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Transformative Social Innovation Paradox

- I consider social innovation: where the outcome of innovation has a social impact/ for e.g. raising the awareness of citizens, and practices in the domain of open design
- collaborative forms of design
- non-selected projects may be lost
- design for all: no design is wasted, however it does not seem to reach the 'field'

design for all and open design

- design is an iterative process, where openness creates entry points for innovation
- open design: no design is wasted
- design for all: for the benefit of all (accessible, inclusive)
- thematized hackatons/ design table methodology may bring together various players
 - hackatons produce responsible and conscious projects, they may enter a pitching process, and may be picked up as start-ups
- problems related:
 - who pays? financial background
 - dissemination: reaching out for the final target who would benefit
 - project that do not go through the pipeline: due to for-profit selection mechanism

1.

design is a set of rules and a collection of core concepts

- ergonomics, functionality, aesthetics, durability/ sustainability(recyclable, recycled)
 - +inclusiveness/ social benefit
- these vary over timely/spatial/social/ideol. contexts
- reinforcing some of the core concepts, may create aesthetics per se: value creation.

Maker Faire Rome - The European Edition

- (Rehub, Opencare and the #MakeToCare)
 - life with special needs
 - intersection of healthcare, design for all, social benefit
- Important players: DotDotDot, OpenDot,

design for all: design for each

- UNICO: OpenDot, Fond.TOG therapists, children, parents



design and inclusion

- Design: core values: utility, specificity, sustainability, beauty
 - **aesthetics** of the product IS **social inclusion** (!)
- **Prize**: of #MakeToCare (Sanofi Genzyme provided by a corporate to non-profit projects)
- The role of prizes (design): in institutionalizing, and backing a design to become dominant design (from being radical)
- global-local DILEMMA
 - global pool of knowledge: produced in a global-local interaction: to be delivered locally
 - ***how to make these labs to reach out further to deliver for a wider public***

to be addressed

- a **market** to be created: market itself is an institution that needs to be recreated.
- are in need of institutional frames to generate longer term and wider social change:
 - process of institutionalization: (dominant)
 - value creation (through aesthetics)!! social inclusion
- connecting knowledge and practices to local personalized needs.

dilemmas

- How to grow institutions and organizations that can handle and address social challenges and adapt solutions on a wider scale?
- How to build institutions?
 - to spread the solutions of digital social innovation for reaching out to a wider public. Thus bringing through a globally more connected knowledge to the very levels on the local to address special needs
 - grant-schemes vs. for-profit pipeline for startups? (EU_US practices)

2.



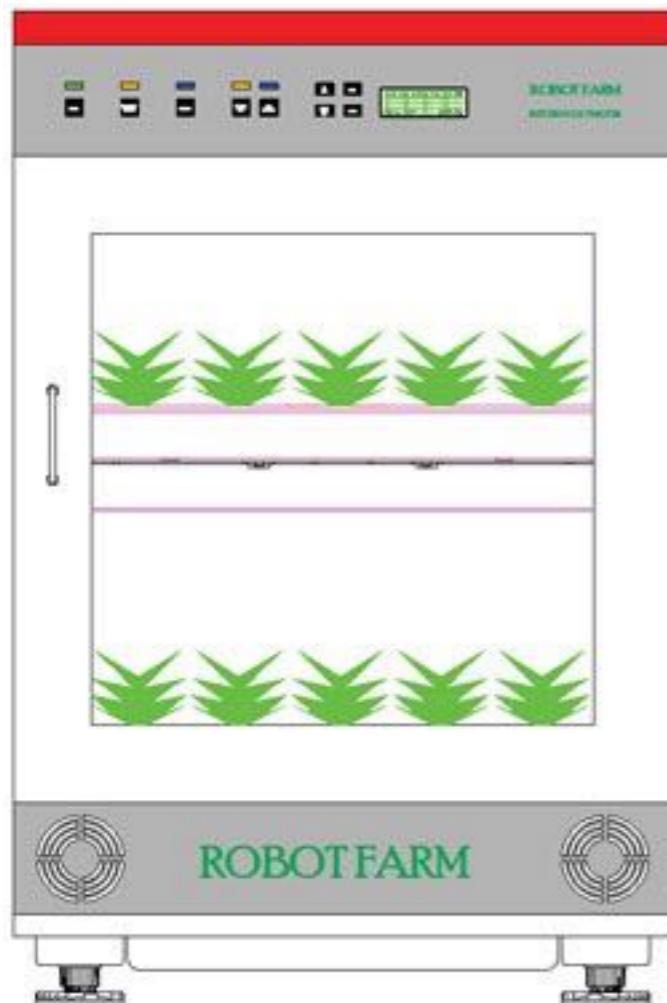
NO FUTURE

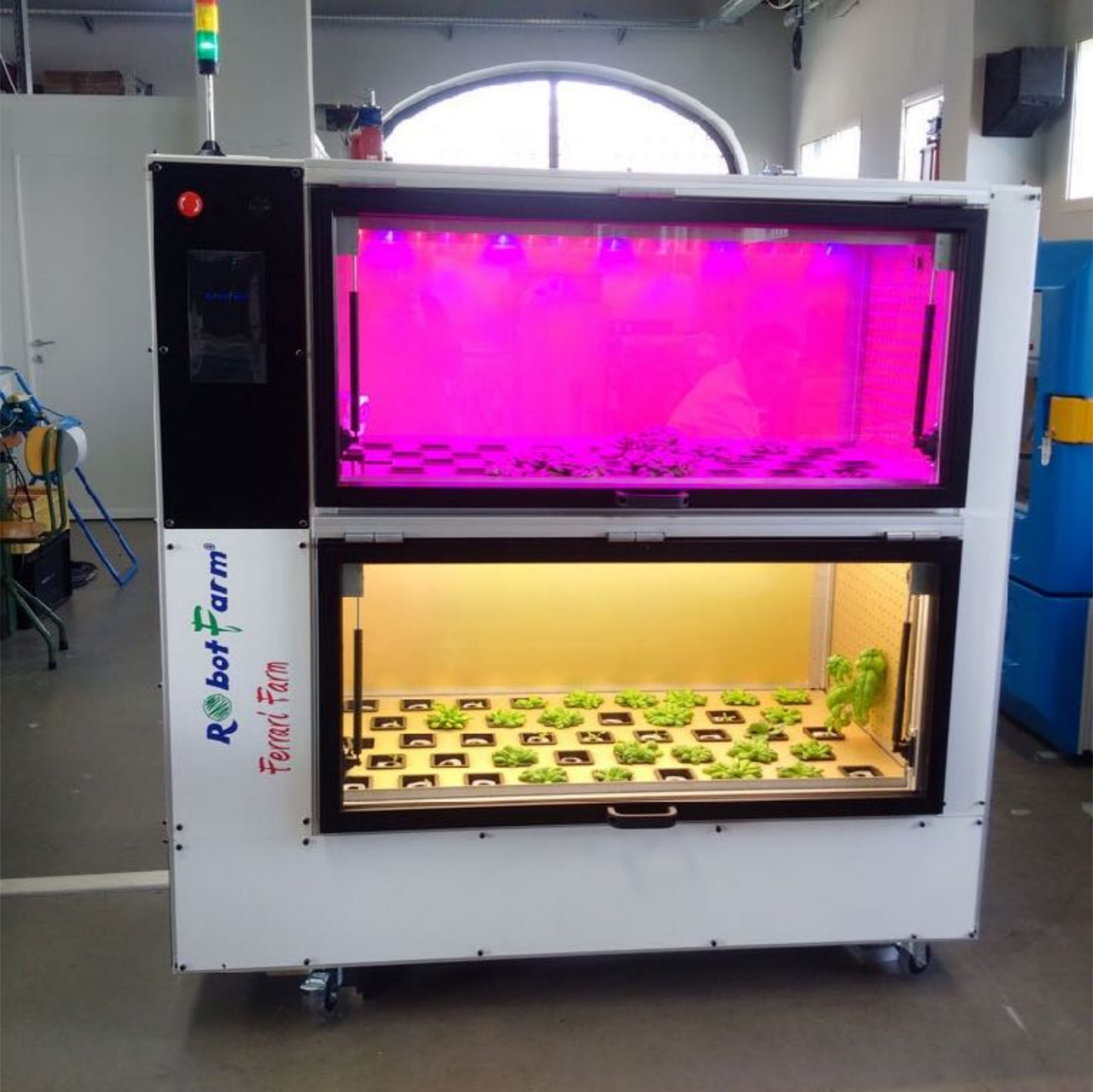
punks not dead

BioPic



RobotFarm





Robot Farm

Ferrari Farm

BioPile



dilemma

- 1) FEED THE PLANET. sustainability of agri. in the future, sustainable nutrient consumption. alternatives to meat. sustaining diversity.
- 2) PERSONALIZATION. food engineering. creates further consumption, and technological fetishism (energy supply, industries growing)