Make Transformation Work Work!
Eco-social designers generate multiple values & novel outputs

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EU Design Days 2020. Sustainability and Circular Economy.
Representation of the European Region Tyrol-South Tyrol-Trentino, Rue de Pascale47, Brussels.
25th November 2020, Zoom online

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Contours of Social-Ecological Transformation

PRESENT DRIVERS/NEEDS

- Multiple crises
- Exploitative economies
- Wicked problems
- Interdisciplinary work
- Anthropocentric
- …/…

NEAR-FUTURE DRIVERS/NEEDS

- Common Good & Commons
- Regenerative economies
- Participatory problem framing
- Transdisciplinary work
- Care for humans and non-humans
- …/…

Transformative study courses in Europe

Transformative Work Alliance, TWA and Erasmus + project institutions

MA Social Design
Design Academy Eindhoven, Netherlands, 2010

MA Social Design – Arts and Innovation
Angewandte, Vienna, Austria, 2014

MA Transformation Design
HBK Braunschweig, Germany, 2015

MA Eco-Social Design
Free University of Bozen-Bolzano, 2015

MA Geo-Design
Design Academy Eindhoven, Netherlands, 2020

There are another 7-8 institutions in Europe offering Masters programmes in related topics such as design and social innovation, ecological design and sustainable product design but the courses on the left focus more on eco-social and transformation design.

Dilemma - existing and near-future job market for designers

CURRENT DEMAND
In the market

- Innovation & marketing for competitiveness
- Orientated towards financial growth & market share
- Design for externalisation of true costs

The TRANSFORMATION GAP

NEAR-FUTURE NEEDS
New markets for Social Ecological Transformation

- Diversifying value creation
- Approaches, methods & tools for transdisciplinarity through design
- Circular & regenerative economy
- Community Economies, Commons & Commoning
- Care
- Resilience
- Re-localization/Re-connection
- Work with (not only) for people
- New relations with non-humans

Location of the Autonomous Province of Alto Adige/SüdTirol/South Tyrol









The Euroregion Tyrol-South Tyrol-Trentino

Source: **Autonome Provinz Bozen – Südtirol** in German, **Provincia autonoma di Bolzano – Alto Adige** in Italian and **Provinzia autonoma de Bulsan – Südtirol** in Ladin, https://en.wikipedia.org/wiki/South_Tyrol

The economy of South Tyrol

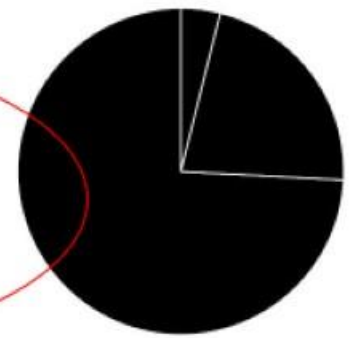


South Tyrol's Economy in Figures

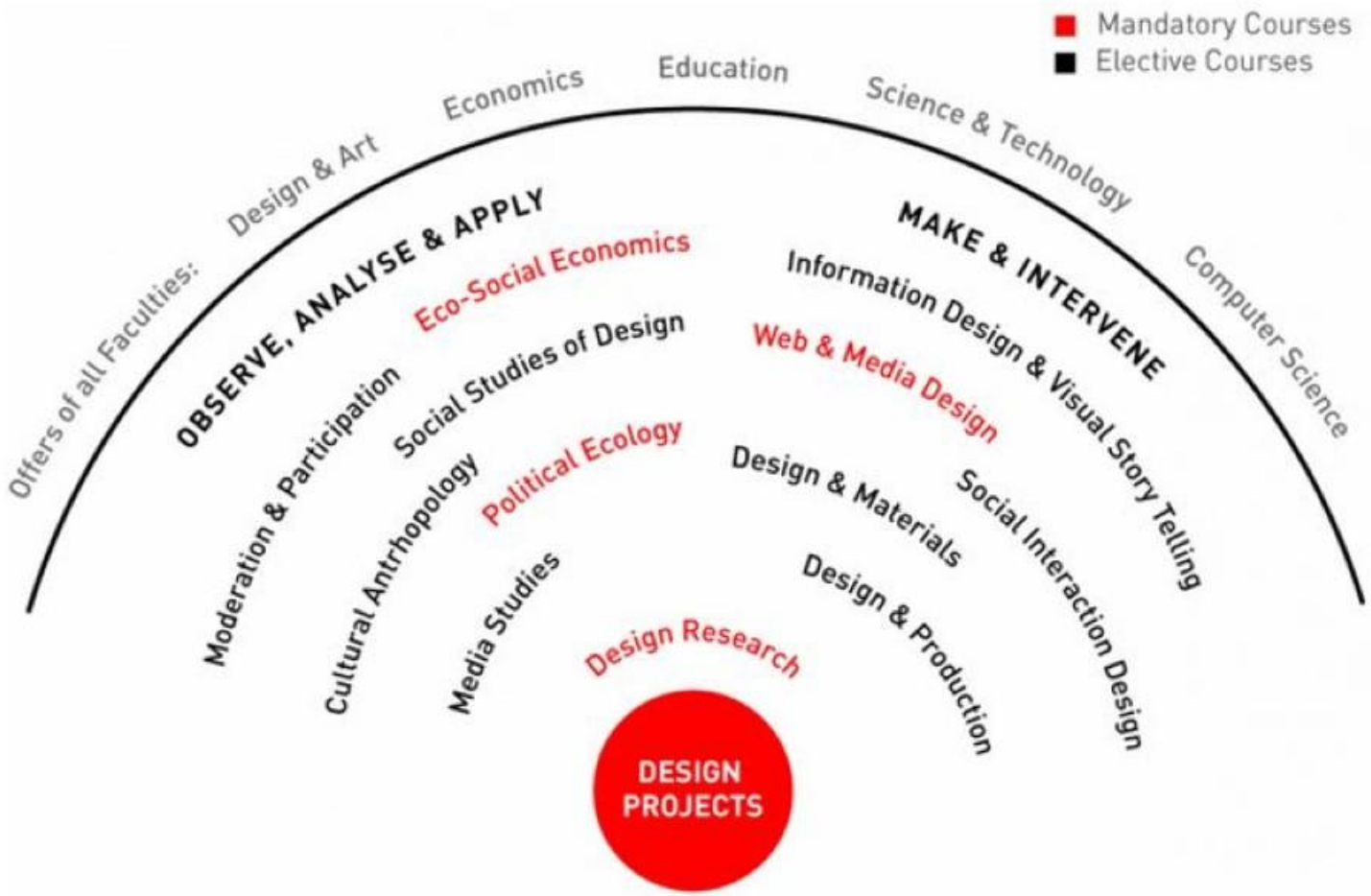
Gross domestic product or GDP (nominal):	euro 18,664 billion (2011)
GDP per capita (nominal):	euro 36,604 (2011)
Business investment, as share of GDP:	26.7 % (2011)

GDP by economic sector (2009):

Agriculture: 4.1 %
Industry (including handicrafts): 21.9 %
Services (including tourism): 74 %



Practices taught in the Masters in Eco-Social Design, unibz



Holistic thinking as a basis for effective design

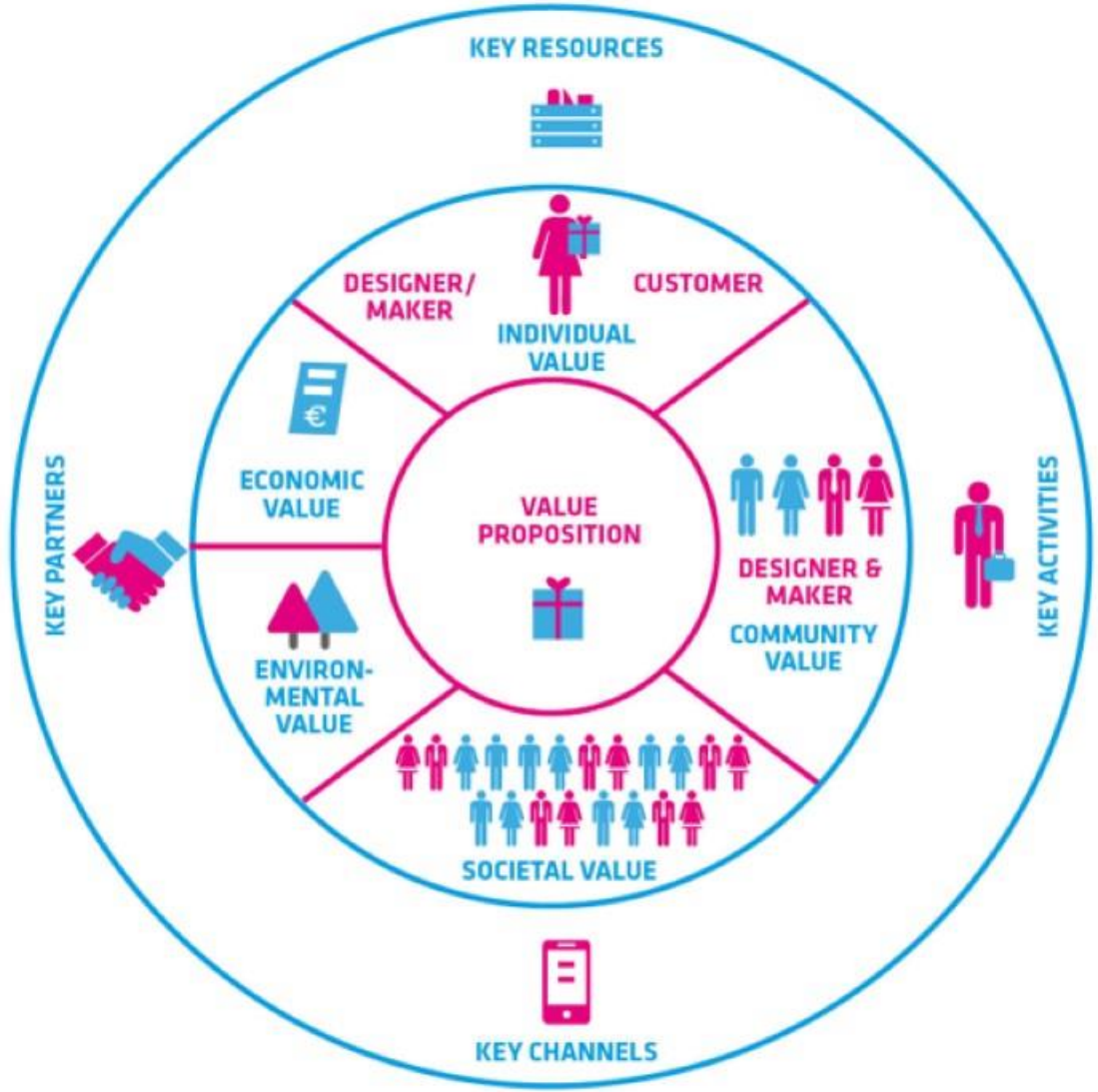


From the project "Malszeit" by Johanna Perret & Lena Rieger



From the project "Hemphasis" by Stefania Zanetti & Andreas Sebastianelli

How can design add multiple value? - the Value Proposition diagram



Original version of the Value Proposition diagram by Kathleen Pekkola, Anja-Lisa Hirscher & Alastair Fuad-Luke, 2013. *Open Source Creation. Making Open Design A Business Reality*. A Mini-Handbook. Printed for the Masters Introduction module, Aalto ARTS, September 2013. This version by Hirscher & Fuad-Luke, 19 January 2017.

Eco-social designing encourages cross-sectoral collaboration

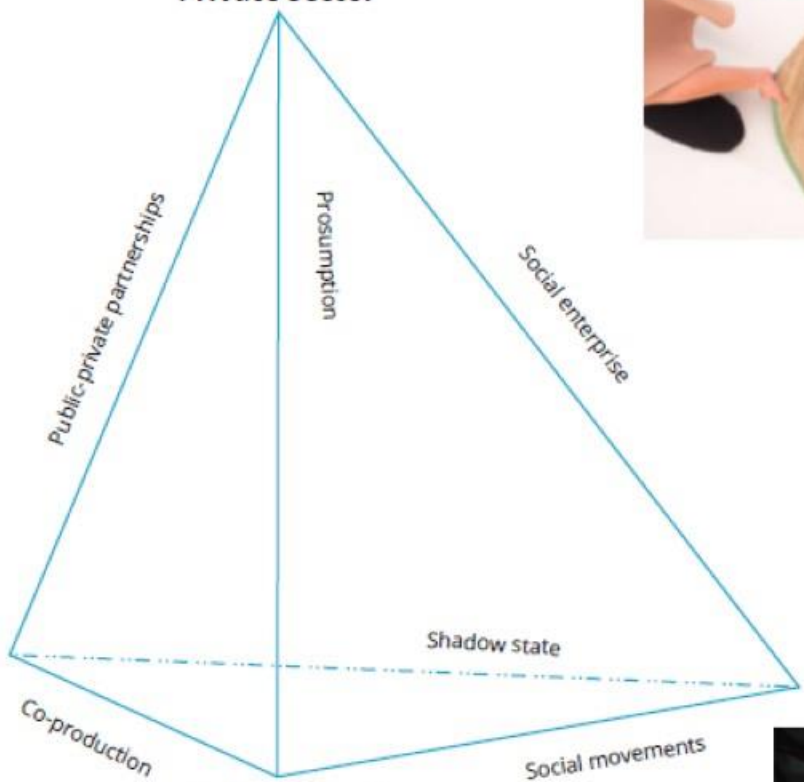


Farm of South Tyrol fluencers





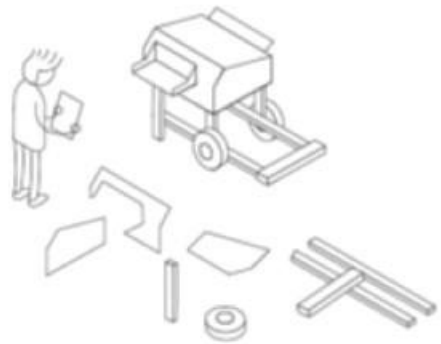




Campo Libero, Andrea Sebastianelli, 2017









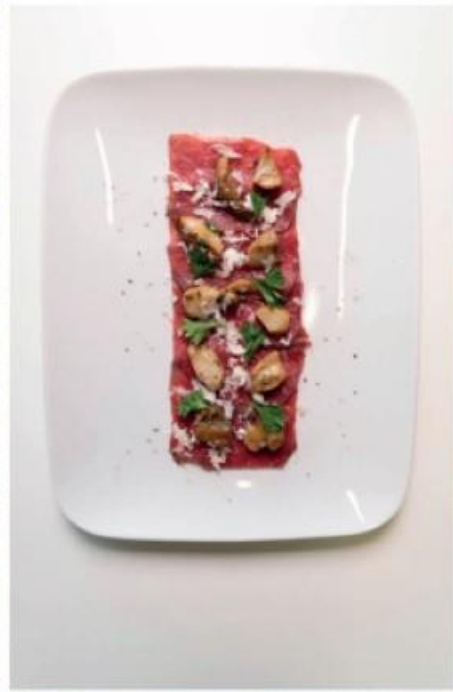




Thesis project for the Master in Eco-social design. Supervisors: Alastair Fuad-Luke, Secil Uğur Yavuz

Re-animate, Mirjam Schenk, 2019

















Thesis project for the Master in Eco-social design. Supervisors: Kris Krois, Gesa Busch.

Farmfluencers, Meike Hollnaicher 2020







https://www.farmfluencers.org/

Non-Stop, Convivial in Cassanova, Lea Luzzi 2019







Hostel for the House of Solidarity, Marla Nichele & Lisa Klein 2019

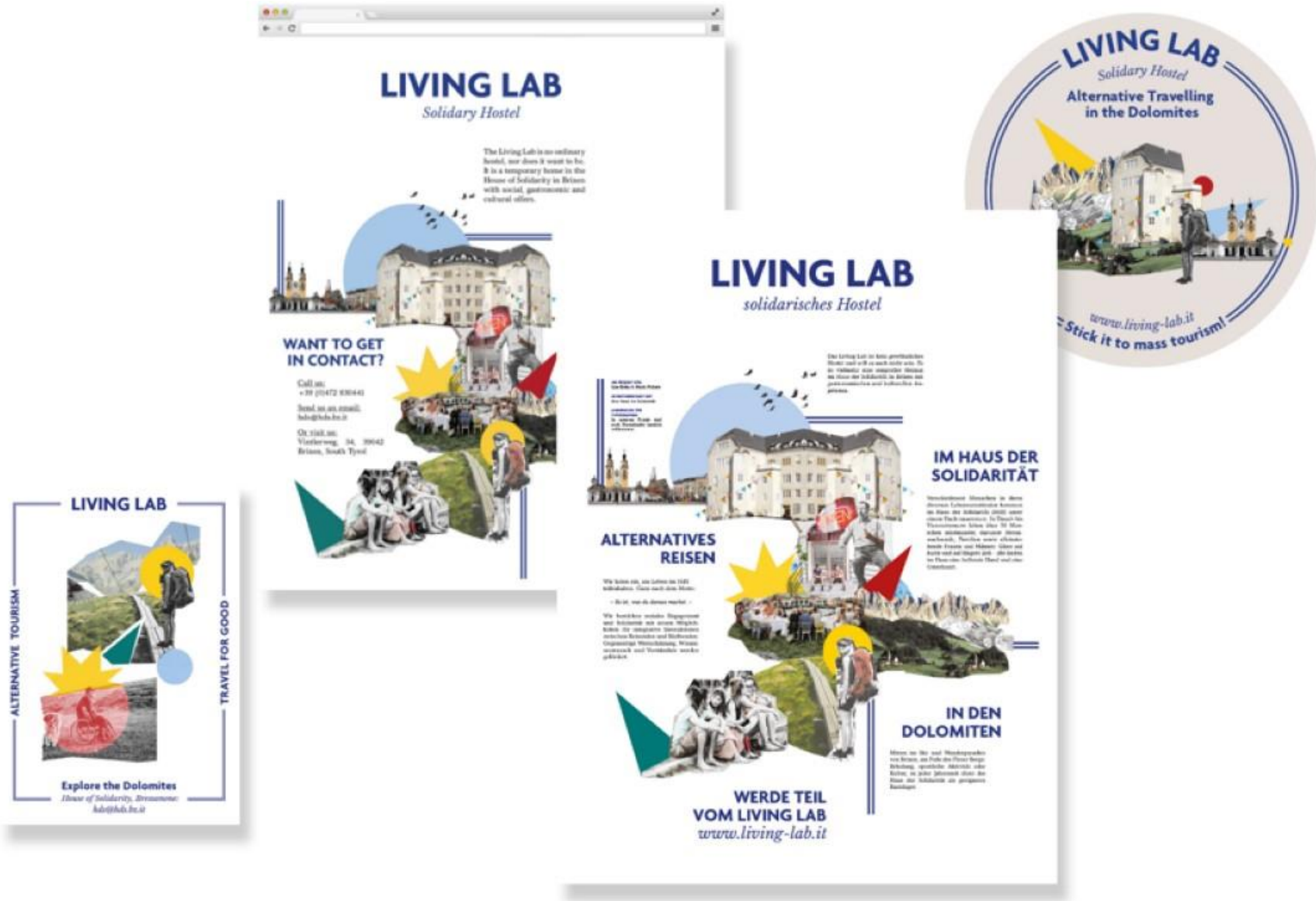






A redundant space in the roof of the building was converted into an AirBnB hostel space using reclaimed and recycled materials.

Living Lab for the House of Solidarity, Marla Nichele & Lisa Klein 2019



BRIDGING THE GAP TOGETHER

Transformative Work Alliance (TWA)

Making creative work on Social-Ecological Transformations viable

PRACTICAL AIMS

CONCRETE ACTIVITIES

POSSIBLE PARTNERS

Join our workshop online at 14.15.

DESIGNDAYS

EU Design Days 2020

ERRIN European Regions Research and Innovation Network

THANK YOU. MERCI BIEN. DANK UWEL.

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Master in Eco-social design

https://www.unibz.it/en/faculties/design-art/master-eco-social-design/

trans-form research cluster

https://www.unibz.it/en/faculties/design-art/research/transform/

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