

Producing innovation: Design From All Linking Design and Social inclusion

Abstract

CONTEXT ANALYSIS

The contemporary scene offers interesting examples of experimental initiatives for the social inclusion of disadvantaged people that combine creativity and occupational laboratories.

From the international to the local context different approaches emerge indicating new way of economic and social development.

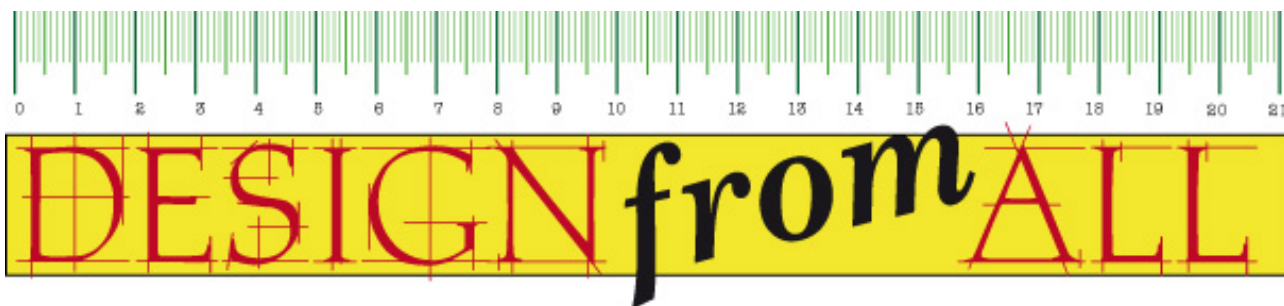
Particularly significant in Abruzzo is the experience of the voluntary organisation Anffas Ortona ONLUS with "Turtlefly Project" by the designer Leda Urbanucci.

OVERALL OBJECTIVE

The **Design From All** project aims to contribute to the socio-occupational inclusion of people with fewer opportunities, through the enhancement of creative skills applied to the production of design objects. The project intends to assert a different image of disabled people and disadvantaged people as individuals capable, according to their specificity, to work in a context of normality, productivity and accountability. The planned activities aims to stimulate the acquisition of professional skills that allow the effective operational autonomy, the achievement of adequate relational capacity to interact within the peer group and with the social workers, and the testing of a real work experience.

SPECIFIC OBJECTIVES

1. Develop a work format which might be replicable in different contexts and adaptable to organisations that work with disabled people or other people with fewer opportunities in different areas, enhancing the creative potential of everyone and facilitating the exploitation of the full potential of their socio-occupational workshop in place.
2. create tangible results / design products to prove the effectiveness of the proposed format.
3. Improve the independence of the disadvantaged people involved, exploiting their potential and encouraging their active participation into the project initiatives.
4. Facilitate the consolidation of innovative approaches and methodologies in social projects to promote the cooperation between voluntary organizations, third sector organizations, educational centres and institutions.
5. Promote models of social integration able to generate income and sustain themselves over time.
6. Promote new professional profiles to support the working schemes within the laboratories, in particular the profile of "social designer" and to "assistant of creative workshop for people with fewer opportunities"



EXPECTED RESULTS

1. General work plan and design of experiments.
2. Definition of a working methodology replicable in different contexts of the social and health sector for the management of creative workshops for individuals with mental disabilities and/or members of other disadvantaged groups assisted through specific support activities → Production of a methodological work-format and related educational tools to support operators, to be tested and validate through the experiment.
3. Training on-the-field to n. 15 units of staff/interns specialized as tutor for the creative labs in the social and health sectors → definition of two new professional profile of "creative processes facilitators in support activities for disadvantaged people"
 - a) Social designer,
 - b) Assistant of creative workshop for people with fewer opportunities.
4. Establishment or consolidation of 3 testing laboratories to experiment the methodology in 3 different organisations offering support activities to various categories of disadvantaged people:
 - 4.1 Process outcome: learning outcomes of disadvantaged individuals involved;
 - 4.2 Product output:
 - Publication of the didactic handbook for the "design from all";
 - Collections of demonstratives products made by the associations involved.
5. Launching an integrated laboratory for the production of one or more lines of designer products "from all" made in collaboration between the different organizations involved in the testing phase.
6. Creating an integrated system for the quality certification "Design from all".
7. Creating a stable partnership between non profit sector and profit organisations: start up a network for the production and marketing of the design products made by the organisation involved in the testing phases.
8. Sustainability and repeatability of the whole process.

PARTNERSHIP

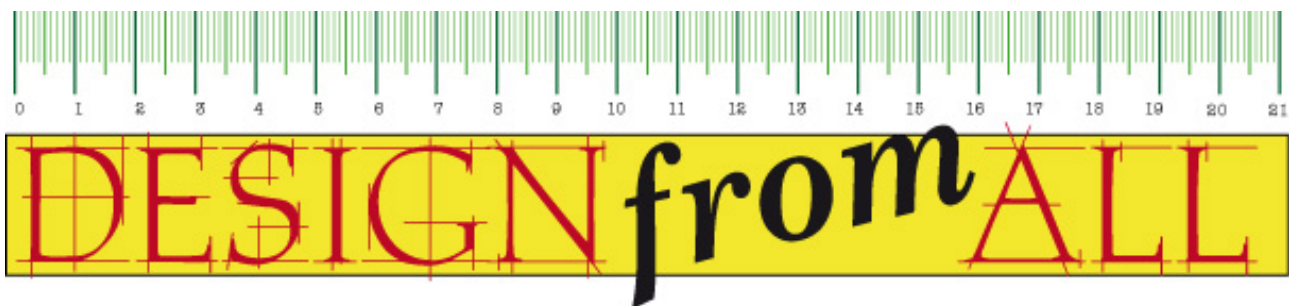
Centre of Service for Volunteering of the province of Chieti

The Centre of Service for Volunteering of the province of Chieti (managed by the voluntary organisation Centro Solidarietà Incontro Ascolto e Prima Accoglienza ONLUS), is the promoter and financing body of the project, and it has the powers and duties related to the activity of direction and control.

Therefore, the CSV of Chieti coordinates the activities and relationships between partners, acting in support of the latter in the various activities assigned to them and especially taking care of the administration, monitoring, evaluation and dissemination of results.

As project leader responsible for the conduct of the whole project, the collaboration of the CSV Chieti with other stakeholders is distributed horizontally across all activities.

Leda Urbanucci Designer - Project Turtlefly



Turtlefly project, initiative of the designer Leda Urbanucci, is the partner to whom has been assigned the scientific and operational coordination of the activities in the various laboratory experiments of the involved voluntary organisation, the development of methodological format to be tested and validated and the didactic materials to be published.

ANFFAS ORTONA Onlus

ANFFAS Onlus of Ortona currently hosts the best and most innovative practice of laboratory activities for the social inclusion of disabled people throughout the Province of Chieti, having been managing a laboratory of handmade paper for several years. Anffas Ortona is therefore the main reference for the definition of the methodological model to be tested and improved. Anffas makes available to the partnership its expertise, human resources, premises and laboratory equipment.

Isia Istituto Superiore Industrie per le Artistiche (sede di Pescara)

The ISIA, Institute for Artistic Industries, based in Pescara, will actively collaborate with the lead partner and the other partners in the development of all project activities, particularly in the initial research phase and in training of tutors who will be involved in testing phase together with the organisations where the laboratories will take place. In particular, the ISIA is committed to:

- Contribute to the initial research, working closely with Leda Urbanucci and the CSV Chieti identifying existing good practices in the area covered by the initiative in Italy or abroad, pointing out any publications and bibliography, facilitating the meeting with experts and encouraging in every way the research and the development of a methodology to validate the format;
- Make available to the Partnership classrooms and teaching tools to conduct training and contribute to it with professors and experts;
- Ensure the active participation of at least n. 15 students to be trained under the theoretical and practical aspects and get involved as interns in the experimental laboratories of the voluntary organisations.

During the project development the partnership will be extended to other voluntary organizations that host workshops for the social and occupational inclusion of people with fewer opportunities.

