



Designing for Change with co-creation

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Context: Who are we? Where do we come from?

We have positioned ourselves in a space where everyday people....



....educate each other



.....entertain each other



.....connect with each other and



....imagine their futures

What are we looking for?

- Return of Renaissance driven by everyday people
- Reinventing a new model of participatory development that is not based on manipulation of consumer greed.
- A new model that will give “..priority to the protection, the maximum use, and the enjoyment of the one resource that is almost equally distributed among all people: personal energy under personal control.” (Illich 73).
- Bringing a new renaissance of creative communities will need building
 - New **Competencies**
 - New **Relationships**
 - New **Tools**

What have we seen and experienced?

- Designers need to participate in Public Policy through **MacroDesign**. The specific domains where we can contribute are:
 - **Building Social Capital:** The new goal for Macro Designers
 - **Developing a sustainable planet:** The ideology of the youth.
 - **Turning global corporations Glocal:** Global corporations will have to adapt to the diversity of the world.
 - **Co-visioning the future:** It looks different when seen through the eyes of everyday people.

What have we learned?

- The opportunity lies in developing stories that inspire innovation at grass-roots level. Through participatory engagements we can compile and spread stories that will inspire people to innovate across disciplines and across cultural differences, because:
 - **Story telling** has been a part of human experience for ages.
 - **Stories drive people to aspire** for another experience.
 - Co-creating stories helps **create a shared commitment** amongst stakeholders to move concepts through various definitions.
 - Stories **inspire stakeholders with different roles within a value chain** visualize how they might play their part in delivering value.
 - Stories help effectively **communicate the meaning and value** of products, services, or messages to the target audience.
 - Stories developed through co-creation help **move concepts faster** through the value chain.

Our questions for debate

- Are we ready to **MacroDesign, by** incorporating design thinking into public policy?
- Are Global corporations ready to **turn Glocal**?
- Are governments and companies prepared to focus on **building Social Capital**?
- Are designers willing to **forego ego and embrace empathy**?
- How do we build **networks to Co-Create-** to Design with people, instead of designing for people?
- Ultimately can we **limit our role to building infrastructure** for people to design for themselves?

No artifact can be realized within a culture without being meaningful to those who can move it through its various definitions. Since meanings of others cannot be observed directly, designers need to carefully observe actions that imply certain meanings; involve themselves in dialog with stakeholders; and invite them to participate in the design process

Klaus Krippendorff,

The Semantic Turn. (2006) Boca Raton, FL: CRC press