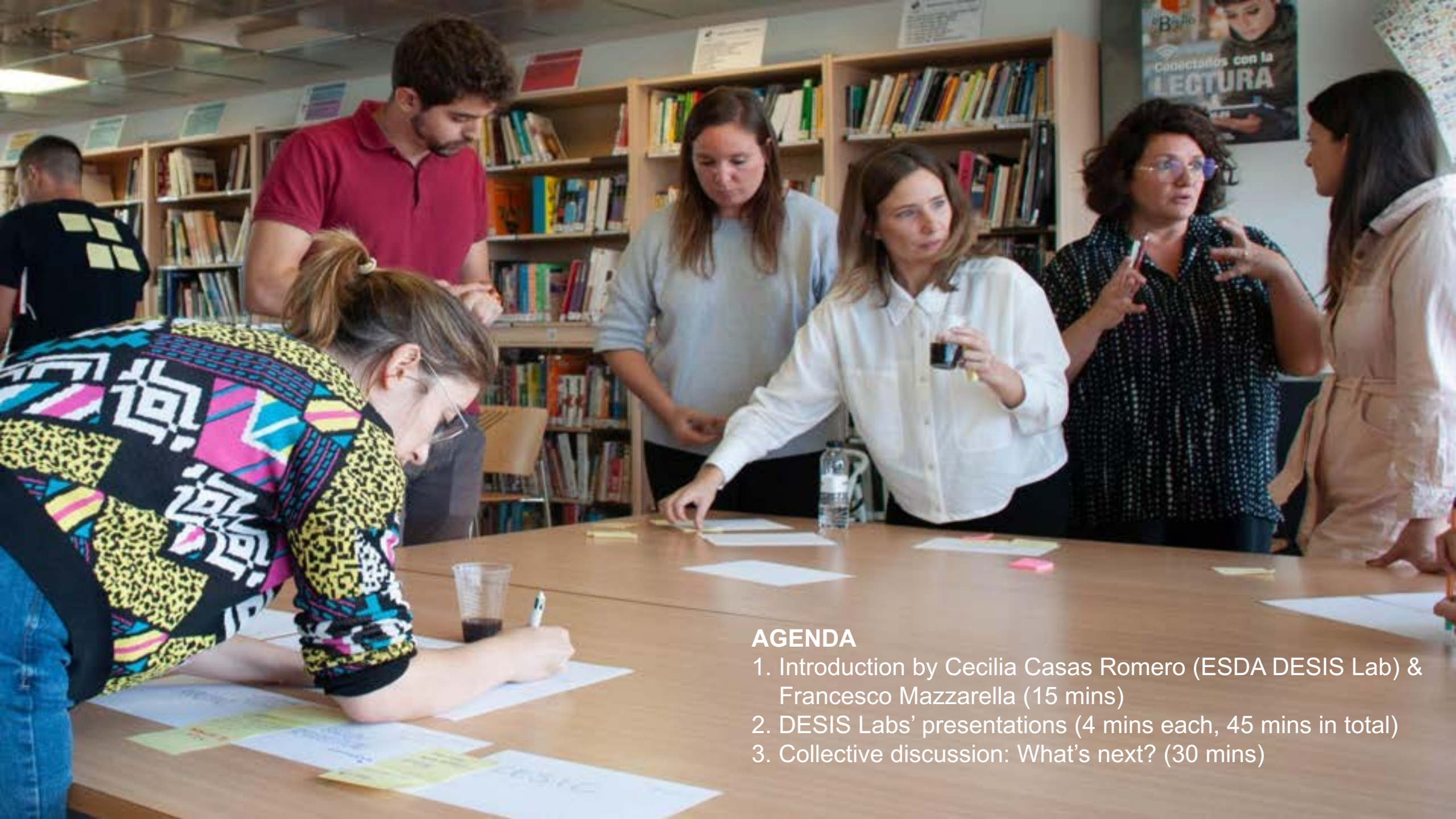


Practice and Education at the intersection of Social Design and Design for Social Innovation – Working with Vulnerable Communities

Proposal for a new DESIS Cluster / Thematic Area

DESIS online meeting
14 November 2023





AGENDA

1. Introduction by Cecilia Casas Romero (ESDA DESIS Lab) & Francesco Mazzarella (15 mins)
2. DESIS Labs' presentations (4 mins each, 45 mins in total)
3. Collective discussion: What's next? (30 mins)



INTRODUCTION

Proposal for a new DESIS Cluster
/ Thematic Area

Given the current world's
environmental, social, and
economic crises, it is increasingly
recognised that designers can play
an important role in working with
vulnerable people and persons at
risk of exclusion
(e.g. refugees, people with
disabilities, minor offenders,
homeless people, etc.)
and contribute to fostering social
justice..

The aim of this initiative is to share experiences and understand what it means for designers and students to design with vulnerable communities, what skills and mindsets we need to nurture, what methods we can use, what organisational changes are needed. We aim to foster connections and collaborations for future work (e.g. workshops, talks, publications, collaborative projects, funding, etc.)



Preguntas

Respuestas

30

Configuración

Some of the survey results of the survey to get a picture



ESDA DESIS Online meeting: Practice and Education at the intersection of Social Design and Design for Social Innovation: Working with vulnerable communities

Descripción del formulario

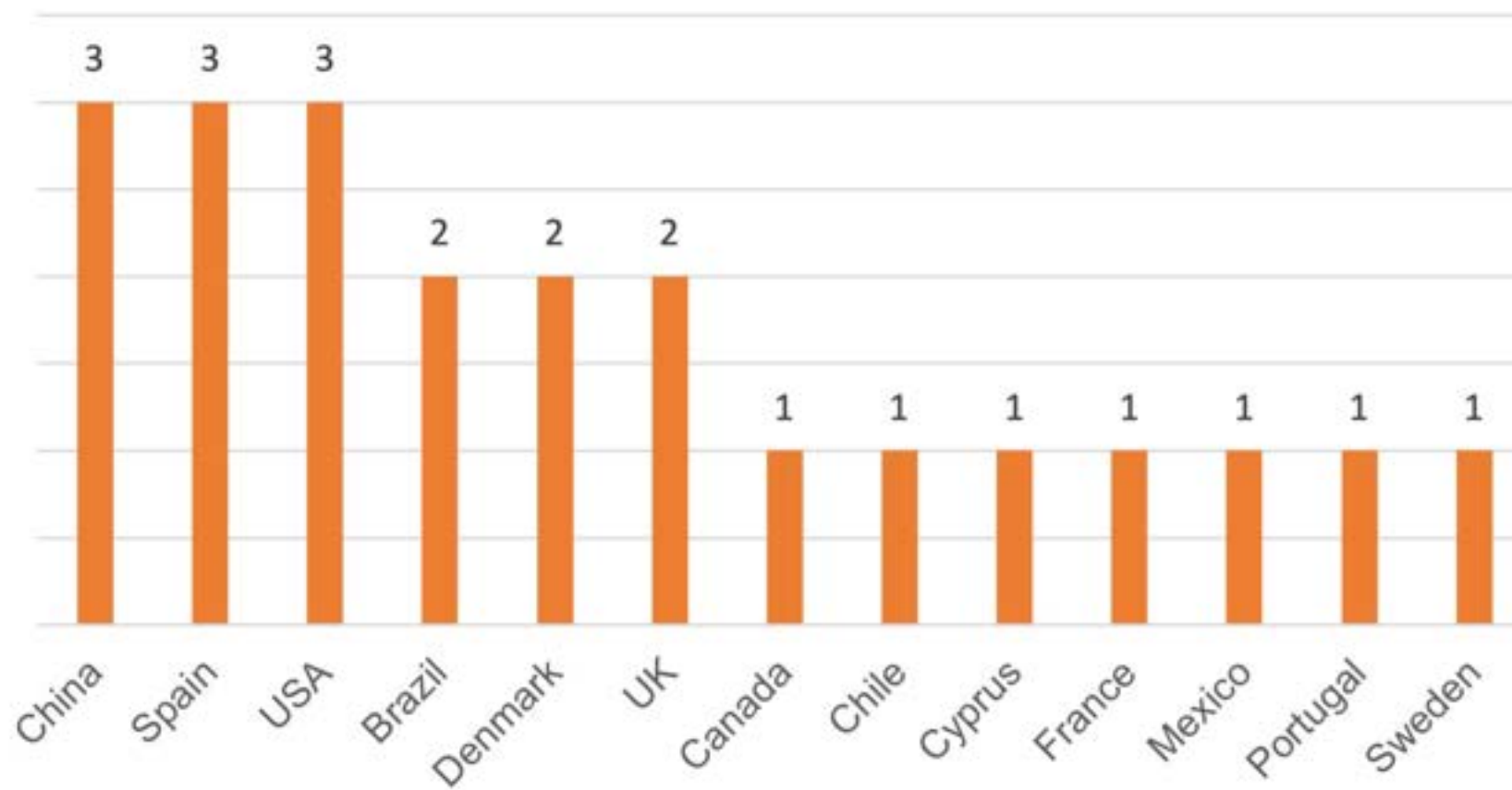
Este formulario recoge automáticamente los correos de todos los encuestados. [Cambiar configuración](#)

DESI Lab name: *

Texto de respuesta corta



Participants' Provenance





Disaster victims

Tuberculosis patients

Children with severe burns

Poor people

Underserved communities

Rural communities

LGBTQIA+

Elderly people

Smokers



Decolonising Fashion and Textiles

Design for Cultural Sustainability with Refugee Communities

Dr Francesco Mazzarella
UAL DESIS Lab, 14/11/2023



ual: centre for
sustainable fashion

Context

- Refugee crisis and hostile environment.
- Textile heritage of minorities subjected to cultural appropriation.
- Culture as an essential component of a sustainability agenda.
- Social designers 'parachuted' into marginalised communities.
- Need to decolonise dominant design practices.



Challenges & Opportunities

- Shifting Designer Roles
- Participant Engagement & Retention
- Ethics of Care
- Empathy and Reciprocity
- Cultural Routes and Shifting Identities
- Project Partnerships
- Impact Evaluation
- Project Legacy



Next Steps

- Outline a social enterprise model to enhance refugees' resilience.
- Advocacy and recommendations for policy change.
- Share experiences with DESIS Labs within new cluster, and collaborate.



Thanks!

Dr Francesco Mazzarella

f.mazzarella@fashion.arts.ac.uk

sustainable-fashion.com/decolonising-fashion-and-textiles



**ESDA DESIS Lab
PRESENTATION**





ESDA SOCIAL DESIGN DAYS

PROMOTING
DESIGN
FOR SOCIAL
INNOVATION

11,12,13
MAY 2022



collabora:



organiza:



ESDA

Introducing ESDA DESIS SD Days:

[1st Ed. ESDA DESIS DAYS](#)

ESDA SOCIAL DESIGN DAYS

PROMOTING
DESIGN
FOR SOCIAL
INNOVATION

11,12,13
MAY 2022



colabora:



organiza:





DE SIS Labs' presentations:

We invite each of you to please talk for **4 minutes**, discussing some of your projects about practising or teaching social design by bringing students together with vulnerable people:

- 1.What type of **vulnerable people** you engage with through your projects?
- 2.What are the main **challenges or opportunities** you experience in your projects?
3. What would your **ideal next step** be?



DESIS Labs' presentations
With slides:

DESIS Lab @ Nova SBE
Portugal: Anne-Laure Fayard and Beatrice Bento

KNUST DESIS Lab
Ghana: Ralitsa Diana Debrah

DESIS CENTRO
México: Paulina Cornejo Moreno



Hello from Lisbon!

DESIS Lab @ Nova SBE



The Bindi Project

March 2014- August 2016





Prototyping the Bindi Program in Queens

PLACEMAKING RE-IMAGINED

Pop-up exhibit co-created with homeless women in New York

March 2018



***“Hundreds of people passed in front of me every day, and most of them don’t see me. Some just scream at me. (...)
It’s hard to be sitting here with people ignoring you”. (Rachel)***



Sitting with Rachel

We sat with Rachel at her regular weekday spot in December 2018 and recorded her point of view. We also took notes of how it felt to sit on the ground and become invisible.



In Rachel's Words

We recorded our conversations with Rachel where she told us about her exhaustion, the violence she was faced to, her loss of faith and confidence.



Through Tabby's Eyes

Photos taken by Tabby in spring 2018 with a disposable camera. The album showed the elements of her everyday



Tabby's Library

From May 2018 to April 2019, we regularly brought books to Tabby and engaged in conversation about them.



Call for Action

At the end of the pop up, visitors were invited to reflect and to commit to act by signing their name on a card they selected - Acknowledge, Understand, Advocate, Donate and Volunteer.



DESIGN JAM

Fall 2019

How Can We Expand Accessibility in Urban Areas?

Students dived into the multiple stages of developing solutions using Human-Centred Design.

Partners

- Service Design Collective in New York;
- Members of ADAPT, a non-profit working with people with disabilities.



NOVA VISTA

September 2022

A program that promotes community engagement through art and design with a focus on social impact and sustainable development.

Partner

Largo Residências, a Lisbon-based organization, that contributes to local development through art and culture.

Activities

- Open Studio (August 29, 2022)
- 4 Art and craft workshops (September 10 and 17, 2022) . These were led by artists and refugees working with Largo Residencias were open to Nova SBE community as well as to the larger public.



PROJECTS WITHIN COURSES



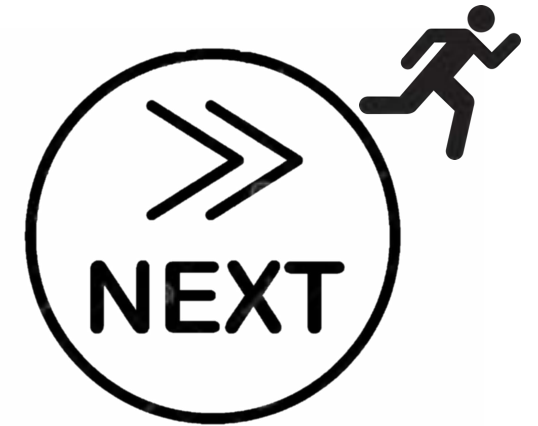
Impact Makers

Partners organizations – **Renovar a Mouraria and Lisbon project** – that challenged students to work directly with inclusion and empowerment of migrants in different fronts.



Design Thinking for Social Innovation

Several projects with organizations working with migrants and with people with disabilities.



UPCOMING

Spring 2024:
Project brief working with migrants

What did we learn?

- Partnership is key and true collaboration:
 - **With** rather than for
 - Compensate for time
- Creating a safe space
- Critical stance on positionality and power dynamics
- Incorporate time for reflection and prototyping / implementation
 - Build relationship for the long term rather than short term
 - Ecosystem of partners and collaborators

WORK IN PROGRESS





Escuela Superior
de Diseño
de Aragón

ESDA™



Ralitsa Diana Debrah (Operations Manager)
Prof. Dr. Edward Appiah (Co-coordinator)
Kwame Nkrumah University of Science and
Technology (KNUST), Kumasi, Ghana

Project collaborators: DESIS KNUST ,
Inclusive Tech Group, Partners and
Community Stakeholders

Date: 14th November, 2023

A group of four young people, two men and two women, are standing together and smiling. They are all wearing white polo shirts with the 'D-Hack' logo on the chest. The background is a blue banner with the text 'DI-Hack 2021' and 'PROMOTING INCLUSIVE TECHNOLOGY'. A large, semi-transparent 'Google' logo is visible in the background on the left. The overall image has a light, airy feel with a white overlay on the left side where the text is placed.

D-HACK INCLUSIVE SOCIAL INNOVATION

PRESENTED BY RALITSA DIANA DEBRAH, PhD | KNUST

**DESIS
NETWORK**
Design for
Social Innovation
and Sustainability

Persons with Disabilities (PWDs)

Source: Google images



**Persons with
Disabilities (PWDs)**

**Challenges/
opportunities**





Next Steps...



Contact

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Website: www.knust.edu.gh



CENTRO's Social Design Hub is a cross-cutting area founded in 2015 to connect professors, students, staff and neighbors through the co-design of community projects.

Paulina Cornejo
CENTRO, Mexico City
pcornejom@centro.edu.mx



Students:

- Social Service (480 hours)
- 12 - 16 students/year at Social Design Hub

Partnerships:

- ONG's, civil associations
- Project-based collaborations ("micro-tasks")
- Dynamic team management



What type of vulnerable people you engage with through your projects?

- Underprivileged kids (community, Gaviota, CONFIE and Christel House high school)
- Women incarcerated
- Disadvantaged neighbors



Main challenges

- Student management and follow-up
- High expectations of organizations with respect to what a single student / small team can accomplish
- Budget

Ideal next step

Document and scale

Main opportunities

- Replicate the approach with more organizations
- Sistematize the micro-task approach (make it easier for organizations to detect them and to request the service)

Paulina Cornejo

pcornejom@centro.edu.mx

centro. Diseño Social

DESIS Labs' presentations

Without slides:

Desis Lab at Design School Kolding

Denmark: Canan Akoglu

Northumbria University DESIS Lab

UK: Nick Spencer

Designmatters ArtCenter

EEUU, California: Jenifer May

Art+Design: e-lerninglab – DESIS Network

Cyprus: Nicos Souleles



New DESIS Thematic Area UNDER CONSTRUCTION



COLLECTIVE DISCUSSION

Actions and next steps (who wants to be involved and collaborate?)

In what ways shall we collaborate (e.g. ESDA DESIS SD Days, via showcase, workshops, panel debate, etc.)?

How do we want to structure the group (eventual sub-groups, frequency of meetings) ?

What support do we need (e.g. from DESIS network and beyond) ?



THANK YOU!



**DESI
S**
NETWORK
Design for
Social Innovation
and Sustainability

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Alberto Franco Gomis: afrancog@esda.es

Jose Chávez Muñoz: jmchavez@esda.es

