

Pre - taller
Diseño e innovación social
Sostenibilidad Urbana

Junio 23 – 26 2009



_representación

casos de creatividad distribuida

_proyecto:

¿cómo darles visibilidad?

Intercambio de recetas

De: **franceska_russo@yahoo.it**

Enviado: lunes, 22 de junio de 2009 06:55:20 p.m.

Hola! Estas invitado/a a formar parte de un intercambio de recetas. Espero que participes. Por favor manda una receta a la persona cuyo nombre está en la posición número 1 de la lista abajo (aunque no le conozcas) y debiera ser algo rápido, fácil y sin ingredientes raros. La mejor es esa que sabes de memoria y puedas escribirla ahora mismo! No te agobies acerca de qué receta. Piensa en la receta que haces cuando te falta tiempo y no quieres ir al súper, esa es la ideal para compartir. Después que le hayas mandado la receta a la persona nº 1 en la lista de abajo y sólo a la nº 1 entonces copia esta carta en un nuevo mail, sube mi nombre a la posición nº1 y pon tu nombre y dirección en la posición nº 2, sólo mi nombre y el tuyo se muestran cuando mandes los mails. Mandáselo a 20 amistades Envíalo con copia oculta (CCO). Si no puedes hacer esto en 5 días, házmelo saber para que sea justo a todos los que participan. Deberías recibir muchas recetas. Es divertido ver de donde vienen!! Casi nunca se descuelga la gente porque todos podemos usar recetas nuevas y fáciles. La vuelta es rápida ya que sólo hay dos nombres en la lista y solo participas una vez.

1) senzagravita_@hotmail.it

2) franceska_russo@yahoo.it

frozen

http://www.youtube.com/watch?v=jwMj3PJDxuo&eurl=http%3A%2F%2Fdesignblog.uniandes.edu.co%2Fblogs%2Fdise3126%2F&feature=player_embedded



“...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...”



family like service

- Foot Bus
- Home Laundry
- Micro Nurseries
- Family Take Away



community housing

- Party Place
- Open Handyshop
- Washing Restaurant
- Kid House



extended home

- Multi User Laundry
- Collective Rooms
- Co-Housing
- Car Sharing



elective communities

- Neighbourhood Library
- Kids Clothing Chain
- Active Shopping List
- Living Cook Book



service club

- Shopping Club
- Wood Atelier
- Green Gardening
- Second Hand Atelier



direct network access

- Regional Market
- Country Meal
- Product Time Sharing
- E-Stop



_qué estamos buscando y cómo?

_colaboración local
_asistencia mutua
_uso compartido

_comunidades creativas

_compromiso social (estar conectado)

_aspiraciones individuales (mejorar como individuo)

_conciencia ambiental (consumo)

_casos de innovación social

categorias...

- _seguridad
- _grupos humanos (bebés, ancianos)
- _alimentación
- _gozo y recreación
- _verde urbano
- _movilidad
- _diseño social humanitario

...

MENTE LOCAL – LO RELEVANTE

François Jégou

http://www.core77.com/blog/videos/core77_video_driveby_francois_jegou_sustainable_everyday_at_eco_city_lab_saintetienne_design_biennale_2008_11820.asp

DESIS toolkit 01 (Brazil)

(step-by-step process)

Case collection
Design Exercise
Dissemination of results

Produced by Politecnico di Milano, INDACO department,
research unit DIS -Design and Innovation for Sustainability
and Strategic Design Scenarios, Belgium for **DESIS international network**

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Please contact DESIS-Brazil network coordination (licensor) at
desis@pep.ufrj.br (Carla Cipolla) to obtain endorsement for use .

Step-by-step...

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DESIS international network



Step 1

Research of
promising
initiatives



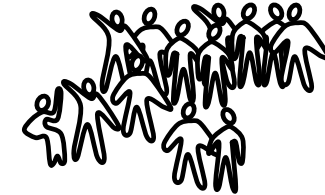
Step 2

Field
documentation of
selected initiatives



Step 3

Design Exercise
workshop



Step 4

Dissemination of
results

Step-by-step...

DESI09
DESI international network



Step 1

Research of
promising
initiatives



Step 2

Field
documentation of
selected initiatives



Step 3

Design Exercise
workshop



Step 4

Dissemination of
results

Organising groups and process...

DESIS09

DESIS international network



_best is to have groups of 3-4 students
FOR STEP 1: searching the promising initiatives

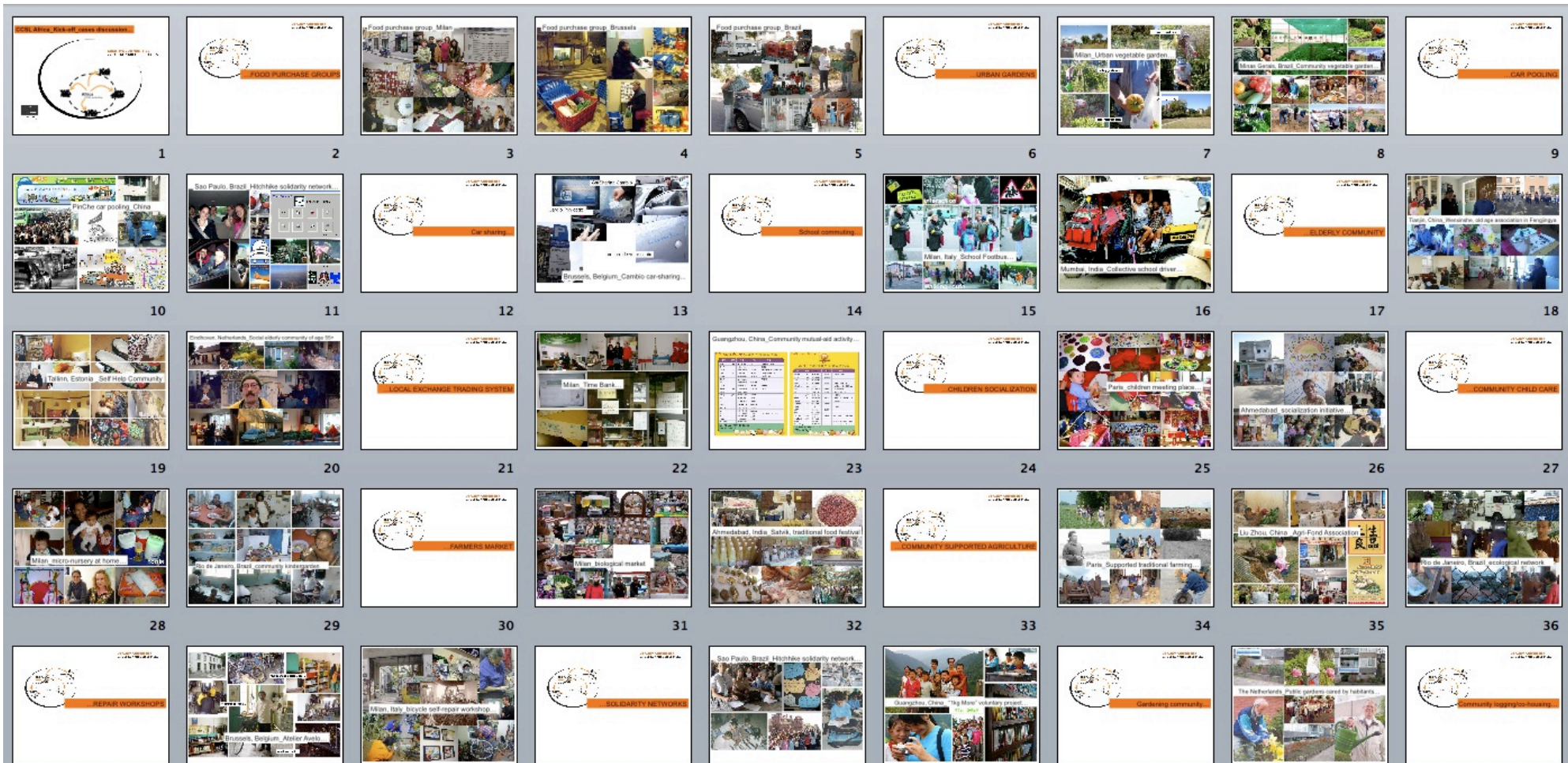
_each group of students brings **3-4 hypotheses**

_cases are discussed in class with teachers

_for each case a DESIS light format is filled (see next)

FIRST Pre-discussing sample of cases

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Looking for cases...



advices:

_look through the internet, with search engines but locally...

_search in the local newspaper, the telephone book, ask at the city town hall, local associations...

_ask parents, friends, relatives, anybody who may know something in the neighbourhood...

_ask local institutions: town-hall, development agency, social NGO, community-based activities, fair trade, charities...

DESIS how to collect cases

LIGHT FORMAT

DESIS09
DESIS international network

Students must fill the DESIS light format, one for each case

1_Light format for case collection

Please use this Light Format to describe 3 tentative cases proposed per group.

Name: *(please add an English translation of the case name if necessary)*

Claim: *(subtitle) synthetic description of the case, using a few key words (150 characters)*

Place: *city, country (neighbourhood or district)*

Picture: *add one or more pictures collected on the Internet, from a newspaper article or/ directly taken at the case site*

Context: *synthetic description of the situation before the new solution took place (150 characters)*

Service idea: *(200 characters)*
Description of the service idea (such as purchase group, community supported agriculture, car sharing, etc)

Function addressed: *(200 characters)*
Description of the function related to urban daily life, such as housing, nutrition, mobility, urban environment care, work, study, leisure, Children, elderly and community care)

Summary of the initiative: *(500 characters)*
What are the demands it responds to?
What is the aim of the solution?
What happens and how it happens?

Main actors (promoters, supporters, users, connections): *(500 characters)*

Benefits: *why is the situation more sustainable? Is it reducing environmental impact? Is it regenerating social fabric? (150 characters)*

References:
Web-site: website of the case if any

Address and reference person: (full address and phone of the organisation, reference person contacts: full address, phone and email)

Other reference material: newspaper articles, online info, material given by the promoters (CDs, booklets, etc.)

Authors of the case:
Students name (email and address) and institution
Date

- **Name**
- *Claim/subtitle*
- *Place*
- *Picture (moodboard composition)*
- **Context / situation before**
- **Service idea / core of the solution;**
- **Function addressed**
- **Summary of the initiative**
- **Main actors**
- **Benefits (environmental, social)**
- **References**
- *Web-site*
- *Address and reference person*
- *Other reference material*
- *Authors of the case*
- *Date*

(file available as part of DESIS09 toolkit 01
www.dis.polimi.it/desis/desis09-toolkit01.zip)

DESIS how to collect cases

Self pre-assessment of the case:

- Is it a new way to organise daily life activities? YES / NO
- Are there social benefits? YES / NO
- Are their environmental benefits ? YES / NO
- Is it possible to reproduce this initiative in another context? YES / NO

If you have 4 "yeses" then it's likely to be a promising initiative!
If not, try to find another one...

Support and discussion with teachers to choose the initiatives...

Post findings ONLINE...

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DESIS international network



CASES

Nidi in Casa – Nurseries at home

Italy, San Donato Milanese, Milan
By: Cooperativa Sociale Solidarietà è Progresso, Municipalità di San Donato Milanese
<http://www.comune.sandonatomilanese.mi.it>



A flexible, customised professional day nursery for small groups of infants, at a reasonable price, and with a socialising environment

Solution

The service is run for the municipality of San Donato Milanese by a cooperative of 80 members started in 1999 to organise services for infants, the disabled and the. It offers professional nursery care to small groups of two or three children under three years old. Children are assigned to a childminder, who looks after them in her own home. The carers look after and educate the children, and take them also to other activities for infants organised by the local authority to help in the baby's social development. The service is focused on two main concepts: having a maximum of three children per house, making it easier for the childminder to take them out on her own, and that the childminders should be well-trained. The scheme offers new job opportunities, especially for immigrants, and a new, flexible and personalised kind of childcare. The parents have to drop off and pick up the baby at the carer's house and provide the baby's food.

[Download full description \(portuguese\)](#)

Archived Entry

Post Date :
Saturday, Oct 21st, 2006 at
12:22 pm

Category :
Housing and Learning
Do More :
Both comments and pings are
currently closed.



Diseño e Innovación Social

June 20th, 2009 by pmenozza

JUNIO 23 al 26

Pre - taller Diseño e innovación social Sostenibilidad Urbana



Universidad de
los Andes
Facultad de Arquitectura y Diseño

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Step-by-step...



Step 1

Research of promising initiatives



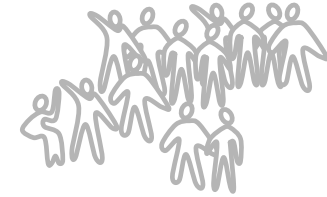
Step 2

Field documentation of selected initiatives



Step 3

Design Exercise workshop



Step 4

Expert seminar

Appointment for an interview...

organisation:

_each group takes appointment with a key-representative of the selected initiative for a interview and visit of the case

(attention will be paid to find the most appropriate moment to visit the case, to see topic moments of the solution, to take pictures...);

_ groups will visit cases with ideally:

- one student leading the interview using the 'Interview guide';
- on student taking notes of the interview;
- one student taking pictures following the 'picture check list';

Interview guide...

Interview guide

THE GENESIS

- How did the project start? Who had the initiative? Why? Could you tell me the history from start?

THE USERS

- Who are the users/participants of the initiative?
- Could you describe typical users?
- What are their motivations to take part? What have they to do to participate?

THE ANSWERS

- What are the aims of the project?
- Why did you choose this initiative?
- Which user's needs does it answer?

THE INITIATIVE

- How does it work: which service/goods are provided? By whom? How?
- Who take part to the initiative? Do they use *specific tools, place...*?
- Could you draw a schematic diagram of the solution organisation?
- What works very well in the solution?
- What doesn't work so well and could be improved?
- **BENEFITS**
- What are the benefits for participants?
Are there any disadvantages?
- What are the benefits for organisers / providers? Are there any disadvantages?
- Are there *indirect benefits* for non-participants?
- What are the benefits for the society?
May it create any disadvantages?
- What are the benefits for the environment?
Are there any critical points? Can the initiative also create disadvantages for the planet?

THE ECONOMY

- The aim of the section is to evaluate the size / importance of the initiative. Could you answer as precisely as possible the following questions regarding the economy of the initiative:
- Is there an organisation behind the initiative? If yes what is its status: an association, a company...?
- How many people (volunteers, employers) involved?
- How many participants per month?
- What is the average income per month? If the initiative doesn't imply payment, could you assess what would be the equivalent income of a similar service in the commercial sector?

THE PERSPECTIVES

- Did they know / get inspired by other examples? Do they follow them? Do they know counter-examples, case that went wrong?
- What are the perspective/objectives of the development within the next 3-5 years?

support:

_semi-directed Interview Guide:

THE GENESIS...

THE USERS...

THE ANSWERS...

THE INITIATIVE...

THE ECONOMY...

THE PERSPECTIVES...

A semi-directed guide is a sort of check-list of questions for the interview.

The questions are there to prompt the discussion.

Let people tell their stories... but make sure that they have gone through all your questions list...

(file available in the DESIS09 toolkit 01

www.dis.polimi.it/desis/desis09-toolkit01.zip)

Photo check-list...

Annex 2.
Picture check-list

When you are visiting the case, take a picture of:

Context:

- the general context (i.e. landscape, urban area, ...)
- the close context (i.e. the neighbourhood, ...)
- the place from outside (i.e. building, house...)
- the entrance (i.e. signage, access door, ...)
- the place from inside (i.e. dedicated room, private place, ...)

Participant:

- 2-3 typical users (portrait/standing...)
- an organiser/provider (portrait/standing, ...)
- could you show something characteristic of user motivation to participate?

Initiative:

- could you show the user needs answered by the initiative?
- could you show step by step (between 5 and 8) how the initiative is provided?
- could you take a picture of each actor involved in the solution?
- could you take a picture of each object (product, goods, place...) involved in the solution?
- could you take a collective scene (if any) with many users/organisers?

Could you show:

- participant benefits? organisator benefits? collective benefits? environmental benefits? economical benefits?
- could you show the future perspectives of the solution?

organisation:

A complete photo-reportage for a creative and suggestive visual description, a few images describing the solution by depicting the places, the persons, the artefacts of the solution, the interaction among people, the environment and the overall atmosphere, or “mood”.

_take as many pictures as you can... (80-100 images...);

_follow the 'picture check-list': make sure that you didn't miss any point listed...

_images should be taken with a digital camera. Minimum size of pictures is 2048 x 1536 pixels but higher is better...

(file available in the DESIS09 toolkit 01

www.dis.polimi.it/desis/desis09-toolkit01.zip)

Picture consent agreement...

Consent Agreement Model

The Creative Communities for Sustainable Lifestyles Africa (CCSL_A) project is supported by the Swedish Ministry for Sustainable Development in the framework of the Task Force on Sustainable Lifestyles within the 10 Year Framework of Programmes on Sustainable Consumption and Production, usually called Marrakech Process.

The Marrakech Process is led by the United Nations Environment Programme (UNEP) and by the United Nations Department of Economic and Social Affairs (UNDESA).

CCSL_A is coordinated by the Sustainable Everyday Project (DES-Itasca) Politecnico di Milano in Italy and by Strategic Design Scenarios in Belgium.

Name: _____ Surname: _____

Address: _____

Country: _____

Herewith I authorise the reproduction, the publication and the displaying within the Creative Communities for Sustainable Lifestyles Africa project of the pictures taken today. With this consent, I certify that I renounce any kind of financial reward and I will not interfere with any future promotional and diffusion actions that will be taken. I grant as well that the visual material does not belong to a third party.

Place: _____

Date: _____

Signature: _____

organisation:

_ask the people which are clearly recognizable on your picture to sign a 'Consent agreement' for publication of their image...

**(model available in the DESIS09 toolkit 01
www.dis.polimi.it/desis/desis09-toolkit01.zip)**

DESIS In-depth_Visualisation template...



Take a look a the example in the following slides...

critical mass

<http://www.youtube.com/watch?v=uURzCBp8alg&feature=related>

A photograph of a workshop or repair station. In the foreground, there's a wooden workbench with various tools and materials. A person's hands are visible, working on a blue plastic component. In the background, there are more tools, a box of 'MOTO-CHEMICO' motor oil, a bottle of water, and a bicycle chain and sprocket.

DESIS09

DESIS international network (BRAZIL)

Design Exercise

BICYCLE WORKSHOP

How to access a bike in the city...

Authors: Pierre Ronchand, Alain André, Julie Ratussière

Professor: Roland Dérivière

School: Ecole Art et Design d'Ambrissieux



context

Urban life is rather adapted to the use of cars than to bicycles...



question
How to facilitate the use of bicycles in the city?



key concept

A *Bicycle Workshop* is a group of amateurs offering wide range of services for bikers.



first characteristic

The place provides tools, spare parts and a platform for members to exchange knowledge on how to maintain bicycles.



second characteristic

Members fix a pool of bicycles and make them accessible for temporary or long term renting.





third characteristic
They lobby for the development of cycling paths and teach kids
how to drive safely.



benefits

Bicycle Workshop facilitates cycling in the city and encourages its turn into a daily routine within the population.



solution components

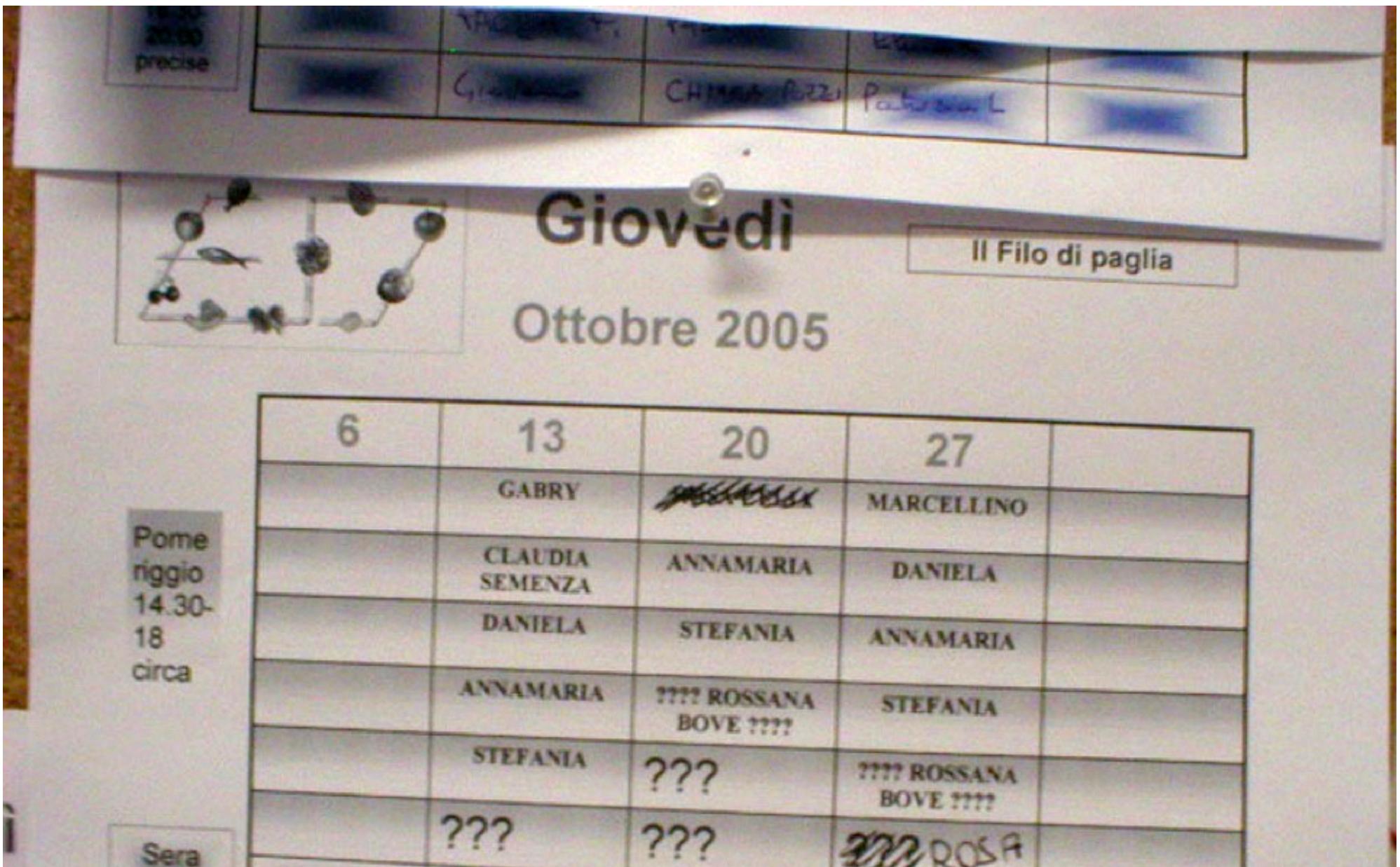
A vacant house in a suburb area hosts the different workshops...





solution components

Two voluntary animators are managing the workshop in turn every evening, organising activities and teaching participants...



solution components

A paper chart allow the participants to book time slots to use of the workshop to repair their bike...



solution components

A website and posters explain organisation and rules to take part to the workshop...

Step-by-step...



Step 1

Research of promising initiatives



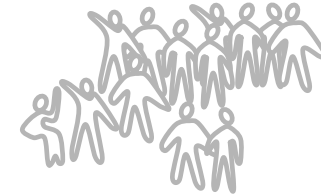
Step 2

Field documentation of selected initiatives



Step 3

Design Exercise workshop



Step 4

Expert seminar

_proyecto:

¿cómo darle visibilidad a los casos encontrados?

_(hyper) light format

Miércoles 24

_light format

Jueves 25 antes de las 5 pm

bajar el libro:
COLLABORATIVE SERVICES:
www.sustainable-everyday.net

buscar en:
_publications



1_Light format for case collection

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Description of the service idea (such as purchase group, community supported agriculture, car sharing, etc)

Function addressed: (200 characters)

*Description of the function related to urban daily life, such as housing, nutrition, **mobility, urban environment care, work, study, leisure, Children, elderly and community care**)*

Summary of the initiative: (500 characters)

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cases

<http://sustainable-everyday.net/cases/?cat=4>



“...if you want to start your own service, you should develop it with the future participants and root it in the local context...”