

Tokyo University /1 - 30.05.2024

design for social innovation
(what it is and what we have learnt)

Ezio Manzini, Politecnico di Milano, DESIS Network

what to discuss...

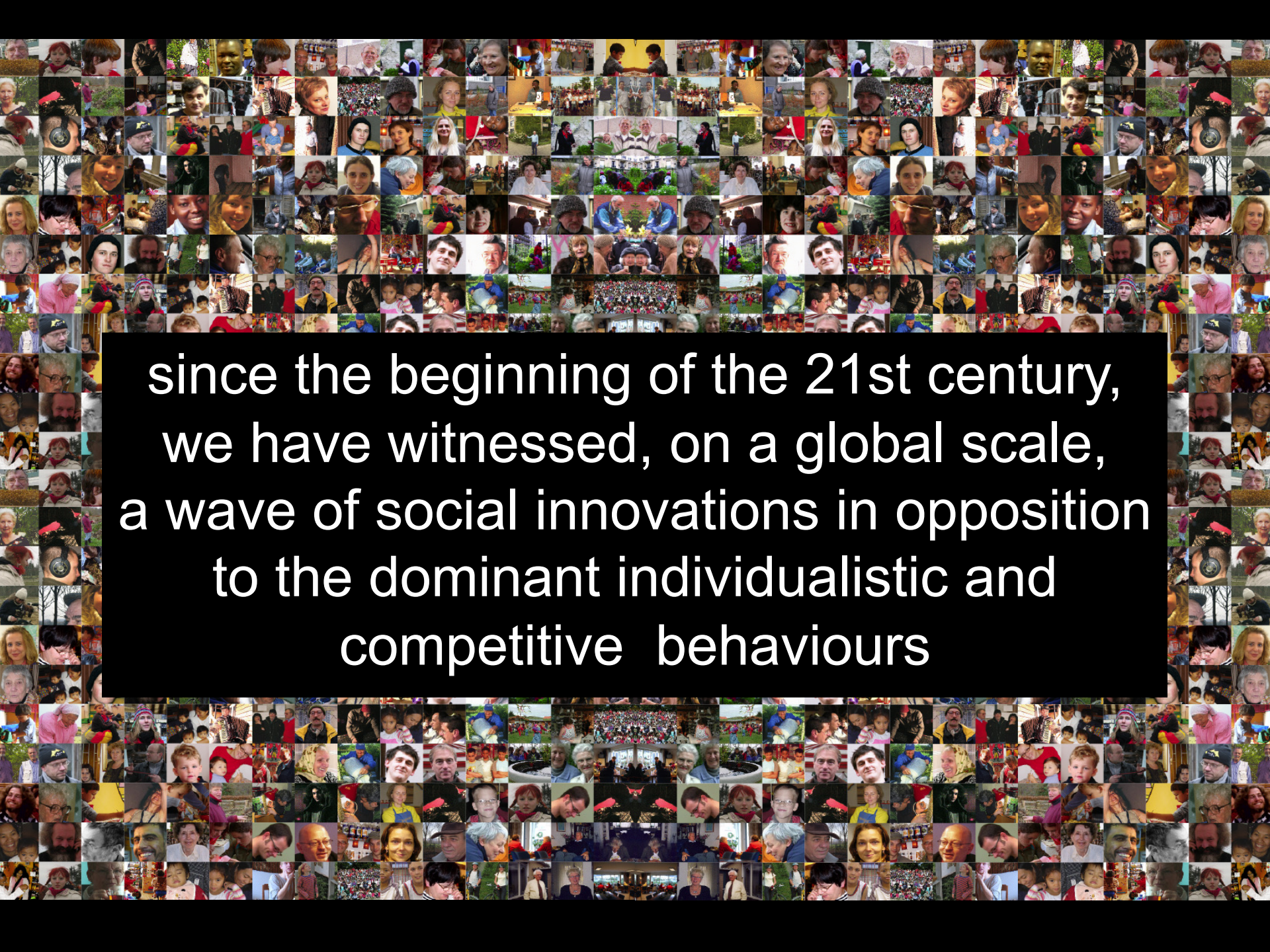
“I would appreciate if Professor Manzini could briefly introduce the basic concept of design for social innovation (including its differences and relation to technological innovation and social design), give examples and discuss the skills required for design in social innovation”

Prof. Shiroyama

social innovation

social innovation
a phenomenological approach

20 years ago



since the beginning of the 21st century,
we have witnessed, on a global scale,
a wave of social innovations in opposition
to the dominant individualistic and
competitive behaviours



cohousing



mutual help groups



new ways of working



collaborative caring



farmer markets



urban farming



community supported agriculture

makers and co-working



food coop and new agriculture



circle of care



social streets

collaborative living

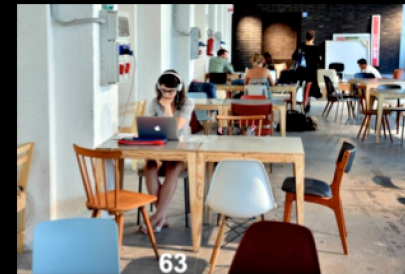


farmer markets

neighbourhood regeneration



environmental activism



-working and cultural centres

a constellation of bottom up initiatives
(each one getting a socially relevant result)

makers and co-working



food coop and new agriculture



circle of care



74

social streets

collaborative living

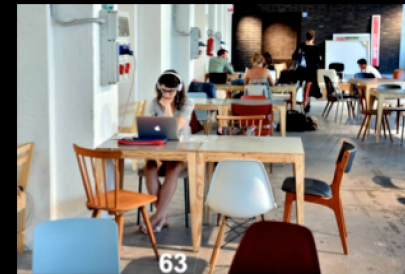


farmer markets

neighbourhood regeneration



environmental activism



63

co-working and cultural centres

solutions to practical problems

(and prototypes of sustainable ways of being and doing)

makers and co-working



food coop and new agriculture



circle of care



social streets

collaborative living



neighbourhood regeneration



environmental activism



farmer markets



co-working and cultural centres

what do they had in common?

A group of four people are working together in a garden. On the left, a woman in a purple top and blue jeans passes a wooden basket of bread to another woman in a brown sweater and blue jeans. In the center, a man in a brown t-shirt and grey pants passes a wooden crate of oranges to a man in a brown shirt and khaki pants. The word "collaboration" is written in white text inside a black rectangular box, centered over the middle of the image. The background shows a garden with a red fence, a wheelbarrow, and various plants.

collaboration



collaboration

**they were breaking the dominant
trend towards individualistic
and competitive behaviours**

20 years ago
lessons learned

lesson learned /1

the choice to collaborate allows to build organizations
capable of solving problems
which, otherwise, would have been unsolvable

these small, local, molecular innovations
generates new social forms

lesson learned /1

the choice to collaborate allows to build organizations
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these small, local, molecular innovations
generates new social forms
communities by choice

model of change /1

collaborative organization should
multiply and consolidate in time
evolving in successful social enterprise

from here,
a new social economy should appear

the Public should facilitate this process

limits and risks /1

a constellation of good practices
(even if capable to locally change the system)
do not change the whole system

on the contrary,
some good service ideas
have been so successful,
that, in the dominant neoliberal context,
have become new big monopolies
(Uber, Airbnb, Amazon)

20 years ago
definitions and theory

design for social innovation

*“everything design can do to trigger, support
consolidate social innovation in every field
and in every stage of its development”*

Ezio Manzini
Design when everybody designs
MIT Press, 2015

design for social innovation

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design for social innovation

*“everything design can do to trigger, support
consolidat every field
and in e opment”*


the human capability
to imagine a meaningful
and viable change
in the state of things

Ezio Manzini
everybody designs
MIT Press, 2015

social vs. technical innovation



driven by new ways
of thinking and doing



driven by new
technologies

social vs. technical innovation

driven by new ways
of thinking and doing

cooperative
movements

driven by new
technologies

social vs. technical innovation

driven by new ways
of thinking and doing

driven by new
technologies

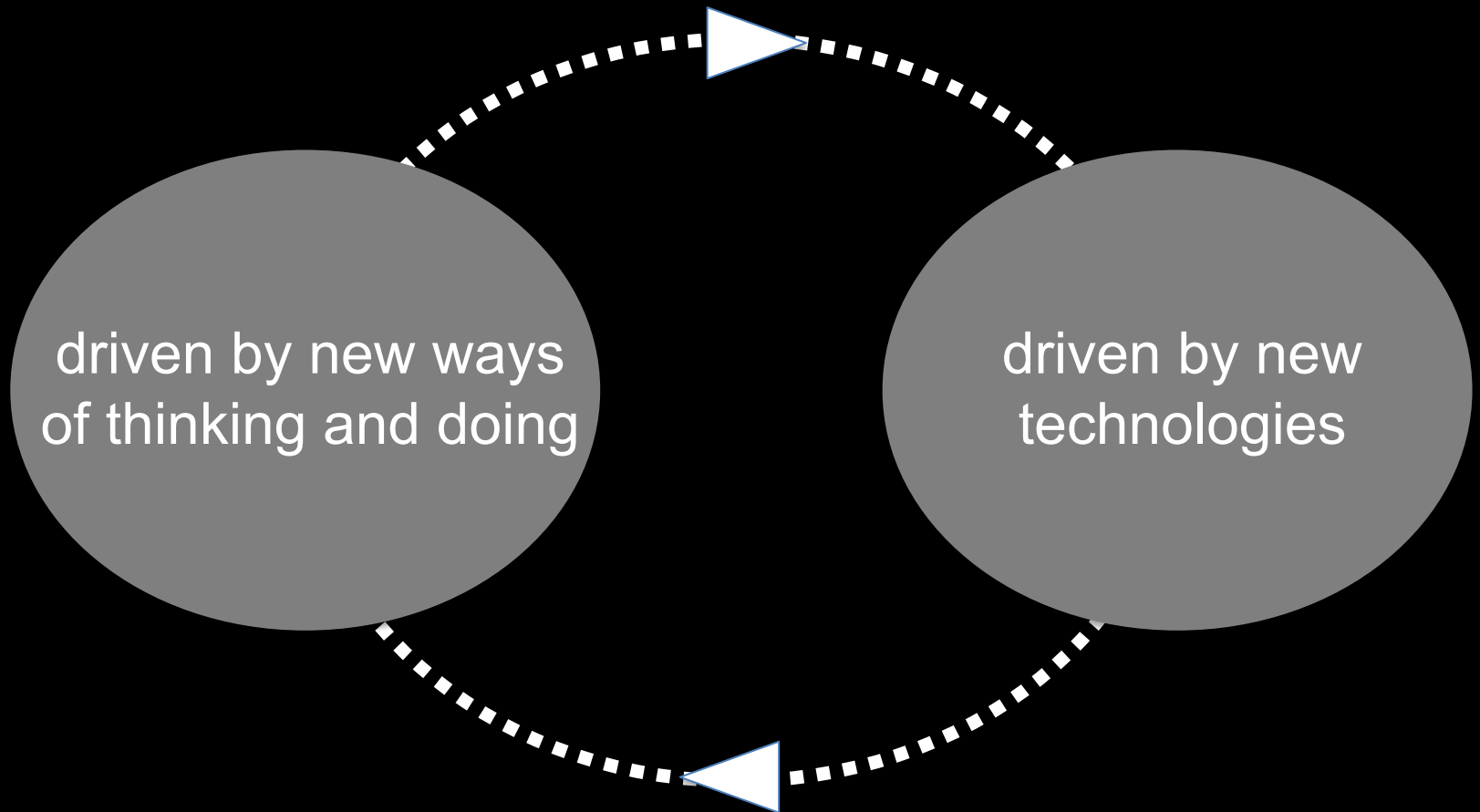
social vs. technical innovation

driven by new ways
of thinking and doing

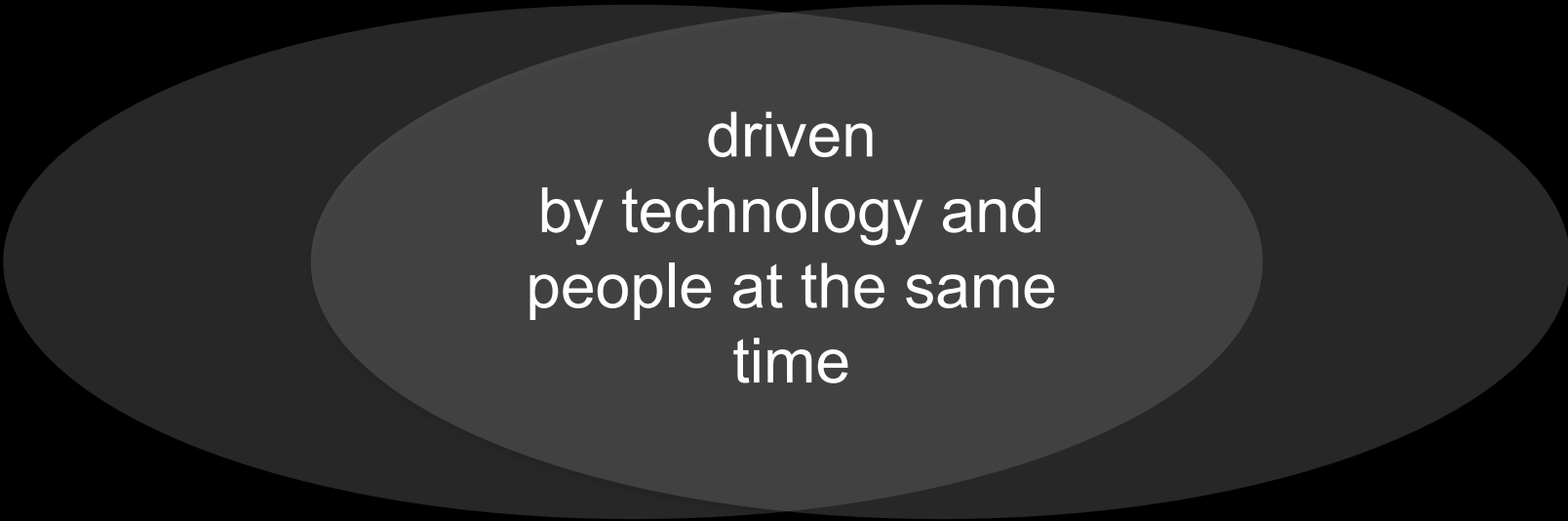
driven by new
technologies

telephone
networks

social vs. technical innovation

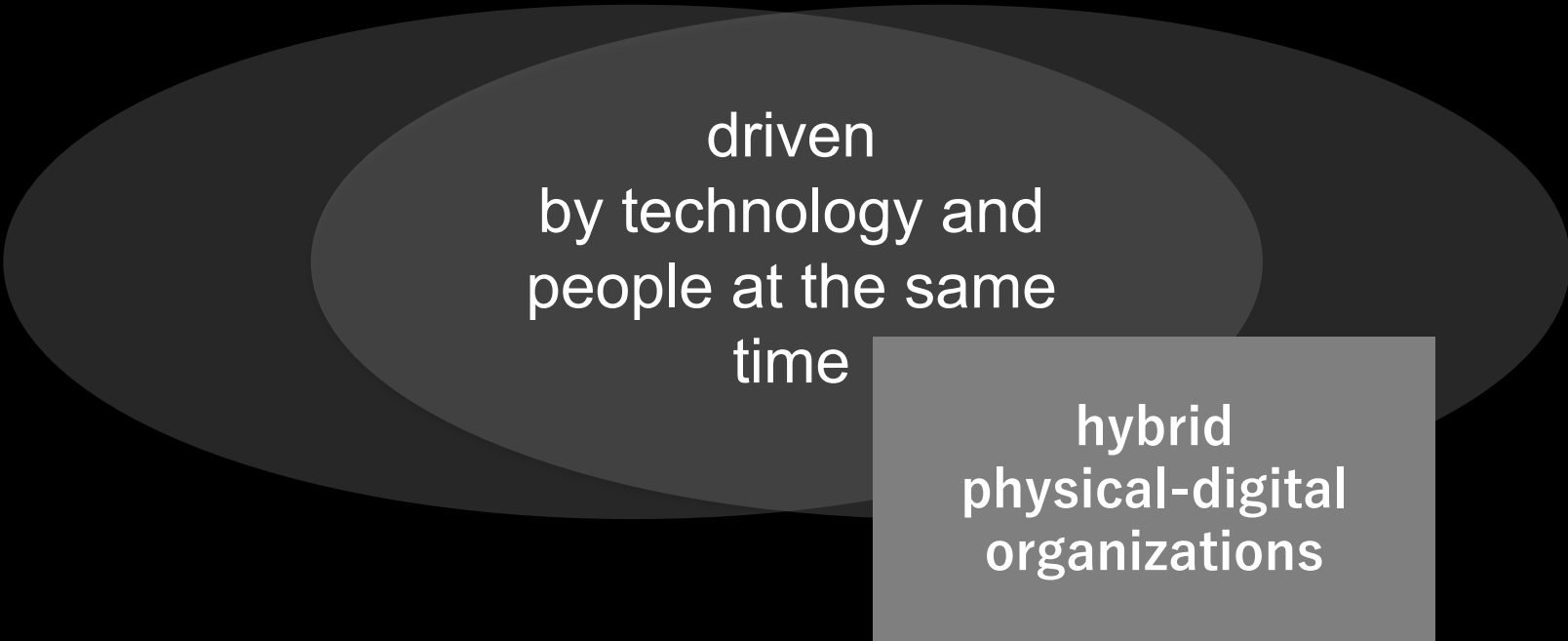


social vs. technical innovation



driven
by technology and
people at the same
time

social vs. technical innovation



driven
by technology and
people at the same
time

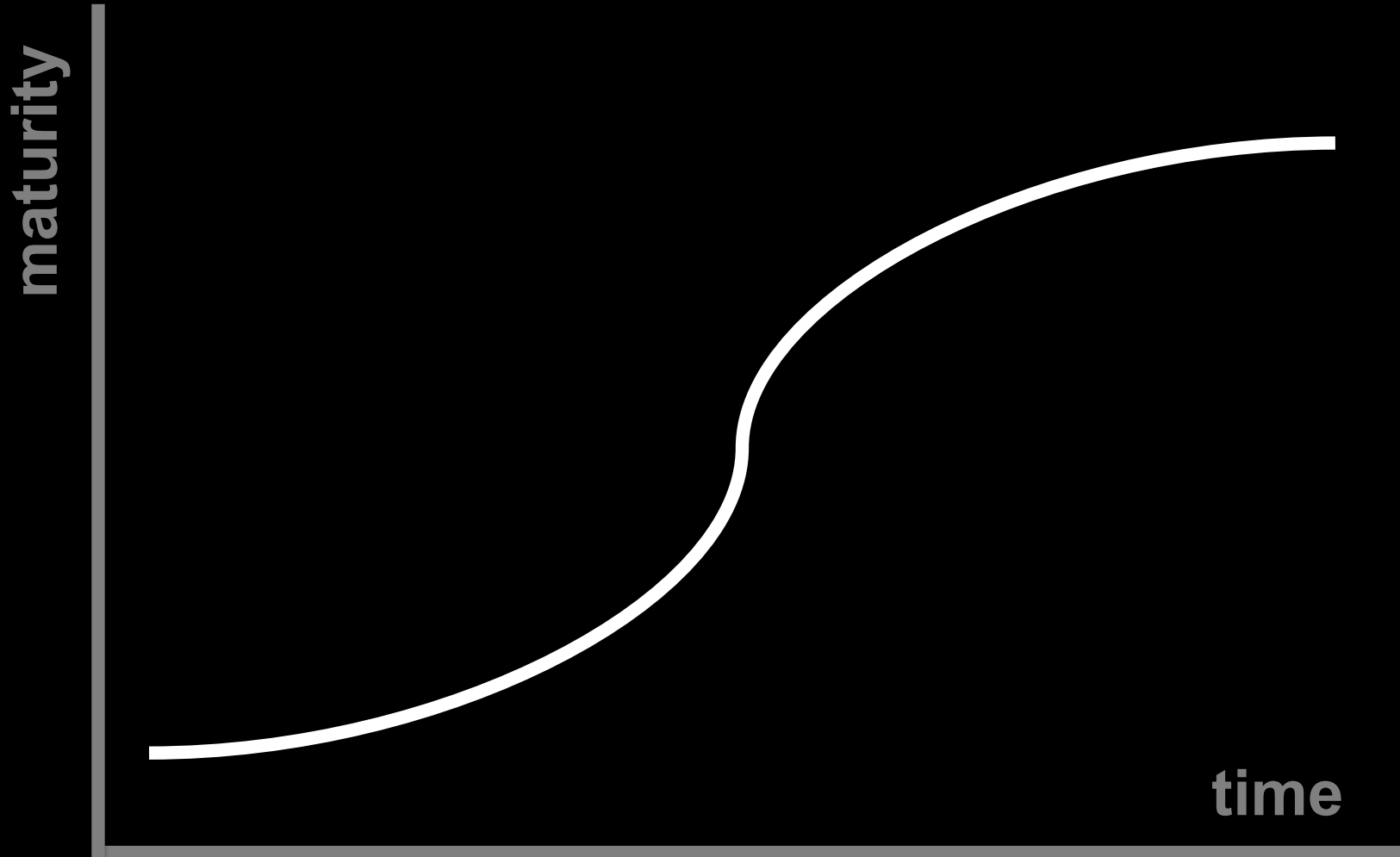
hybrid
physical-digital
organizations

waves (of social innovation)

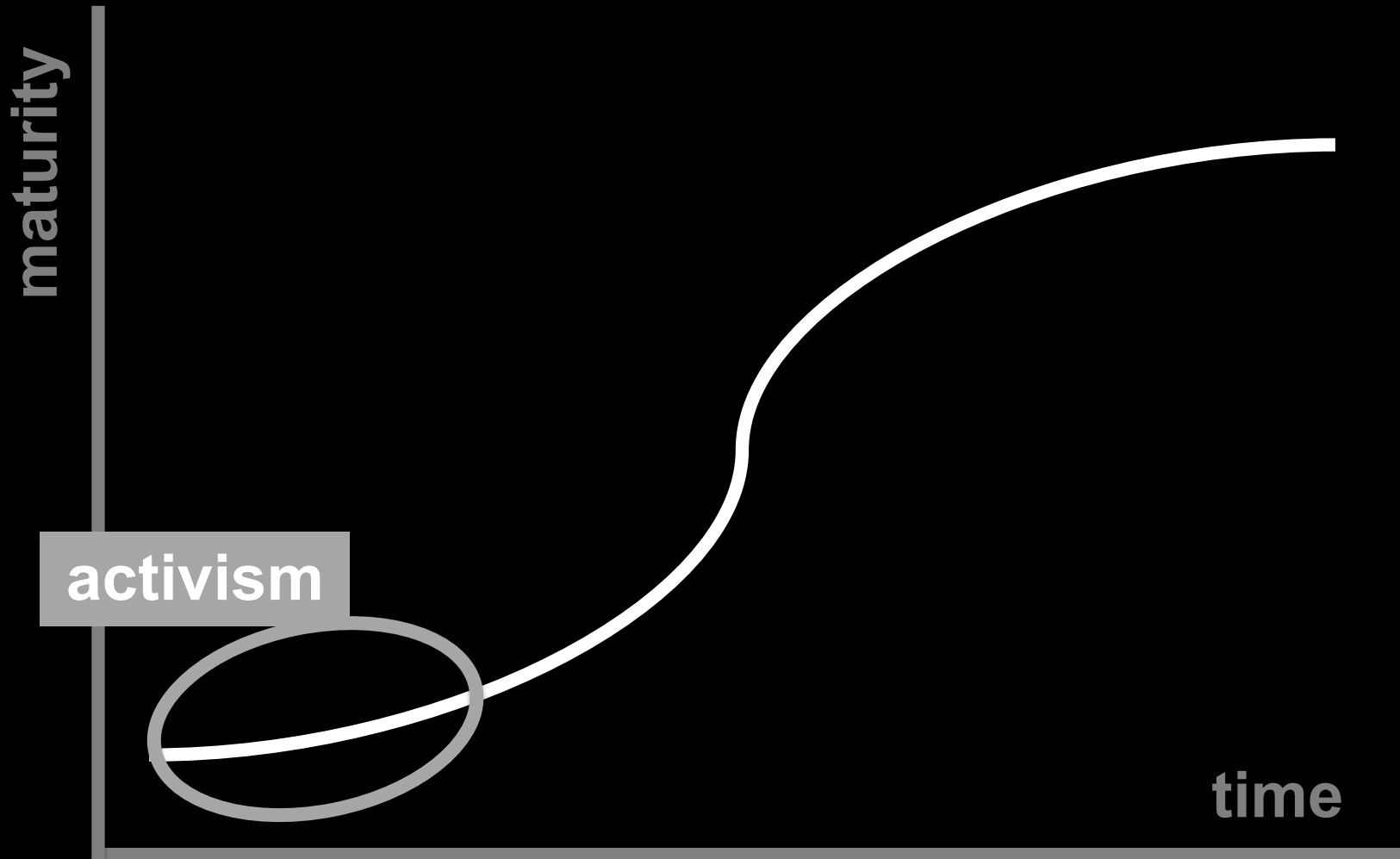
“... another wave of social innovations is underway in the 2000s as the power of the Internet and the global media is harnessed to causes such as world poverty and environment”

**The Young Foundation,
Social Silicon Valleys. A Manifesto for Social Innovation
2006**

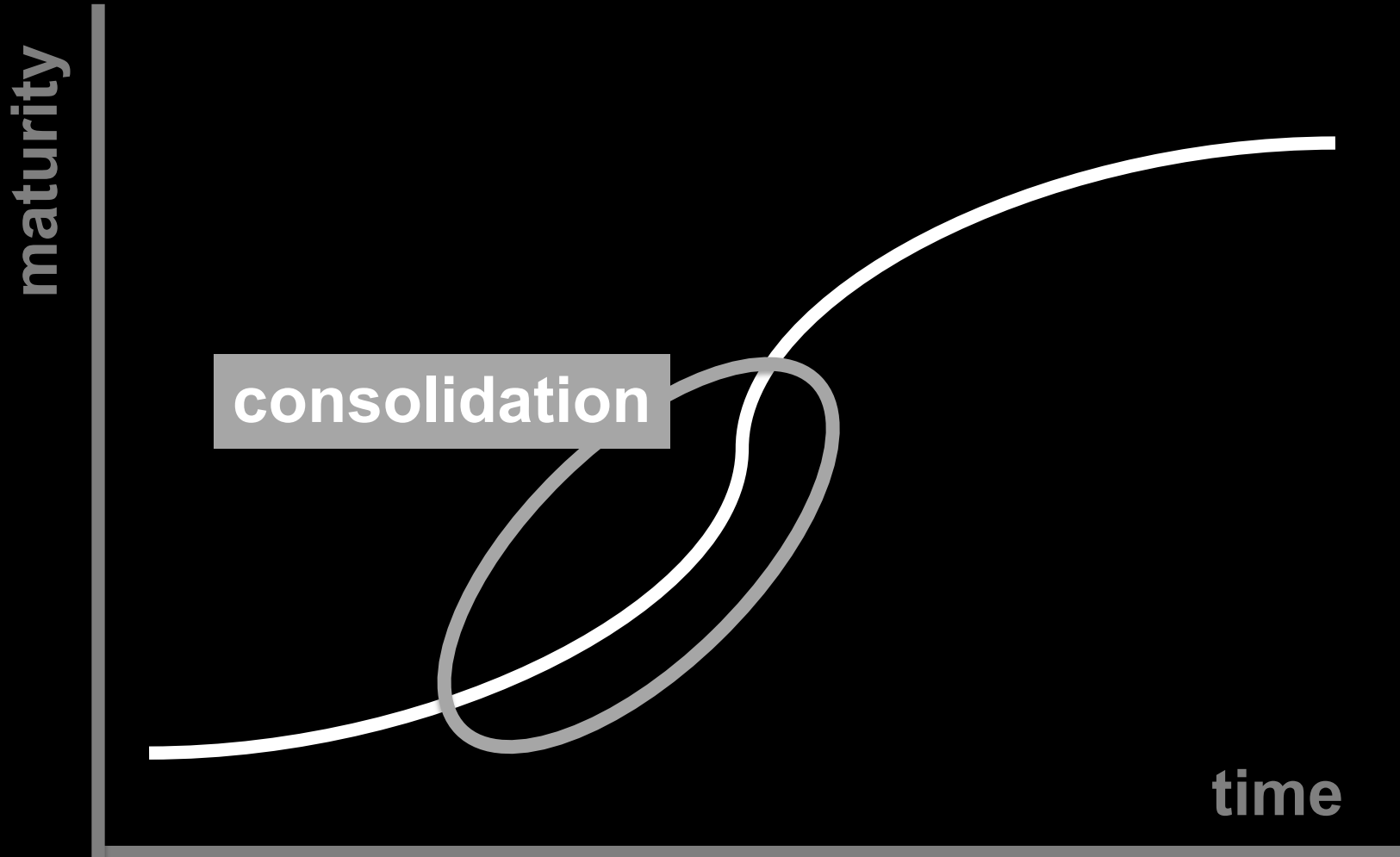
trajectories (of social innovation)



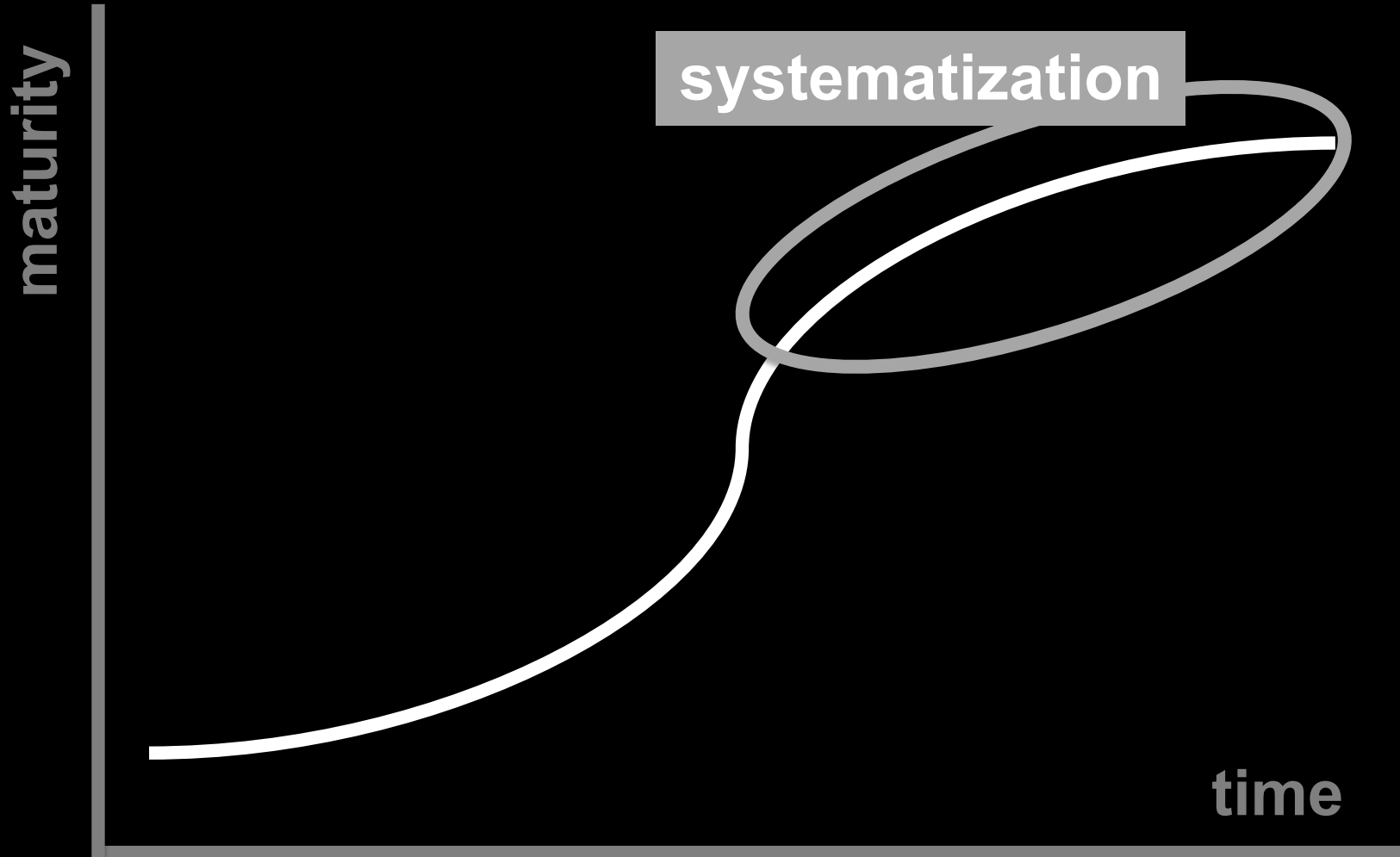
trajectories (of social innovation)



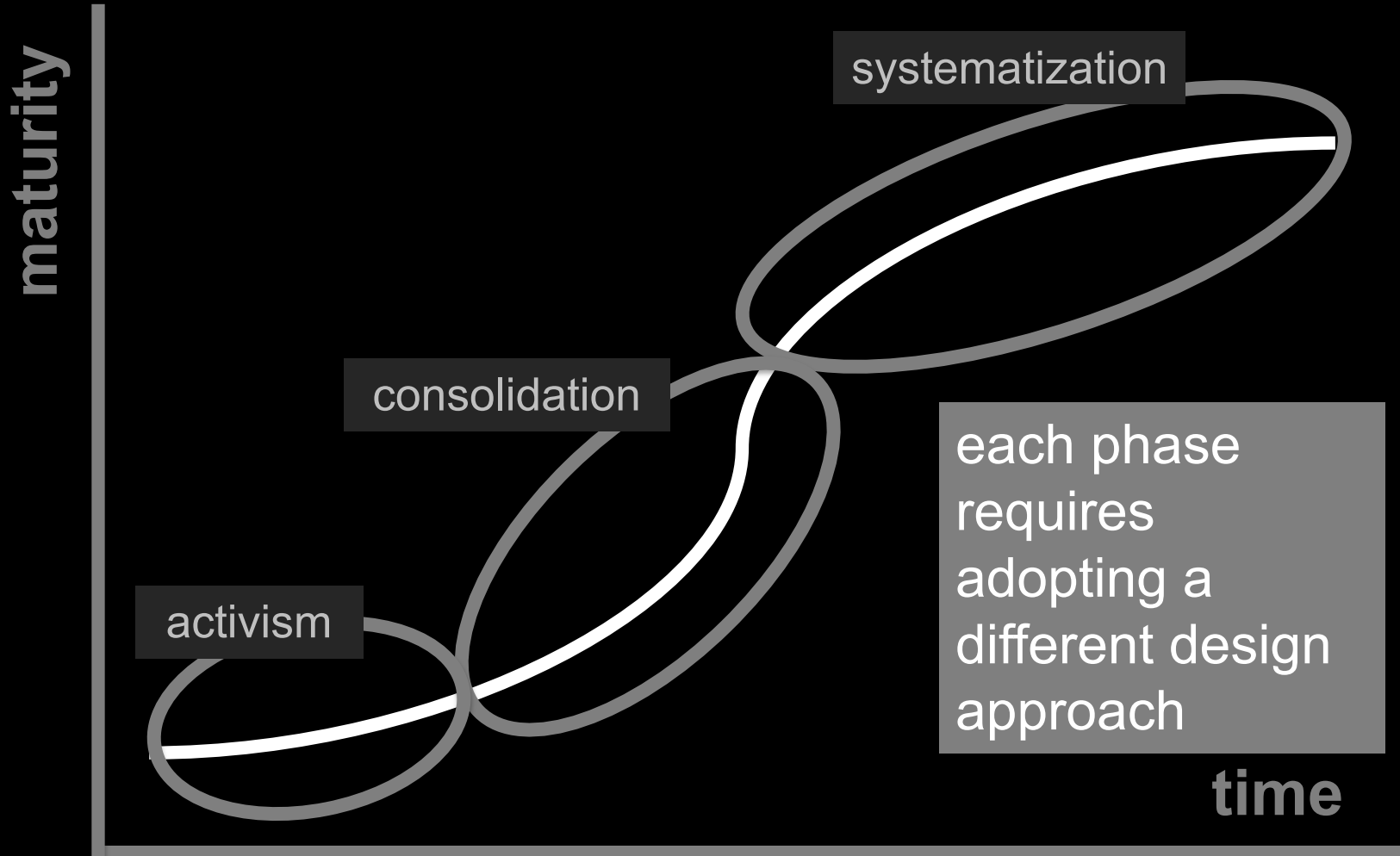
trajectories (of social innovation)



trajectories (of social innovation)



trajectories (of social innovation)



maturity

systematization

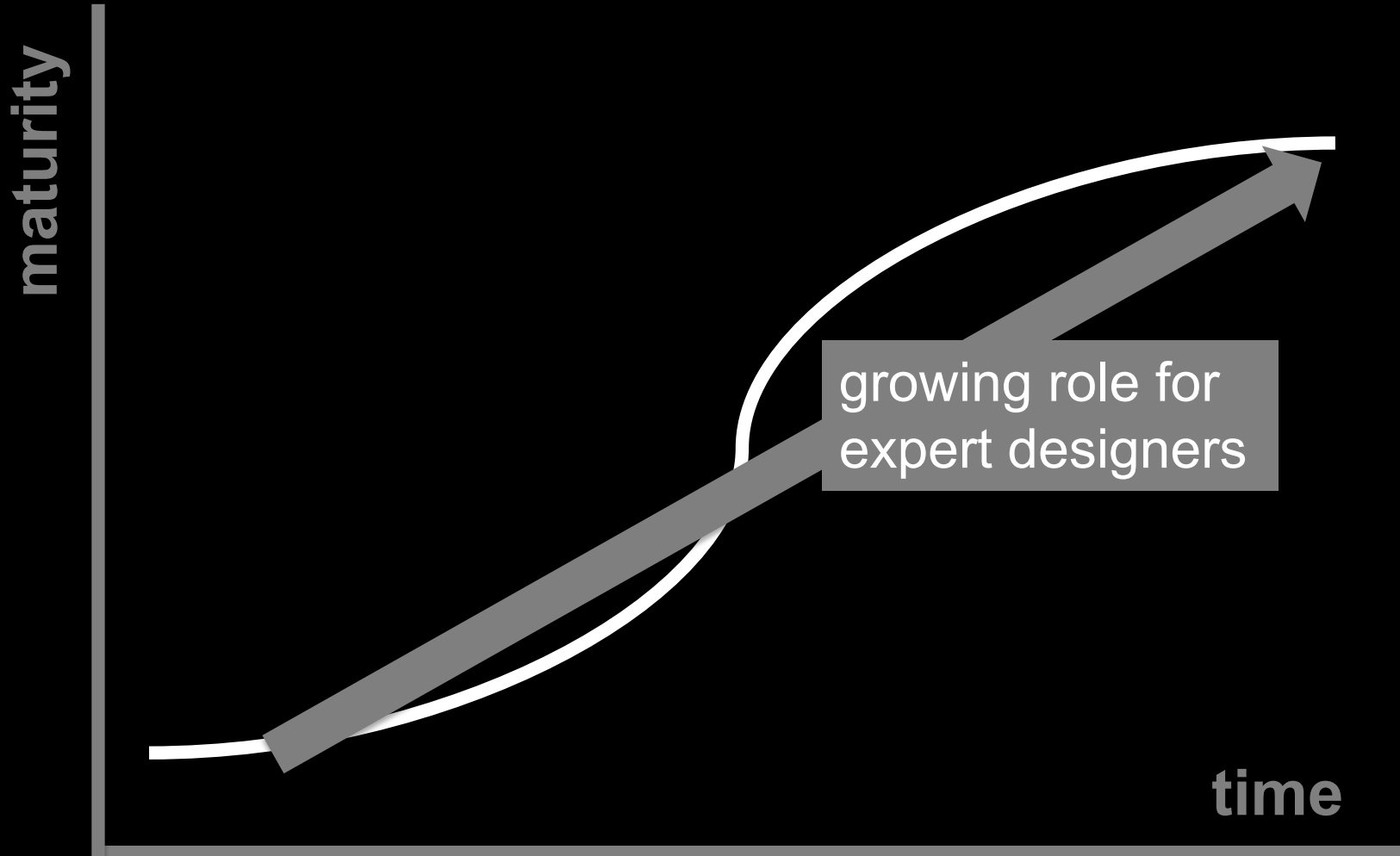
consolidation

activism


each phase
requires
adopting a
different design
approach

time

trajectories (of social innovation)



10 years ago



**from circles of care
to community welfare programs**



from co-housing
to new social housing programs



A vibrant urban scene featuring a man in a light grey t-shirt and brown pants riding a bicycle in the foreground. The ground is decorated with white circular patterns. In the background, a group of people is gathered around a wall covered in colorful graffiti and murals. A young boy is sitting on the ground in the middle ground, and a woman is playing a guitar. The scene is set in a city street with trees and buildings in the background.

from urban innovations
to “cities of proximity” programs



from constellation of good practices
to programs and collaborative systems

10 years ago
lessons learned

lessons learned /2

the collaborative approach
has been extended to different social actors

complex meshes
of vertical and horizontal collaborations
may generate new forms of systems
collaborative systems

model of change /2

extending the collaborative approach
to different social actors,
complex collaborative systems appears

the intertwining
of a variety collaborative relationships
generates new social forms

collaborative systems

limits and risks /2

to build new socio-technical systems
is socio-political process

to be real collaborative systems
power should overcome inequalities

this is a political issue

limits and risks /2

to build new socio-technical systems
is socio-political process

to be real collaborative systems
power should overcome inequalities

this is a political issue

trade unions and public bodies
must play a fundamental role

limits and risks /2

to build new socio-technical systems
is socio-political process

to be real collaborative systems
power should overcome inequalities

this is a political issue

trade unions and public bodies
must play a fundam

growing role for
expert designers'
and policy makers

possible future

possible future
a new civilization

collaboration and care



A photograph showing three people engaged in a gardening activity. On the left, a man in a light blue shirt is crouching and looking towards the center. In the middle, a young boy in a red and blue striped shirt is sitting on the ground, looking towards the right. On the right, an older man in a red and white checkered shirt is crouching and working with plants in a raised garden bed. The background is filled with green foliage and a brick wall. Two black text boxes are overlaid on the image: one at the top center and one at the bottom center.

collaboration and care

establishing relationships of care



collaboration and care

establishing relationships of care

**care among people
and care for the environment**

A photograph of a small cafe entrance. The building is made of stone. A chalkboard menu is on the right, listing items like Quiche, Empanadas, Ensalada, Bocadillos, Focaccia, Cappuccino, and a daily menu. Two women are sitting on a bench in front of the entrance. One woman is wearing a grey hoodie and is looking down at something in her hands. The other woman is wearing a grey sweater and is looking towards the first woman. There are potted plants on a wooden lattice on the wall. A black awning is over the entrance. A sign on the left says 'ENTRADA 3,50'.

care and proximity

they bring people close to each other



care and proximity

bringing people close to each other

regenerating communities and places



collaboration, care, proximity:
from promising behaviors
to the pillars of a new civilization

future
emerging themes



equity



makers and co-working



food coop and new agriculture



circle of care



74

social streets

makers and co-working



food coop and new agriculture



circle of care



74

social streets

collaborative living



neighbourhood regeneration



collaborative living



farmer markets

social innovation emerges where there are problems to be solved and available social resources

makers and co-working



collaborative living



neighbourhood regeneration



farmer markets



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environmental activism



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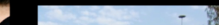
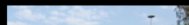


circle of care



social streets

collaborative living

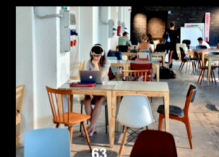


neighbourhood regeneration



farmer markets

these social resources are not evenly distributed



working and cultural centres

makers and co-working



collaborative living

they are scarce where people are most pressed by problems of day-to-day survival



social streets



neighbourhood regeneration



farmer markets

environmental activism



farmer markets



working and cultural centres

neighbourhood regeneration



environmental activism



working and cultural centres



collaborative living

circle of care

social streets

collaborative living

circle of care

social streets



neighbourhood regeneration



working and cultural centres

the social innovation
that we have seen so far risks
creating a new inequality
between those who have time
and energy to devote to
collaboration
and those who do not



farmer markets



working and cultural centres



collaborative living



neighbourhood regeneration



social streets



farmer markets



working and cultural centres



environmental activism



working and cultural centres



working and cultural centres



environmental activism



working and cultural centres



social innovation requires more design and public policies.



Politics of the Everyday

Ezio Manzini

BLOOMSBURY

Ezio Manzini

LIVABLE PROXIMITY

Ideas for the City that Cares

B
U
P



With a Contribution by
Ivana Pais

thanks!



デザインが持つ問題解決力と意味形成力、それらをいかに育み文化として横付けしていくか——サービスデザインとサステナブルデザインの世界的リーダー エズイオ・マンズーニが説く、社会変革(ソーシャルイノベーション)を実現する「プロジェクト中心民主主義」への道筋。

できる。変革の力が

BNN

ケアとデジタルによる近接のデザイン

Livable Proximity: Ideas for the City That Cares

著 エズイオ・マンズーニ

寄稿 イヴァナ・バイス

翻訳・解説 安西洋之 本條晴一郎 森一貴 澤谷由里子 山崎和彦 山縣正幸

「ここちよい近さ」まちを変える

「近接システム」が「**経済**」を生み出す。

私たちはコロナ禍から何を学んだのか？

地域、ケア、コミュニティ、デジタル、経済、デザインの世界を変える……イタリア発ソーシャルイノベーションの第一人者が説く都市デザイン論。

日本語版のみ
考えのヒントとなる

- 日本語版解説
- 日本の事例を追加収録！

Xデザイン出版

thanks!