

Topic and Title for the wuxi Cumulus leadership workshop 2018

Design. Policy. Change: *At the intersection of design and policy for change*

Abstract

The purpose of this exploratory workshop is to build on the discussion of the designer and the design approach within collaborative groups that address complex problems such as sustainability. There will be a focus on policy and its role in transformative innovation.

An exploration of the role and importance of policy and policy-makers as a key determinant in shaping, supporting and propelling innovative interventions that can significantly change traditional industry and people systems. This might involve dialogue on how can designers and participatory design research serve to reframe these complex challenges to support policy decision-making? What considerations, spatial, temporal, conceptual or technological are required? How can designers & collaborative groups work with policy makers towards reciprocated learning that may accelerate transformative interventions? How might we frame these collaborations for continued dialogue and who will be the agent to keep this process alive?

At the Cumulus Wuxi conference we suggest an academic workshop conducted with the participants of the cumulus conference with additional featured participants.

Methodology for Prototype workshop, entitled, **Design. Policy. Change:** *At the intersection of design and policy for change* in collaboration with Cumulus Wuxi:

Design Policy Change Workshop (Design led interactive) 1: This is open to all academics at the cumulus conference who are exploring the relationships between and outcomes from, designers, the design approach and policy making; who are interested in contributing to the development of methodologies, case studies or building on their paper sessions at the conference. This is an interactive design led workshop opening up space to share knowledge, engage and build on learning at the intersection of design and policy for change, that may arise from different cultures, states and/or businesses.

This interactive workshop will aim to further involve some representatives from, policy, business, and civic sectors, who may bring experience and perspectives from both the East and West.

This is a 3 hour long workshop with practical outcomes. Max: 30 participants

The workshop is structured in three consecutive stages:

1. Knowledge Sharing: insight synthesis of methodological shared examples with affinity to policy as driver, barrier or stasis
2. Envisioning: Scenarios that can help bridge multi-modal knowledge transfer and continued dialogue between design for change and policy
3. Design contribution: New frameworks, narratives and illustrations

Outcomes

Narratives for learning: eco-systems and pathways to collaborate at the intersection of design and policy for change. This may include summaries of current work, patterns and similarities, divergence and why, how and implications. Learning from this workshop can be synthesized and included for consideration in future workshops.

Workshop purpose and aim

The purpose of this workshop is to share, learn and build on Cumulus participants, global and local, experiences and concepts, on the interplay of policy with design for change within collaborative groups. Further, to work with

policy as innovation driver, barrier or as potential to create stasis. To enter into a policy journey dialogue that is relevant to design led innovative interventions that aims to foster collaborative development.

Workshop Approach

The workshop will be structured into three parts:

- 1 Knowledge Sharing: insight synthesis of methodological shared examples with affinity to policy as driver, barrier or stasis

1 hour

- 2 Envisioning: Scenarios that can help bridge multi-modal knowledge transfer and continued dialogue between design for change and policy to cradle transformative solutions with respect for the emerging socio-environmental values

1 hour

- 3 Design contribution: New frameworks, narratives and illustrations to capture potential from scenario building to aid policy decision making for collaborative innovative environments

1 hour

Organisers:

Susan Evans xx

John Bruce xx

Participants: This workshop aims to involve participants at the cumulus conference and representatives active and experienced in, practice and theory, representing, industry, academia, policy, and design, who bring perspectives from both the East and West. The aim is to convene a group of active stakeholders and influencers to join a design-led interactive dialogue.

Expected Number of participants and target audience: Maximum 30 participants. We warmly welcome academics, professionals and students who are interested in the evolving front edge of design innovation towards new models and ways of doing. You may already be familiar with working within collaborative groups or curious as to how this can work.

Take-aways for the participants

- Explore new networks, theories, and methodologies
- Opportunity to exchange and reflect on collaborative visionary journeys addressing complex problems as consideration is given to socio-tech relationships and environmental health.
- Ways to consider evolving multi-modal pathways

Theoretical relation

We are currently at a pivot point in our human voyage where the traditional ways of doing are under threat and many elements that support our existence such as food, water and air have reached crisis. Design and future theorists have written that the next economy will be less about taking and more about giving back such that it will be driven by meeting the every day needs of citizens in a way that replenishes rather than degrades social and environmental assets. Thackara (2017) and Benyus (2002) discuss this new economy in terms of the benefits of generosity.

Globally, governments and policy makers are struggling with how to reframe these new complex challenges in order to foster positive and engaging social, environmental and business outcomes.

Policy can play an important role in opening up opportunity for new and “renegade economics”, (K. Raworth, 2017), business models and areas of practice towards sustainability, impacting speed of development and usage acceptance. Policy can both, accelerate or inhibit innovation towards solving complex problems and conflicting policy can lead to category stasis.

So, if design is to be immersed in transformative change, in the vein of (Wood, Banjeree 2008), to foster collaborative thinking and doing that contributes to the solutions of complex problems (Manzini 2015), such as sustainability, how might design approaches guide meaningful collaborations that frame and shape policy to create transformative innovations addressing complex problems with positive impacts for all?

Fundamental to the development of this participatory design-led workshop are key characteristics that include a move to radical design (with few guidelines in place Chan 2018), transdisciplinarity (curated participants that represent the ecosystem via various stakeholders of different disciplines (Stock & Burton 2011)), systems thinking (systemic and systematic, our decisions have impact across all stakeholders and supply chains – effects and consequences), and collaboration (the complexity of challenges require us to work together to create meaningful

and impactful change, frequently requiring new infrastructures to support desirable change), with intention to develop new ways of doing (including policy making), that can be used to tackle the defined challenges within the boundaries of sustainability such that these might lead to new business and social models that consider the interrelated relationships between social and environmental wellbeing with emerging technologies.

Further, it is critical to address the ethical questions that are defined by and part of the current system (the accepted social norms and standards (Barnard, 1968 p 269)), and those that may determine the values of new systems. As discussed by *Chan (2018)* “.. **in radical design with few guide-lines in place, designers (and policy makers) also confront value conflicts**: which value to prioritize and how to make an acceptable trade-off between two equally valued goods – for instance, between safety and sustainability, these are intrinsically, ethical questions” (van Gorp & van de Poel, 2008)

Key words:

Collaborative-groups, transdisciplinary-dialogue, transformative-change, Policy-for-change, design-for-change

Equipment required

For this workshop we need a space that can accommodate up to 5 simultaneous groups of 6 persons. The space needs to be flexible, so that we can move chairs and tables and use the floor.

Further requirements: projector and connected laptop computer, a wall to stick big sheets of paper. We will need flipchart paper, different coloured markers plus 35 sheets of A3 paper.

References

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