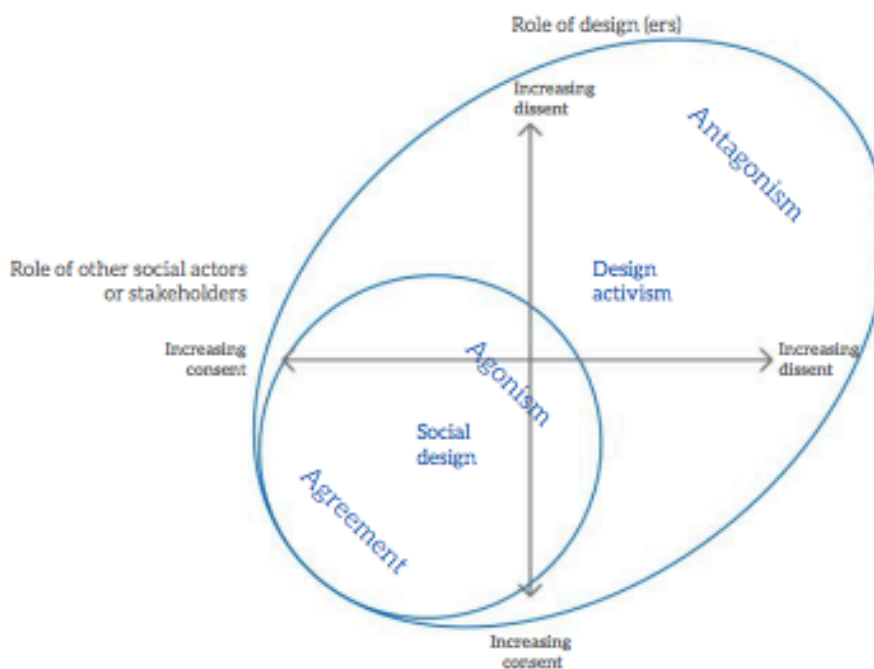Fuad-Luke, A., Hirscher, A. L., & Moebus, K. (2015). Agents of Alternative. *Re-designing our realities. Berlin: AoA*.

Agreement, agonism and antagonism

The teleological orientations of design activism and social design mean that consensus and dissensus tend to be applied in different ways[17] (Figure 3). The overall *telos* of social design is achieving consensus through the organisational structures, norms and practices of the key stakeholders. Dissensus tends to occur in dialogue, not in the actions or materialisations of design(-ing), and it must comply with accepted institutional cultural practices and language. Social design is, perhaps, therefore limited to expressions of 'weak agonism' because it needs agreement to effectuate change (Figure 3). Design activism is not bounded by such constraints and, indeed, has a history of applying practices designed to provoke (antagonise) and to

Area of focus	Design activism – key characteristics	Social design – key characteristics
Stakeholders	people; society; designers; non-designers; activists; advocacy groups; public agencies; the public (consumers); businesses	people; government; providers (commercial and non-profit); activists; grass root innovators; community; users; funders; experts; facilitators; designers; non-designers
Issues	causes; challenges; conventions or 'norms'; production & consumption; environmental, social, institutional and economic sustainability	local, international and sustainable development; political; policies; public & social good; innovation; professional practice; environmental, social, institutional and economic sustainability
Context	proposes or seeks 'alternatives' grounded in: people's diverse real everyday life; activism arises anywhere; contests status quo; questioning values; design applied knowingly or unknowingly; artefacts and innovative forms	driven by key stakeholders: government, providers; driven by key issues defined by stakeholders
Attitudes	ideological – beliefs, values, radical; activity – clear intent, actions, applied, disruptive, counter-narrative; questioning – constraints; directionality and ownership of design-(ing)	participation through co-design, collaboration; responsible and responsive social/socially orientated change; diffused practices; innovation; human instinct
Activities	balancing, changing, creating, disrupting, encompassing, engaging, generating, revealing, thinking, (re)-valuing, imagining, influencing, promoting, questioning, raising awareness, visioning, practising, applying (design differently)	implementing (policies), innovating (grass roots), improving, practising, applying processes, co-designing, collaborating, diffusing (practices), discovering, enacting, enhancing, facilitating, materialising, popularising, stimulating, (strategic design) thinking, understanding
Outputs	better situations; new knowledge; new creative practices, processes and models; artefacts	new policies; grass roots innovations; professional practices
Outcomes	new beliefs, values, visions and potential 'norms'; positive change; potential sustainable futures	development of the social economy; public and social good; policy changes; new livelihoods

Table 1. Comparing key language characteristics and orientation of design activism with social design.