MUO-E0105 Research and Inspire 6 cr

Welcome!

DESIGN-DRIVEN CHANGE

Some examples of how a permanent change has been produced by utilising design and design skills.

Photo by Jorge Gardner on Unsplash

"OPERATION CHRISTMAS"

Projektista esim. Bregman, Rutger. 2020. *Humankind. A hopeful history*. Translated by Elizabeth Manton, and Erica Moore. London: Bloomsbury

Kuva: MullenLowe Group. Kampanjan ideoi Lowe-SSP3-niminen toimisto, Bogota, 2006.

Social design project based on the IDEO design thinking process (e.g. Bregman 2020 and Wikipedia).

Columbia's Ministry of Defense wanted to get rid of guerrilla fighters, but ordinary organised violence doesn't work with guerilla war.
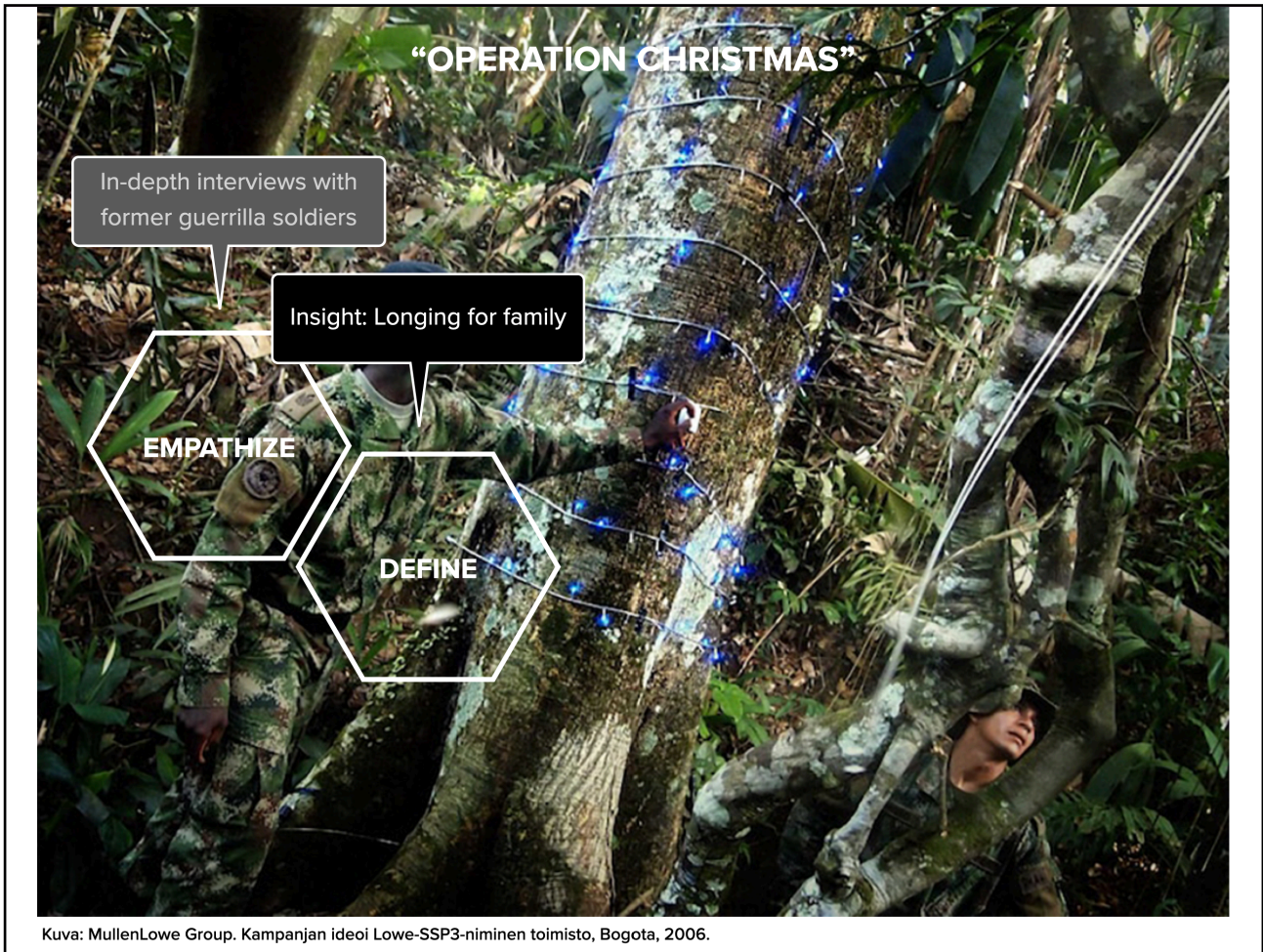
The ministry decided to co-operate with a local design agency, which utilised IDEO's design thinking model.
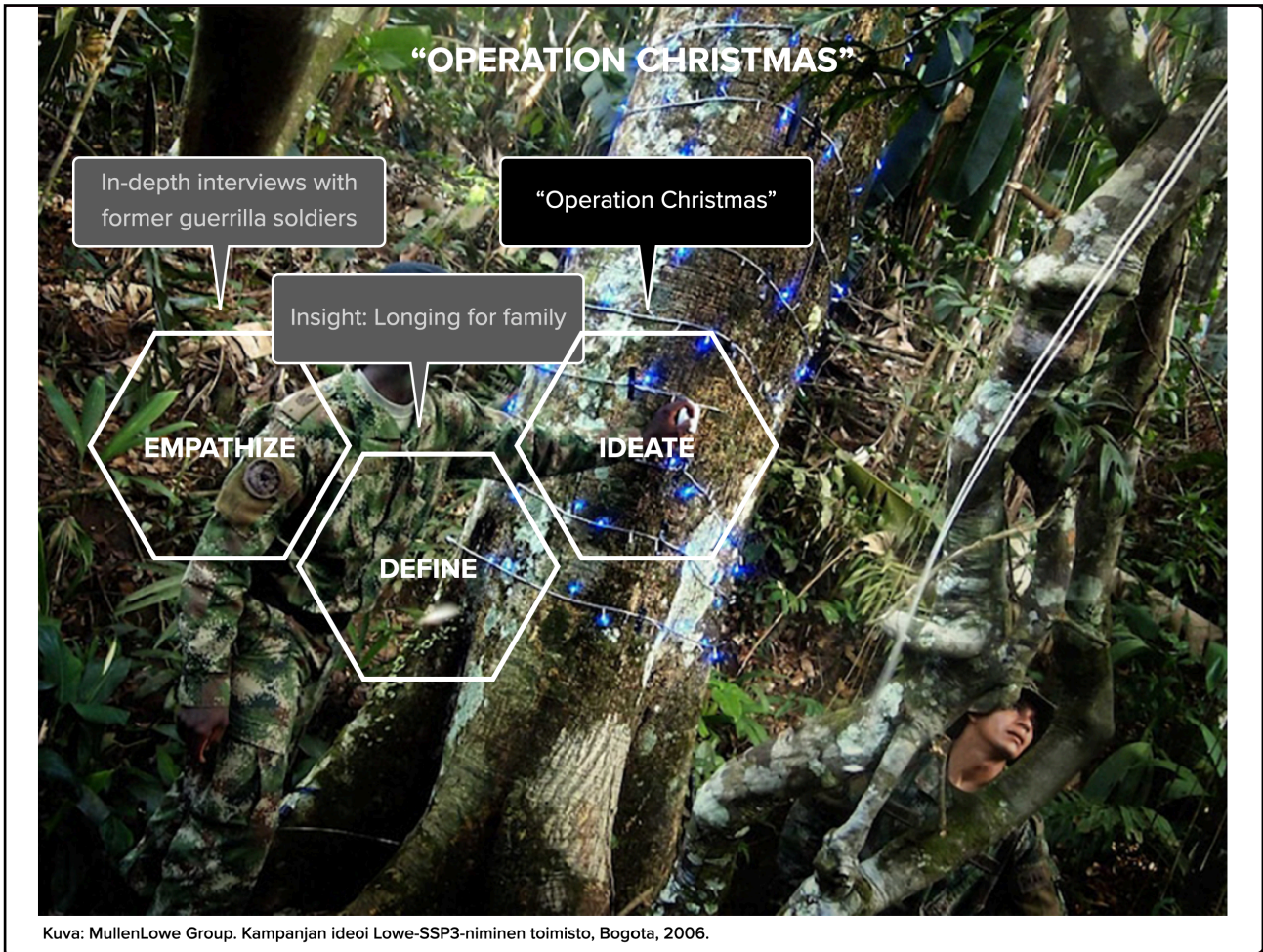
"OPERATION CHRISTMAS"

In-depth interviews with former guerrilla soldiers

EMPATHIZE

Kuva: MullenLowe Group. Kampanjan ideoi Lowe-SSP3-niminen toimisto, Bogota, 2006.

Step 1: Empathise. The people in the office interviewed former guerrilla fighters

"OPERATION CHRISTMAS"

In-depth interviews with former guerrilla soldiers

Insight: Longing for family

EMPATHIZE

DEFINE

Kuva: MullenLowe Group. Kampanjan ideoi Lowe-SSP3-niminen toimisto, Bogota, 2006.

Step 2: Define. Researchers noticed that the fighters miss their families the most during the major holidays.

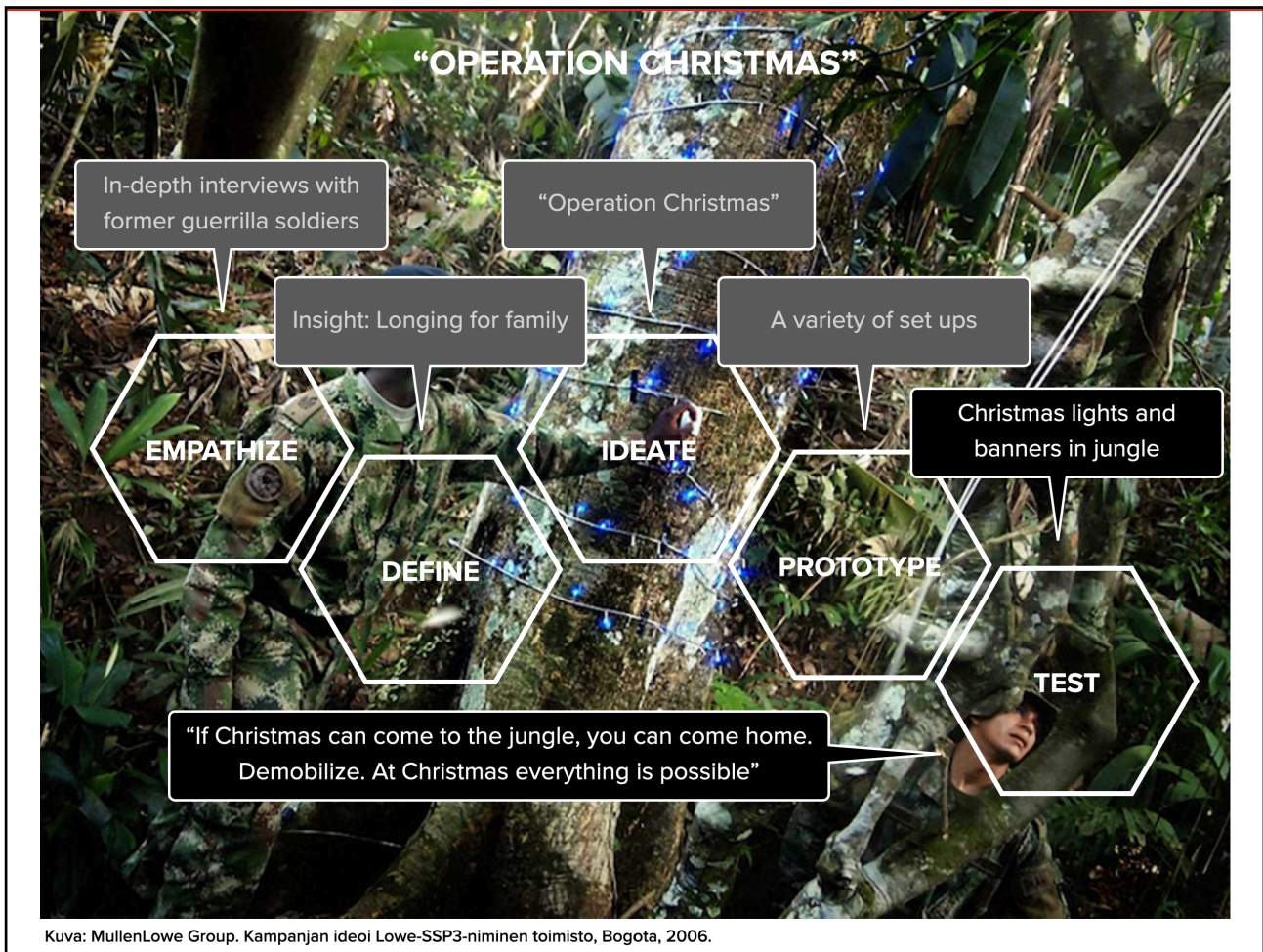Kuva: MullenLowe Group. Kampanjan ideoi Lowe-SSP3-niminen toimisto, Bogota, 2006.

Step 3: Ideate. Various possibilities were devised based on the observations and insights, including the concept of the Operation Christmas.

"OPERATION CHRISTMAS"

In-depth interviews with former guerrilla soldiers

"Operation Christmas"

Insight: Longing for family

A variety of set ups

EMPATHIZE

IDEATE

DEFINE

PROTOTYPE

Kuva: MullenLowe Group. Kampanjan ideoi Lowe-SSP3-niminen toimisto, Bogota, 2006.
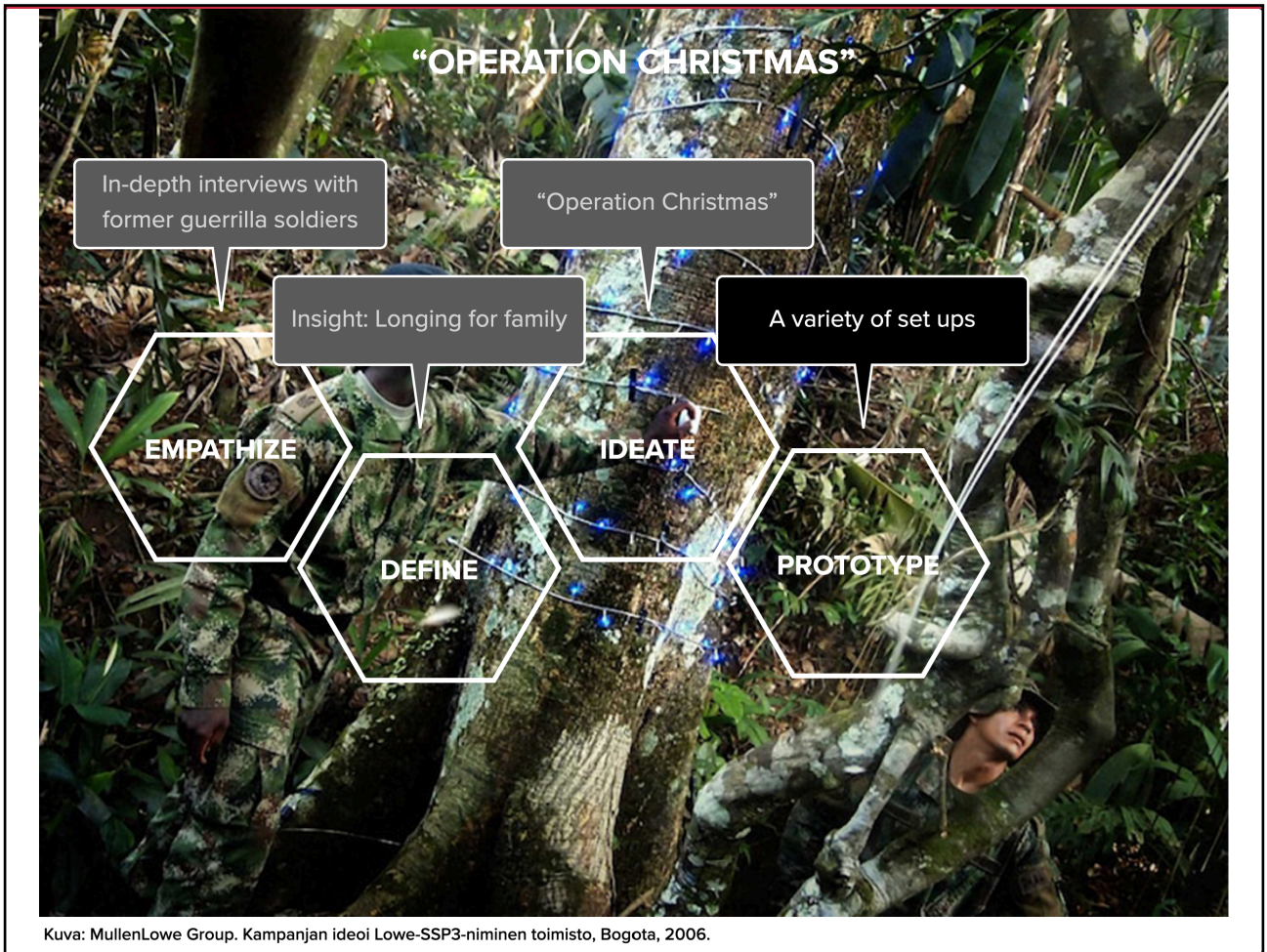
Step 4: Prototype. As the project progressed, the office prototyped and later launched...

Kuva: MullenLowe Group. Kampanjan ideoi Lowe-SSP3-niminen toimisto, Bogota, 2006.

Step 5: Test. ...A campaign called "Operation Christmas".

Thousands of Christmas lights and banners with motion sensors were drawn into the jungle, near the guerrilla headquarters, with banners with slogans.

Many other factors played a part, but a considerable number of guerilla fighters came home after this and other similar campaigns.

There is much information and descriptions about the project online, including a Wikipedia page.

Stanford d.school Design Thinking Process
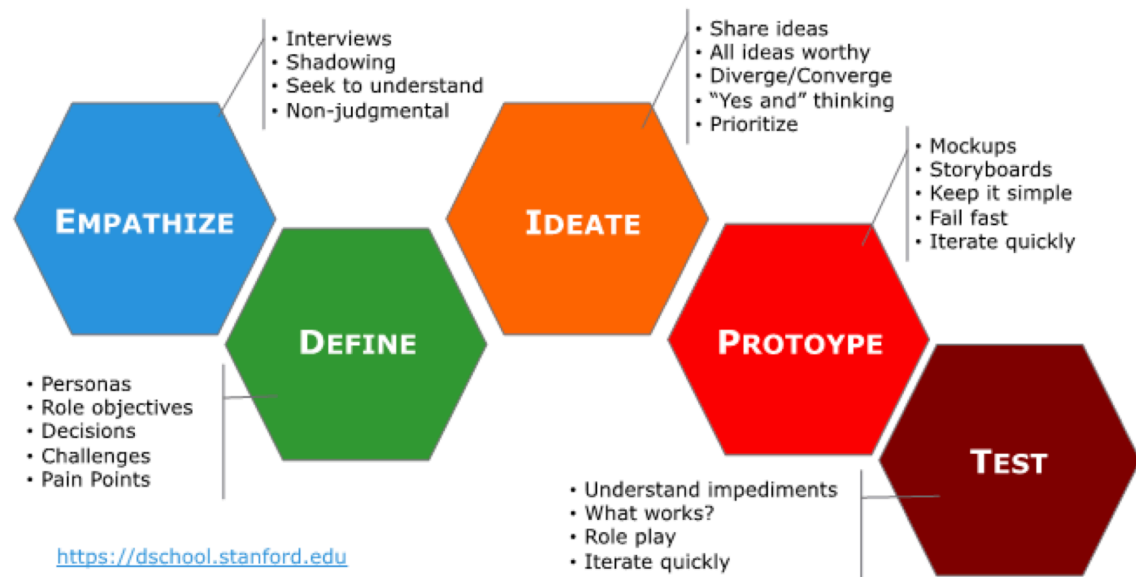
This project is a nice example because it follows the steps of the design thinking model by IDEO.

It's a creative project, which might not have easily occurred to the Ministry of Defense's working group if they had been pushed together to come up with an action plan.

Different professions see situations in their own ways. It is typical for designers to see, for example, guerilla warfare as a design problem to which a solution is sought with design-specific means.

Social change through outdoor experience: The Natural Change Project

by WWF Scotland, aiming at more sustainable decision-making in a society.

In 1903, John Muir took President Roosevelt on a three-day camping trip to Yosemite Valley, California.

Roosevelt: it is undemocratic to exploit nature for present profit.

Result: Roosevelt created 5 national parks, including Yosemite, 150 national forests, 51 bird refuges, 4 game preserves, 18 national monuments, 24 reclamation projects and the US National Forest Service.

This inspired The WWF's Natural Change Project. It builds on the idea of personal outdoor experience as a catalyst for social action.

The project invited local decision-makers to a series of workshops, aiming to offer them potentially life-changing experiences in the Scotland's wild nature.

The project consists of wilderness workshops, meetings and mentoring. 16 days, spread over a period of 6 months.

Photo by Anna Saveleva on Unsplash

THE PROJECT

Two one-week-long workshops. Before and after each workshop there are one-day meetings in urban settings.

A walk during which everyone slows down and becomes quiet, starts to experience the land around. Solo experience: One day is spent silently in one spot. Survival bag and whistle and safety briefing are provided the night before.

A day with a pair. Only two questions are allowed: "What do you see?" And "What does this tell you about your life question or situation?".

The focus of the first workshop is on personal healing and personal relationship with the land and sea. After the workshop, participants do a solo experience day in an urban setting.

The second workshop focuses on the social and ecological issues. Participants are asked to research stories of social change movements of their choice. In the workshop, the participants explore scenarios of ecological change in creative ways, followed by a solo day in nature to reflect and to think about actions.

The workshop ends with a discussion concerning personal and collective action, which process then continues in the final one-day meetings in urban settings.

During the project and afterwards, the participants write blog posts which serve as qualitative documentation of the experience and the changes that take place. From their posts, the project highlights the 22 changes from slowing down to the commitment to personal and collective action.

Photo by v2osk on Unsplash

FACILITATION

The idea is to create a safe space for transformation. There is a long history of outdoor education programmes focusing on personal and social development, but somehow, we have forgotten to utilise them.

– Project design, execution, publication

– Rules, boundaries, support and freedom

– Hospitality: rest and food

– Outdoors support and guidance

– Psychological development support and guidance

– Story telling (the blog) support and guidance

Photo by Bjorn Snelders on Unsplash

INSIGHTS

Giving time to think. A chronic lack of time to reflect, explore and share our deepest feelings may contribute to our ecologically unsustainable lifestyles. This is also the challenge: it is difficult for the decision- and policymakers to commit because they are chronically busy.

Photo by Katja Nemec on Unsplash

The third example of design-intensive permanent change: Pride movement.

The proliferation of identities in San Francisco's lesbian and gay community from 1964 onwards. This happened at the same time when, in general, having "an identity" became important, at least in the US cultural scene.

The turning point took place in 1971

Before that, there were attempts to build a single, unifying organisation to represent San Francisco's homosexual community

1971 onwards, this was replaced by an organising strategy that encouraged the proliferation of literally hundreds of organisations focused around diverse identities and interests.

The community's diversity was celebrated and, even more importantly, displayed in the Lesbian/Gay Freedom Day Parade, organised for the first time in 1971, with the then sensational but now traditional floats and marchers representing the abundance of more or less flamboyant identities.

Photo by Jakayla Toney on Unsplash (The photo is not from the actual 1971 parade)

It has been argued that we organise our culture through so-called "constitutive rules", a particular kind of cultural act, that represents to the community what the community is doing.

We usually can recognise a marriage ceremony, a trial, a football game and a university lecture when we participate in it or see it, and we have a shared understanding of what those activities mean, even though the details differ.

In the case of gay/lesbian community, the 'constitutive rule' defining the community changed from a group defined by common interests to a community made up of diverse subgroups. It was the Lesbian/Gay Freedom Parade itself, today called the Pride Parade, that brought the different subgroups together.

Photo by Lindsey LaMont on Unsplash

The parade is very design-intensive, involving, setting up the parade, applying to the parade, building the contingent or float, choosing how to dress and accessorise etc

The more diverse the identities displayed, the more successful, exciting and newsworthy the parade is, the better it displays the community to itself and others, highlighting the diversity of individual interests and aspirations instead of a universal, unified LBGT-mould to which one should fit, to belong.

The pride movement is just one example. In general, it seems that the establishment of new social practices appears not so much to require time or repetition but rather *the visible, public enactment of new patterns* of socially central but informally structured social relationships so that "everyone can see" that everyone else has seen that things have changed. (Swidler 2001)

Photo by Anna Biasoli on Unsplash

Thanks, Tack, Kiitos!

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Tutoring on Friday afternoon!

Photo by Gabriel Crismariu on Unsplash

Mickey's ten commandments: https://www.disneyfanatic.com/do-you-know-about-mickeys-10-commandments-lh1/

LITERATURE

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