

Monday 14 November

1. Assignment IV – quick chat

Talk with your neighbour about key things you've learnt.

2. Value and Social Impact Measurement

advocacy

exchange

who

WHO
- interested in a project
- who is it for?
- who is responsible?
- who is the client?
- who is the sponsor?

LOBBYISTS

underdogs

CIVILIANS

ENGAGED
CITIZENS
+ CREATIVE
THINKERS

Who?
People/designers/activists
that understand the
context of a problem

Designers
(individual or in groups)
+ people

NGO'S

NGOs
(designers as part
of it)

CHANGE AGENT
PEOPLE

DESIGN
ACTIVISTS

Who?
It doesn't matter. Can
be professional designers
or not.

for whom
group that is being
treated unequally

GOVERNMENTAL
STAKEHOLDERS

Who?
limited group
of
disadvantaged people

on the project:
- individual
- Governmental actors
- actors from the private sector
- local people affected

Who?
Decisionmakers
Citizens
Communities
Nationalities
Minorities
margins

Citizens
↓
Active communities

active community
members

groups "ignored" or
"marginalized" by the current
system

Who? (Stakeholders)
Lawyers, municipality,
communities involved.

cross-disciplinary
multiple actors
complex
institutional
arrangements

Where

bottom-up

where?

everywhere!

COMMUNITIES

DISADVANTAGED
NEIGHBOURHOODS

COMBINATIONS
OF CAPITALS
eg. nature + communities

LOCALLY
(SMALL SCALE)

GLOBAL
NORTH
VS. GLOBAL
SOUTH

Organizational
structures

Urban
Areas where people impacted by inequalities are living
Areas where there is a lot of human impact on the environment
Urban areas (fragmented societies)

in situ (specific context)
at scale (transferable to
other contexts)

Where

Public space Commercial space
Urban spaces Sleeping cities
School Smart design
Community Ecosystem

in public

in situ

at scale

(often in

marginal

contexts)

what

Changing societal structures
(for the better)

What?
Tangible, rupturing the status quo

in collabor

Leaving underused value

"makes visible the invisible" (power structures...)

FINDING MARGINS & HIGHLIGHTING THEM (raising awareness)

what? Improve livelihoods social equality make society better

Inspiring

Challenge status quo

radical

multiple outcomes and impacts

Commitment to tensions

anti-capitalist / responds to neoliberalism

TARGETING SOCIAL ISSUES

is being inequally

Citizens & diverse communities

FOSTERS CHANGE at micro level ☺

what? shift (what/where/when/shift) shift in practices shift & hard protest showing existing alternatives

Design enabling social change happen

what? Behaviour Programme Movement Process Design Action Partnership Historic Process

What? Concerned with other values other than profit.

How? Challenge the power structures, emphasize social value over commercial

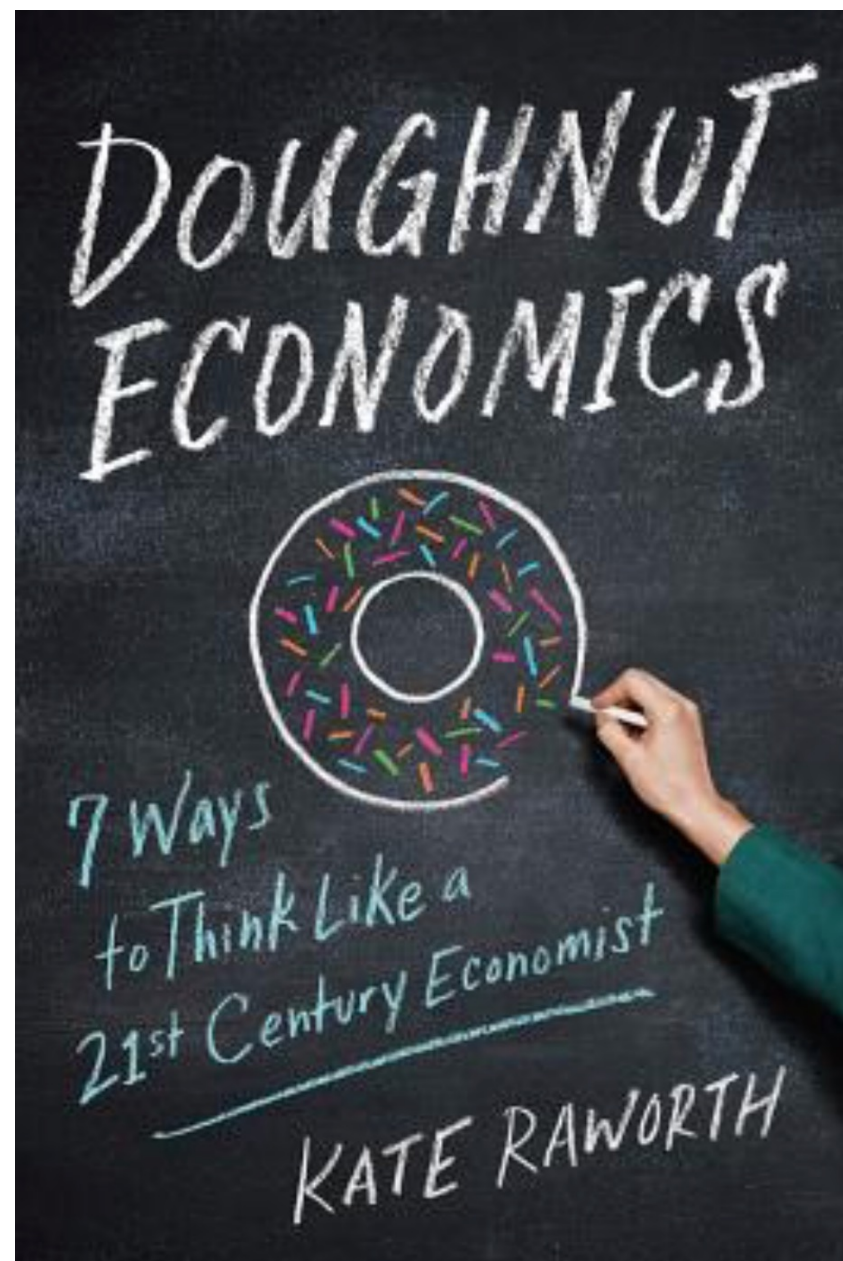
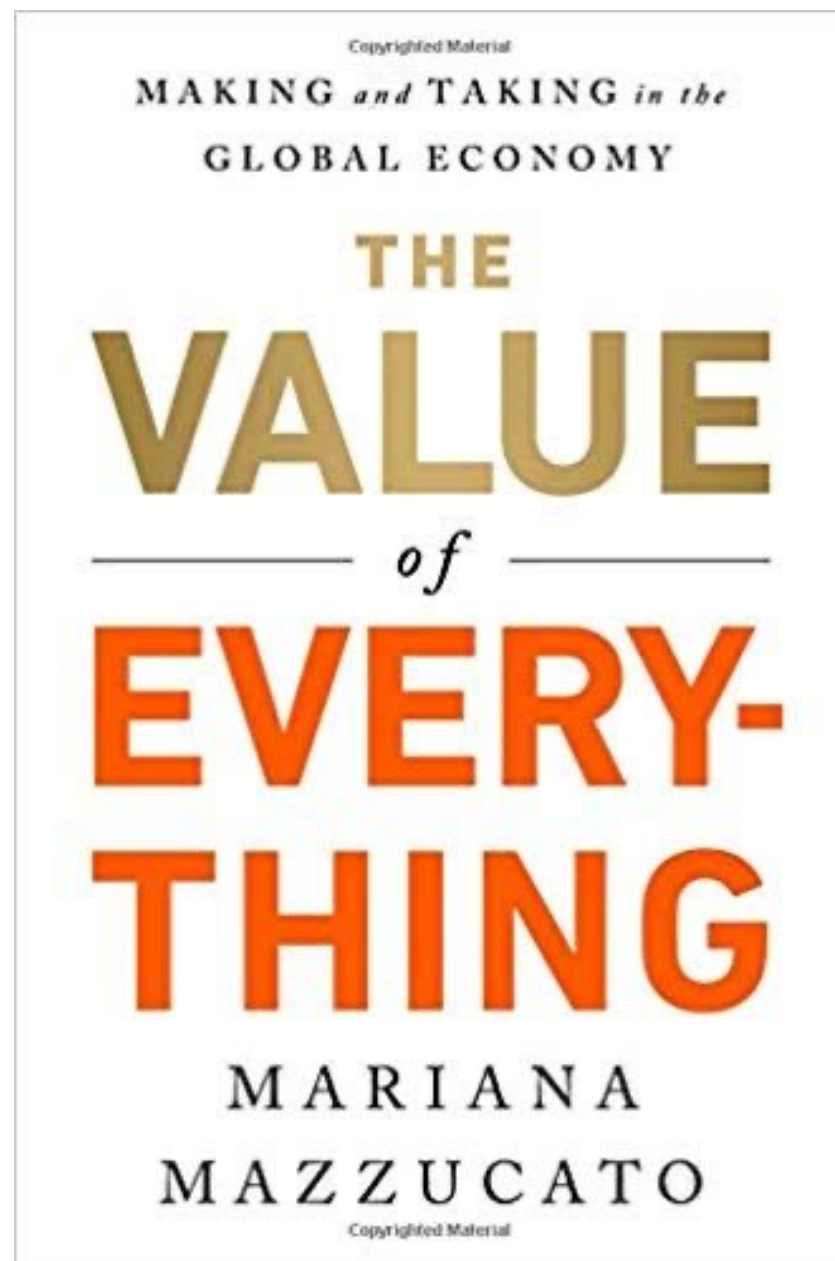
emphasizing behaviour

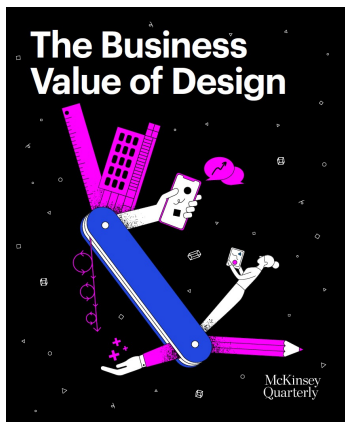
oriented towards common good

C P

value







Moving beyond financial value

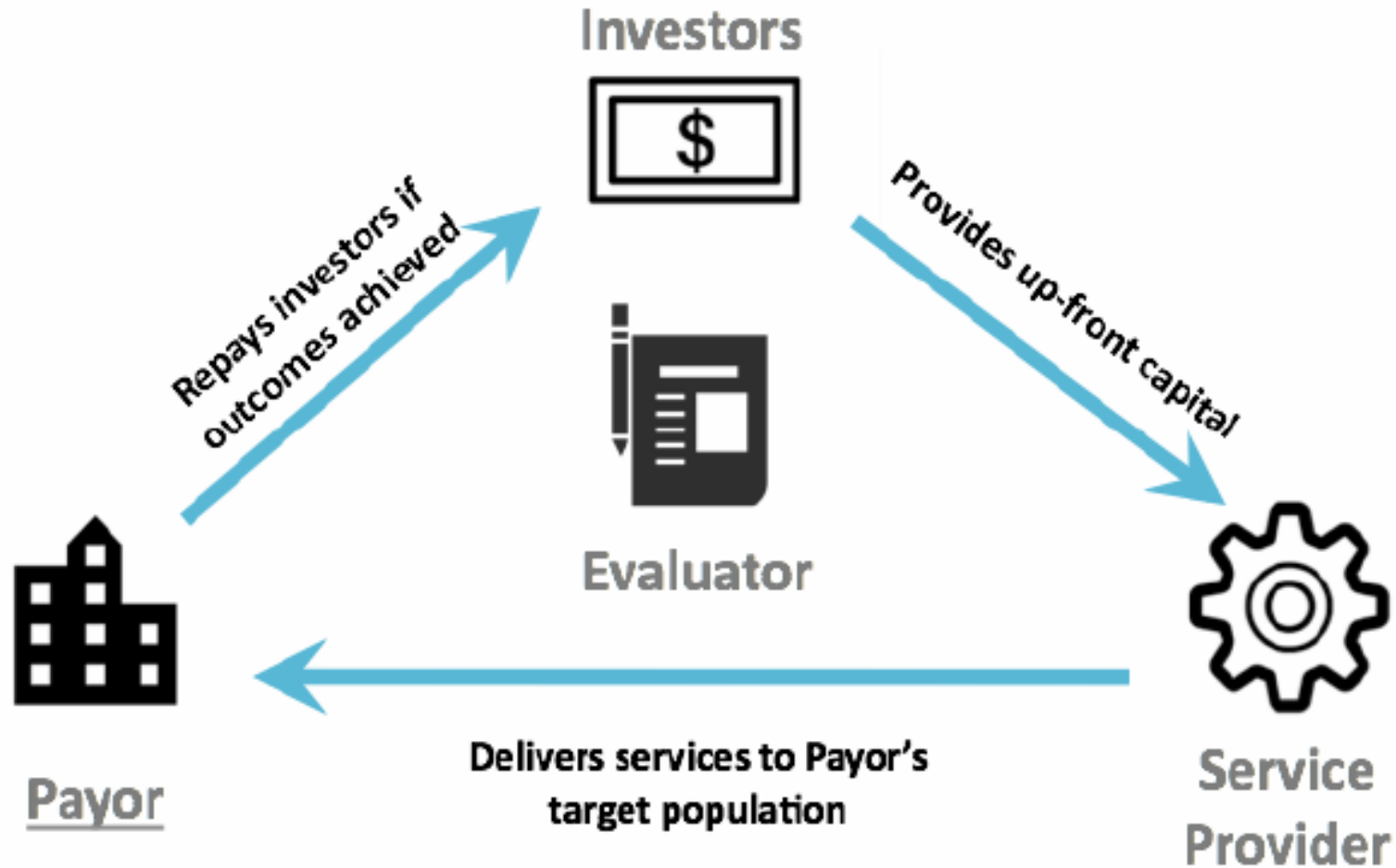
How might we capture the social and environmental value of design?

Mission Oriented Innovation Network
(Institute for Innovation and Public Purpose) and Design Council, 2020

different better lower cost

innovation support for public services

social impact bonds

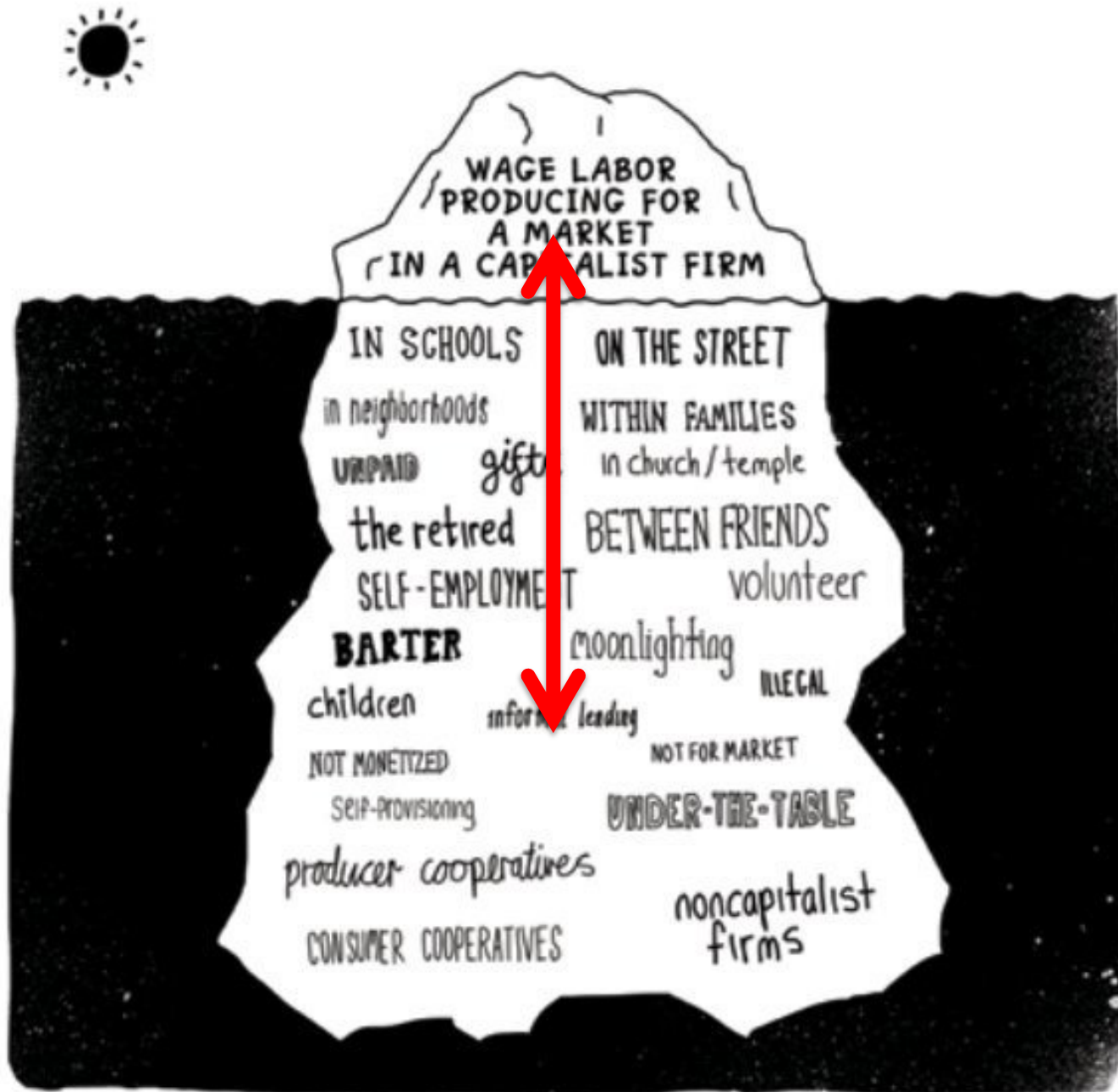








Gibson-Graham, J. K. 1996. *The end of capitalism (as we knew it): a feminist critique of political economy*. Oxford: Blackwell.



Gibson-Graham, J. K. 1996. *The end of capitalism (as we knew it): a feminist critique of political economy*. Oxford: Blackwell.

1. non-market transactions and unpaid labor in households
50% of economic activity (USA \$200 billion)
2. consumer, producer and worker cooperatives over 100 million jobs – 20% more than multinational corporations
3. Community Supported Agriculture
Japan 5m families
4. local and complementary currency
Japan 600 currency systems
5. social economy -- cooperatives, mutual societies, voluntary organizations, foundations, social enterprises; 10% EU GDP



Diverse economies: performative practices for 'other worlds'

J.K. Gibson-Graham^{1,2**}

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Abstract: How might academic practices contribute to the exciting proliferation of economic experiments occurring worldwide in the current moment? In this paper we describe the work of a nascent research community of economic geographers and other scholars who are making the choice to bring marginalized, hidden and alternative economic activities to light in order to make them more real and more credible as objects of policy and activism. The diverse economies research program is, we argue, a performative ontological project that builds upon and draws forth a different kind of academic practice and subjectivity. Using contemporary examples, we illustrate the thinking practices of ontological reframing, re-reading for difference and cultivating creativity and we sketch out some of the productive lines of inquiry that emerge from an experimental, performative and ethical orientation to the world. The paper is accompanied by an electronic bibliography of diverse economies research with over 200 entries.

Key words: ethical practice, knowledge commons, ontological reframing, performativity, scholar activism, thinking practices.

I Introduction

It is tempting to open this paper by heralding the arrival of a new academic subject – but that might give too much substance to what is as yet an enticing possibility. Instead, more modestly, we would like to announce the birth of a 'diverse economies' research community in economic geography. In what follows, we explore the work of this nascent community and its implications for academic subjectivity, practice, power and politics.

A new moment seems to be upon us, coinciding with the emergence of 'diverse economies' in geography. Certainly the times are markedly different from when we first published *The end of capitalism (as we knew it): a feminist critique of political economy* in 1996. That book was attempting to open up an imaginative space for economic alternatives at a point when they seemed to be entirely absent, even unwanted. In the mid-1990s there was no conversation going on,

*This paper is based on the *Progress in Human Geography* lecture delivered at the Chicago AAG meeting in March 2006.

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'This might be the most important book you read this year'
JONATHAN FREEDLAND

RADICAL HELP

How We Can Remake the

Relationships Between Us

and Revolutionise

the Welfare State

HILARY COTTAM



Welcome to Southwark Circle

Southwark Circle is a membership organisation that provides on-demand help with life's practical tasks through local, reliable Neighbourhood Helpers, and a social network for teaching, learning and sharing.

Being a member



Find out about the benefits of joining Southwark Circle and meet some members

Being a Helper



See how you can be rewarded for using your skills to help out in the community

Gifts for friends and relatives



Give a gift with a difference. Choose from a range of membership options.



Get connected and start using a mobile phone

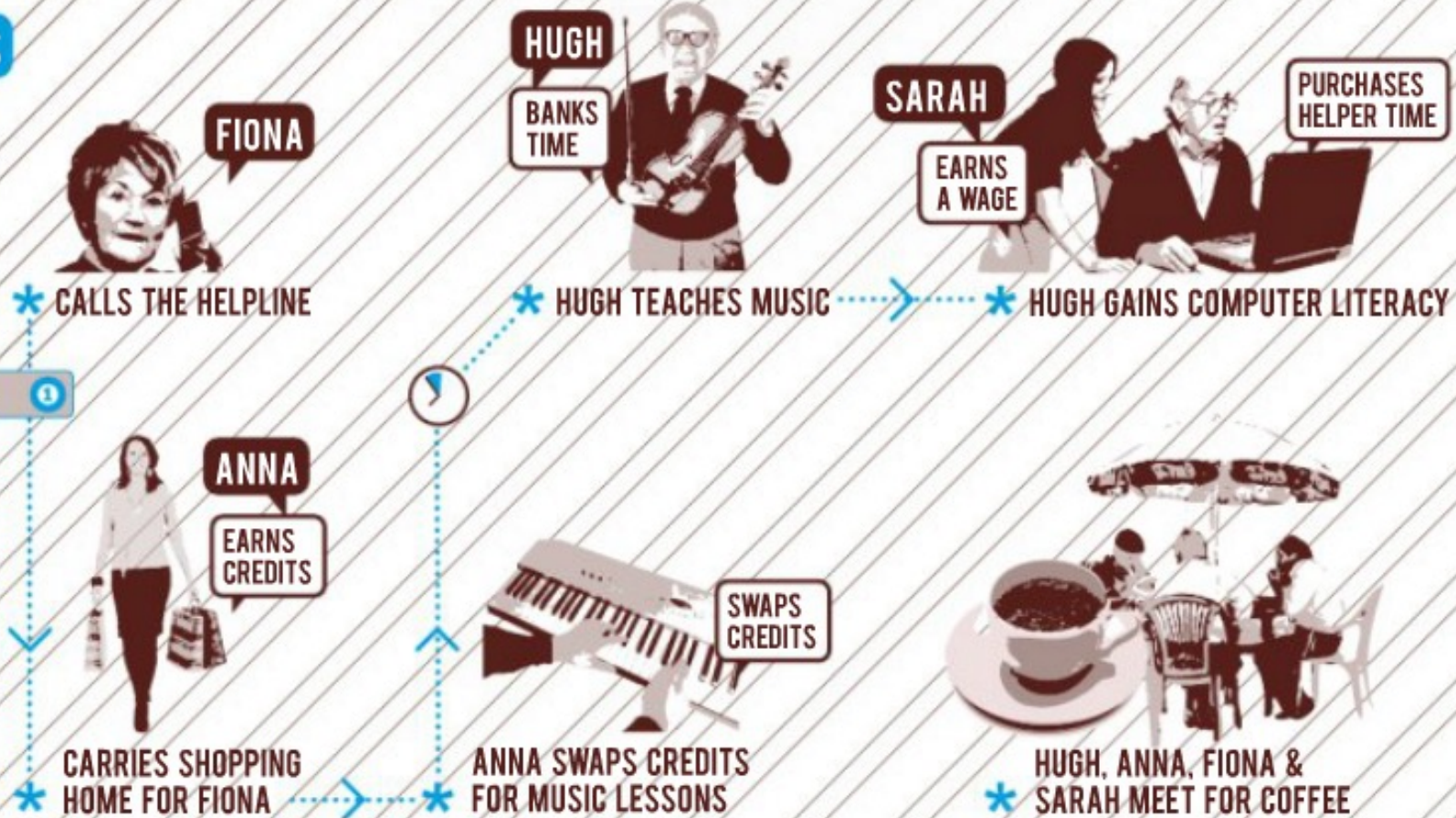


Start meeting people who live nearby

Take a look at the calendar to see what's on...

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

OUTCOMES





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27	28	29	30	31		

measuring success?



- 2009 supported by local council grant: £1m (Brindle 2014).

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Being a member



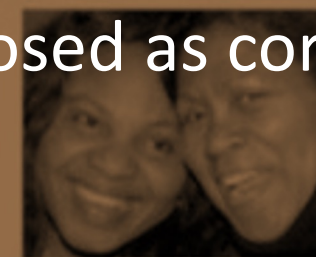
Find out about the Southwark Circle and membership options

Being a helper



See how you can be rewarded for using your skills to help out in your community

Gifts for friends



Give a gift with a difference. Choose from a range of membership options.

- was terminated. Circle involved a membership fee of £20 by 2014, both of these had closed as core support funding

- impact evaluation – generated 85,000 new social connections

70% of members reporting increased participation in social activities,

15 per cent feeling less unwell and 13 per cent

visiting their doctor less (Cottam and Dillon 2014).



Get connected using a mobile phone



Stay active, live nearby

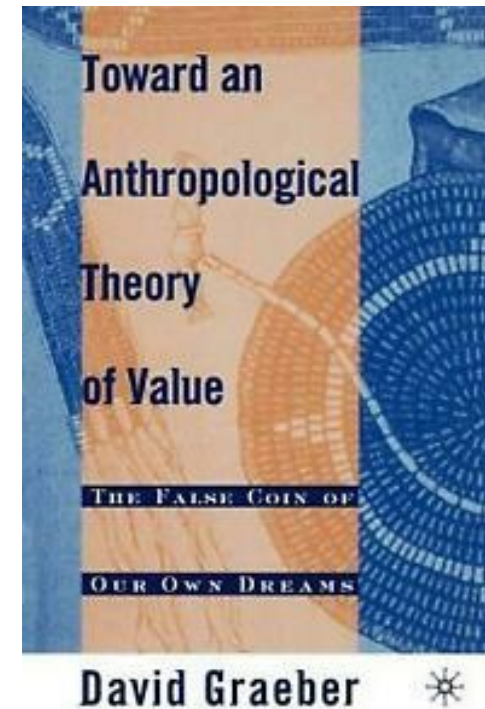
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Three forms of value:

1. what is good and proper ('values' in a sociological sense);
2. economic terms of what the desireability of something may be;
3. symbolic or semiotic sense of how something differentiates and signifies.

Graeber, D. (2001) *Toward an anthropological theory of value: The false coin of our own dreams*. Springer.



multiple forms of value (social,
economic, environmental,
knowledge, emotional, experiential)

value in use



'dynamic process' reflective
of specific contexts and
individual perspectives

New Economics Foundation. 'Measuring Wellbeing in
Policy.' New Economics Foundation 2008.

different types and registers of
value emerge at different points in
the life of something

Heinich, N. (2020) 'A Pragmatic
Redefinition of Value(s): Toward a General
Model of Valuation'. *Theory, Culture &
Society*, 0263276420915993.



thinking about value

leads to their automatic calculation within financially-dominant regimes of valorisation, noting that a dichotomous stand-off between the 'real' economy and values-based activities of care persists.

Praetorius, I. (2015) *The Care-centered Economy: Rediscovering what Has Been Taken for Granted; an Essay*. Heinrich-Böll-Stiftung



need to be attentive to the institutional mechanisms and practices that define who 'belongs' and whose views matter in defining and assessing worth.

Lamont, M. [2012](#). "Toward a Comparative Sociology of Valuation and Evaluation." Annual Review of Sociology 38 (21): 201–221

VALUE, DESIGN, SCALE: TOWARDS A TERRITORIES AND TEMPORALITIES APPROACH

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ABSTRACT

This paper presents a preliminary exploration of some of the challenges in locating and articulating value in design, such that values beyond econometrically measured ones are considered more effectively. We take value in design – in its fullest extent – to be multiple, unstable, emergent and contingent. As such, it presents numerous forms beyond financial ones that are often difficult to articulate, let alone recognise. For design, giving closer attention to the territories and temporalities of value may help in this quest. Here, rather than taking ‘bounded’ frameworks for value measurement, we propose moving with and through the design project, revealing forms of value as they occur. Exploring and surfacing these is also part of the historical work of breaking free from contemporary neoliberal orthodoxies that govern value.

INTRODUCTION

It barely needs stating that new forms of design practice and research are constantly opening up. This is common design knowledge. Most recently, transition design, transformation design, organisation design and social design have gained increased impetus, bringing in wider and more complex sets of outcomes. These often challenge econometrically-loaded forms of value recognition. The question of value in design has therefore received new, albeit limited, attention.

This paper presents a preliminary exploration of some of the challenges in locating and articulating value in contemporary design. In it, we take value in design – in its fullest extent – to be multiple, unstable, emergent and contingent. This therefore requires multiple ways of locating and articulating design. Giving closer attention

to the territories and temporalities of value may help in this quest. We see this need as stemming from a contemporary historical juncture where notions of value may be reframed as new social and economic forms emerge or are designed. Exploring and surfacing these is part of the work of that transition. Examples are used to illustrate theoretical points in this paper. However, the narrative follows mostly a theoretical and conceptual line of argumentation.

In order to give better focus to this paper, our primary design sector interest stems from the sticky problems of value in *social* design where outcomes are not necessarily so readily identifiable in the bottom line of sales or customer numbers. As a growing field of activity, we recognise that the social design sector presents one of the most challenging sets of considerations for assessing and accounting for value (Kimbell & Julier, 2019). Our arguments are applicable elsewhere, though. We also note a growing enthusiasm in business circles for ‘purpose-driven’ activities where, also, drivers and motivations may be more varied to include societal, environmental, well-being and other values that are less connected obviously to monetary-based calculation (Quinn & Thakor, 2019; Largacha-Martínez, 2020). In any case, we recognise that economic processes include, or are dependent upon, many forms of exchange that are not necessarily monetary-based (Gibson-Graham, 2008). Mainstream capitalist practices are reliant on non-monetary systems of care, reciprocity, social dependency, informal know-how, emotional dispositions and so on to exist. Social design and ‘purpose-driven’ business necessarily and explicitly enfold these into their economic logics, perhaps more so than mainstream commercial thinking. The territories and temporalities – the scales – through which these non-monetary systems run are that much more challenging to consider.

We view current, dominant notions of value as framed within a logic of neoliberal capitalism that has gained increasing traction over the last 40 years. An important

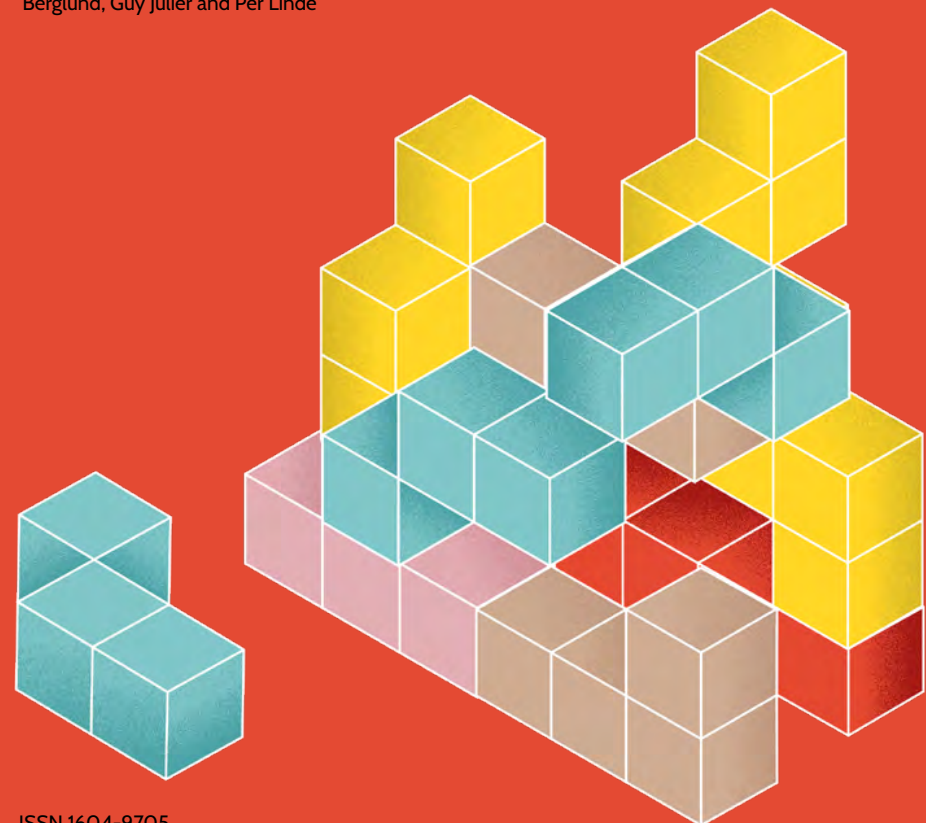
NORDES 2021

Matters of Scale

Proceedings of the 9th Nordic Design Research Conference, Kolding, Denmark

15-18 August 2021

Edited by: Eva Brandt, Thomas Markussen, Eeva Berglund, Guy Julier and Per Linde



- tracking the life of a DSC project
- looking for impact moments

and how might one evaluate those impacts and thus value?