DESIGN THAT LASTS

Design-Led approaches for socially sustainable SMEs

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Design-led Approaches for Socially Sustainable SMEs

Cultivating Social Innovation within Corporate Culture

Reflections in group

Day 1

How our *objects' personal significance* could influence others, transcending its physical realm, becoming more than objects.

Day 2

The concept of waste and how ecological and social consequences embedded in design decisions transform our reality.

Day 3

Th*e challenging action of repairing* objects to deal with obsolescence and waste nowadays.

Day 4

Experiences enrich our daily lives. Design as a catalyst for exploration, discovery, and a more profound connection with the world

Brigdes

People has the power to amplify the personal significance of objects by creating meaningful interactions.

Shifting the perception of waste and harnessing its potential, to drive positive change towards sustainability.

Redefining our relationship with the objects we own, encouraging a more mindful and responsible approach to consumption.

Interactions should be designed to be transcendent, to create engagement and to have a "meaning".

Reflections on my research topic

Design for Intangibility

Design as a tool for creating meaningful and transformative interactions between different backgrounds.

Design for Transformation

Design as a tool for understanding the social impact and transformative potential of corporate sustainability initiatives.

Design for Sustainability

Designers as facilitators for promoting behavioral change, of responsible practices, towards more ethical and sustainable businesses.
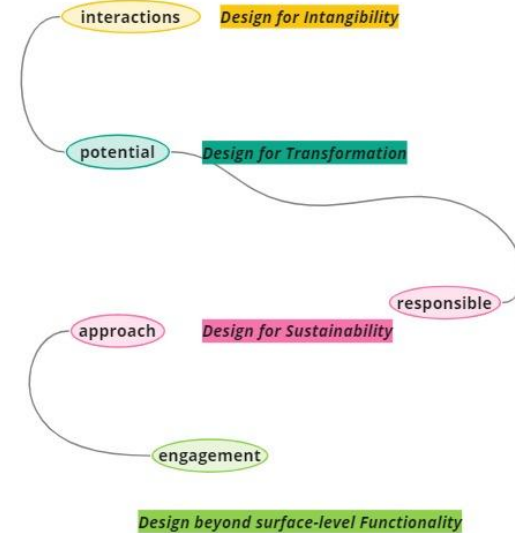
Design beyond surface-level Functionality

Design processes created to embrace the complexity of different environments. The role of design for a deeper understanding of corporate experiences and societal needs.

Research topic

Design-led Approaches for Socially Sustainable SMEs

Cultivating Social Innovation within Corporate Culture

This research explores from a design perspective, the possible approaches to **measure social innovation inside a corporate environment**, specifically **SMEs**. The investigation aims to apply **participatory design principles** to develop strategies that are in line with **corporate environment and needs**, to help analyze and measure **how social innovation could support responsible transformation through design**.

interactions — Design for Intangibility

potential — Design for Transformation

responsible

approach — Design for Sustainability
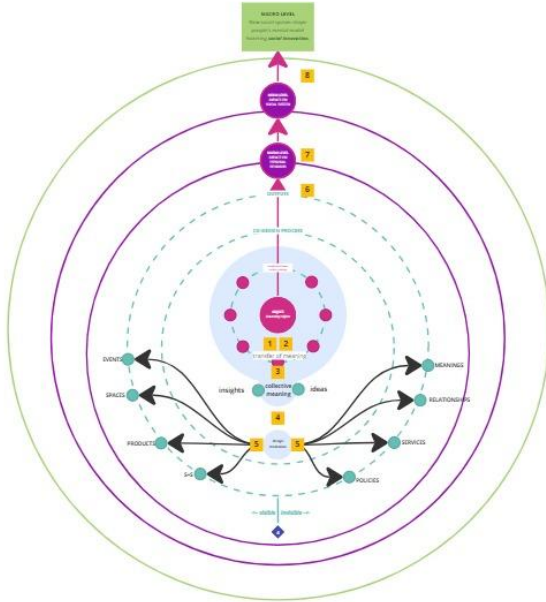
engagement

Design beyond surface-level Functionality

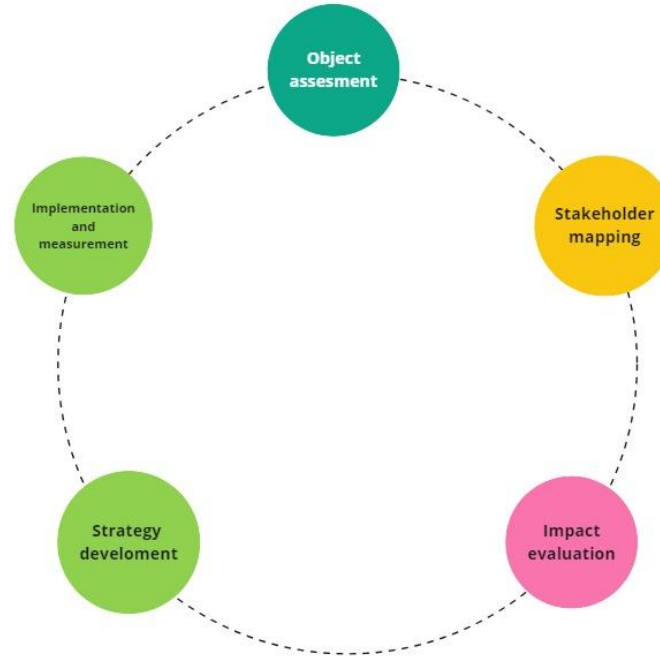## *Reflection outcome: Visualization & Reflection Tool for Field research*

Design for Social Innovation Impact Matrix

To assess and enhance the social innovation impact of design initiatives within a corporate culture.
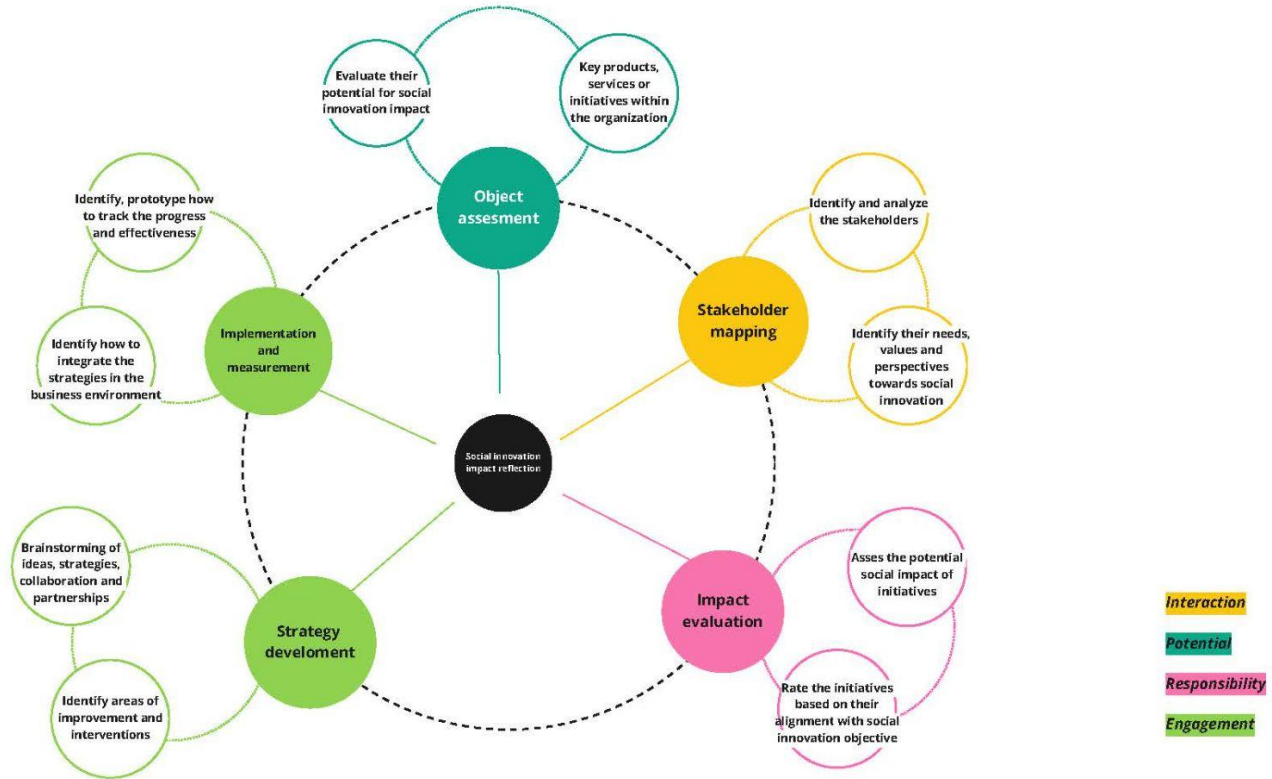
From this

To this

Design for Social Innovation Impact Matrix

By focusing on key design projects, stakeholders, and impact evaluation, the tool enables organizations to strategically align their design efforts with social innovation objectives and drive positive change.

Object assesment

Evaluate their potential for social innovation impact

Key products, services or initiatives within the organization

Stakeholder mapping

Identify and analyze the stakeholders

Identify their needs, values and perspectives towards social innovation

Implementation and measurement

Identify, prototype how to track the progress and effectiveness

Identify how to integrate the strategies in the business environment

Social innovation impact reflection

Strategy develoment

Brainstorming of ideas, strategies, collaboration and partnerships

Identify areas of improvement and interventions

Impact evaluation

Asses the potential social impact of initiatives

Rate the initiatives based on their alignment with social innovation objective

Interaction
Potential
Responsibility
Engagement

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THANK YOU

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