

**\_creatividad**











# Café Milchbart

- Alle Kaffeespezialitäten mit Soja-, Biomilch oder Laktosefreier Milch
- Selbstgebackener Kuchen, Waffeln, Sandwich-Toasts
- Obstschalen & Gemüsesticks
- Frisch gepresste Säfte

• Karotte-Ingwer S  
Broccoli-Mandla € 3,80  
• Verschiedene Frühstaecke € 2,99  
• Müsli mit Trocken € 1,99  
• Heiße Ovarische € 2,99  
• Laugen Brötzel € 0,90  
• Obstschale € 2,90



**\_creatividad?**



**Pre - taller**

# **Diseño e innovación social**

**Sostenibilidad Urbana**

**Junio 23 – 26 2009**





internet meeting platform matching kids and lonely grand parents

first lunch of Herbert, 74 and Dennis, 8

adoption certificate sent by Herbert for Dennis's birthday

# Neighbourhood Family



Herbert MANLEY



Dennis RANDY

(context)

"Cooking for myself in my student's studio was fine, but not going to the laundromat to do my laundry... I prefer the Home Laundry system with the Mauritz family in my own building."

## Home Laundry

*"...The solution lies with a family who already is in possession of domestic appliances, like a washing machine, an area to hang or dry clothes and space for ironing...and to use them to provide services to their neighbours."*

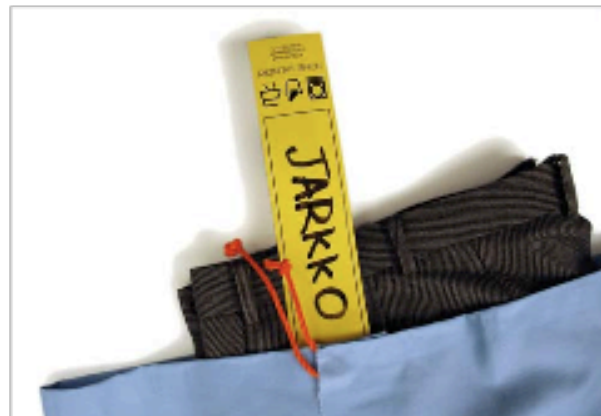


(accessibility)

"One subscribes to the Home Laundry closest to one's home and receives 3 cloth sacks which are used to transport dirty laundry, then turned inside-out in order to protect the clean and ironed clothes. They are also used to wash the clothes and are marked so that nothing gets lost or mixed up. Payments are made with tickets that are bought at the Town Hall."

(qualities)

"It's like a professional cleaner: but a family does it...I don't pay much attention to clothes, so it's also a bit like having a mother who can replace a button. Mrs. Mauritz will sew one back on and if one of my shirts is too worn out, she'll send me out to buy another one!"



(benefits)

The Home Laundry is often with a family that has only one or two children...who has all the equipment but may only do 3 to 4 loads of laundry per week. It provides laundry service for three or four single people, more if there is space. It's certainly practical for students, the elderly or young couples that don't have the space or need for washing machines.



HOME LAUNDRY

family providing clothes cleaning services for singles

mother-like attention

intensifies the use of the family clothing care appliances

(context)

"One day our neighbour's son came to us because his mother had twisted her ankle. He was asking if we could do her shopping for her. Of course we accepted, and also delivered some pre-cooked dishes: my wife would cook a little more than usual... and that is how the idea of Family Take Away was born!"

## Family Take-away



*"...The system is based on the principle of a bed and breakfast: one family prepares 3 or 4 extra portions when they cook to deliver to several single people in the neighbourhood..."*

(accessibility)

"Family Take Away functions like a membership: for instance, dinners every day for an elderly person; or 3 times a week for a student who agrees to communicate his needs ahead of time...Prices are fixed and dinners are ready to pick up between 19:00 and 20:30 hours. Washed containers are brought back the next day ready to use again."

(qualities)

"The dishes are made to take away, but in many family's homes the table is large, so it is easy to add a place for a student or two who might normally eat alone at night...We sometimes also deliver a meal to an elderly person, or someone who is sick. It is a bit like being amongst a large family, living on the same street where one might deliver soup to an ageing uncle or a sister-in-law..."



(system set-up)

"We realized that it could supplement our income...but we couldn't just start selling extra dishes all of a sudden, nor could we start a business with so little...We found a category in the legal system dealing with domestic aid: a family support service is recognized as socially supportive, for which one pays a moderate tax. One must have a sanitary inspection done twice a year and clients are covered by their own family insurance..."

(benefits)

"The principal interest is to reduce the dependence on appliances and kitchen equipment, but also to economize work: cooking for 2 or 3 people more doesn't change a whole lot for one family..."

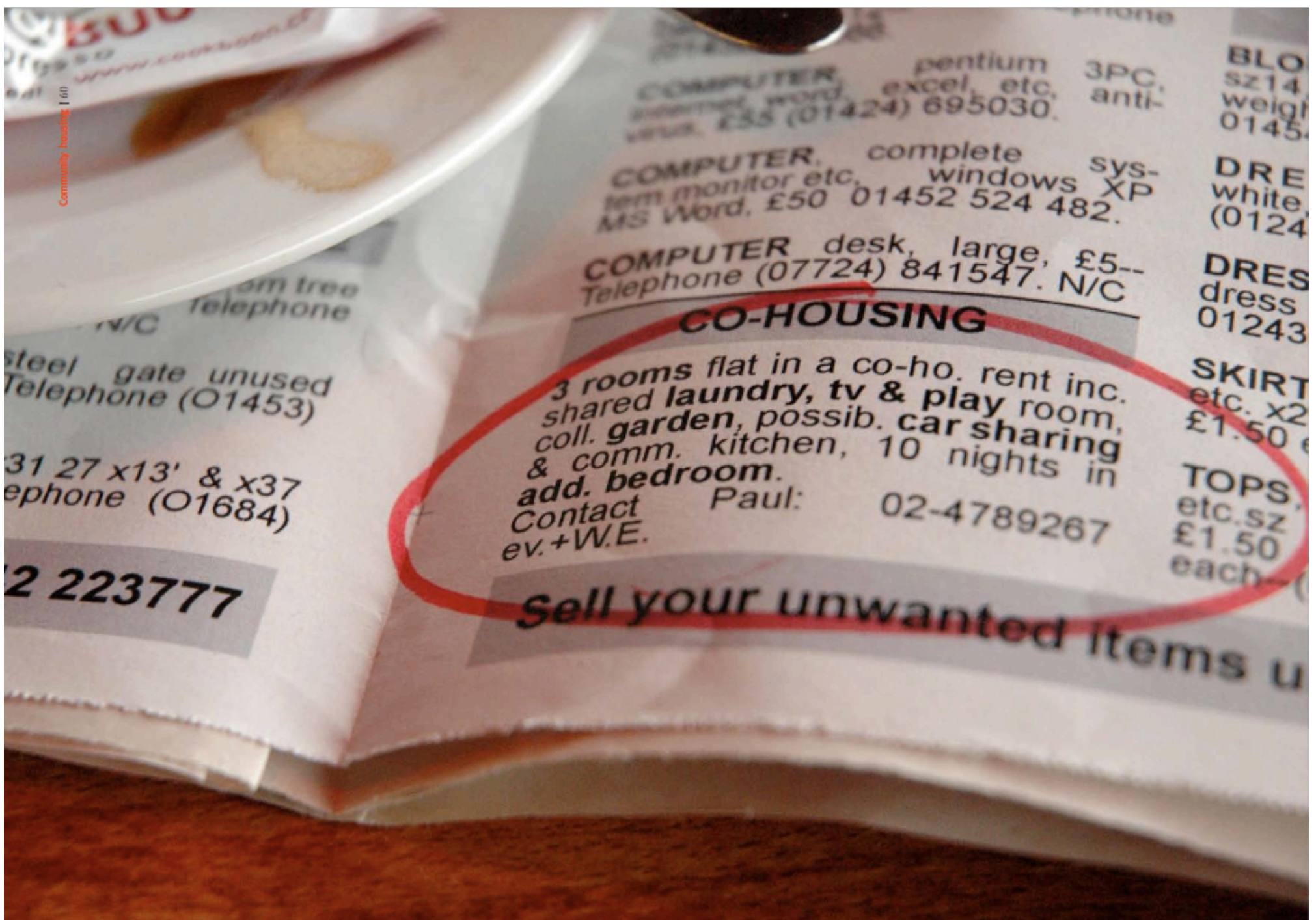


**FAMILY TAKE-AWAY**

dinner is prepared for the family and for some extra singles living in the neighbourhood

portions will be picked-up by students or delivered to elderly people nearby

more people are living off the same family kitchen equipment



**CO-HOUSING**

3 rooms flat in a co-ho. rent inc. shared laundry, tv & play room, coll. garden, possib. car sharing & comm. kitchen, 10 nights in add. bedroom.  
Contact Paul: 02-4789267  
ev.+W.E.

Sell your unwanted items u





\_tecnología

(context)

"I spent 6 months in London doing my post-graduate internship and in order to facilitate transportation, outside the urban public system, we subscribed to the local E-Stop...So when I returned to Finland I started our own E-Stop service in the small town where I live..."

## E-Stop



*"...This small communication device allows one to do urban hitch hiking: it is a system of peer-to-peer connection, that is to say it puts pedestrians directly in touch with drivers who are going to the same destinations..."*

(qualities)

"I wanted to start an E-Stop that was geared more toward younger people...So we had the idea of involving a local radio station that broadcasts local bands. With the messages that were transmitted while people were in their vehicles we were quickly able to acquire enough participants. What's fun is that most people are listening to the same radio station, so drivers and riders can talk about the groups that were just broadcast."

(technical data)

"On screen there is a small map of the city, separated into zones which represent major sectors. One simply chooses a sector and launches the search. Every device within 150 meters of the location receives the signal. The system matches requests and offers, then proposes solutions. Pedestrians and drivers then confirm and signal each other by hand for the pick up. There is also a menu that manages each user's accounts and personal settings, matching user profiles."

(accessibility)

"Hundreds of automobiles pass by on certain boulevards: at least one is going to the same destination as you are. The problem is, knowing which one! With E-Stop, one waits at an intersection and the device searches to see if there are any vehicles that can take you. If there are, you send a request signal. In the car, the driver receives the request on his or her device and can then pick you up. Drivers can also put out offers that are sent throughout their sector."

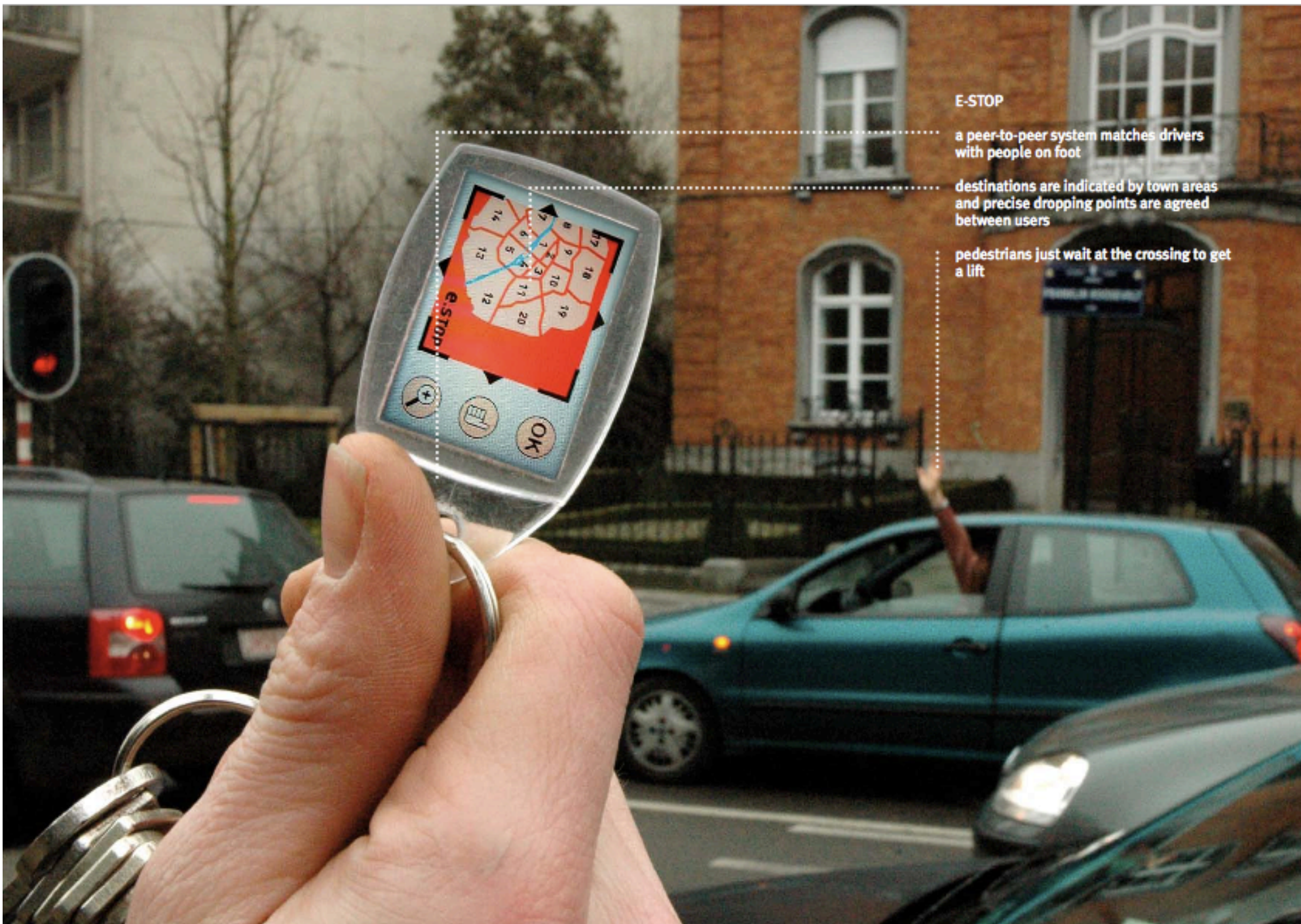
(system set up)

"On the E-Stop web site there is everything necessary for new start-ups. I opened an account and configured the application to conform directly to our town. Once it is set up anyone can order a device. We started with friends and on the site there are many suggestions to get the service started: town sponsorship, brochures for distribution, letters to send out to employees of local businesses, stickers for cars..."

(benefits)

"It fills vehicles that otherwise circulate almost empty. The more vehicles that participate, the more efficient it is: for the first time, traffic actually facilitates mobility on foot! There are also enough participants so that one can choose whom to ride with. Many women, for example, prefer to ride with other women. This option builds confidence in the beginning..."





### E-STOP

a peer-to-peer system matches drivers with people on foot

destinations are indicated by town areas and precise dropping points are agreed between users

pedestrians just wait at the crossing to get a lift

(context)

"At my home, when I was little, we often had large parties. We'd reunite the entire family and often there were twenty or thirty people. Most people today only invite a few others... mostly according to the number of chairs around their dining room table! So when I moved into a small apartment with Gilles, I got the idea to start Party Place in the neighbourhood..."

## Party Place *"The idea is to provide spaces in the neighbourhood to use for domestic*

*activities, such as social gatherings, family reunions, birthday parties... which require space, chairs, plates, etc... that we don't have in small city apartments or that we only use occasionally."*



(accessibility)

"Party Place is a co-operative with around fifteen families, some of whom contributed chairs, the stove came from another one and a few others brought the necessary dishes, silverware and platters... the rest pay a fee on the day of use which goes toward the rent, management and upkeep. Reservations for the space are done in advance on an Internet site. Many cook on site and prepare dishes that they don't have the possibility to make at home..."

(qualities)

"It is neither a restaurant nor a community center... We feel a bit at home there, like in a large family room that once existed; children play together, parents discuss at the tables, or push them aside for dancing... The fact that everyone is a partial owner of everything is important. People also bring things from home to complete the equipment. They clean up the space on the day of the party... and they respect it more also..."

(system set-up)

"The bet, at the beginning, was to establish a space equipped with everything needed that would pay for itself and work on user participation. I made a real business plan, visited local enterprises and went door-to-door talking to people, researching their needs and intentions for participation. I legalized the project through the Town Hall, found a space and borrowed some funds in order to start it off... We first opened the space with a core group of the most motivated to hone the use as a test run... then slowly expanded access to others..."

(benefits)

"Materially we no longer need a 24 place service which is only used once during the year, or a stock of chairs in the garage... Above all, people will hold parties in the neighbourhood, families will reunite together in the space, children can invite all their classmates for birthdays... And since it is not used as much during the week, it doubles as a club space for a group of elderly people..."





**PARTY PLACE**

a collective space is organised in the neighbourhood

people rent it for special events

space and equipment are available for large family gatherings





















bicycle self-repair workshop  
user unable to repair his rear brake  
workshop master teaching how to do it  
bicycle amateurs soon able to teach others themselves

(context)

"I found some old furniture for my student's dorm...But I didn't have the materials or tools to refinish them, nor the space...So I went to the neighbourhood Open Handysshop."

## Open Handysshop *"...It's a shop that offers space to use*



*what it sells: you can find tools and materials like in any other hardware store, but a do-it-yourself space is available in the back where you can get advice from the shop owner."*

(qualities)

"What he doesn't have, he orders, but he knows what you need. He gives advice to the various projects and can rent out tools for the time necessary, even if it's a few minutes. It's a bit like working in your own workshop: he makes sure everyone works safely and that no one forgets to clean up."

(accessibility)

"Not only is there a workshop to work on projects that we don't have the space to work on at home, but there are all the materials necessary. We only pay for the screws we use and if we need something else, it's there in stock. In addition to the rental of space, the supplies are bought from the same merchants: this supports its business and keeps the clientele highly loyal."



(benefits)

"This type of business, open to outside users, considerably reduces the need to purchase and store tools and materials. The convenience of location, immediate available advice...promotes more confidence to take on tasks oneself: people repair and transform objects, therefore consuming less."





ELECTRICITE

**OPEN HANDYSHOP**

a hardware shop offers a space for do-it-yourself work

tools and equipment are available for rent or for sale

the shop keeper is always there to give advice

(context)

"I like feeling at home in my neighbourhood...I mean literally, like in a small village or in the country where some of my domestic, personal business is done in the open, around the house...So, for example, I don't have a washing machine, I go to the Washing Restaurant..."

## Washing Restaurant



*"...This solution combines a number of services, just like things take place at home. Here we can come eat while our laundry is being washed: in the basement of the restaurant is a laundry facility..."*

(accessibility)

"I don't have the time to go to the laundromat. If I had a washing machine at home I'd do other things while the machine was washing my clothes. Here the solution is combining two activities that don't necessarily have anything in common, but could be compatible time wise and require about the same amount of time to perform. While I'm eating I can be doing laundry..."

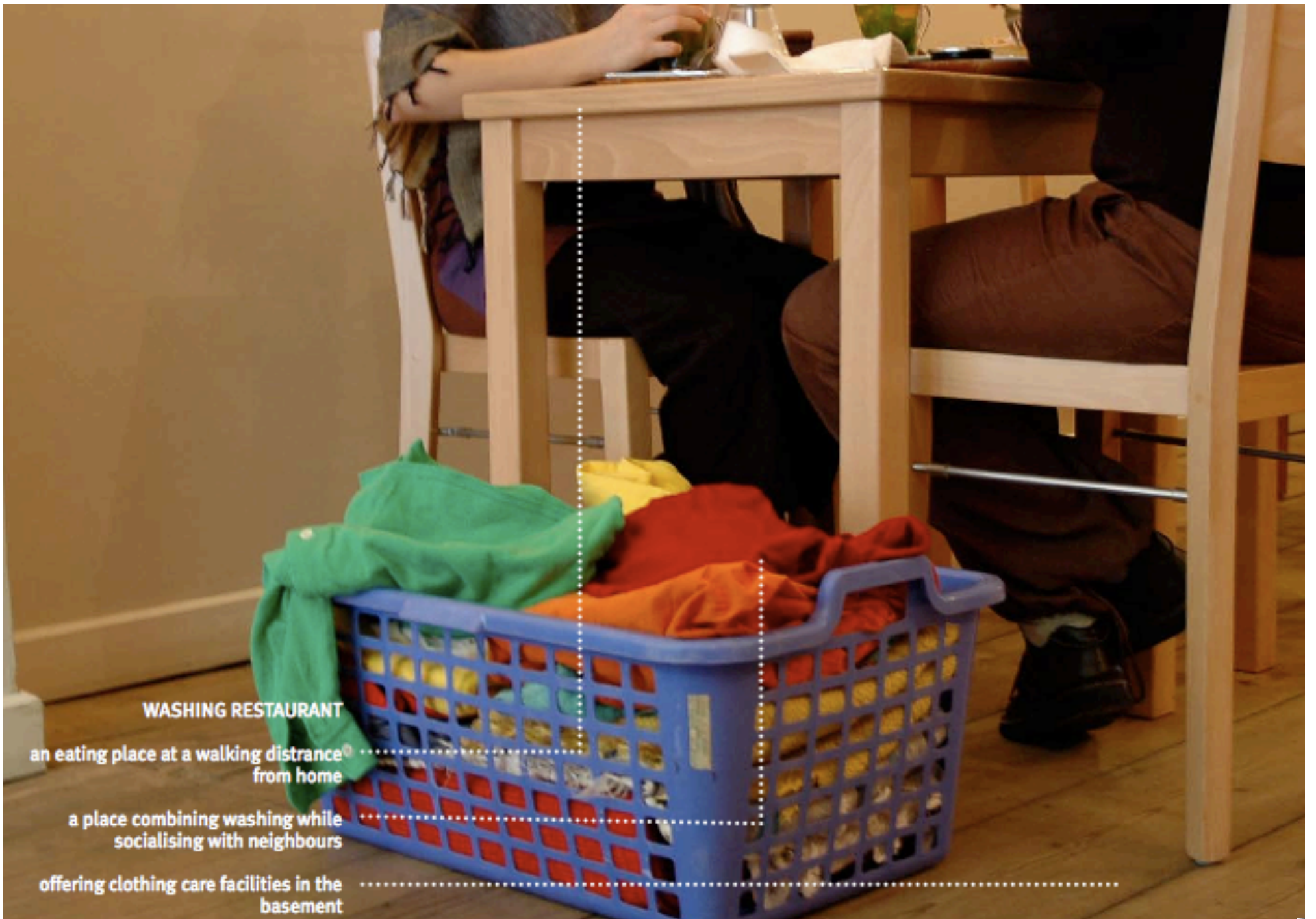
(qualities)

"Gilles and I go one or two nights a week with our laundry baskets of dirty clothes to the Washing Restaurant. We eat there and encounter other neighbours doing the same thing. It's a curious mix of doing a chore while also going out to a local spot: It creates a sort of intimacy... Even if I go alone sometimes, I'll always find someone to eat with..."



(benefits)

"It's really folks like us who don't need a washing machine at home. It also generates social activity in the area, outside one's home, which makes for a lively neighbourhood..."



**WASHING RESTAURANT**

an eating place at a walking distance  
from home

a place combining washing while  
socialising with neighbours

offering clothing care facilities in the  
basement



"Clothing my children on one salary is no easy task... While starting my home nursery, I heard about Kids Clothing Chain from one of the mothers."

## Kids Clothing Chain



*"...The system replicates the borrowing of clothes between siblings. Everyone in the neighbourhood can participate. Kids "inherit" clothes from each other as if they were in a large family."*

(accessibility)

"Registration is done simply by bringing one's own clothes to the general clothing pool. You choose a box with an assortment of clothing of the same size or age. Once clothing becomes too used or soiled it is replaced. Each wearer of clothing is identified on the box and is responsible for keeping the clothing well maintained, almost like monetary compensation for their usage."

(qualities)

"On the box we often put a photo of each child user with the clothing that they like to wear...it helps them choose...and we sometimes put comments – 'Not enough warm clothes in this box,' or 'My daughter loves the pink jumper!' This is what really gives the system its personality: the clothing is not anonymous. Other children have enjoyed them before and eventually an item will be seen again on another child in the neighbourhood."



(benefits)

"Maybe we don't like everything in our box...but even if we don't wear everything, we still buy far fewer clothes than before. Economically it is incomparable...We no longer have all these clothes that no longer fit and accumulate. Each item is reusable right up to the point of being replaced."

# KIDS CLOTHING CHAIN

## KIDS CLOTHING CHAIN

childrens clothing passing from one kid to another

boxes based on sets of clothes are exchanged in the neighbourhood

clothing is maintained and progressively renewed by each participating family

Kids Clothing OK

	x4			
	x2	Alexandre	Noe	Pierre
	x2	x 1 pair of pants bought in market	Noe PROBABLY LIKES THIS SWEATSHIRT	Pierre also liked this sweat shirt but...
	x3	Alexandre		I had to buy a new one!!!
	x7			
	x7			

(context)

"I am a clothing designer and tailor with a small atelier. To help pay for my investment I decided to open the atelier to others who wanted to sew, or learn to sew; so I started a Second Hand Fashion Atelier..."

## Second Hand Fashion Atelier



*"...The structure offers access to a professional tailoring facility for the adjustment, repair or transformation of second hand clothing..."*

(accessibility)

"There are different formulas for participation: renting the space and machine use by the hour; advising and supervising with a specific project and, of course, all of the custom full services we usually provide. We also give courses for groups. Each week there is even a "clothing exchange" session where people swap their used clothes..."

(qualities)

"Besides the basic need to refit a piece of clothing and calculating what the cost is, we found that people enjoyed taking a personal interest in the possibilities of transforming their clothing themselves. As a promotion, twice a year we now organize a fashion show of personal styles transformed right here in the atelier!"



(system set-up)

"As a tailor I was getting less orders for "custom made" clothes and decreasing demands for adjustments. I was just too expensive for the average person who still wanted to transform their clothing...so I proposed that they learn to do it themselves! At first they came from time to time, but demand grew so I had to organize: the atelier is open every evening and weekends. We are now three tailors who rotate shifts between our own work, supervising and teaching..."

(benefits)

"Through repairing, recuperating and transforming clothing we reduce the need for purchasing new clothes. We also create a system of mutual aid: people help each other. Transforming used clothing renews peoples personal interest in custom clothes, as opposed to simply buying prêt-à-porter - made to fit everyone, but personal to no one."



### SECOND HAND FASHION ATELIER

a tailor offering rented access to her professional equipment

teaching sewing classes and advising beginners

promoting second hand fashion and clothes swapping



(context)

"I like to prepare meals... and also to eat! But I have to be careful not to put on too much weight, because of my heart, and since I don't have a lot of time to shop for myself, due to my work, I use Country Meal Subscription..."

# Country Meal Subscription



*"The system is based upon a subscription for the weekly delivery of cooking ingredients, products and organic foods, specially chosen by a dietician..."*

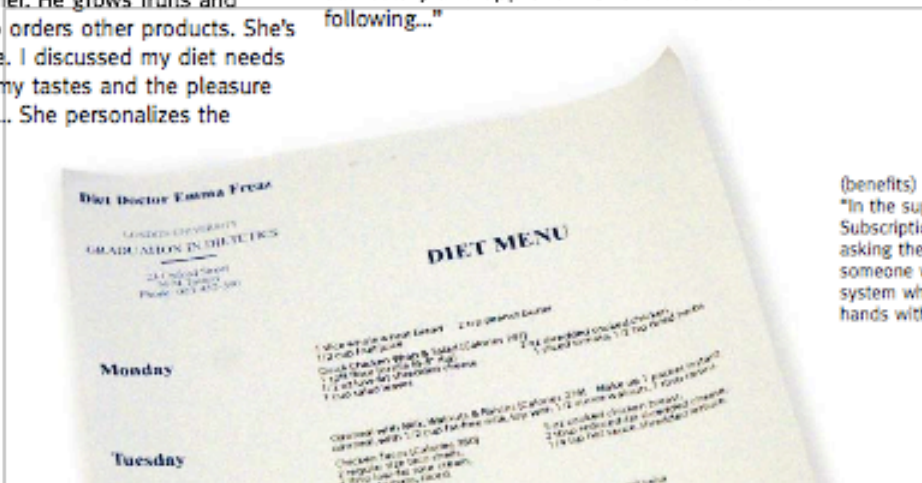
(accessibility)

"Following a special diet is not easy, especially when the entire family doesn't need it. When we go shopping, sometimes we are tempted away from it... so with Country Meal Subscription we don't feel like we are actually following a specific diet: we receive fresh ingredients and recipes which, we know, are all healthy and approved for the diet we are following..."

(qualities)

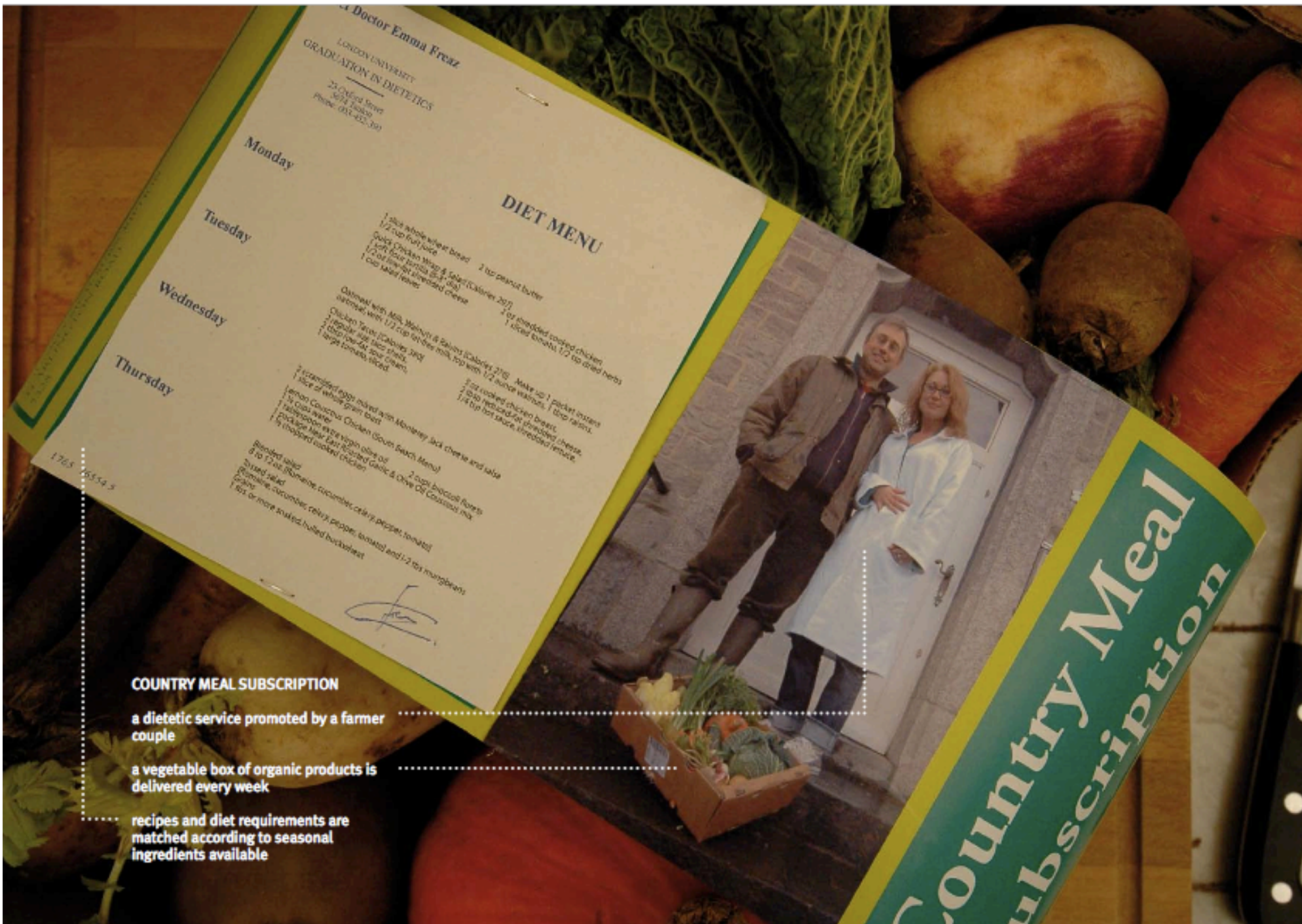
Qualities:

"When I first joined I went to visit the farm where the products came from. It's about 25 kilometers from here. A couple started it: he'd always been a farmer. He grows fruits and vegetable and also orders other products. She's a dietician by trade. I discussed my diet needs with her, but also my tastes and the pleasure I get from cooking... She personalizes the recipes."



(benefits)

"In the supermarket world of infinite choice, Country Meal Subscription might seem an anomaly. In fact it's more like asking the advice of a chef at a restaurant; we consult someone we trust to choose for us. It is a distribution system which puts specific, healthy, organic foods into our hands with very little waste, right up to the casserole..."



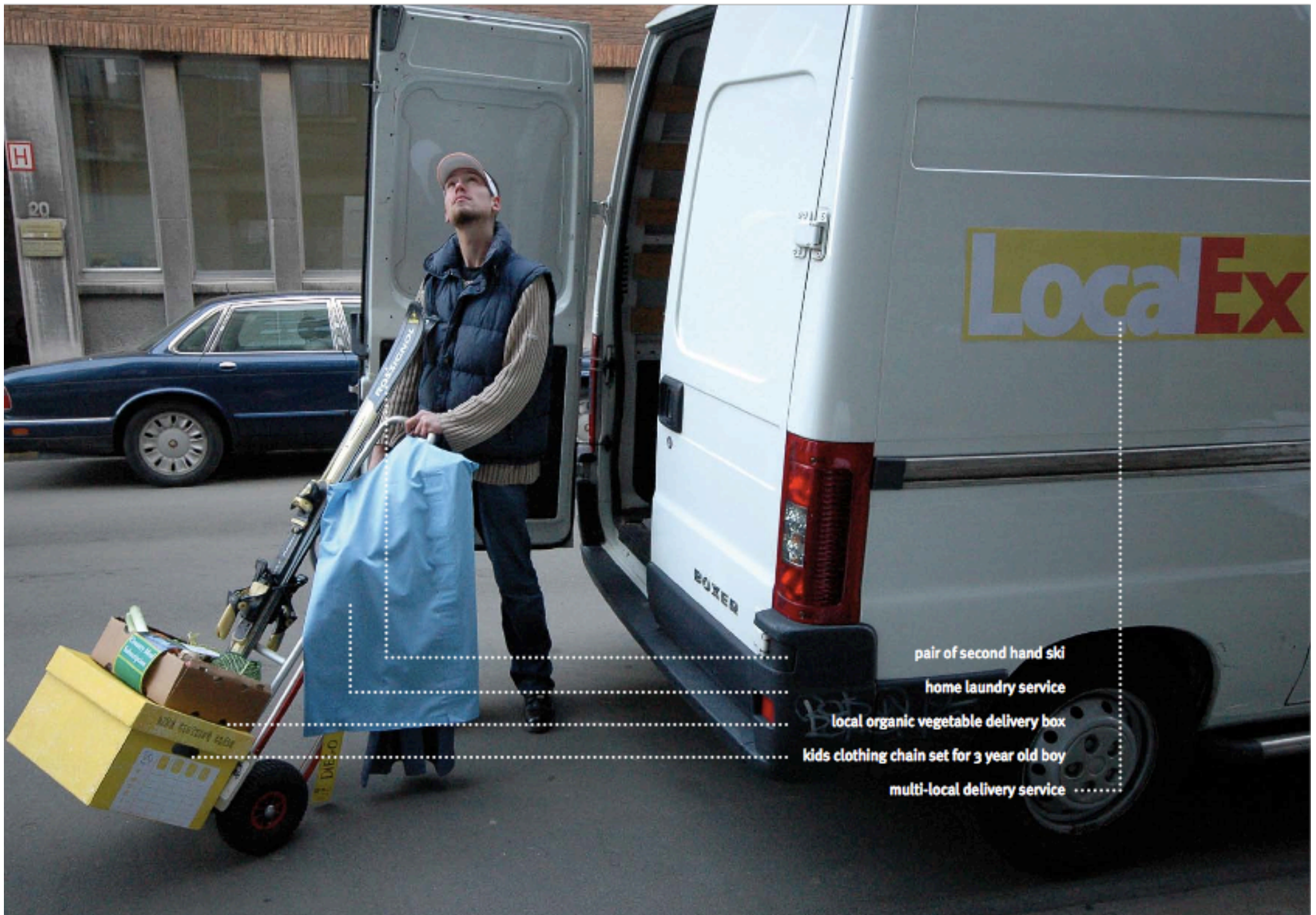
Dr. Doctor Emma Freaz  
 LONDON UNIVERSITY  
 GRADUATION IN DIETETICS  
 25 Oxford Street  
 W1D 2AB  
 Phone: 011-452-39

### DIET MENU

- Monday**
- Tuesday**
- 1 slice whole wheat bread
  - 1/2 cup fruit juice
  - Quick Chicken Wrap & Salad (Cabrera 207)
  - Soft Boiled Eggs (2-4)
  - 1/2 cup low-fat cheddar cheese
  - 1 cup salad leaves
  - 2 tsp peanut butter
- Wednesday**
- Oatmeal with Milk, Walnuts & Raisins (Cabrera 207)
  - Chicken Yater (Cabrera 209)
  - 1 regular size taco shell
  - 2 tbsp low-fat sour cream
  - 1 large tomato, sliced
  - 1/2 cup shredded cooked chicken
  - 1 sliced tomato, 1/2 tsp dried herbs
- Thursday**
- 2 scrambled eggs mixed with Monterey Jack cheese and salsa
  - 1 slice of whole grain toast
  - Lemon Couscous
  - 1/2 cup water
  - 1/2 cup extra virgin olive oil
  - 1 package 1/2 cup (1/2) Chicken (Cabrera 207)
  - 1/2 cup diced forest
  - 1/2 cup Olive Oil Couscous mix
  - 2 cups diced forest
  - 2 cups red-wine vinegar
  - 1/4 tsp hot sauce, shredded lettuce
- 1765 5554 5

Country Meal  
 Subscription

**COUNTRY MEAL SUBSCRIPTION**  
 a dietetic service promoted by a farmer couple  
 a vegetable box of organic products is delivered every week  
 recipes and diet requirements are matched according to seasonal ingredients available



pair of second hand ski

home laundry service

local organic vegetable delivery box

kids clothing chain set for 3 year old boy

multi-local delivery service

(context)

"When I buy a tool I'd rather it didn't just sit around: I prefer making it useful to others, if possible, in order to offset the cost of purchase. So I've become an adamant user of Product Time Sharing..."

## Product Time Sharing



*"...the service allows anyone to lease equipment that they own but don't use regularly. One just needs to submit tools into the system, and they are immediately proposed for rent per hour around the neighbourhood..."*

(qualities)

"It is as simple as lending something we are not using and being assured it will be returned in good condition...Product Time Sharing, at first, puts neighbours in touch with each other. Then loans and exchanges are done on a person-to-person basis through mutual trust. At the same time there is an insurance that covers anything damaged. Both of these elements help make relationships more bonding with neighbours who are also do-it-yourselfers."

(technical data)

"The Product Time Sharing system utilizes all the aspects of a professional leasing service: being able to find the right tool at a location close to you; a booking system which puts owners in priority, then works in progress, etc.; a user tracking procedure to help ensure respect for the time borrowed and a tool usage log to track total usage hours and determine replacements; insurance in case of accidental damage..."

(accessibility)

"It's easy to simply fill out a form describing the item, or to register it directly on the Product Time Sharing web site. It is then added to a pool of equipment available around your home address. So when you need a drill there isn't just one near you, but five or six and you can even choose the model that best suits your needs..."

(system set-up)

"...The service allows anyone to put to use, on a leasing basis, any equipment that they own but do not put to full time use. We register a drill, for example, and automatically the system organizes its location and time availability in the area..."

(benefits)

"The system makes all kinds of equipment available and increases the time they are in use. Since it is local, it is also like leasing convenience: no need to get the car to go buy or find the tools we need..."



**PRODUCT TIME SHARING**

products available for micro-leasing in the neighbourhood

the service includes on-line booking and insurance

contributes to offset price and intensify use

**TIME SHARING.NET**

REGISTER YOUR PRODUCT AT [WWW.TIMESHARING.NET](http://WWW.TIMESHARING.NET)

SHARE IT WITH OTHERS.

GET ACCESS TO MANY MORE PRODUCTS.

<http://www.youtube.com/watch?v=0j3FVPeTwoU&feature=related>



**\_the bottom-up**

**Family-like Services** provided through common family skills  
and available appliances in the household...

**Community Housing** based on habitat infrastructure to facilitate the sharing of domestic services and resources...



**Extended Home** where some of the household functions are fulfilled through collective infrastructures in the neighbourhood...

**Elective Community** where circles of people organize  
to provide mutual help...

palabras clave:

\_limites \_creatividad \_modelo \_catalizador

**Social innovations – new ideas that work to meet pressing unmet needs - are all around us.**

**Examples include distance learning, fair trade, Wikipedia ... the Open University, laws against age discrimination etc.**

**SOCIAL INNOVATION: WHAT IT IS, WHY IT MATTERS AND HOW IT CAN BE ACCELERATED**

Geoff Mulgan

# innovación social : creatividad aplicada



# THE YOUNG FOUNDATION

[www.youngfoundation.org](http://www.youngfoundation.org)



Home

**THE YOUNG FOUNDATION**  
CHANGING LIVES, CREATIVE IDEAS, PRACTICAL SOLUTIONS

WHAT WE ARE | WHERE WE WORK | VACANCIES

## Introducing the Young Foundation

Obama  
Communities  
Innovation  
Launchpad  
Local innovation  
Health  
Wellbeing  
Full of Life  
Social Innovation  
Thoughts in Progress  
Neighbourhood Action Network

We are a centre for social innovation based in London, with a 50 year track record of success in creating new organisations - public, private and non-profit - as well as influencing ideas and policies.

Our **Launchpad** team creates innovative new organisations in **health** and **education**.

Our **local innovation** work includes practical projects involving neighbourhoods, wellbeing and the future of cities.

Our **research** covers changing needs, crime, social innovation, civility and belonging. We work locally around our base in east London, throughout the UK, as well as **internationally**.

G. Mullgan

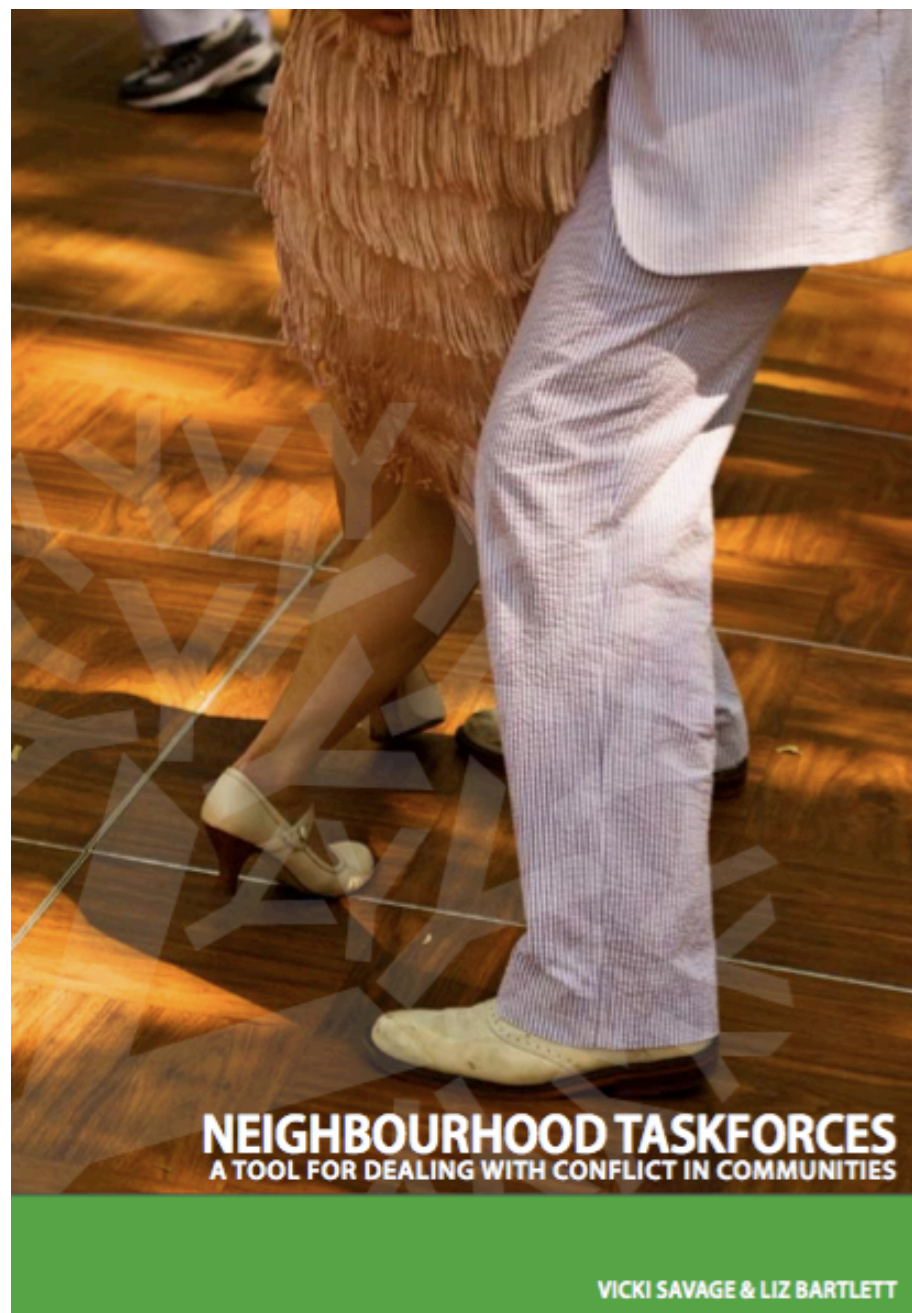
<http://www.youtube.com/watch?v=T5vXvmlEYns&feature=related>

<http://www.youtube.com/watch?v=e2lvOtbJWj4&feature=related>

Time Banking

<http://www.youtube.com/watch?v=wZinCdRG9w0&feature=related>





**NEIGHBOURLINESS  
+ EMPOWERMENT  
= WELLBEING**

*IS THERE A FORMULA FOR HAPPY COMMUNITIES?*

**MANDEP HOTH**  
WITH NICOLA BACON, MARCIA BROPHY & GEOFF MULGAN



**Valuing Family, Valuing Work:**  
British Muslim Women and the  
Labour market

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urbanforum

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**Read the Breakthrough cities report to learn how cities use innovation to tackle social challenges**

BRITISH COUNCIL | 75 YEARS OF CULTURAL RELATIONS

THE YOUNG FOUNDATION



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URBAN FORUM / CREATIVITY IN THE CITY /



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social innovation  
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SIX International  
Summer School on Social Innovation  
Lisbon, 15 – 17 July 2009

At the end of April, SIX launched its **6SIX TelePresence Series** -  
A global conversation of the SIX and social innovation community.  
Follow this global discussion to find the most promising social  
innovations through videos available on the SIX website soon.  
More information on the series and session 1 is [here](#)



RED 2004-06

[About RED](#)

RED was set up in 2004 by the Design Council to tackle social and economic issues through design led innovation.

This site is an archive of our projects from 2004 to 2006.



## Open Health

[Overview](#)

[Prototype: Active Lifestyles \(Activmobs\)](#)

[Prototype: Type 2 Diabetes \(Diabetes Agenda\)](#)

[Design Process](#)

[Impact](#)

[RED Report 01: Open Health](#)

[Co-Creation](#)

[Learnings](#)

[activmobs](#)

[The Diabetes Agenda](#)

[Acknowledgements](#)

**Overview**

## PUBLICATIONS



 [HEALTH: Film \(7:30\)](#)  
July 05

 [Activmobs: Active Ageing: Design Notes](#)  
July 05

 [The Diabetes Agenda: Design Notes](#)  
July 05

 [RED PAPER 01 HEALTH: Co-creating services](#)

<http://www.designcouncil.info/mt/RED/>



## RED

RED is challenging accepted thinking on economic and social issues through design innovation.



## User Centred Design

Harness creativity of users  
and front-line workers

Rapid prototyping reduces risk

Transfer into action



## Transformative Practice

Stakeholders take part  
in the process

Building capacity to innovate  
beyond the end of the project

Stimulating sustained  
behaviour change



## Transformation design

1. Defining and redefining the brief
2. Collaborating between disciplines
3. Employing participatory design techniques
4. Building capacity, not dependency
5. Designing beyond traditional solutions
6. Creating fundamental change

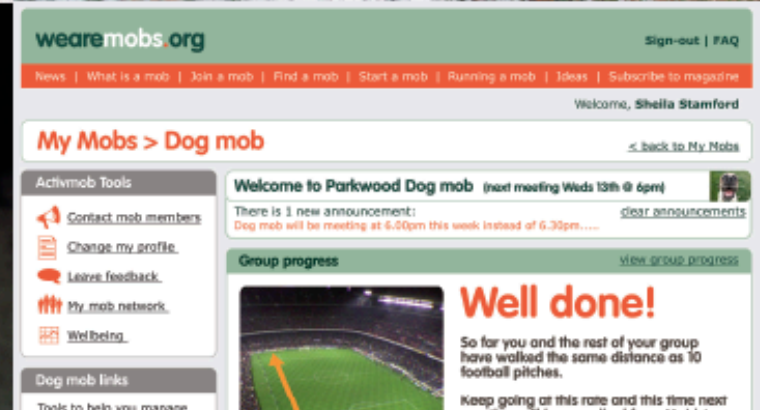
<http://www.designcouncil.info/mt/RED/transformationdesign/TransformationDesignFinalDraft.pdf>

## Challenges to the traditional view of design

- The loss of personal creative authorship
- Shaping behaviour rather than form
- Transformation design is never done
- Creativity happens in run-time, not just in design-time
- Diversity over quality
- Design becomes a Pro-Am community

<http://www.designcouncil.info/mt/RED/transformationdesign/TransformationDesignFinalDraft.pdf>

# Health




**\_mundos posibles**





eco-tourism guide referring to new forms of collective housing and shared habitat facilities


promotor of a co-housing looking for inspiration



 **Micro Nursery**

**LODGING STUDENT**  **PAUL WATKINSON**

**HOME LAUNDRY**   

**Family take away** 

**SIMON LUCK**  
AVOCAT

mother with young baby offering home nursery services

elderly couple renting out a spare room for students

family providing clothing care for single people

good home cook preparing take away meals on top of the household dinner



keys of the collective  
neighbourhood workshop

hour coins for the local exchange  
trading system

service token facilitating  
collaborative solutions



*“...I see networks of informal entrepreneurs all around me: now everybody is designing...”*

# \_el rol del diseño *i...*



*“...you know... I discover a lot of useful social initiatives just looking around in the neighbourhood... but it’s easy to miss them... they need more visibility...”*

