as well as the meaning of good health and health-related practices form a norm-critical stance.



**Britta
Teleman**

Speaker

Britta Teleman, industrial designer and a PhD student at Halmstad University. She researches how norm-critical design perspectives can promote children's participation in care, design, and research.
Title: Design as a Tool for Norm Change



**Anna
Isaksson**

Speaker

Anna Isaksson, Associate Professor of Sociology. Her research includes how norm-critical design can be used as a tool in organizations' work with gender equality and diversity issues, as well as a pedagogical tool in higher education.
Title: Design as a Tool for Norm Change



**Anders
Westgerd**

Speaker

Anders Westgerd, Executive Director of the Gothenburg Cooperative for Independent Living and a world-class norm creative inventor
Title "I'd rather die..."
(The lecture is given in Swedish, with an English summary)



**Therese
McDonald**

Entertainer

Therese McDonald, Award-winning Comedian, Speaker, Writer, Content Creator. A comedian who has truly put Trollhättan on the map through a variety of shows, including Trollhättan's Comedy Bus and the unique news show Brutally Local. Additionally, she has over ten years of experience with Sveriges Radio and P4 Väst with the news program Forward Friday.



Are you self aware?

Don't miss out on the exhibitions and displays in our exhibition area throughout the day.

Here's what you can look forward to:

- Norm Critical and Norm Creative Artifacts: Discover thought-provoking artifacts that challenge and inspire new perspectives on societal norms.
- Informative Booths: Get valuable information from various organizations dedicated to promoting equity and social responsibility.
- Academic Posters: Dive into academic research and posters that explore the impact of norms on health and healthcare.
- And Much More: Experience a variety of engaging activities and displays designed to foster critical thinking and dialogue.

Participating organisations in NormDay so far ...

- University West, Sweden
- Silesian University, Czech Republic
- Instituto Politécnico de Bragança, Portugal
- Hanze University of Applied Sciences, Netherlands
 - Halmstad University, Sweden
 - NotQuite
 - Homografiska museet
 - Support Group Network
- Center for Equity in Health, Västra Götaland Region
 - Gothenburg independent living

Registration to participate in NormDay follow this [link](#).

There is no fee for registration or participation during the day.

An Event Dinner with rewarding "after talk", mingle and program will be held at the venue at 18.00 which is included in the no fee registration.

NormDay will be held at University West, Campus Trollhättan

hv.se/en/meet-university-west/Contact-and-visit/getting-here/

For further information contact:

henrik.eriksson@hv.se



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