

Design for Social Change: Strategy

today

0915 Preliminaries

0930 Why do we need social change?

1030 DSC (Strategy) intro (GJ)

1130 DSC (Codesign) intro (SH)

1300 A short history of design for social change.

1430 What is social change? Competing perspectives – class exercise

Design for Social Change: Strategy

A photograph of a group of people standing on a sidewalk. In the foreground, a man in a dark t-shirt and jeans stands with his back to the camera. Next to him is a man in a brown jacket and grey beanie, also with his back to the camera. To their right, a woman with short grey hair and glasses looks towards the camera. Further right, a woman in a yellow top and dark pants stands with her arms crossed. The background shows a street with yellow and blue construction barriers, a utility pole, and a building with blue shutters.

Period II: 5 ECTS

@guyjulier

A photograph of a group of people standing on a city sidewalk. In the foreground, a man in a dark jacket and blue jeans stands with his back to the camera. Next to him is a person in a grey hoodie, also with their back to the camera. To the right, a woman with short grey hair and glasses looks towards the camera, and another woman in a yellow top looks to the side. The background shows a city street with yellow construction barriers and a utility pole. The text "Design for Social Change: why do we need it?" is overlaid in white on the left side of the image.

**Design for Social
Change:
why do we need it?**

@guyjulier



**How might
someone disagree
with arguments
made in this talk?**

Design for Social Change: why do we need it?



The screenshot shows the top navigation bar of the Southern New Hampshire University website. The header includes the university logo, contact information (Employers, International Students, Military, 1.800.668.1249, my.SNHU Login), and buttons for 'Request Info', 'Apply Now', and 'Visit SNHU'. Below the header is a secondary navigation bar with links for 'Academic Programs', 'Admission', 'Tuition & Financial Aid', 'Student Experience', and 'About SNHU'. The main content area features a news article titled 'What is Social Change and Why Should We Care?' dated May 29, 2019, by Theo Spanos Dunfey. The article includes a photo of Theo Spanos Dunfey, Executive Director of the Global Citizens Circle, and a small quote bubble that says 'How can I assist you?'. The article text discusses the concept of social change and its impact on society.

social change

changes in human interactions and relationships that transform cultural and social institutions

<https://www.snhu.edu/about-us/newsroom/2017/11/what-is-social-change>

Climate change

25 October 2020

Arctic: Culture and Climate review - visions of a vanishing world



Indigenous art, ornate tools and captivating photography bring the past and threatened present of a rich region alive

9:00 AM

★★★★★

24 October 2020



Early warning: human detectors, drones and the race to control Australia's extreme bushfires

For a century, humans high up in fire towers have sounded the alarm. But breakthroughs in technology may offer something more

8:00 PM



The house that cork built: is this the ultimate eco-friendly material?

11:00 AM



'How do we become a serious people again?' Dave Eggers, Annie Proulx and more on the 2020 election

9:00 AM

23 October 2020

Katharine Murphy on politics // Mathias Cormann wants to be a chameleon on climate change when we've got a bin fire instead of a plan



8:00 PM

828

Campaigners criticise global deal on carbon emissions from shipping

5:32 PM

After a category 5 hurricane, nature saved me. It has the power to save us all

Michael Lees

2:40 PM

140

Climate countdown / Humanity has eight years to get climate crisis under control - and Trump's plan won't fix it

6:04 AM

22 October 2020



Mathias Cormann talks up green recovery as part of his pitch to lead OECD

The outgoing finance minister in 2016 said Australia's economy was 'in better shape because we scrapped



Alarm as Arctic sea ice not yet freezing at latest date on record



Aggressive push to 100% renewable energy could save Americans billions - study

triple crisis

economic meltdown
environmental collapse
inequalities



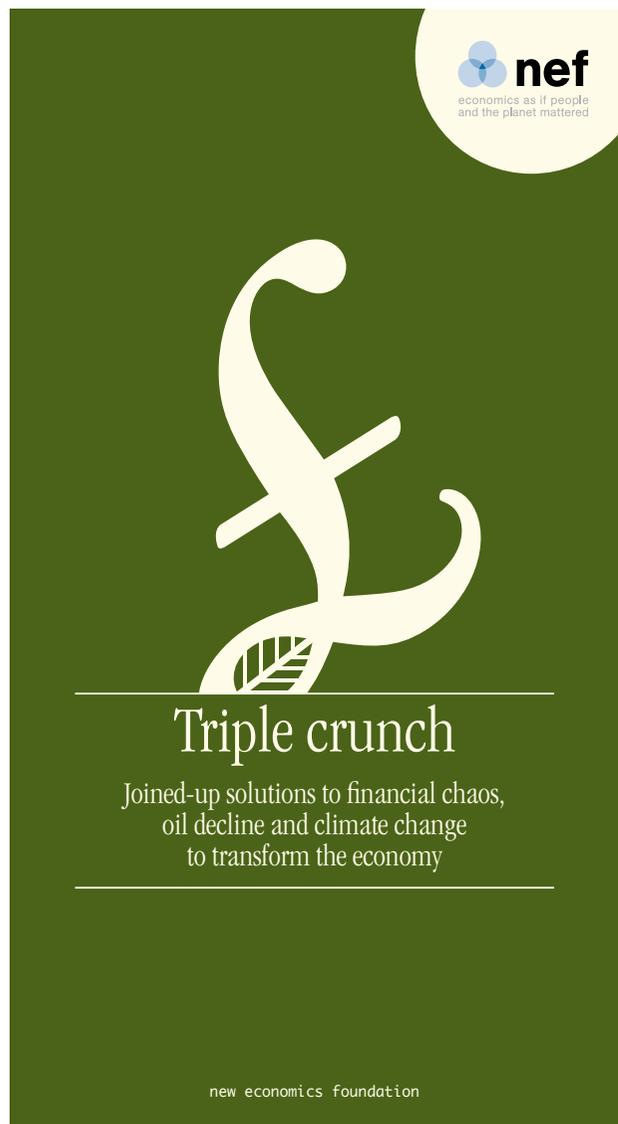
triple crisis+

economic meltdown
environmental collapse
inequalities

Covid
black lives matter
populism
racist attacks
authoritarianism
suprematicism
fundamentalism
information monopolies
mental health
space junk
loss of commons
lumpy geography
species loss
migration
ageing
etc. etc.



triple crunch: 2008



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These essays follow a special debate, hosted by nef and *The Guardian* in London on 19 September 2008



Leeds Creative Time Bank facilitates and strengthens the informal economy between creative professionals. We exchange skills and knowledge by using time as a currency. One hour of your skill equates to one hour of another members.



Established in 2010, there are now more than 70 active members with over 1500 hours traded. Using an online database system serviced by timebrokers earning hour credits, the timebank is autonomous and self-perpetuating. It

Climate Change : What Do We Need To Do To Address It, George Monbiot?

BC



<https://www.youtube.com/watch?v=7wGscFxs6RY>

▶ ⏪ 🔊 1:32 / 2:11

📺 ⚙️ 💬 📏

Do you agree with George Monbiot about the need to cut GDP?

Climate Change : What Do We Need To Do To Address It, George Monbiot?

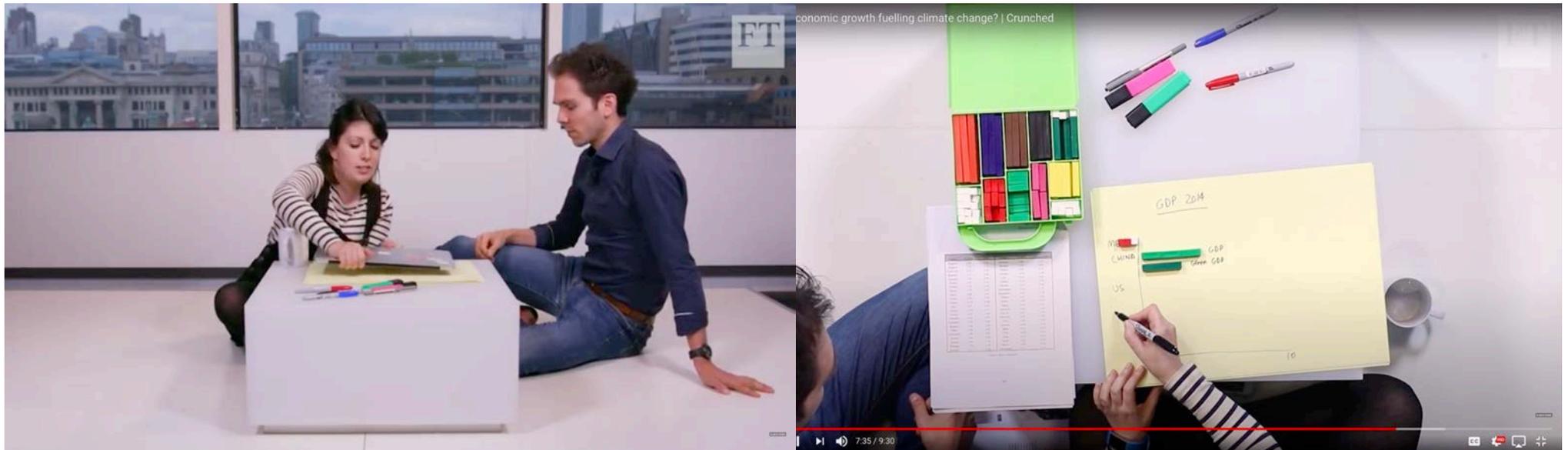
BC

<https://www.youtube.com/watch?v=7wGscFxs6RY>

▶ ⏪ 🔊 1:32 / 2:11

📺 ⚙️ 💬 🗖

FT data journalists Federica Cocco and John Burn-Murdoch look at the numbers behind George Monbiot's argument that pressures for GDP growth of 3 per cent are in conflict with the drastic changes needed to prevent the worst impacts of climate change.



<https://www.youtube.com/watch?v=TwwpNM1utnA>

"A new approach to measuring green GDP"

International Journal of Entrepreneurship and Sustainability Issues

<https://jssidoi.org/jesi/uploads/arti...> The Growth Delusion by David Pilling

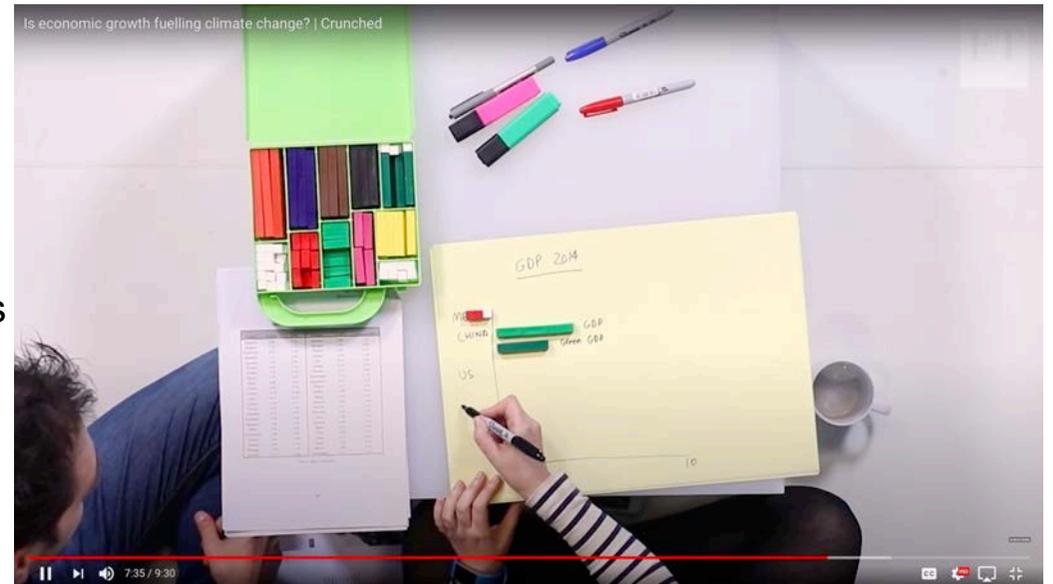
<https://www.penguinrandomhouse.com/bo...> Why it is time to change the way we measure the wealth of nations by David Pilling

<https://www.ft.com/content/765781fe-f...> UK's ONS calculates natural capital

<https://www.ons.gov.uk/economy/enviro...> Why GDP is meaningless <https://ideas.ted.com/why-we-shouldnt...> Green GDP accounting

<https://www.sciencedirect.com/science...> Green GDP and ecological debt

<https://www.jagranjosh.com/general-kn...>



<https://www.youtube.com/watch?v=TwwpNM1utnA>

Knowing Capitalism
Thrift
SAGE

Bauman
44 Letters from the Liquid Modern World
polity

VERY NICE WORK
Collective Design
Projects
SPOKESMAN

MARK C. TAYLOR
the moment of complexity
CHICAGO

Edited by Paul Rabinow
THE FOUCAULT READER
DENTON

SEVENTEEN CONTRADICTIONS
AND THE END OF CAPITALISM
DAVID HARVEY
P

The Enigma of Capital
David Harvey
P

PIKETTY
CAPITAL
in the
Twenty-First
Century
Belknap
Harvard

PUBLIC SERVICES OR
CORPORATE WELFARE
SYSTEM
Dexter Whitfield
SPOKESMAN

New Labour's Attack on Public Services
Material Participation
Noortje Marres
*

palgrave
macmillan
Reassembling the Social

OXFORD
The Design Economy: The value of design to the UK
The neoliberal revolution
W

Soundings
The Philosophy of Money
GEORG SIMMEL
THIRD ENLARGED EDITION
ROUTLEDGE

Inventive Methods
Edited by Celso Lury and Nino Wakeford
Routledge

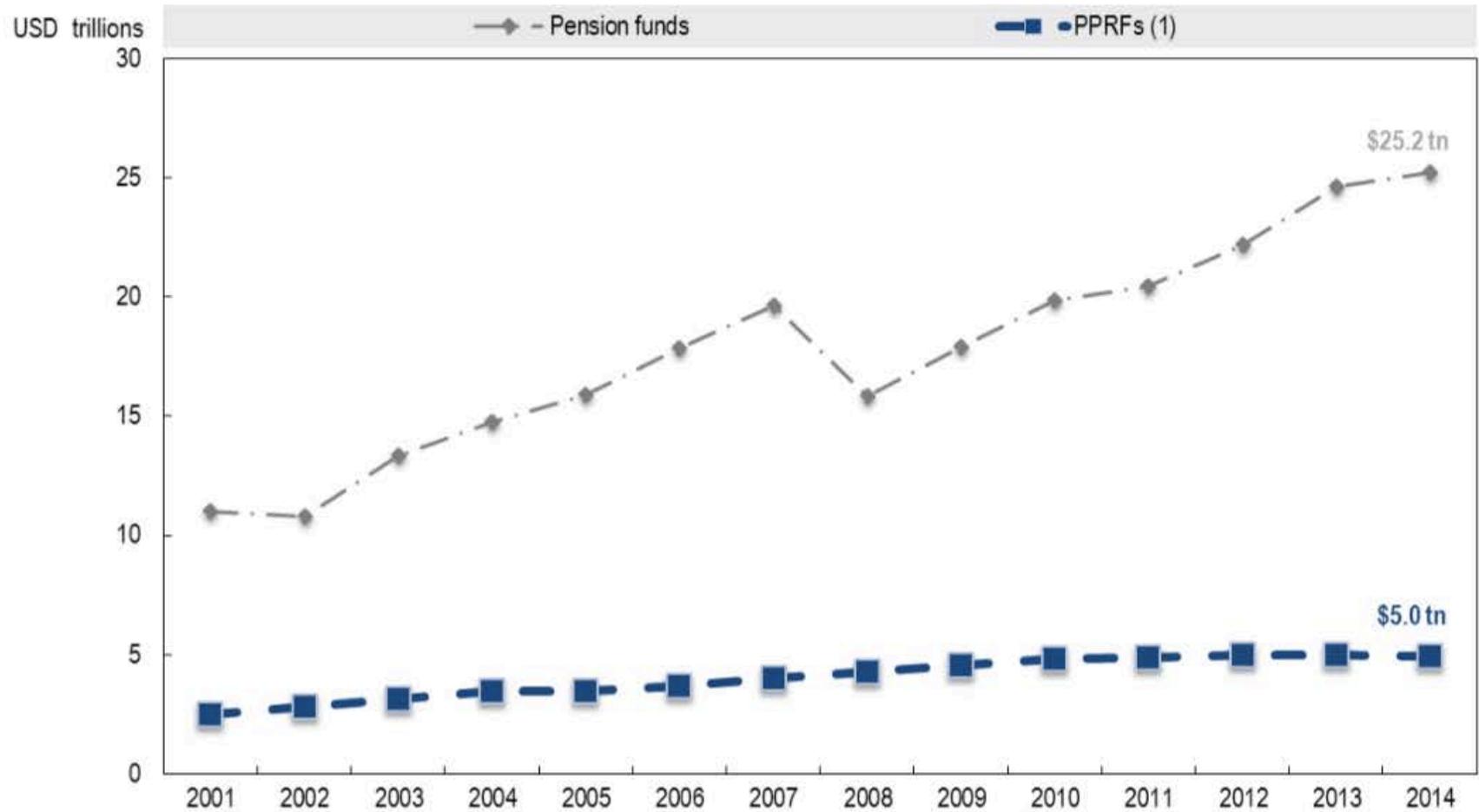
HORIZONTALISM
VOICES OF POPULAR POWER
IN ARGENTINA
EDITED BY MARINA SIFRIN
PRESS

ALISON J. CLARKE (ED.)

surplus capital



Figure 1. Assets in pension funds and public pension reserve funds in the OECD, 2001-2014
In USD trillions



PPRFs = Public Pension Reserve Funds.

Note: Book reserves are not included in this chart.

<http://www.oecd.org/finance/private-pensions/survey-large-pension-funds.htm>

US\$37,000,000,000,000

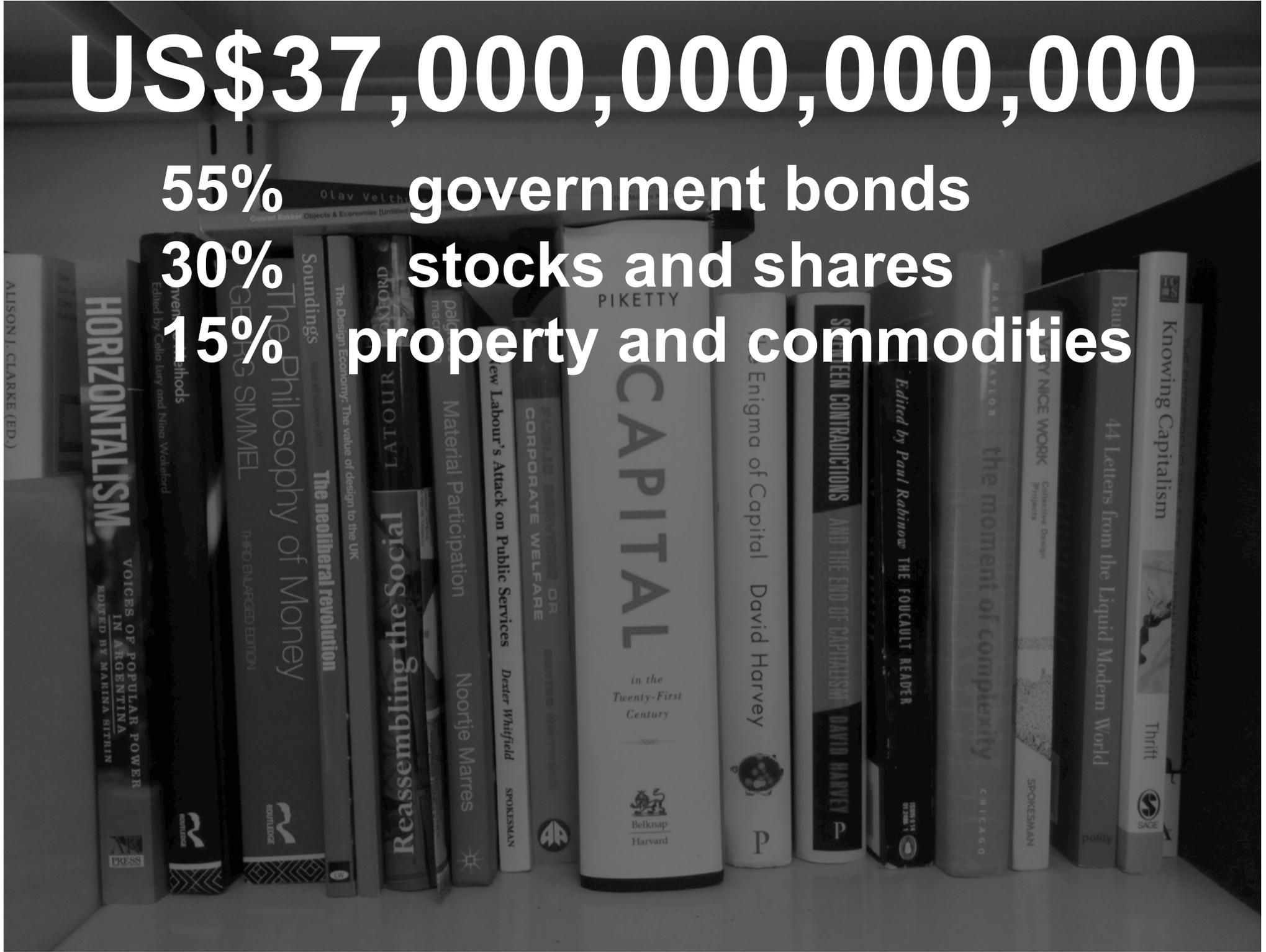


US\$37,000,000,000,000

55% government bonds

30% stocks and shares

15% property and commodities





Canada Pension Plan Investment Board
and Citycon buy Kista Galleria
Stockholm, US\$700m (Flood 2013)

PIKETTY

CAPITAL

in the
Twenty-First
Century



The Enigma of Capital David Harvey



P

SEVENTEEN CENTURIES AND THE END OF CAPITALISM DAVID HARVEY P

Edouard Glissant Rabinow THE FOUCAULT READER

moment of complexity CHICAGO

VERY NIK... SPOKESMAN

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Knowing Capitalism

Thrift



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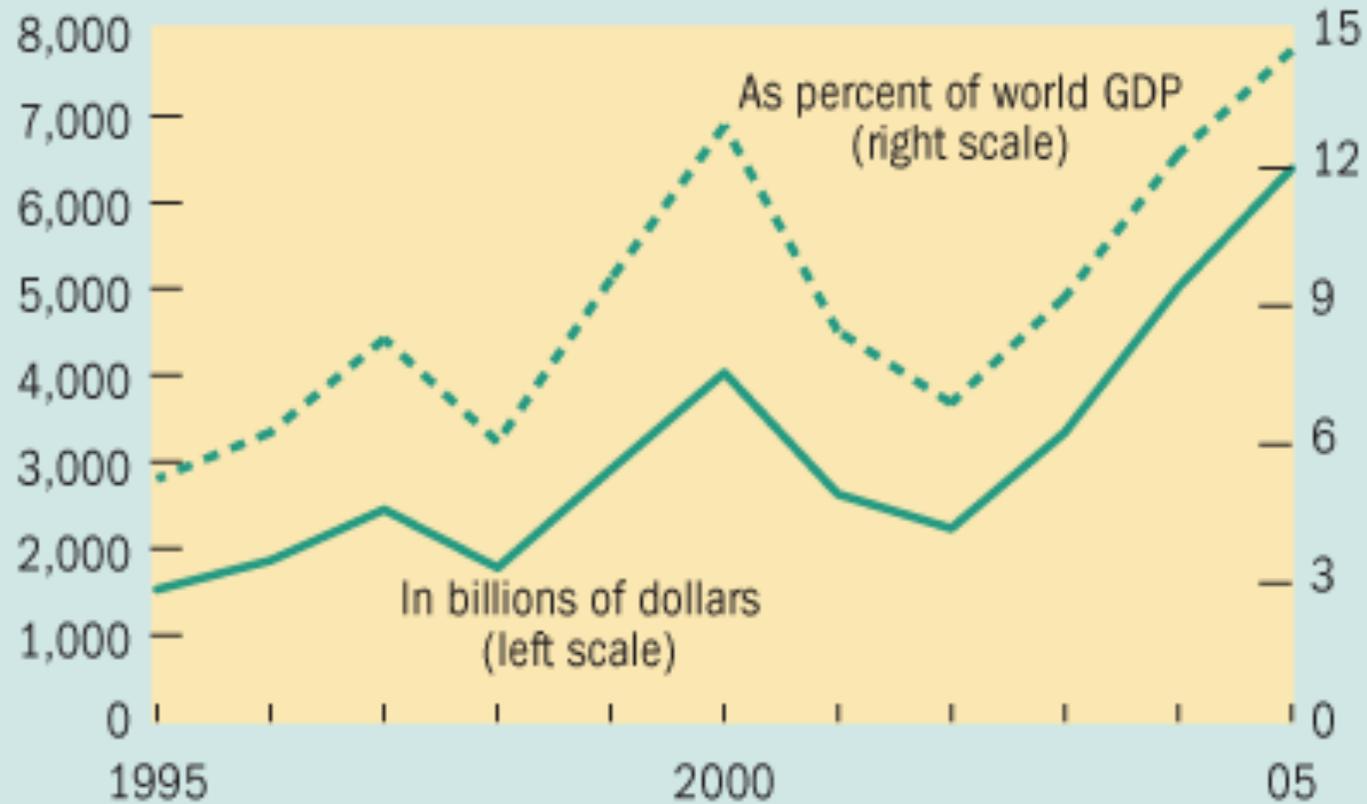


ices
Dexter Whitfield SPOKESMAN



AR

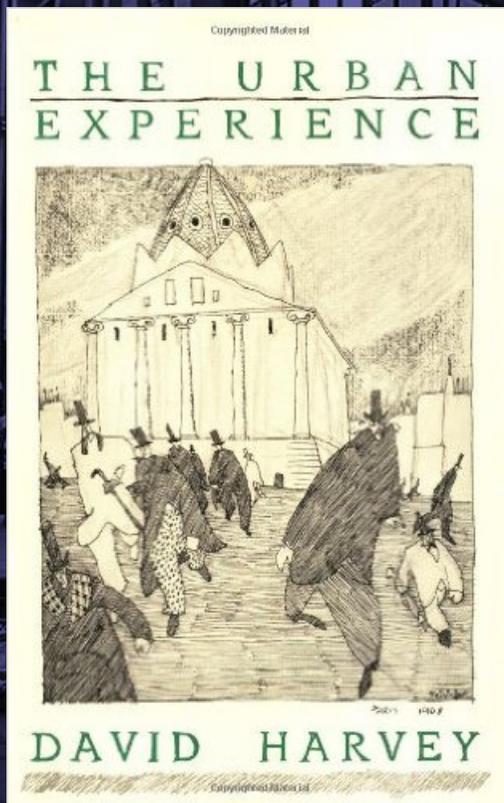
Gross global capital flows have surged since 1995.



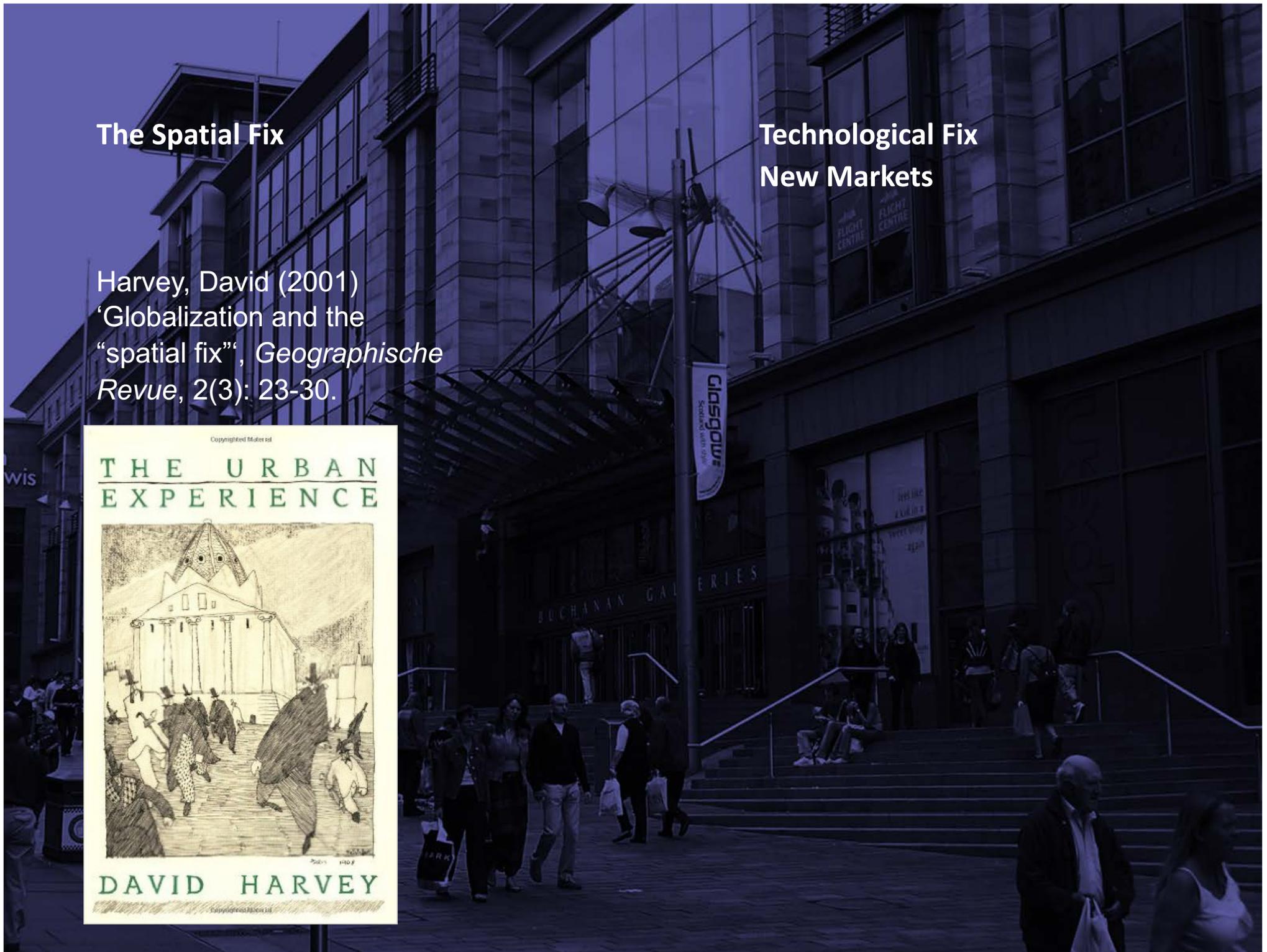
Source: IMF, *International Financial Statistics*.

The Spatial Fix

Harvey, David (2001)
'Globalization and the
"spatial fix"', *Geographische
Revue*, 2(3): 23-30.



Technological Fix New Markets



spatial fix / technological fix

- gentrification - property development

- technologies

- franchises

- territories

└ marketing ─ transitions

David Harvey



markkinoinnissa
unto Oy Helsingin
REDIn
loisto
ntualue 10,
107 rakennus,
ntualue 107-1081



SRV
Huoneistotyytit

1h+kt+alk	46,6-50,5 m ²
2h+kt	38,0-68,0 m ²
2h+kt+alk	51,5-52,5 m ²
2h+kt+s	52,0-57,5 m ²
3h+kt	58,5-74,5 m ²
3h+kt+s	82,0 m ²
4h+kt	82,0 m ²
4h+kt+s	111 m ²
5h+kt+s	131 m ²

Ota yhteyttä
jälven

SRV asuntomyynti
v.fi | puh. 0800 141 100
asuntomyynti.redi@srv.fi

SRV

SRV
**REDIN MAJAKKA
SAMMUTUSREITTI**
←

6-22
8-22

**KARKKI
HYVÄ ON**

Terveystieteiden tutkimuskeskus
M
K1



Executive Summary

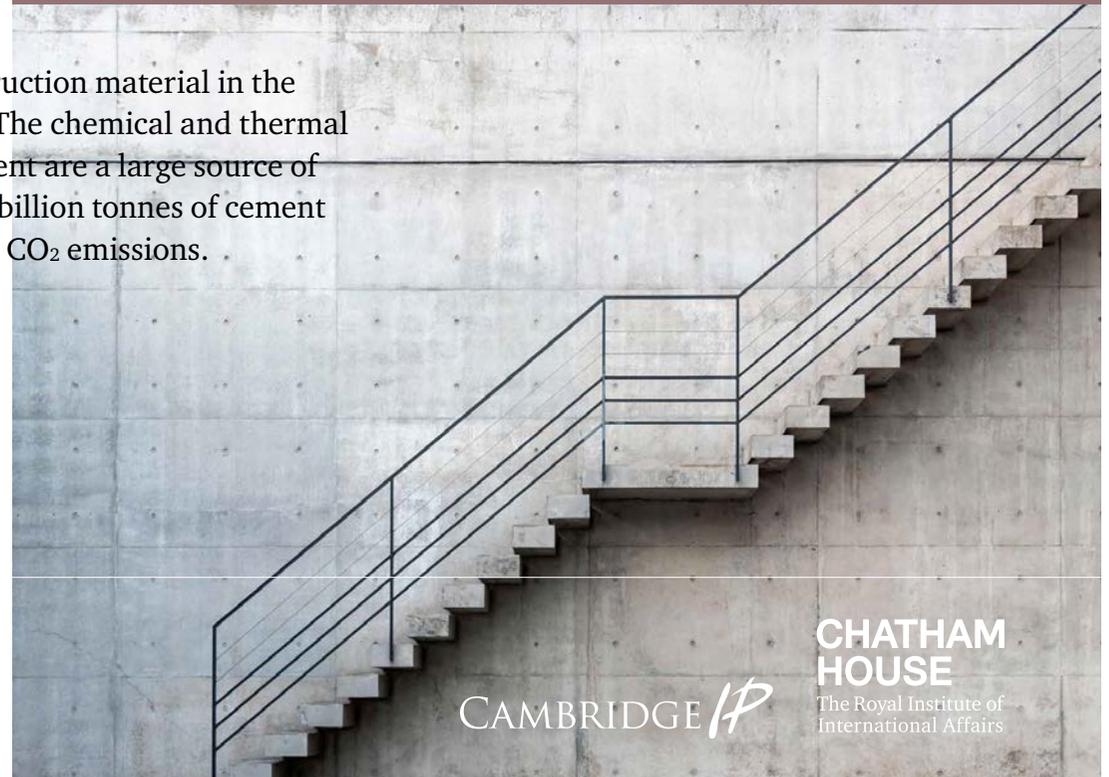
As a key input into concrete, the most widely used construction material in the world, cement is a major contributor to climate change. The chemical and thermal combustion processes involved in the production of cement are a large source of carbon dioxide (CO₂) emissions. Each year, more than 4 billion tonnes of cement are produced, accounting for around 8 per cent of global CO₂ emissions.

Chatham House Report
Johanna Lehne and Felix Preston

Making Concrete Change

Innovation in Low-carbon Cement and Concrete

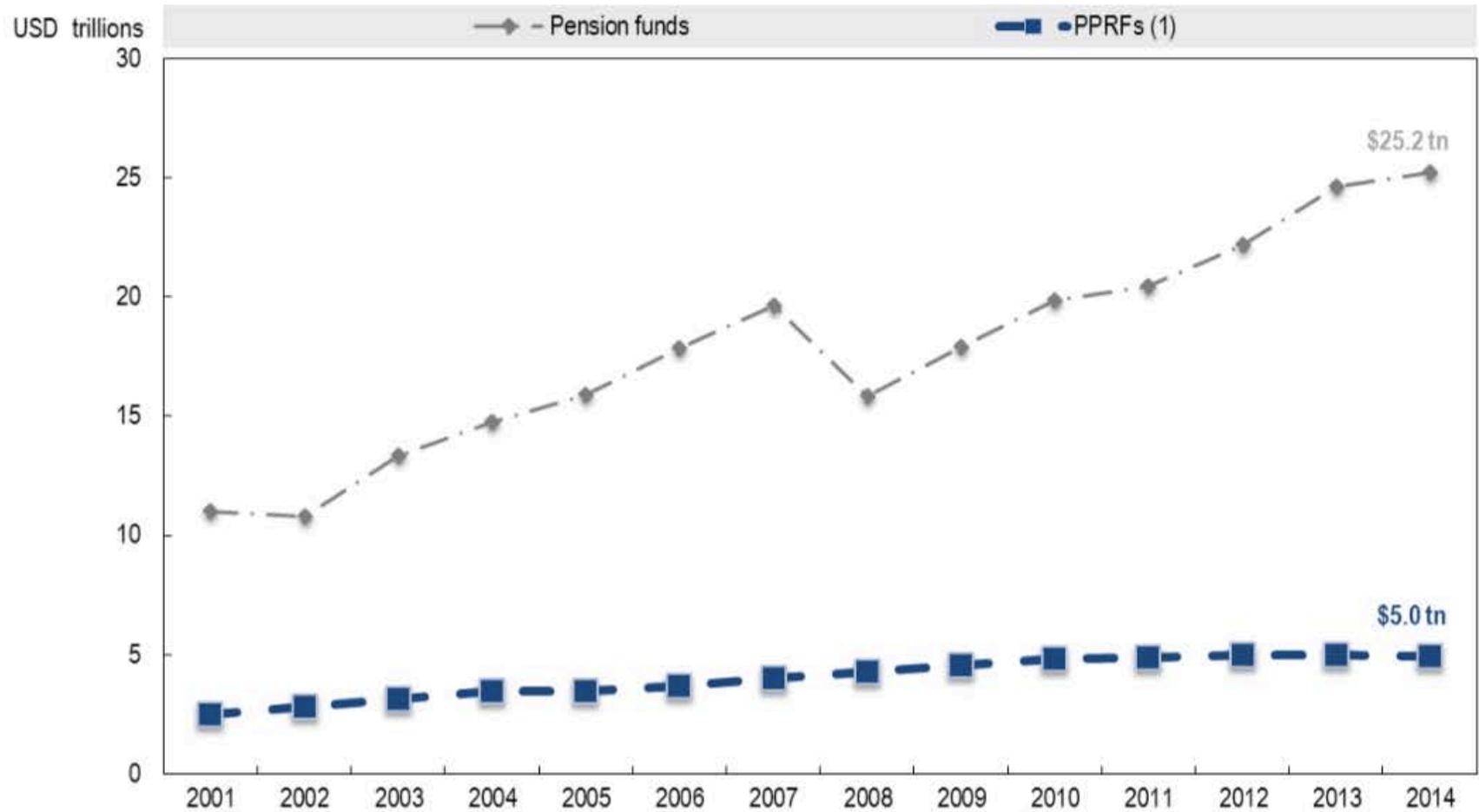
#ConcreteChange



CAMBRIDGE *IP*

CHATHAM HOUSE
The Royal Institute of International Affairs

Figure 1. Assets in pension funds and public pension reserve funds in the OECD, 2001-2014
In USD trillions



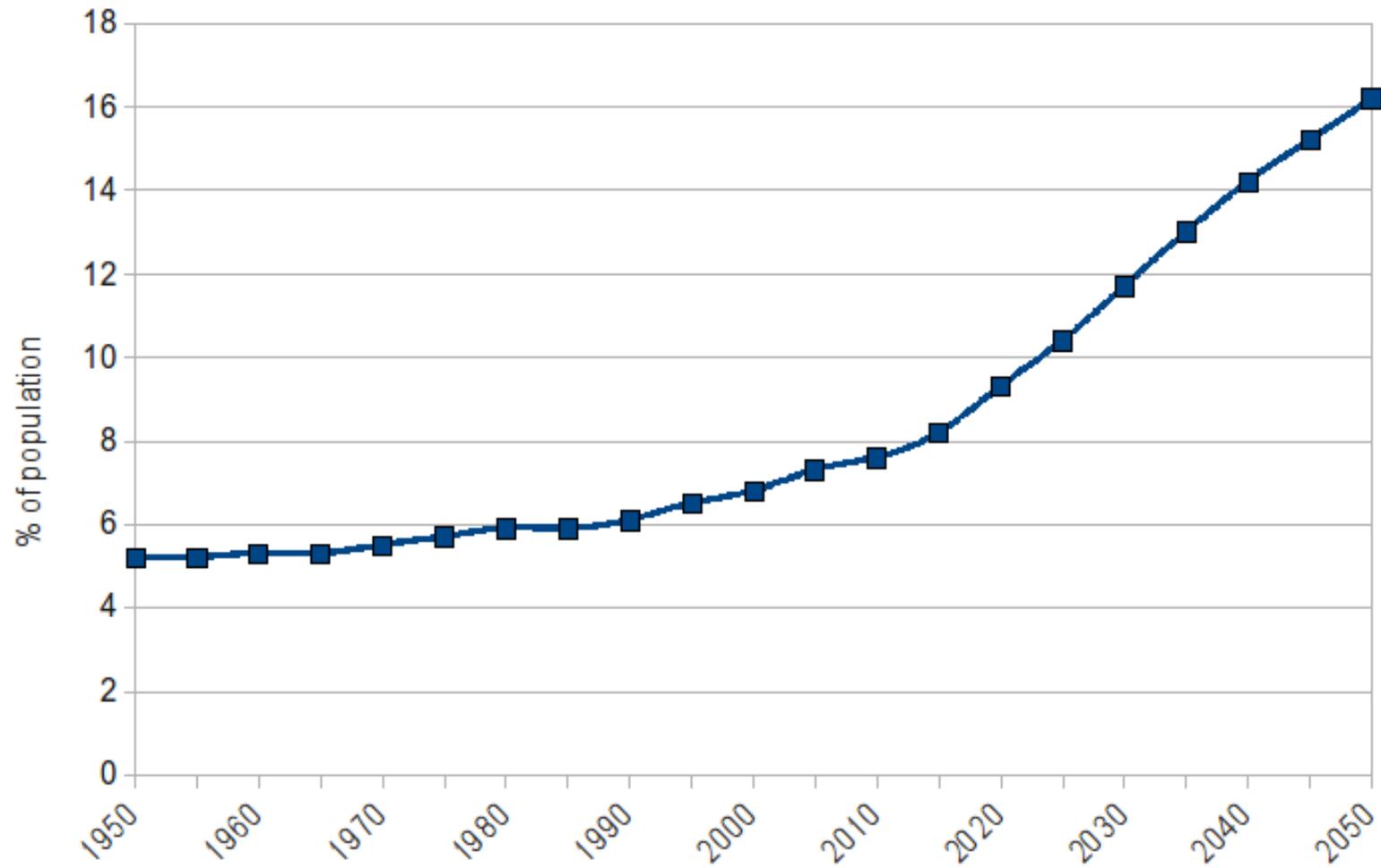
PPRFs = Public Pension Reserve Funds.

Note: Book reserves are not included in this chart.

<http://www.oecd.org/finance/private-pensions/survey-large-pension-funds.htm>

Percentage of the World Population Over 65, 1950-2050

Source: UN World Population Prospect, 2008



**World debt: x2.5
in 10 years!**

72%

49%

18

23

26

30

35

45

150%

**Advanced
economies**
Debt/GDP (worst case)

**Emerging
economies**
Debt/GDP (worst case)

45%

2001

2003

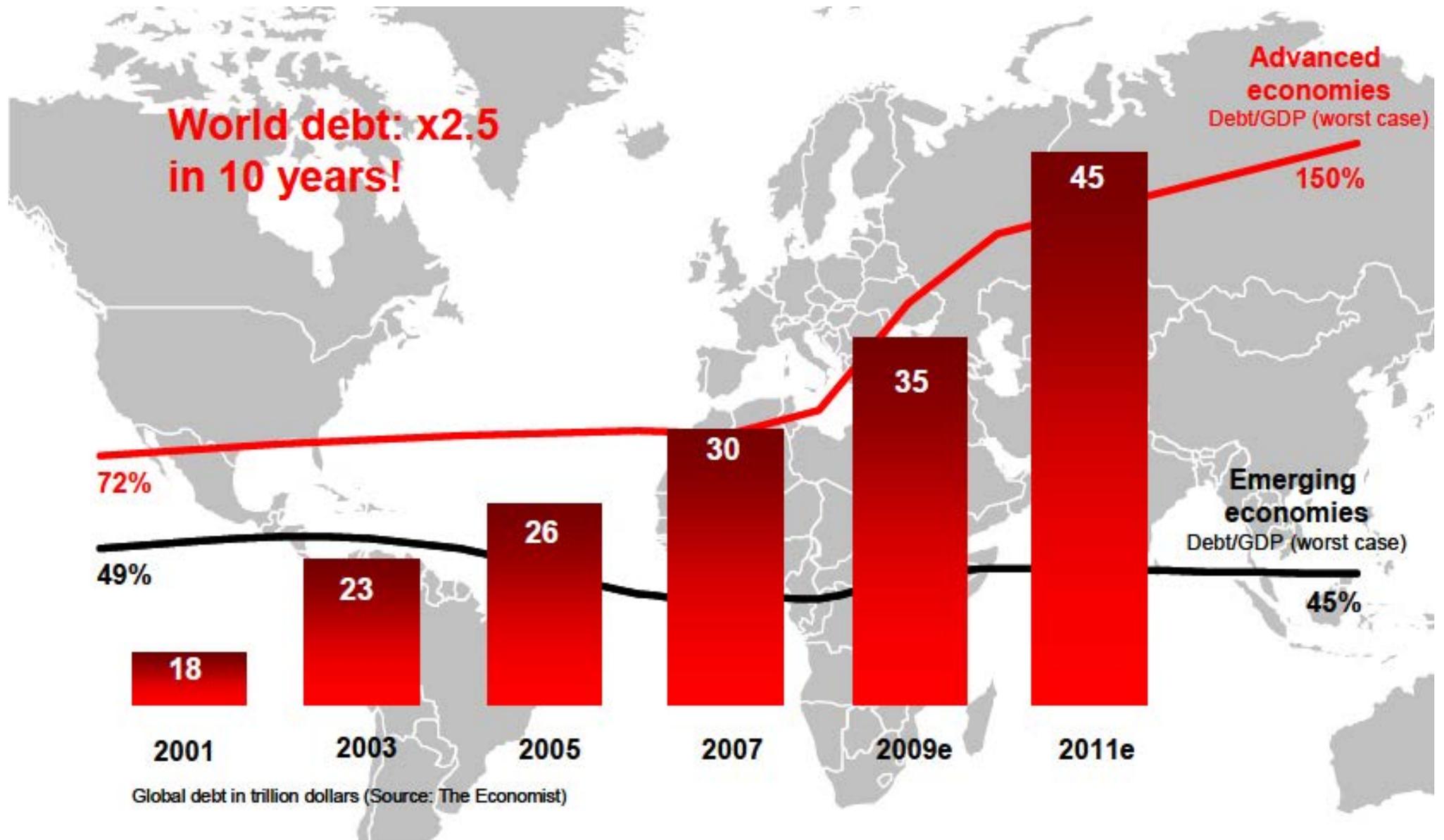
2005

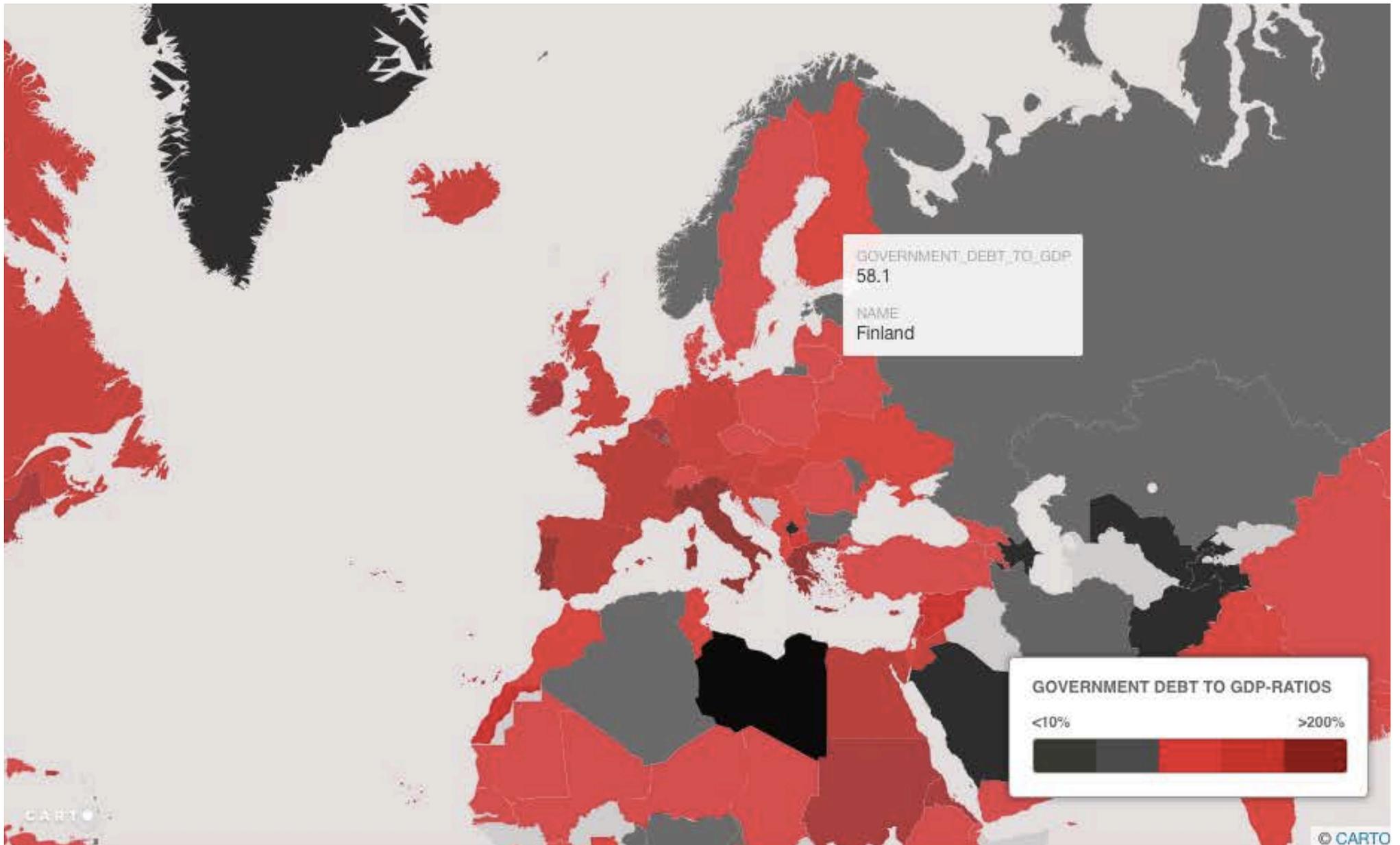
2007

2009e

2011e

Global debt in trillion dollars (Source: The Economist)





<http://www.telegraph.co.uk/finance/economics/11458161/From-bust-to-boom-How-the-world-became-addicted-to-debt.html>

Contrasting fortunes

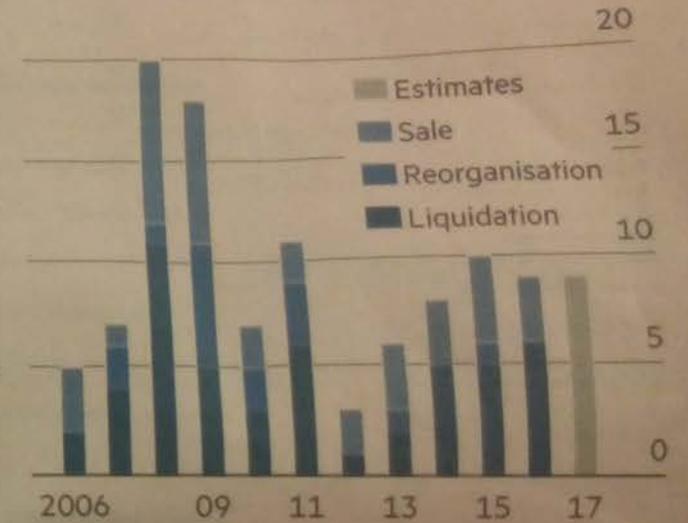
Amazon leaps ahead of conventional sellers

Share prices, rebased



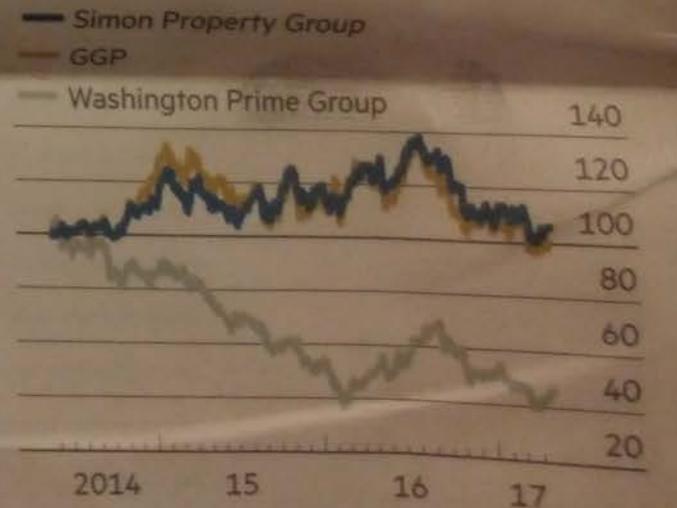
Retail bankruptcies

As of March 23 2017



Share prices

Rebased





DEADMALLS.COM

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(Jack in Randall Park Mall near Cleveland, OH. June 2007. Directed by Brian Florence)

Welcome to Retail History!!

Today is Fri, Apr 6, 2018

Site News:

Check out the official Dead Malls YouTube Channel at [YouTube.com/DeadMallsMedia](https://www.youtube.com/DeadMallsMedia)!



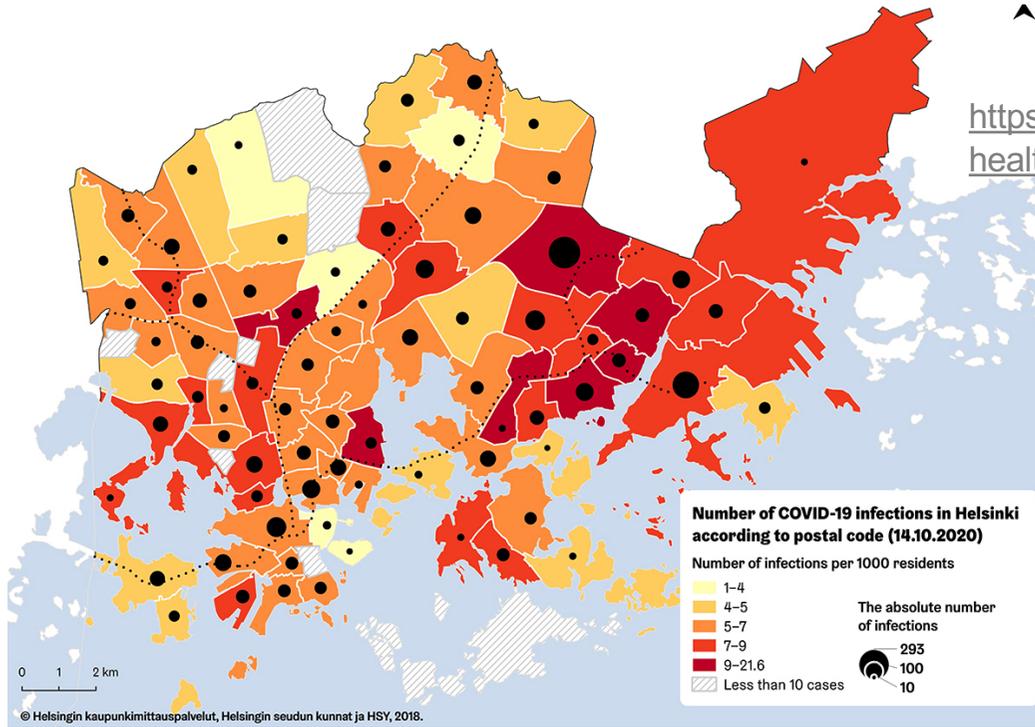




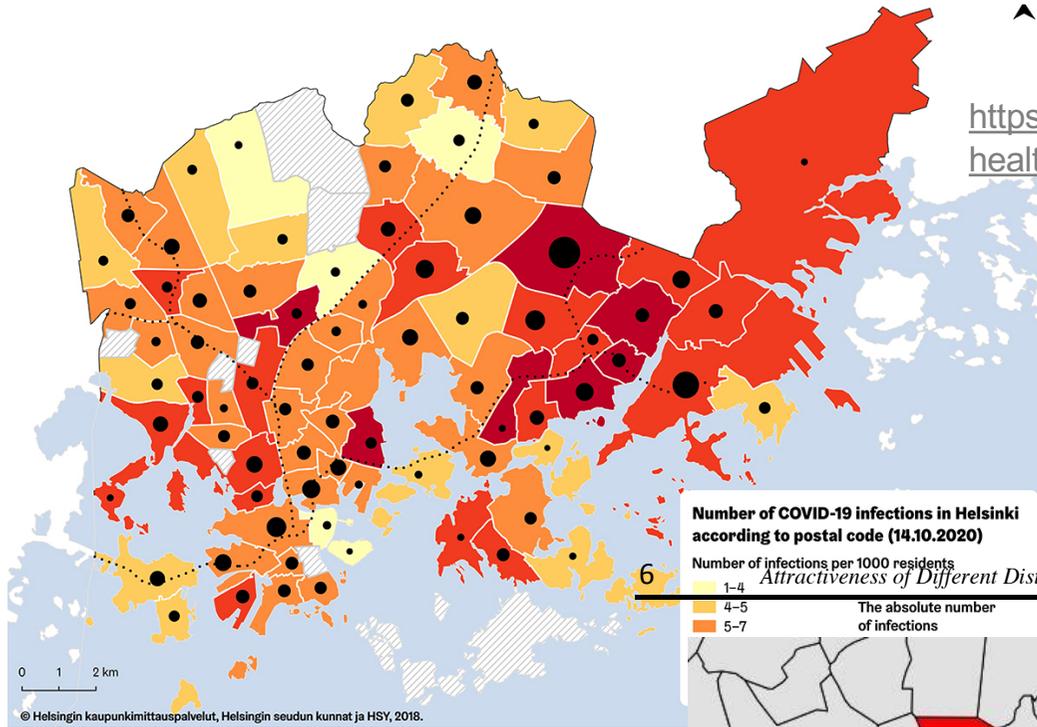


<http://www.ukprogressive.co.uk/romney-to-push-elderly-into-poverty-homelessness/article19617.html>

<https://www.hel.fi/helsinki/coronavirus-en/social-and-health/corona-situation>

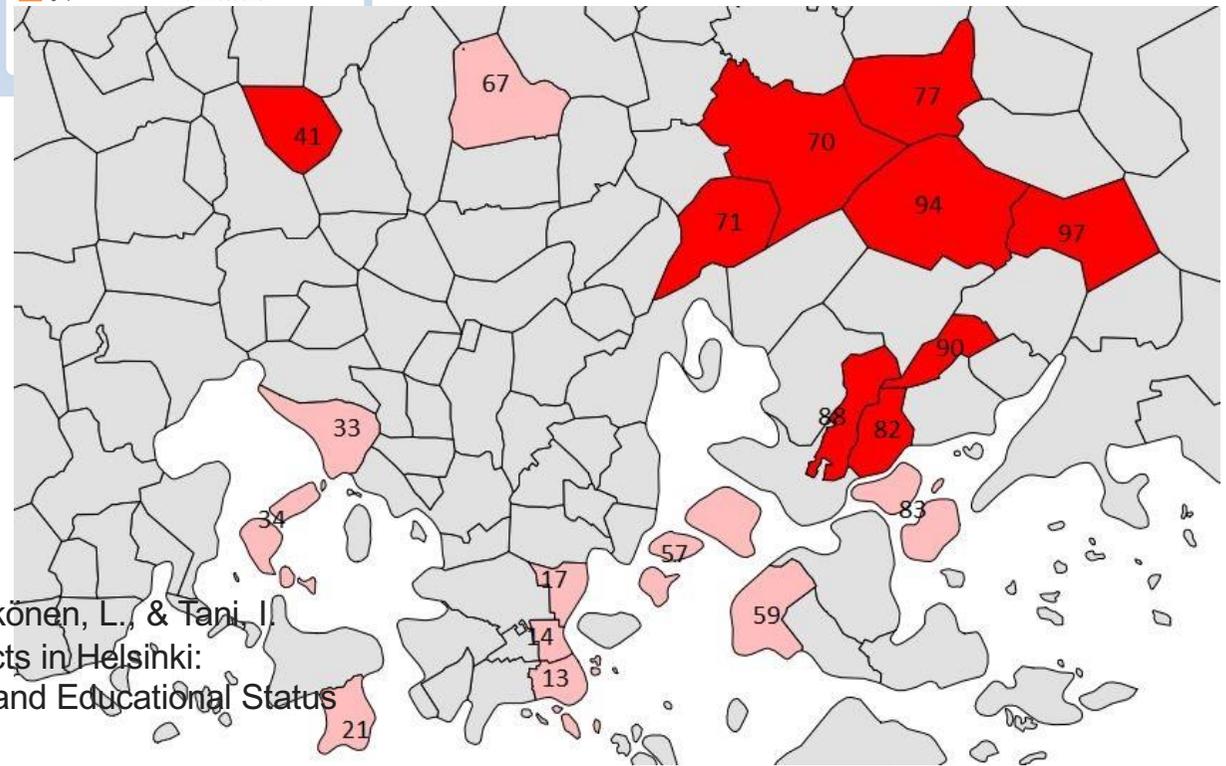


<https://www.hel.fi/helsinki/coronavirus-en/social-and-health/corona-situation>



Number of COVID-19 infections in Helsinki according to postal code (14.10.2020)
Number of infections per 1000 residents
1-4
4-5
5-7
The absolute number of infections

6 *Attractiveness of Different Districts in Helsinki: Segregation in Terms of Poor Financial and Educational Status of the Residents*



Anttila, L., Korpela, T., Lammi, S., Pääkkönen, L., & Tani, I. (2015). *Attractiveness of Different Districts in Helsinki: Segregation in Terms of Poor Financial and Educational Status of the Residents.*

Figure 1. Map of the ten highest and lowest ranked areas of Helsinki.

STATISTICS

Living Conditions

Statistics on living conditions

Future releases

Releases

Reviews

Tables

Figures

Press releases

Available products and services

Description

Quality descriptions

Methodological descriptions

Concepts and definitions

Classifications

Further information

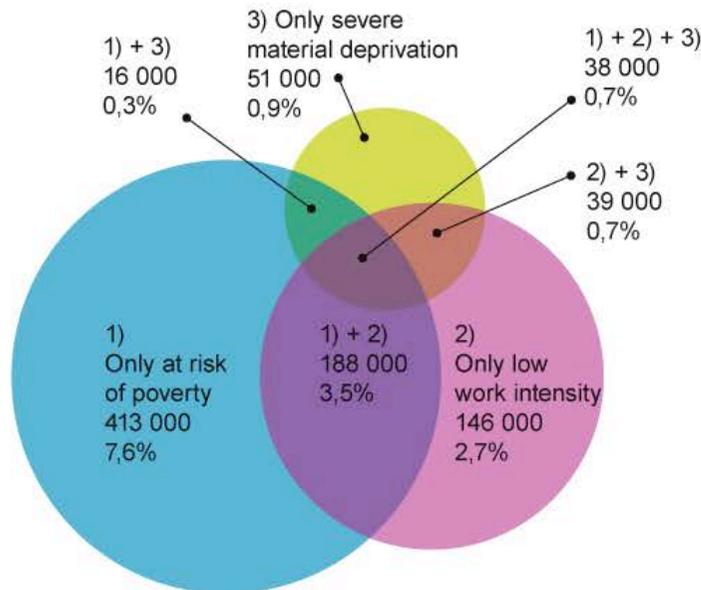


Published: 24 May 2019

890,000 people were at risk of poverty or social exclusion in 2017

Statistics Finland's new statistics on living conditions shows that 890,000 Finns, or 16.4 per cent of the household population were at risk of poverty or social exclusion in 2017. Most of the people that are at risk of poverty or social exclusion live in low income households, which constituted 12.1 per cent of the population. Next to living in a low income household, having low work intensity is second most common, affecting 7.6 per cent of the population. Severe material deprivation is least common and applies to 2.6 per cent of the household population.

Persons at risk of poverty or social exclusion by dimensions of risk in 2017



Being at risk of poverty or social exclusion means that the person is living in a low income household, a household with low work intensity or a household that experiences severe material deprivation (see [concepts](#)). One of these risks materialising means that the person is at risk of poverty or social exclusion, but the risks can also be simultaneous. There were 654,000 persons living in low income households, 410,000 persons with low work intensity and 143,000 living in severe material deprivation in 2017.

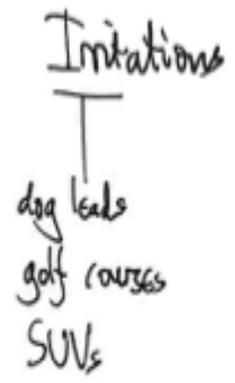
Most persons at risk of poverty or social exclusion are only members of low income households. They numbered 413,000 persons or 7.6 per cent of the population and slightly under one-half of all persons at risk of poverty or social exclusion. The second most common situation was to experience both low income and low work intensity, which affects around 188,000 persons or 3.5 per cent of the population. Mere low work intensity is the third most common, and that applies to approximately 146,000 persons, or 2.7 per cent of the population. More information about the risk of poverty or social exclusion can be found in [database tables](#) .

The so-called AROPE indicator (At Risk of Poverty or Social Exclusion) that measures the risk of

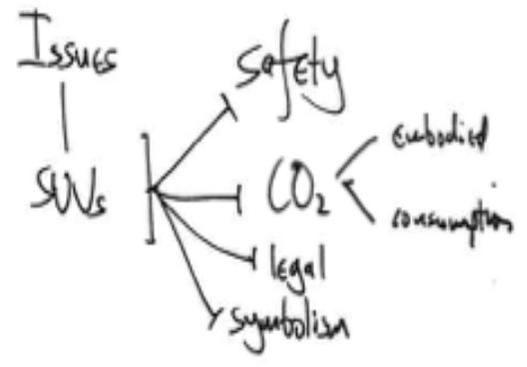
Imitations
T

Imitations

|
dog leads
golf courses
SUVs



v



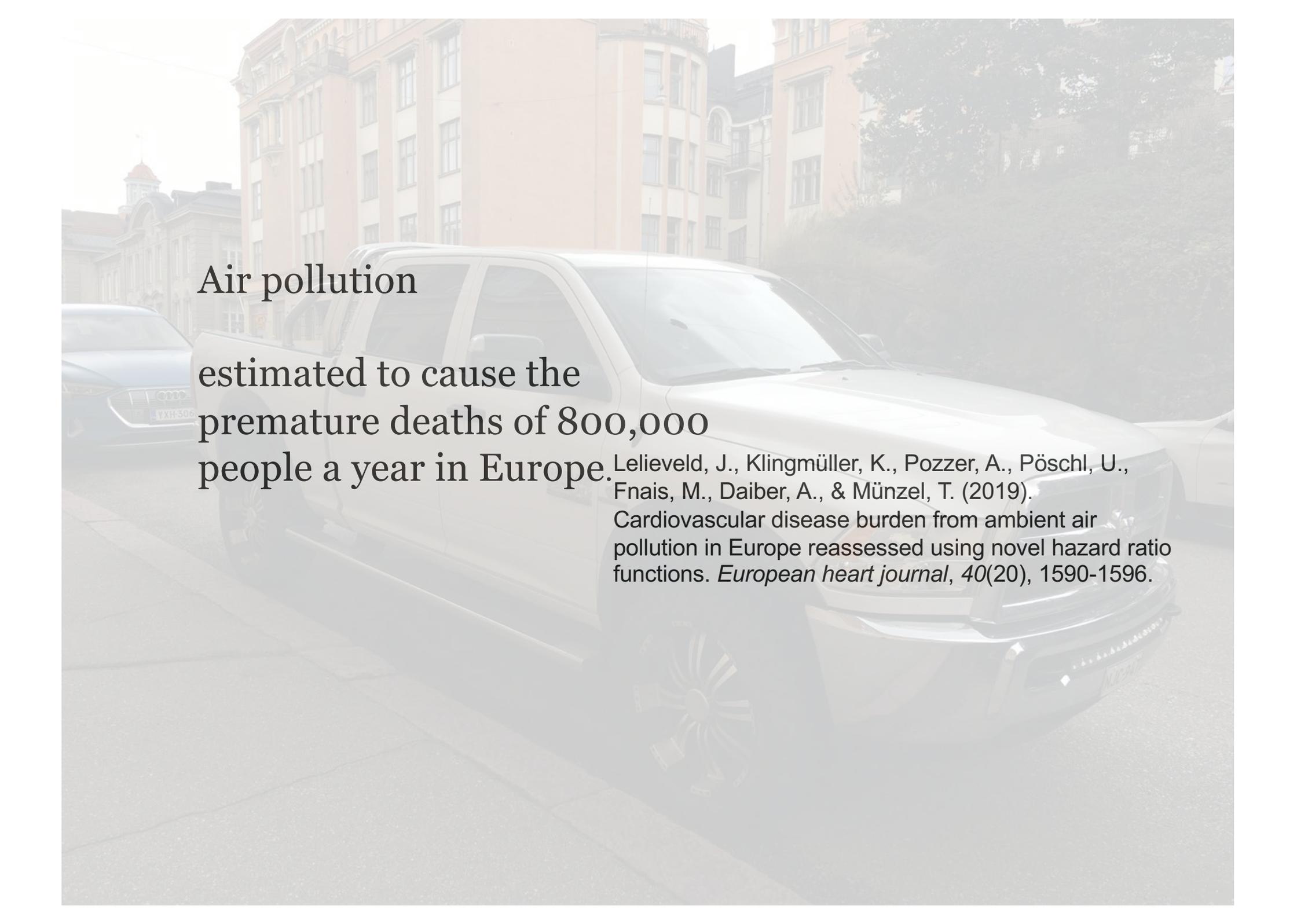




HIGH AND MIGHTY

THE DANGEROUS RISE OF THE SUV
KEITH BRADSHER

"[A] sobering, infuriating, necessary book." —New York Times Book Review

A white SUV is parked on a city street. In the background, there are several multi-story buildings with many windows. The scene is slightly hazy, suggesting an urban environment. The text is overlaid on the image.

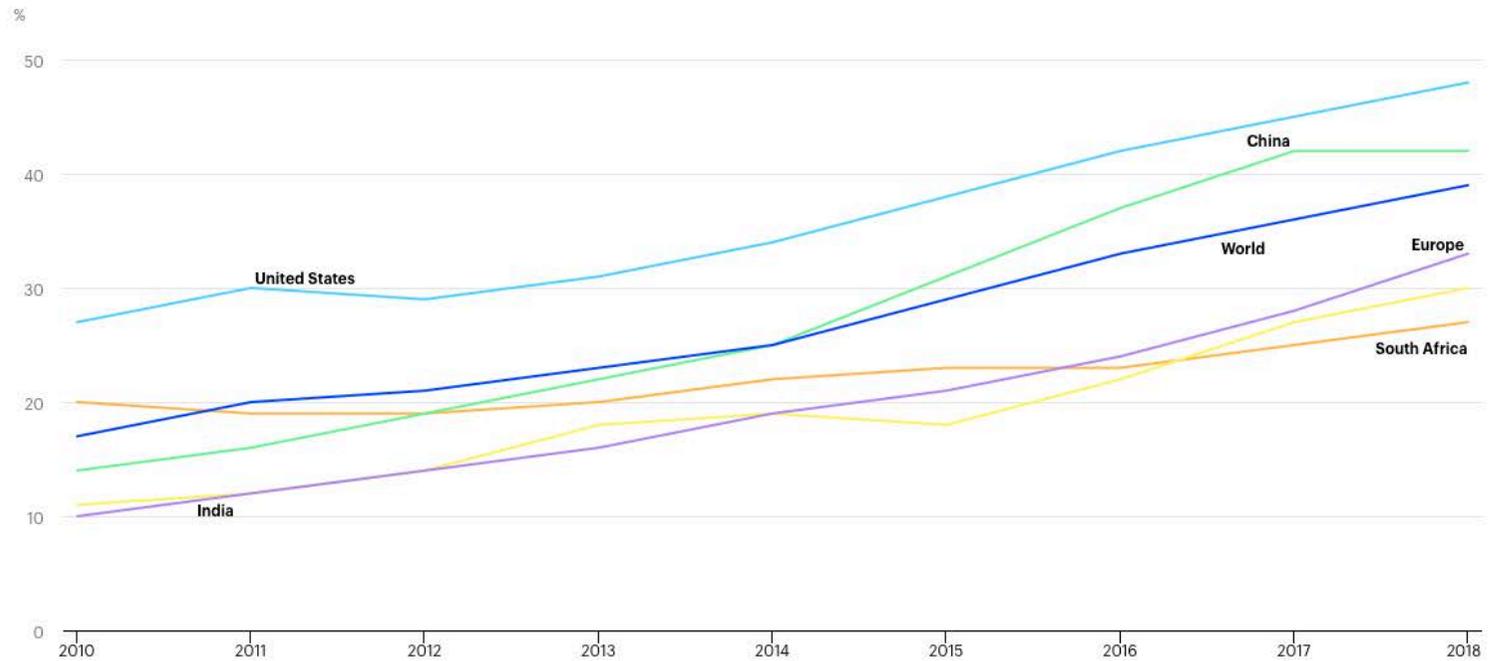
Air pollution

estimated to cause the
premature deaths of 800,000
people a year in Europe.

Lelieveld, J., Klingmüller, K., Pozzer, A., Pöschl, U.,
Fnaiss, M., Daiber, A., & Münzel, T. (2019).
Cardiovascular disease burden from ambient air
pollution in Europe reassessed using novel hazard ratio
functions. *European heart journal*, 40(20), 1590-1596.

Share of SUVs in total car sales in key markets, 2010-2018

Open 

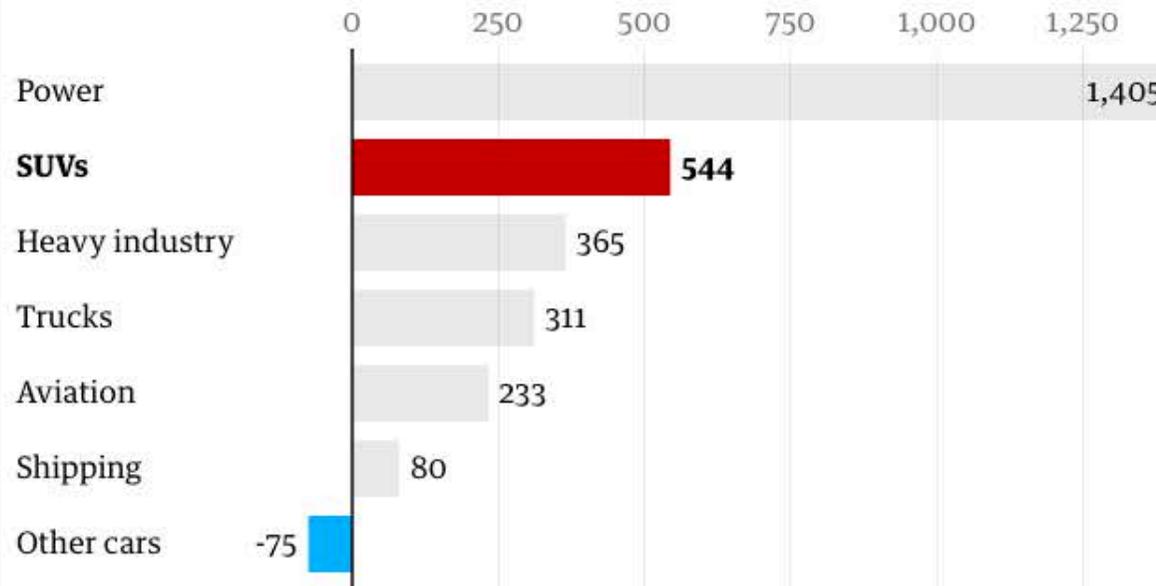


<https://www.iea.org/commentaries/growing-preference-for-suvs-challenges-emissions-reductions-in-passenger-car-market>



SUVs were the second largest contributor to the increase in global carbon emissions from 2010 to 2018

Change in global emissions by sector (in MtCO₂)



Source: IEA

<https://www.theguardian.com/environment/ng-interactive/2019/oct/25/suvs-second-biggest-cause-of-emissions-rise-figures-reveal>

<https://www.iea.org/commentaries/growing-preference-for-suvs-challenges-emissions-reductions-in-passenger-car-market>



<https://assets.documentcloud.org/documents/4453716/Insurance-Institute-for-Highway-Safety.pdf>

become both deadlier and more frequent. The increase has been mostly in urban or suburban areas, at nonintersections, on arterials — busy roads designed mainly to funnel vehicle traffic toward freeways — and in the dark, a new IIHS study shows. Crashes were increasingly likely to involve SUVs and high-horsepower vehicles.

“Understanding where, when and how these additional pedestrian crashes are happening can point the way to solutions,” says IIHS President David Harkey. “This analysis tells us that improvements in road design, vehicle design and lighting and speed limit enforcement all have a role to play in addressing the issue.”

A total of 5,987 pedestrians were killed in crashes in 2016, accounting for 16 percent of all crash fatalities. The number of pedestrians killed each year has declined 20 percent since 1975, but the 2016 toll was the highest since 1990.

For the new study, IIHS researchers looked at pedestrian crash trends during 2009–16 to pinpoint the circumstances under which the largest increases occurred. Using federal fatality data and crash numbers, the researchers looked at roadway, environmental, personal and vehicle factors to see

Pedestrian crashes have become both deadlier and more frequent. The increase has been mostly in urban or suburban areas, away from intersections, on busy main roads and in the dark. Crashes are increasingly likely to involve SUVs and high-horsepower vehicles.

how they changed over the study period. They also looked at changes in the number of pedestrian deaths relative to the number of pedestrians involved in crashes.

The researchers found that not only did pedestrian crashes increase, they also became deadlier. Deaths per 100 crash involvements increased 29 percent from 2010, when they reached their lowest point, to 2015, the most recent year that data on all crashes, including nonfatal ones, were available.

From 2009 to 2016, the largest increases in pedestrian deaths occurred under the circumstances that historically

The screenshot shows the top navigation bar of the Southern New Hampshire University website. The header includes the university logo, contact information (1.800.668.1249), and a login link. Below the header is a secondary navigation bar with links for Academic Programs, Admission, Tuition & Financial Aid, Student Experience, and About SNHU. The main content area features the article title "What is Social Change and Why Should We Care?" with a sub-headline: "Social change is way human interactions and relationships transform cultural and social institutions over time, having a profound impact of society." The article is dated May 29, 2019, and written by Theo Spanos Dunfey. A photo of Theo Spanos Dunfey is shown with a caption: "THEO SPANOS DUNFEY, Executive Director, Global Citizens Circle, Southern New Hampshire University". The article text begins with: "Social change is a concept many of us take for granted or don't really even understand. No society has ever remained the same. Change is always happening. We accept change as inevitable, and it is, end of story, right? Well, not exactly." It then defines social change as changes in human interactions and relationships that transform cultural and social institutions, citing examples like civil rights, women's rights, and LGBTQ rights.

social change

changes in human interactions and relationships that transform cultural and social institutions

<https://www.snhu.edu/about-us/newsroom/2017/11/what-is-social-change>

The screenshot shows the top navigation bar of the Southern New Hampshire University website. The header includes the university's name and logo, along with links for 'Employers', 'International Students', 'Military', '1.800.668.1249', and 'my.SNHU Login'. Below this are buttons for 'Request Info', 'Apply Now', and 'Visit SNHU'. A secondary navigation bar lists 'Academic Programs', 'Admission', 'Tuition & Financial Aid', 'Student Experience', and 'About SNHU'. The main content area features a news article titled 'What is Social Change and Why Should We Care?' dated May 29, 2019, by Theo Spanos Dunfee. The article includes a photo of Theo Spanos Dunfee, Executive Director of the Global Ethics Circle, and a quote: 'Social change is a concept many of us take for granted or don't really even understand. No society has ever remained the same. Change is always happening. We accept change as inevitable, and it is, end of story, right? Well, not exactly. Sociologists define social change as changes in human interactions and relationships that transform cultural and social institutions. These changes occur over time and often have profound and long-term consequences for society. Well known examples of such change have resulted from social movements in civil rights, women's rights, and LGBTQ rights, to name just a few. Relationships have changed, institutions have changed, and cultural norms have changed as a result of these social change movements. That's pretty heady stuff. Don't you think?'

social change

changes in **cultural and social institutions**
that transform **human interactions and relationships**



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How to design for social change



Josephine Miller Follow Jun 7, 2018 · 17 min read



Last year I completed my MA in Design and Environment ...I wrote my thesis on how to design for positive social change and innovation because I believe that design has the power to make the world better.

Below is a summary of Design strategies for social change. I have outlined the tools and methods you can use to help design for social innovation and positive change. Many of these are inspired by leaders in the field of social design, social innovation and design thinking including and social design Lucy Kimbell, Geoff Mulgan, Ezio Manzini, Pelle Ehn and Roger Martin.

...

1. Define the Problem

Immerse yourself to uncover the underlying problem.

What is the issue?

Who does it affect?

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How to design for social change. Last year I completed my MA in Design... | by Josephine Miller | NYC Design | Medium

popular names on their coke cans to give their consumers a sense of ownership. when buying a can with their name on it By doing this, they empowered their customers who in turn, become co-creators of the brand, for example by posting images of themselves with their 'personal' Coke can on social media channels.

> **Play:** By making your campaign interactive and fun you can engage the public and prompt people to act the way you want. For example, the way that advertising agency DDB did for Volkswagen with their Piano Staircase as part of their 'The Fun Theory' Campaign:



Here, commuters were faced with the unexpected choice of taking the escalator or walking up 40 stairs which had been transformed into a giant piano. Each stair you walked on made a different sound. Suddenly, the commute had turned into a game and thereby captured attention of the public. This also effectively changed behaviour, with 66% more people taking the stairs.

> **Utility:** Combine utility with communication to draw attention to what you want to say. Ogilvy achieved this for IBM in 2013 when they created useful outdoor advertisements. Billboards doubled up as shelters and

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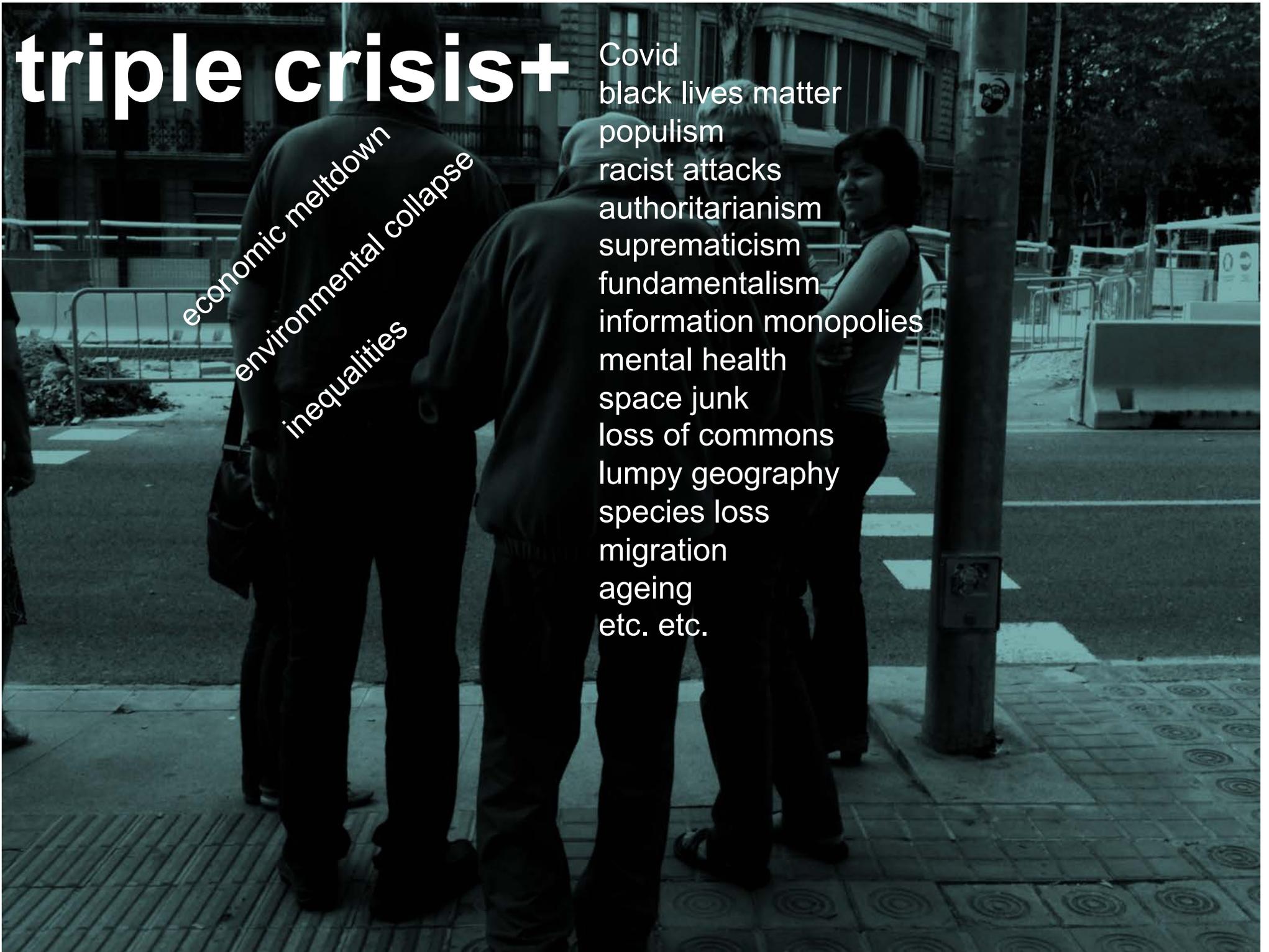
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triple crisis+

economic meltdown
environmental collapse
inequalities

Covid
black lives matter
populism
racist attacks
authoritarianism
suprematism
fundamentalism
information monopolies
mental health
space junk
loss of commons
lumpy geography
species loss
migration
ageing
etc. etc.



triple crisis+



ArtReview

Why Art Workers Must Demand the Impossible

Tai Shani Opinion 01 September 2020 artreview.com



Tate protests, August 2020. Courtesy Tate United

Artists, thinkers, writers, curators, etc., like anyone living in a capitalist world, have no choice but to be ethically inconsistent,

Tao Shani 1 September 2020

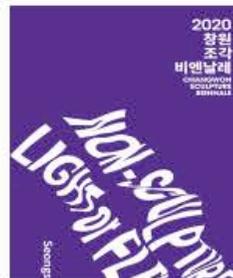
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Turner Prize-winning artist Tai Shani on resisting the artworld's rightward drift in an age of COVID-19 cuts and censorship

In July, I experienced something that made me worry even more intensely than usual about the troubled relationship between artists' work and the institutions that 'support' it.

The four Turner Prize co-winners of 2019 – Helen Cammock, Lawrence Abu Hamdan, Oscar Murillo, and I – were commissioned to make a collaborative work following the award. We were excited about the context of a very public space, Piccadilly Circus, and about the possibility of responding to the urgency of an extraordinary moment: the COVID-19 pandemic and the Black Lives Matter protests. Unfortunately, we had to withdraw from the project.

Cursory research about the site itself formed the basis of our work, which focused on the history of the iconic Anteros statue, also known as the





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someone disagree
with arguments
made in this talk?**