

# What design can do

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# Hope

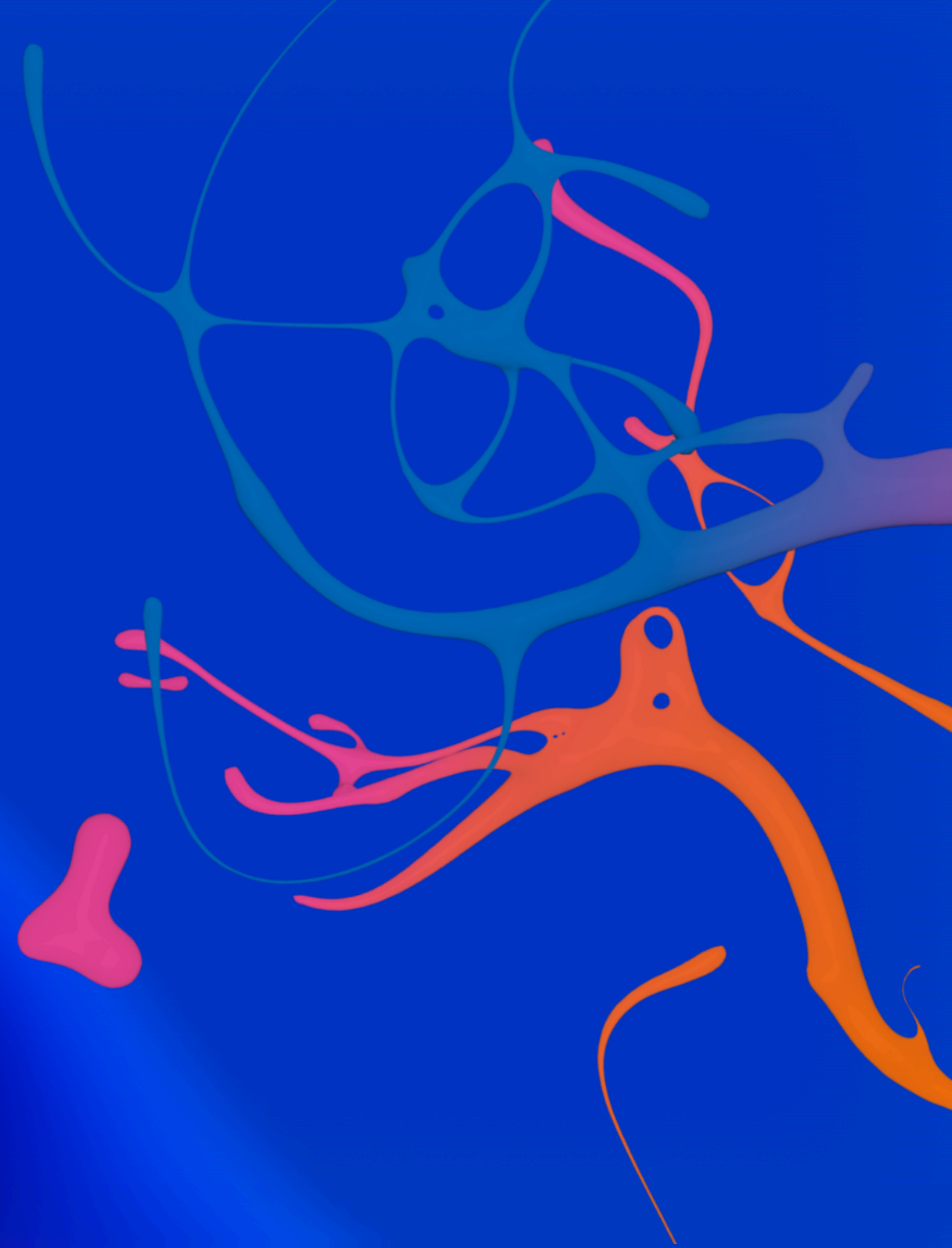
VI.

HOPE.

HOPE is the thing with feathers  
That perches in the soul,  
And sings the tune without the words,  
And never stops at all,

And sweetest in the gale is heard ;  
And sore must be the storm  
That could abash the little bird  
That kept so many warm.

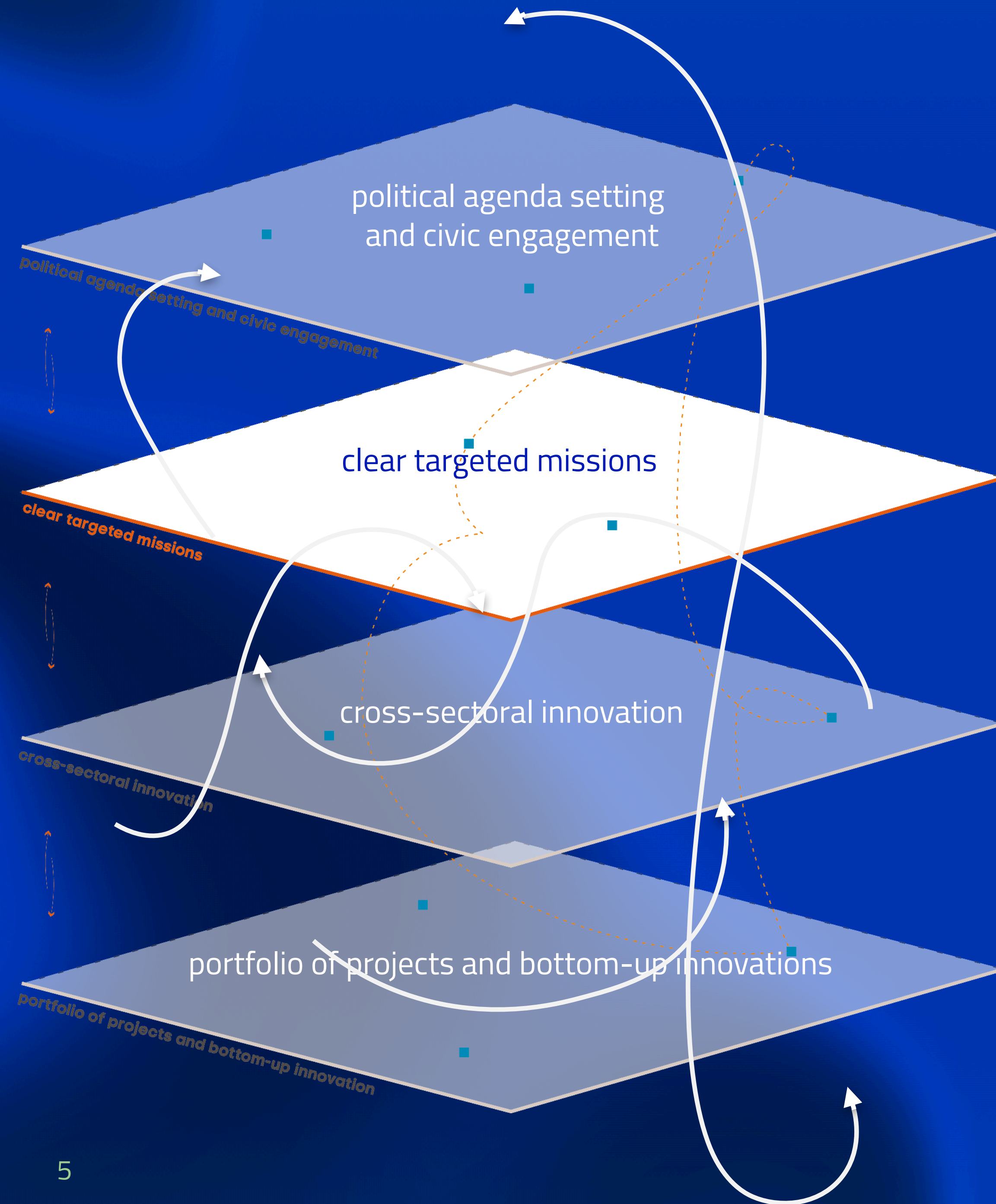
I've heard it in the chillest land,  
And on the strangest sea ;  
Yet, never, in extremity,  
It asked a crumb of me.





# τὸ καλόν







Products, services

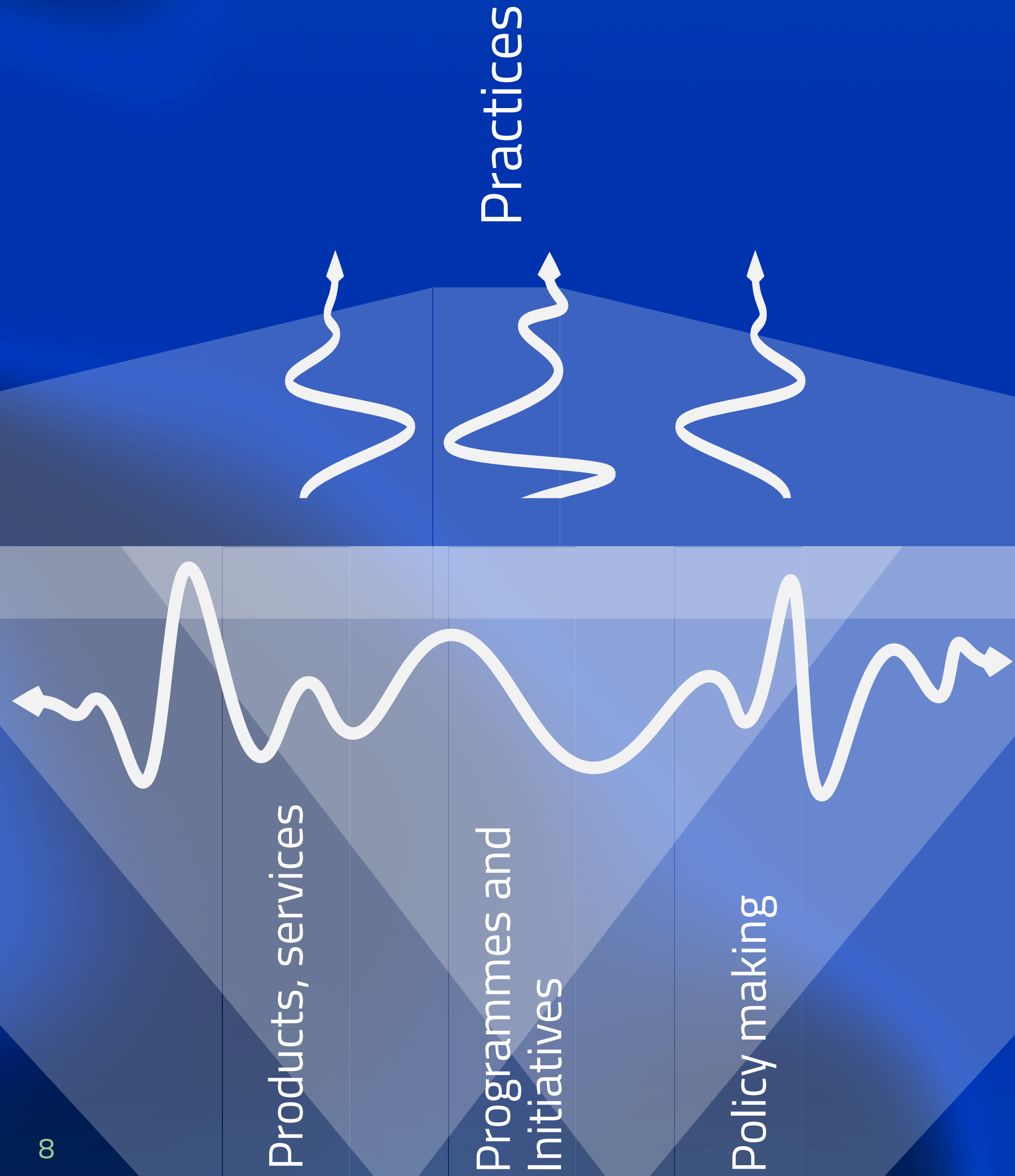
Programmes and  
Initiatives

Policy making

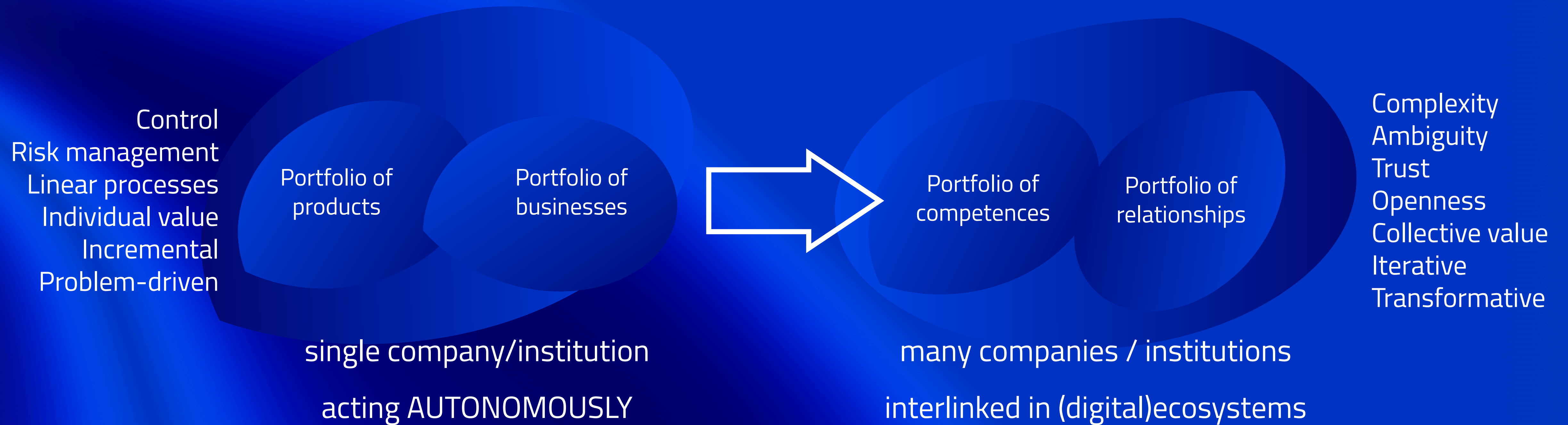




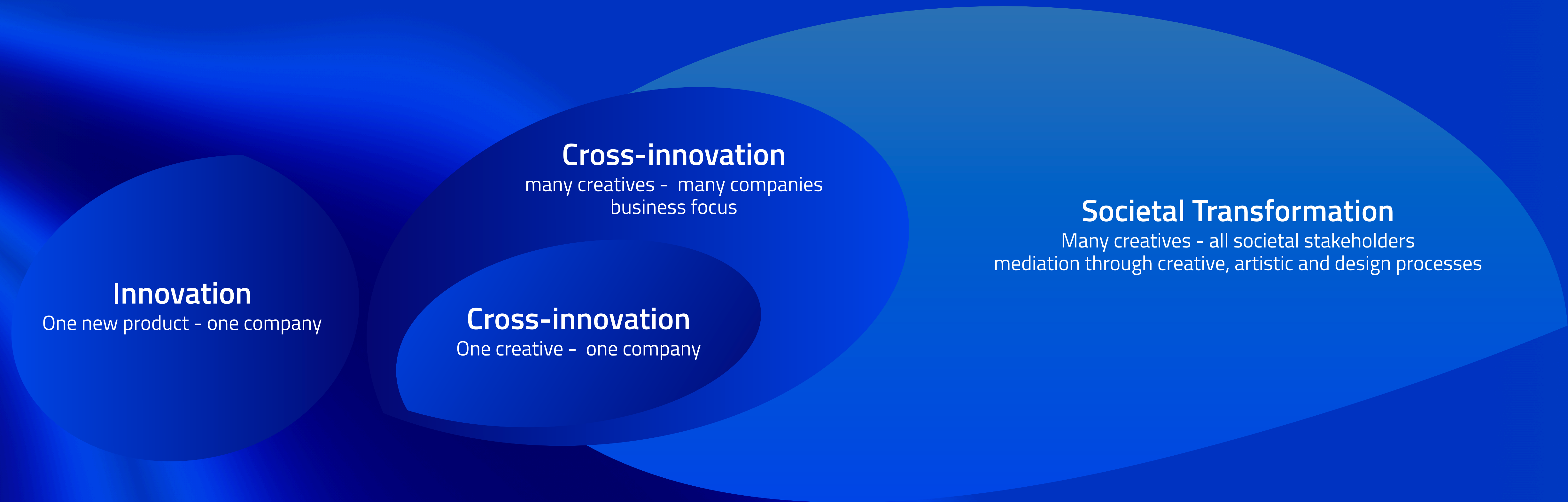










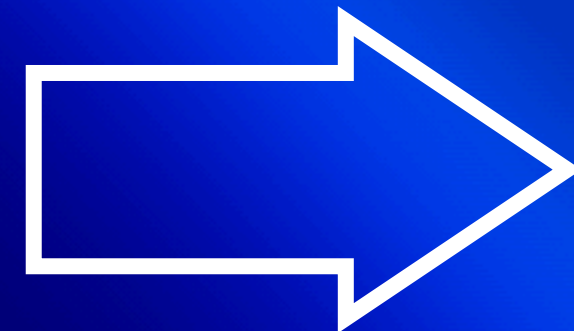




# Design can

Make things  
Make things possible

Control  
Risk management  
Linear processes  
Individual value  
Incremental  
Problem-driven



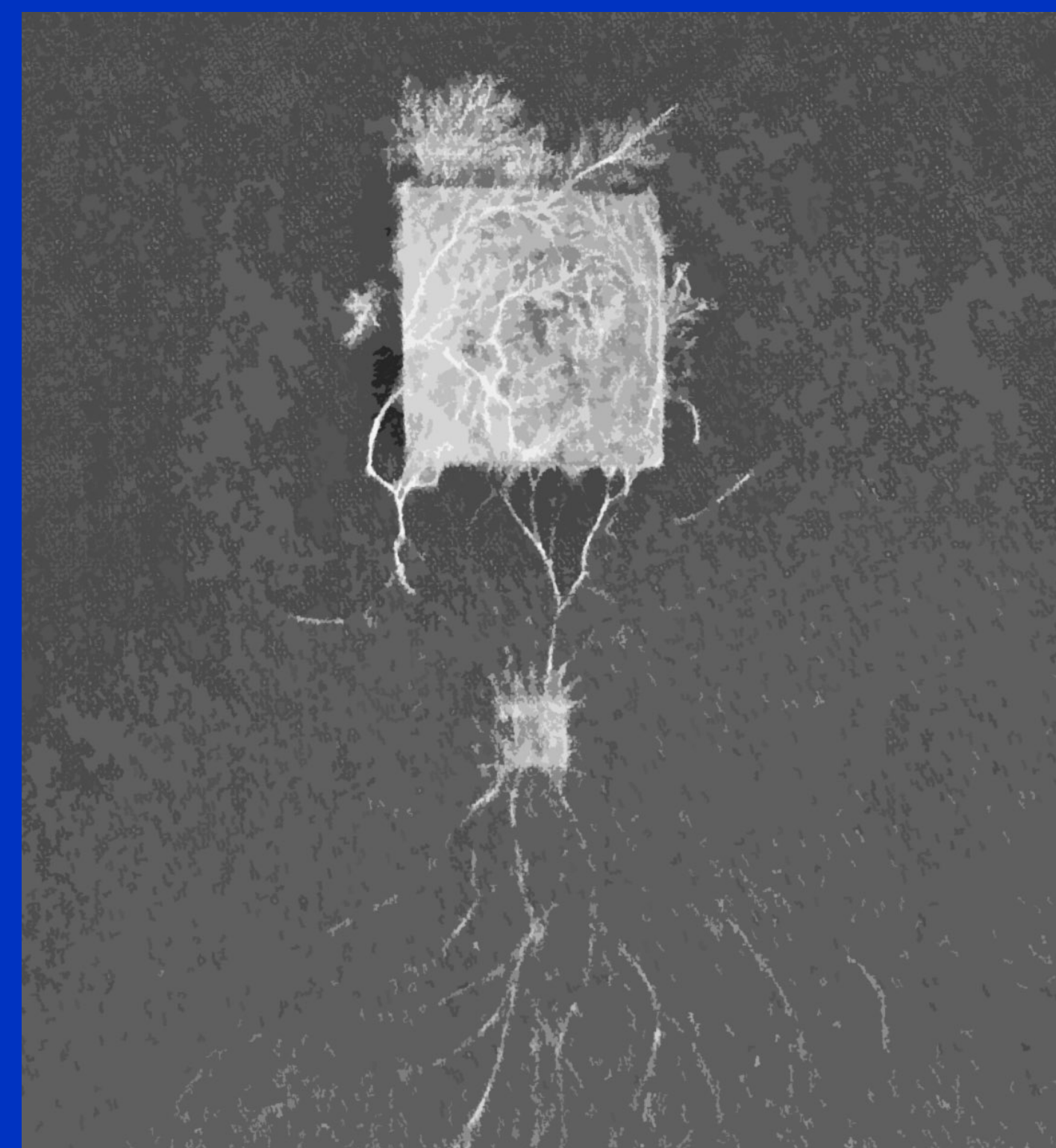
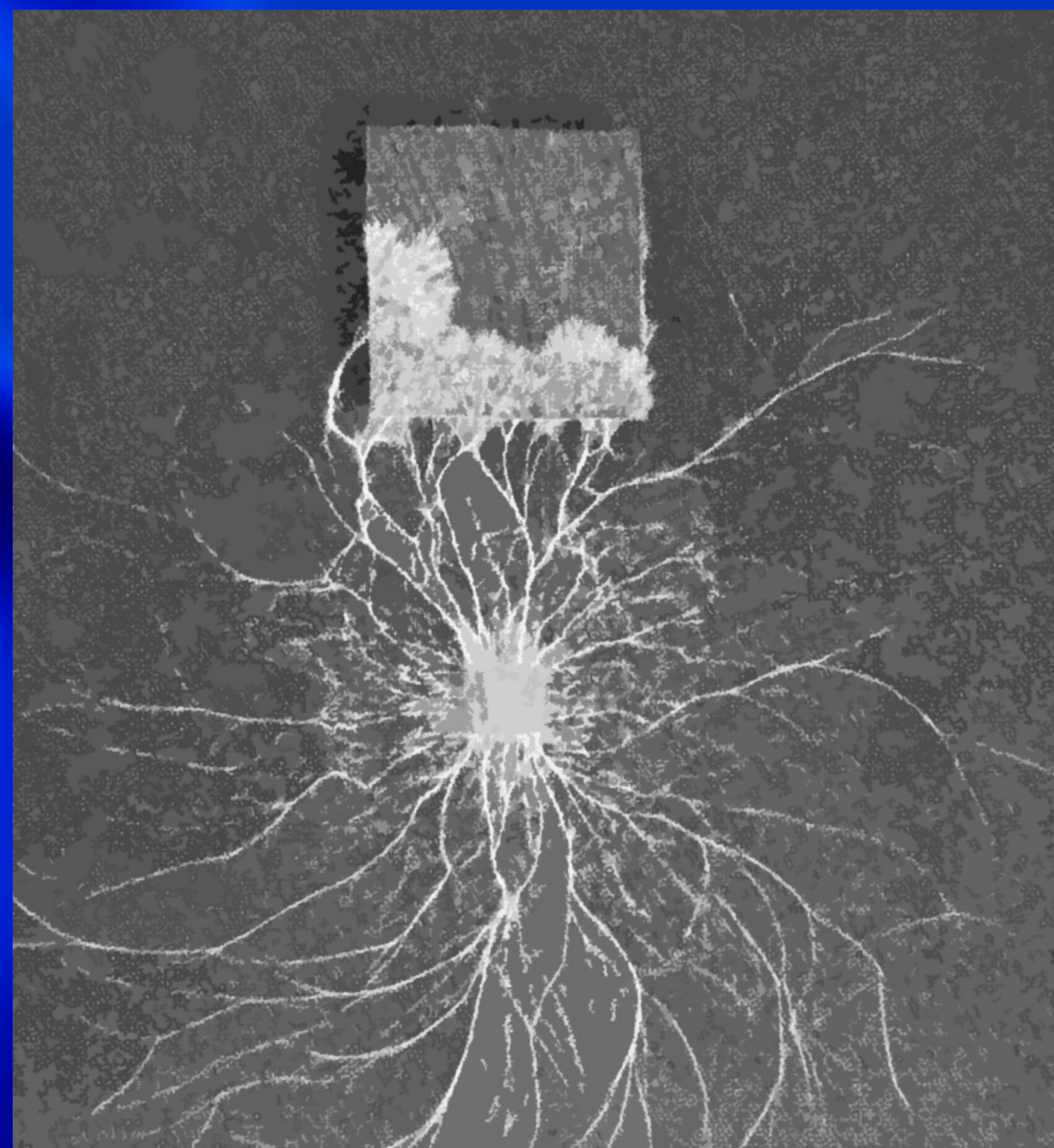
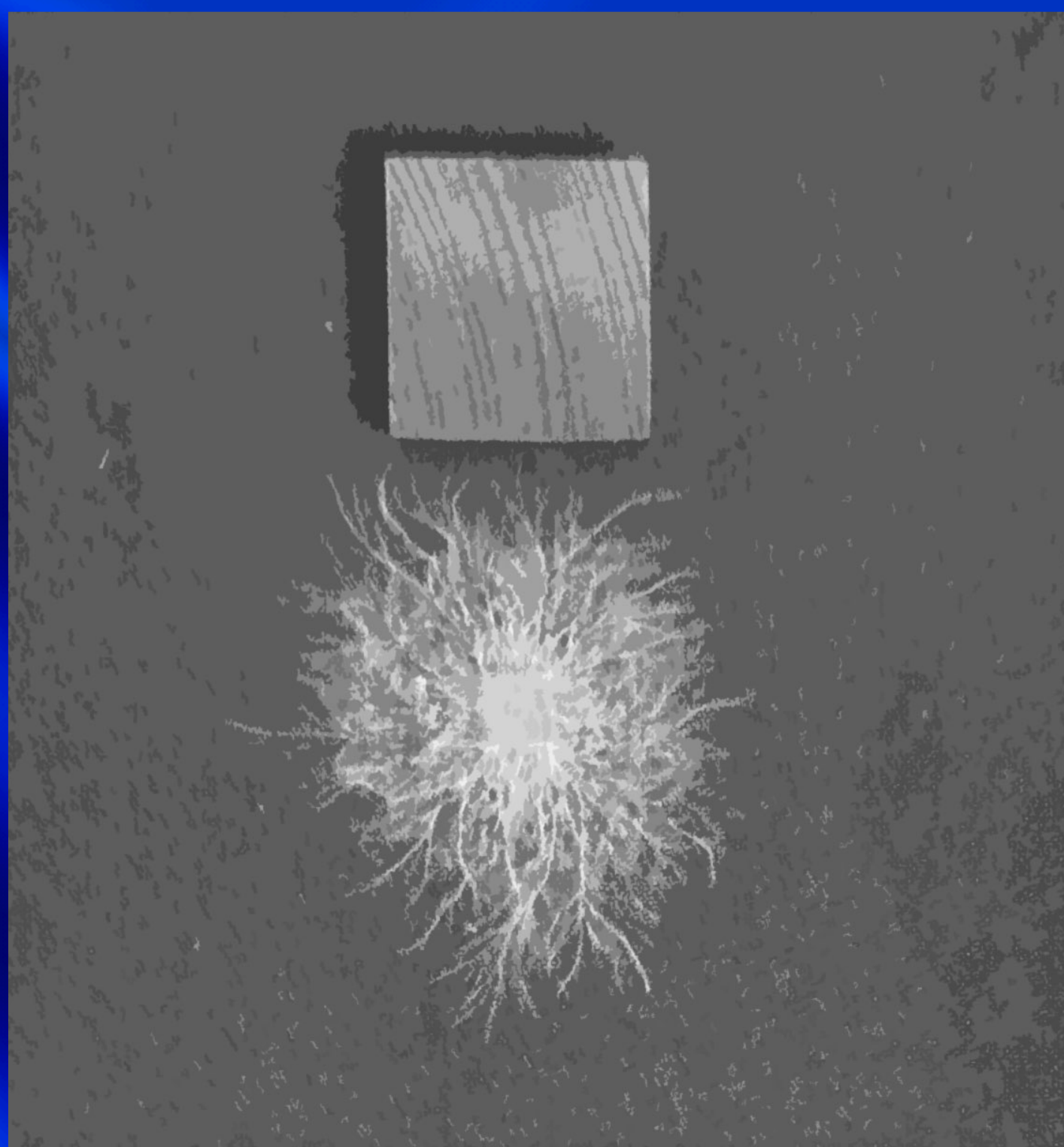
Complexity  
Ambiguity  
Trust  
Openness  
Collective value  
Iterative  
Transformative





**“Rethinking the world in processes of becoming”**



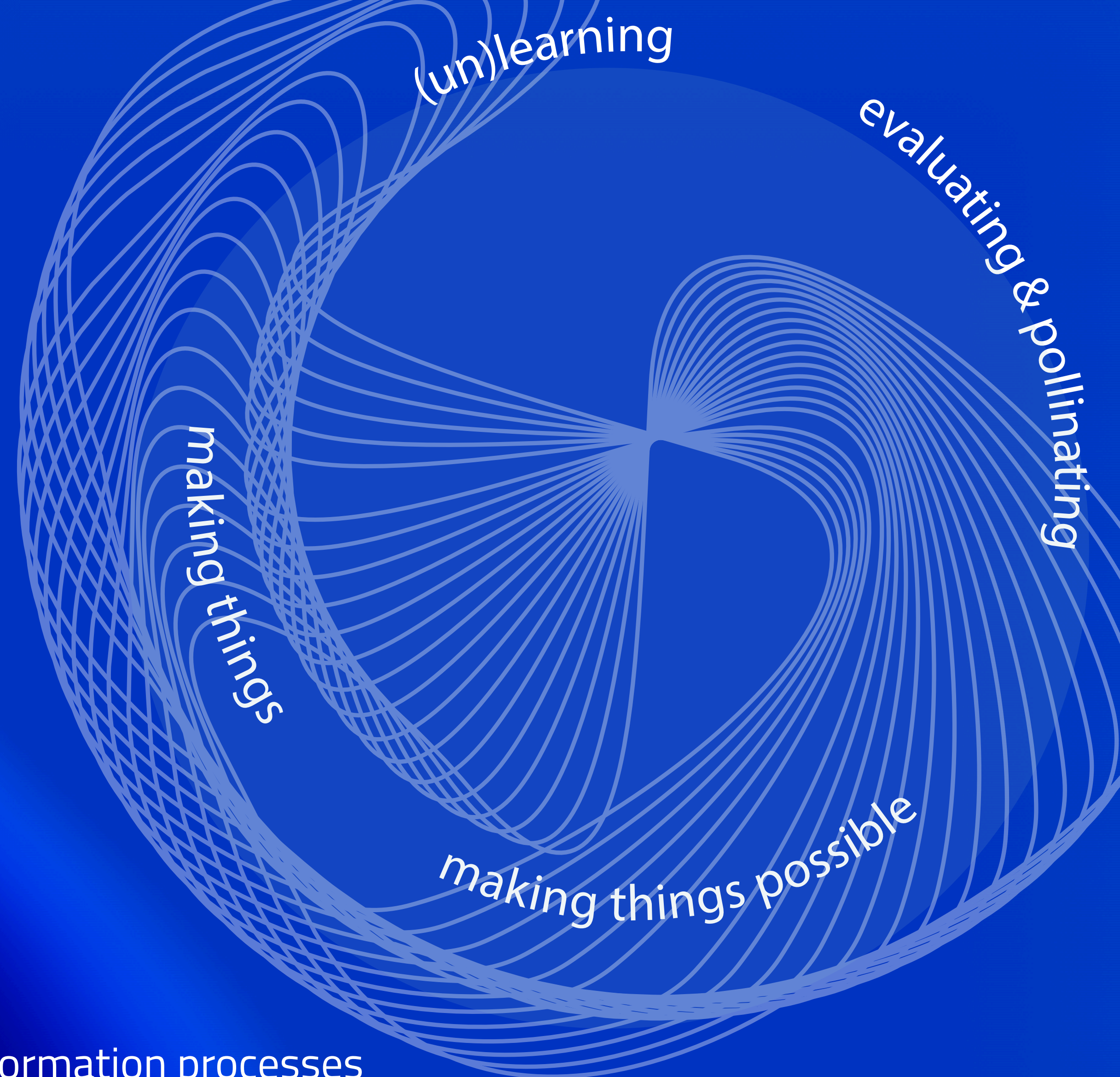




# EU Design Agenda

## TAKE-AWAYS

- \_ Literacy in working with values as a compass
- \_ Experimental spaces
- \_ Shared learning platforms
- \_ Mechanisms and tools for long-term transdisciplinary transformation processes
- \_ Creating understanding of the potential of design approaches





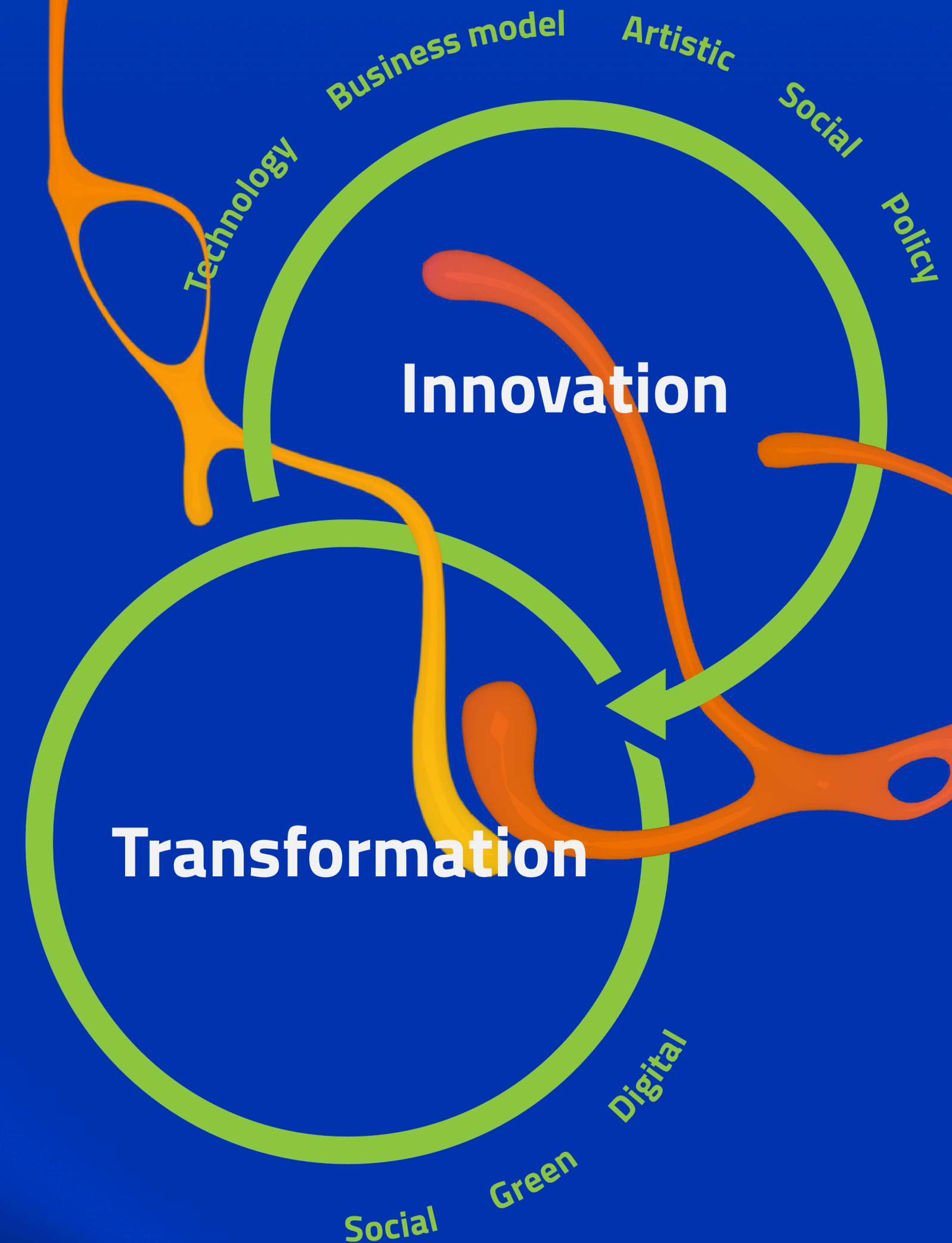
# EIT Culture & Creativity

## - In the making -



Powered by learners & educators, artists & researchers, entrepreneurs & investors, corporates & public service organisations, policymakers & associations.

An EIT Innovation Community for the Cultural and Creative Sectors and Industries.



Culture & Creativity



Funded by the European Union



# Proposal for a Strategic Industry Cooperation

Aim: Strengthen the European Ecosystem for Creative Industries as a whole

Potential areas of cooperation:

**EDUCATE STUDENTS**

**TRAIN  
PROFESSIONALS**

**TRAIN EXECUTIVE  
LEADERS**

**SUPPORT  
BREAKTHROUGH  
INNOVATION**

**SUPPORT COMPANIES  
MAKING & SCALING  
INNOVATION**

**CO-INVEST**

**SOCIETAL  
TRANSFORMATION**

EIT yearly Budget.  
~6 MEUR

EIT yearly Budget.  
~15 MEUR

EIT yearly Budget  
~2 MEUR

Next Step Exact  
Programmes and  
Co-investments of EIT  
Culture & Creativity  
and  
Industry Partners (IP)  
to be negotiated



Culture & Creativity



Funded by the  
European Union



# Societal Transformation Initiatives



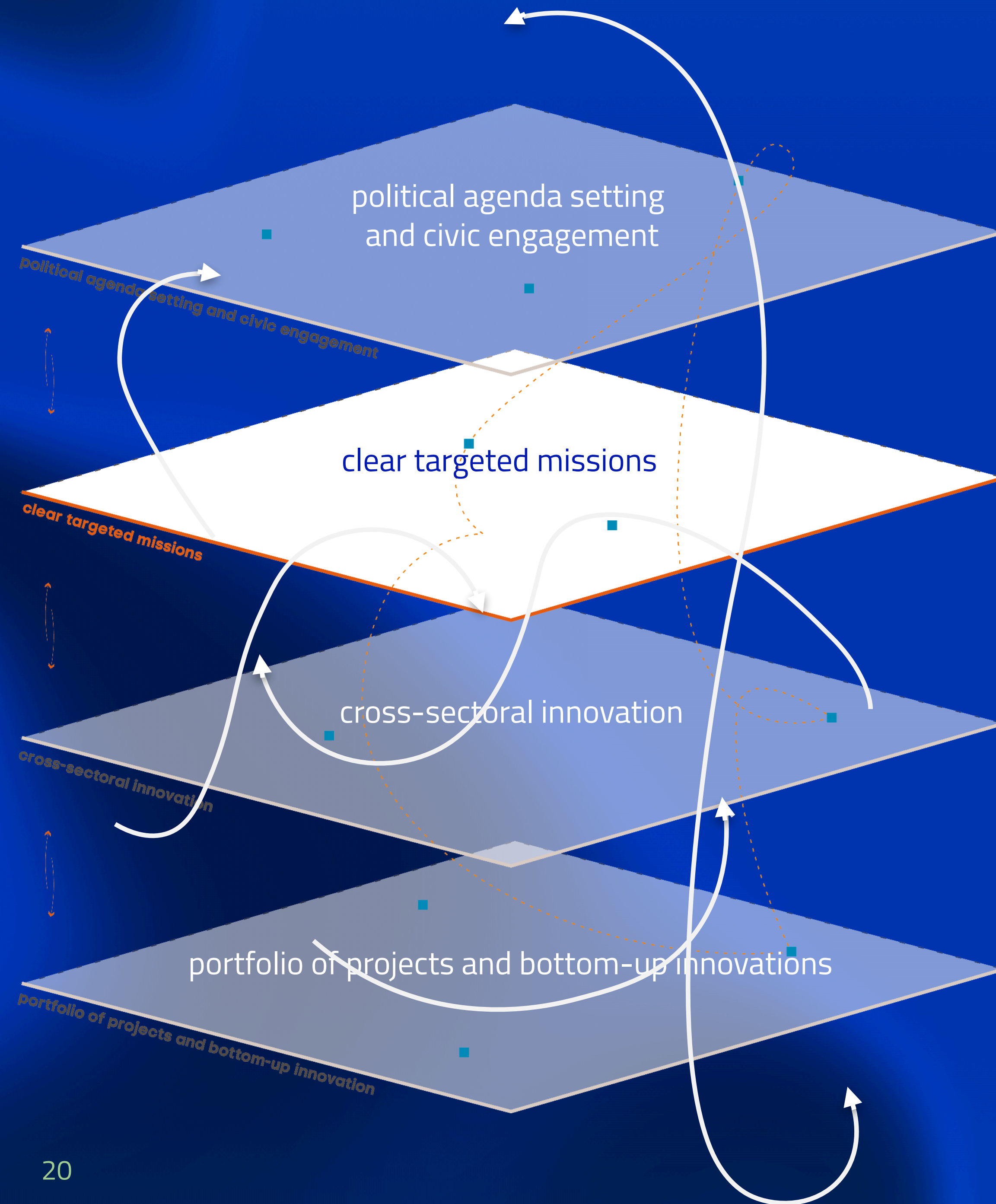
# Societal Transformation Initiatives

## ELEMENTS

- \_ 3 initiatives, 3 years each
- \_ Situated societal challenges / mission
  - \_ multi-actor
  - \_ including a multiplicity of CCSI actors
- \_ co-financed by local/regional/national institutions
  - \_ plugging into existing local initiatives
- \_ use creative and design approaches to design, model and carry out the process
  - \_ creating a learning journey of the initiative







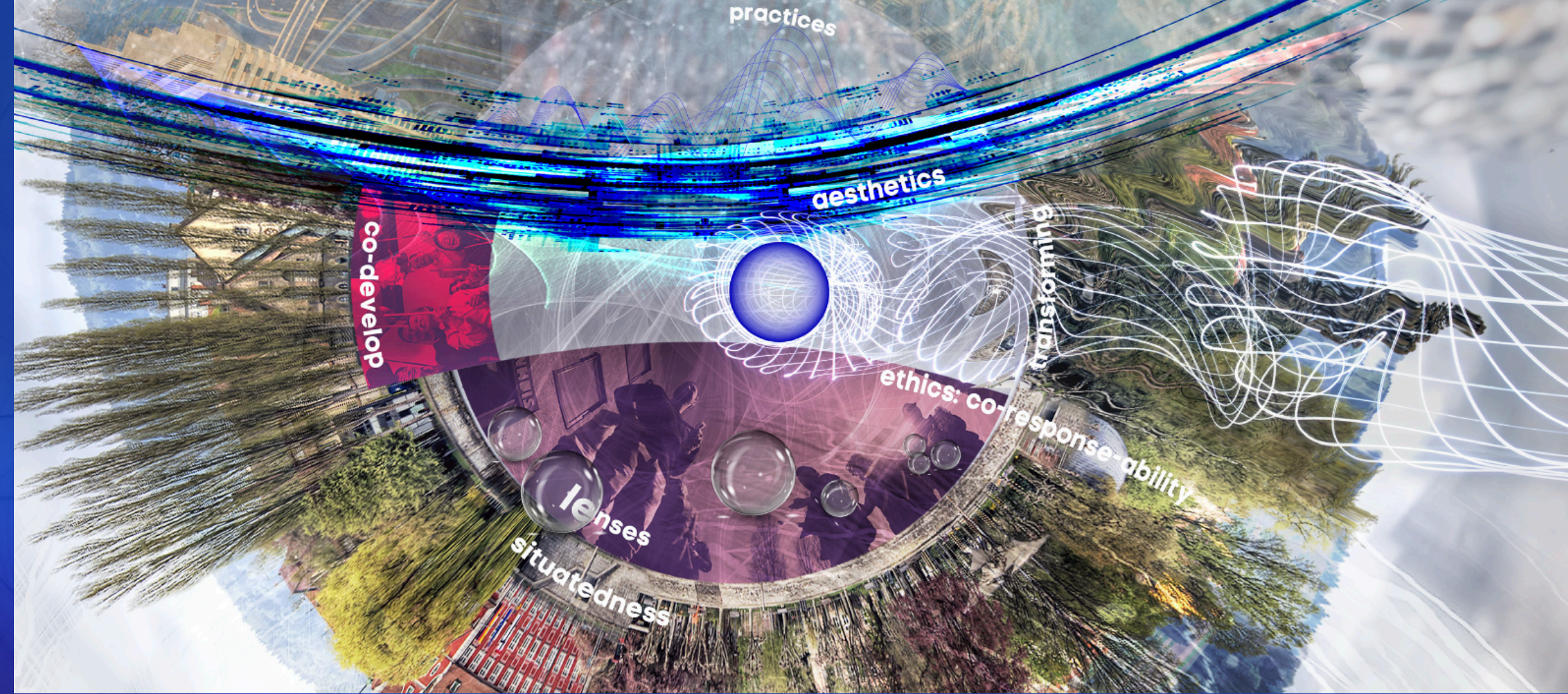


# Societal Transformation Initiatives

## SETUP PHASE

- \_ Focus on the Process
- \_ Collaboration / codevelopment / co-creation
- \_ Supported by design methodologies
- \_ Iterative / prototyping / catering for emergence
- \_ Learning / forgiving / trusting





# Societal Transformation Initiatives

## REQUIREMENTS FROM THE PARTICIPANTS

- \_interest and experience in processes of societal transformation, driven by culture and creativity
  - \_connecting it to existing initiatives and multiply their value
  - \_possibility of connecting it to local societal challenges and multiply the ways
- \_connected to an existing or emerging explorative/experimental spaces (open to CCSI)
  - \_possibility of formalising / sharing learnings



# Societal Transformation Initiatives

EXPECTATIONS AFTER 3 YEARS

an exemplar of how an ecosystem is boosted into creating and developing new products, services, new educational products that teach transformative competences, new business models, new policies that contribute to social cohesion and societal and environmental resilience





from

to

anthropocentrism



growth

progress

control

reductionism

standardisation

efficiency

more-than-human

thriving

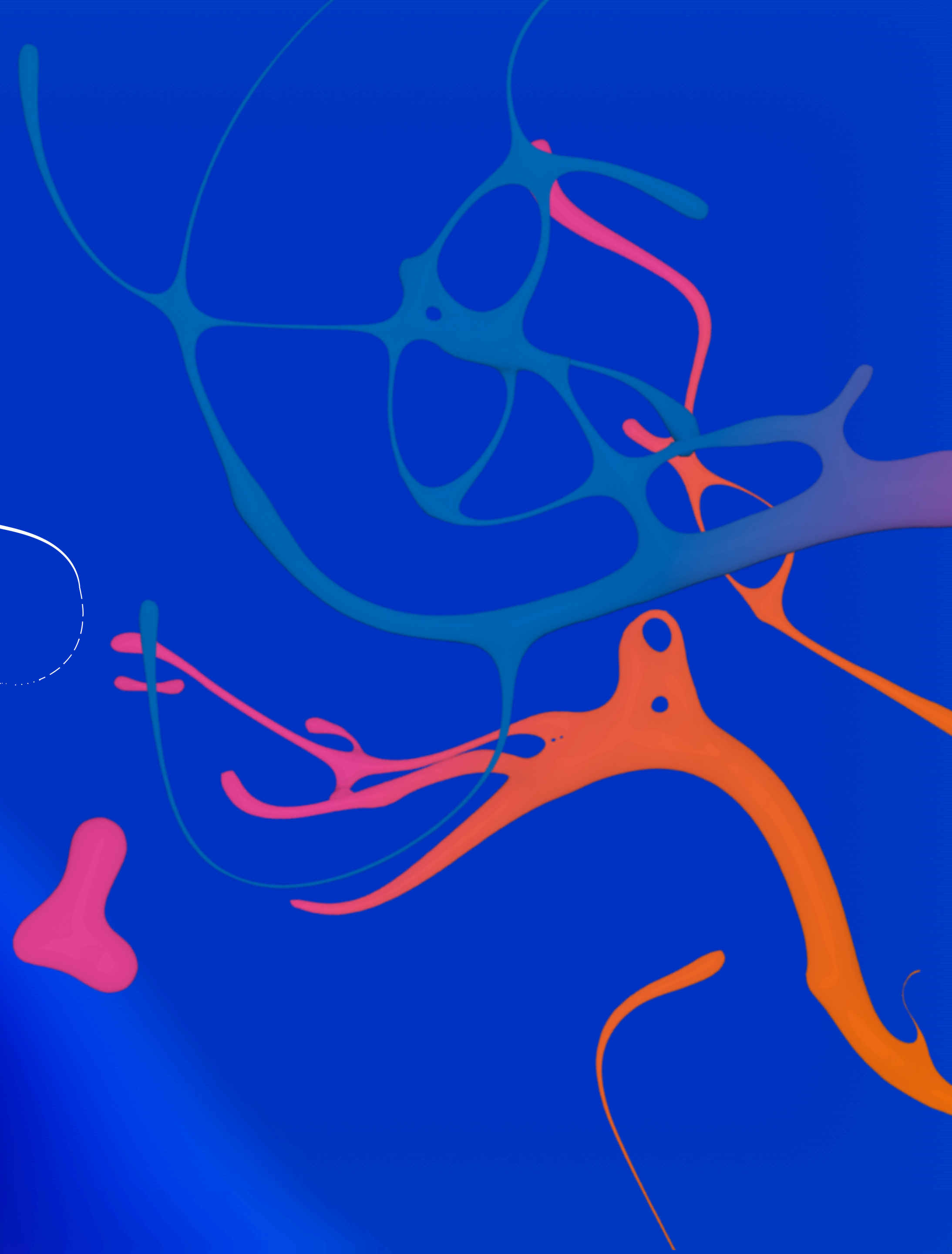
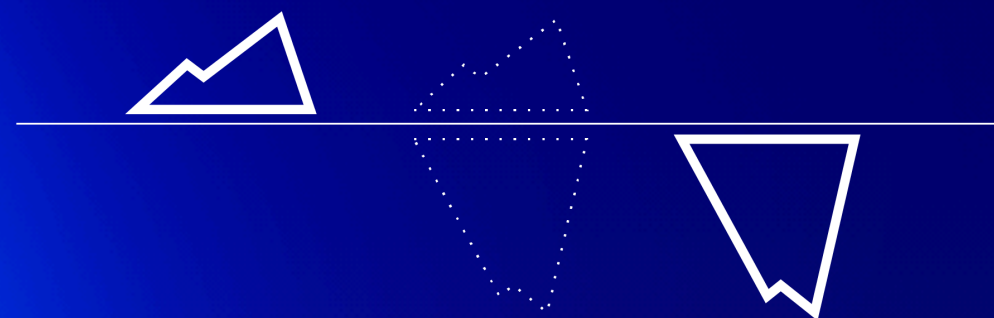
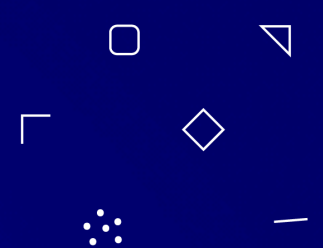
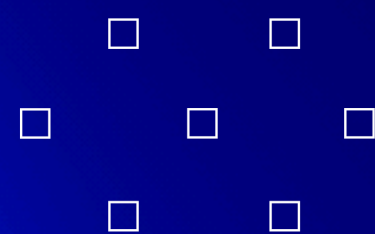
transformation

care

relationality

respect for plurality

resilience





# THANK YOU



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