

DOKK1

Design for Change

velfærdsdesign & bæredygtig udvikling

Thomas Østergaard, PhD Stip., Lektor, VIA Design, Entrepreneurship & Innovation



yours sincerely:

thomas østergaard

// PhD stip.,

M.A. in Creative Process', Elisava School of Design & Engineering, 2019, Barcelona

M.A. Experience Design, Roskilde University, 2006,
Exam. Art. Information & Mediascience, Aarhus University, B.A. Comparative Studies of Religion,

//Associate Professor at VIA Design Innovation & Entrepreneurship

// Affiliated Researcher at Elisava School of Design & Engineering, Barcelona

// Researcher at VIA Designs Research Unit

// 20 yrs. Experience from the creative industries as CEO, entrepreneur, designer within exhibit, media, film, theater and music production and design.

//Awards:

Herning Kommunes Bbæredygtighedspris 2020
NIELS Prise 2010, National JazzLive Award, 2009,
LO's StartUp Award, 2008,
Spar Nords Culture Award 2009.

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om design for change kurset:

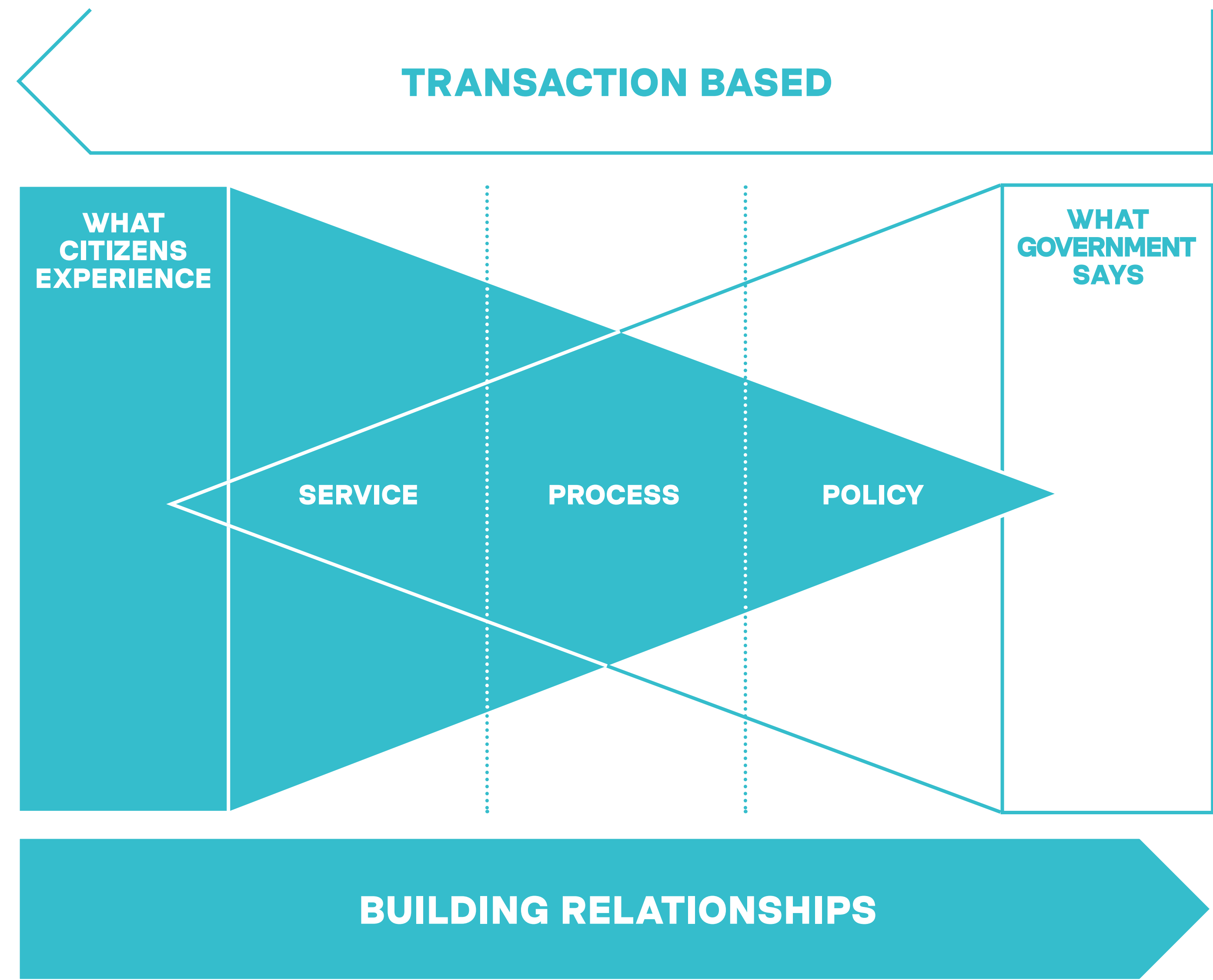
- > koncept**
- > partnere, firmaer & samarbejdsformer**
- > velfærdsdesign - hvordan**
- > mentorering og kontrakter - eksempler**
- > perspektiver - og litteratur**

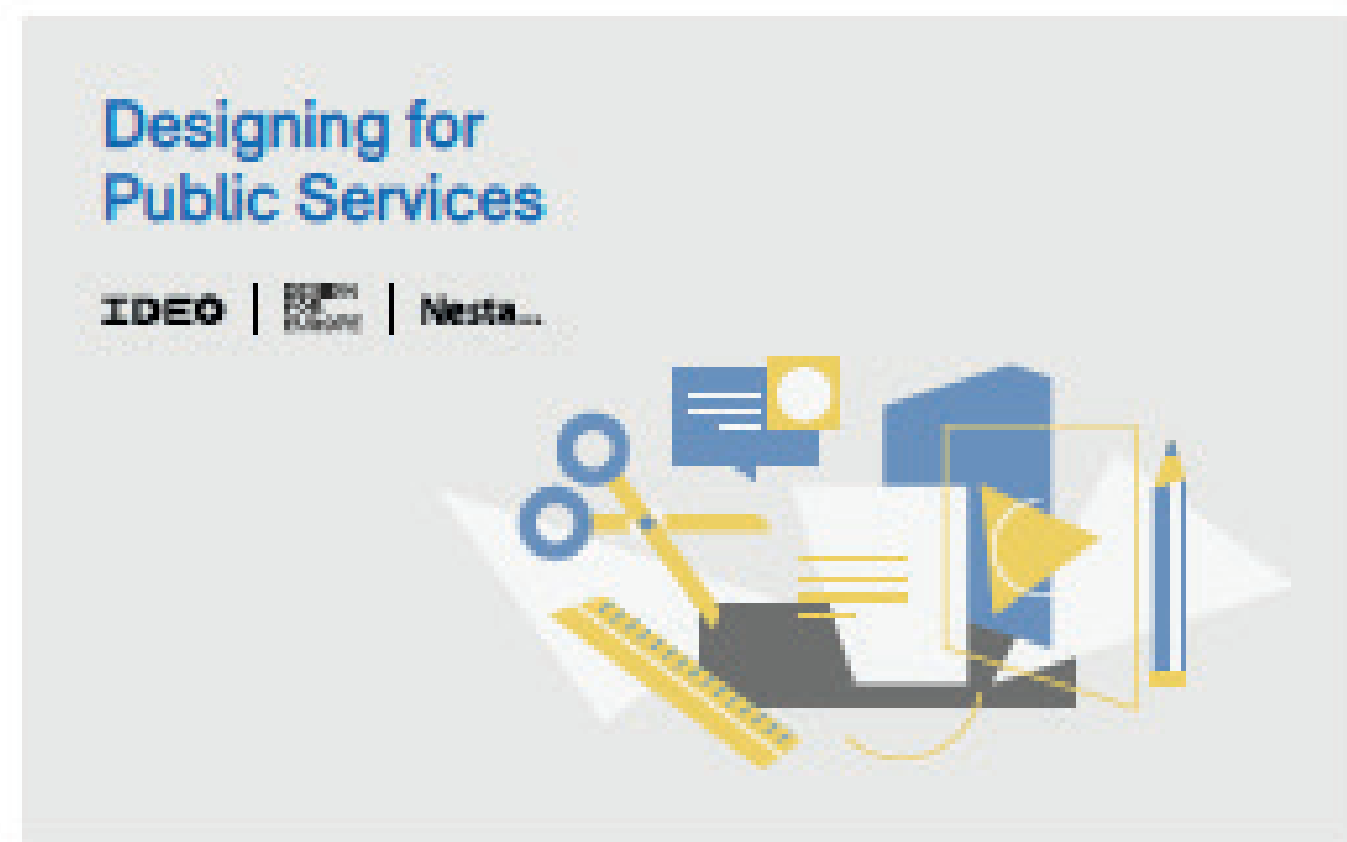
>
udfordring:

borgeren /
brugerens
oplevelse
af
manglende
eller
svigtende
services

VI KAN TILFØRE
CIRKULÆRT DESIGN
OG BÆREDYGTIGHED
TIL PRODUKTET

THE SOCIAL INNOVATION NEEDS AND PROCESS'





All reports and literature is available as PDFs on Studienet.



>Koncept

> Hvad er Design for Change?

DESIGN FOR CHANGE FORSØGER AT UDVIKLE

- 1. Nye bæredygtige løsninger og forretnings modeller, med fokus på velfærdsteknologi og innovation, social innovation, borgerdrevent innovation og cirkulære produkter.**
- 2. Nye samarbejdsformer mellem forskning og undervisning (VIA), aktører fra civilsamfundet, det offentlige (myndigheder) og private virksomheder.**
- 3. At få den studerende til at forstå sig selv i en systemisk og komplekst forundet verden i hvilken samarbejde og anerkendelse af andres viden og kompetencer er central.**

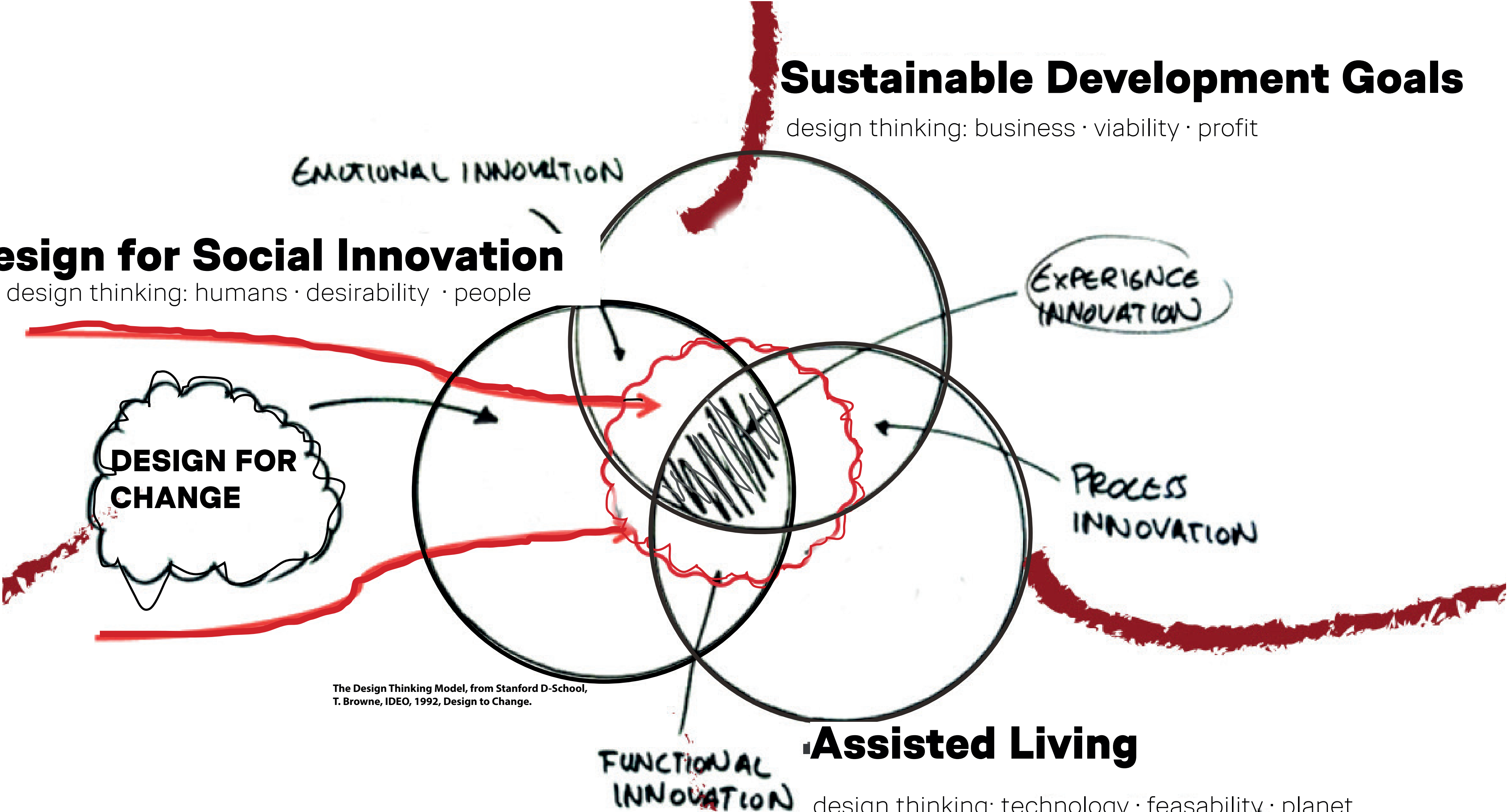
>Konzept

Sustainable Development Goals

design thinking: business · viability · profit

Design for Social Innovation

design thinking: humans · desirability · people



Assisted Living

design thinking: technology · feasibility · planet

Above: The Original Design Thinking model,, Tim Brown, 1992, "Design to Change".


>partnere

teknologiipraksis.dk

Teknologi
i praksis


TEKNOLOGI I PRAKSIS | OM OS | KONTAKT | NYHEDER

Alternativ og Supplerende
Kommunikation (ASK)




TiP arbejder med udredning, implementering, rådgivning og kompetenceudvikling for borgere, pårørende og fagpersoner ifm. mennesker uden talesprog.

Undervisning og rådgivning

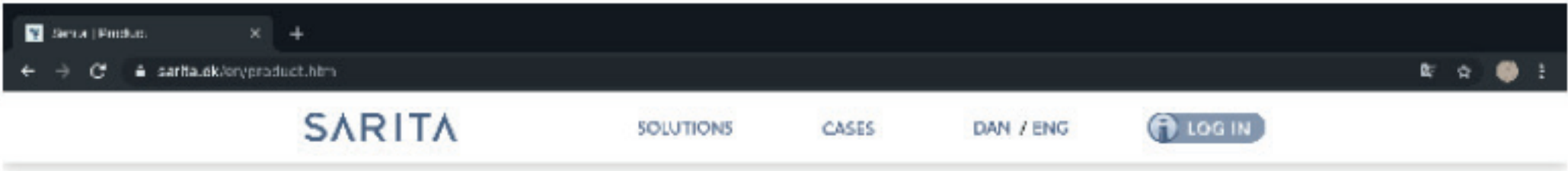


TiP tilrettelægger undervisning og rådgivning inden for forskellige områder. Specielt tilpasset behov og målgrupper.

Salg af OnScreen Communicator
OnScreen Keys



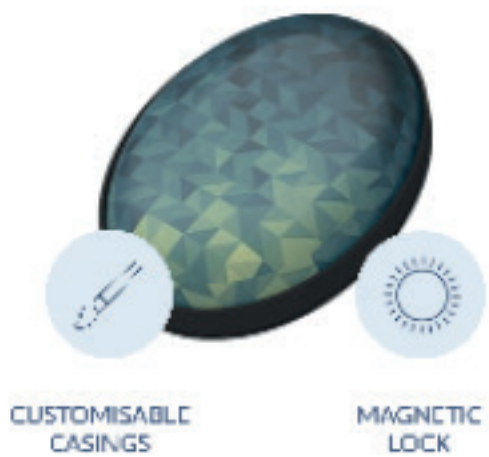
TiP er eneforhandler i Danmark og kommunikeringsprodukterne OnScreen Communicator og OnScreen Keys.



Pearl

Accessory for Independence

Pearl, a direct link between caregivers and seniors. Fall detection, GPS, call button and 2 way communication integrated into a personalised brooch.



CALL FUNCTION



FALL DETECTION



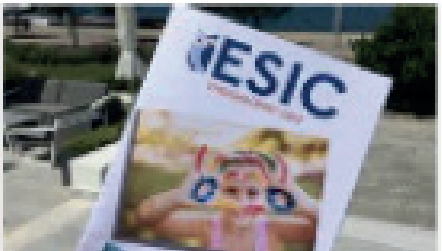
GPS & SAFETY ZONE



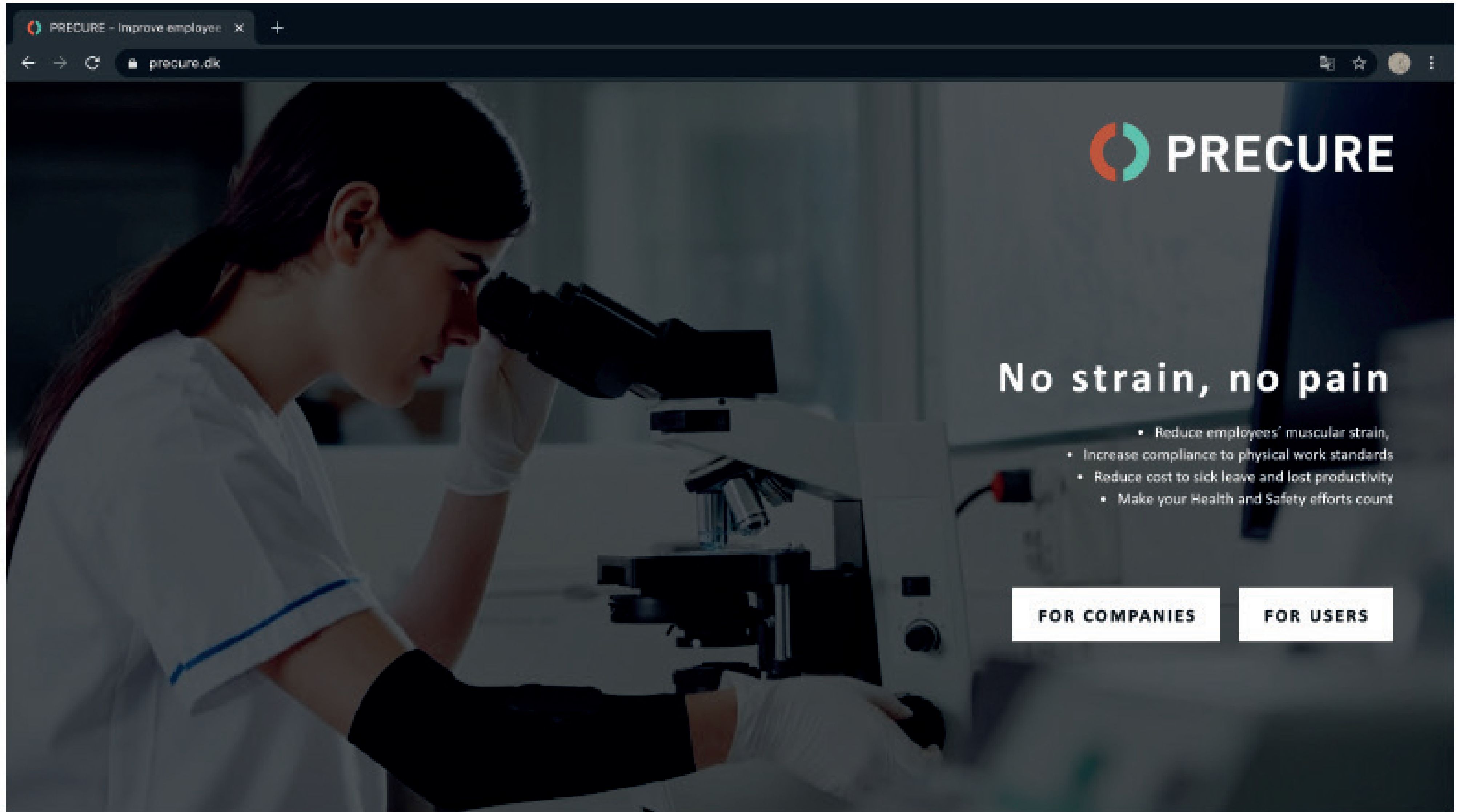
LIGHTHOUSE



NYHEDER




>partners



PRECURE - Improve employee

precure.dk

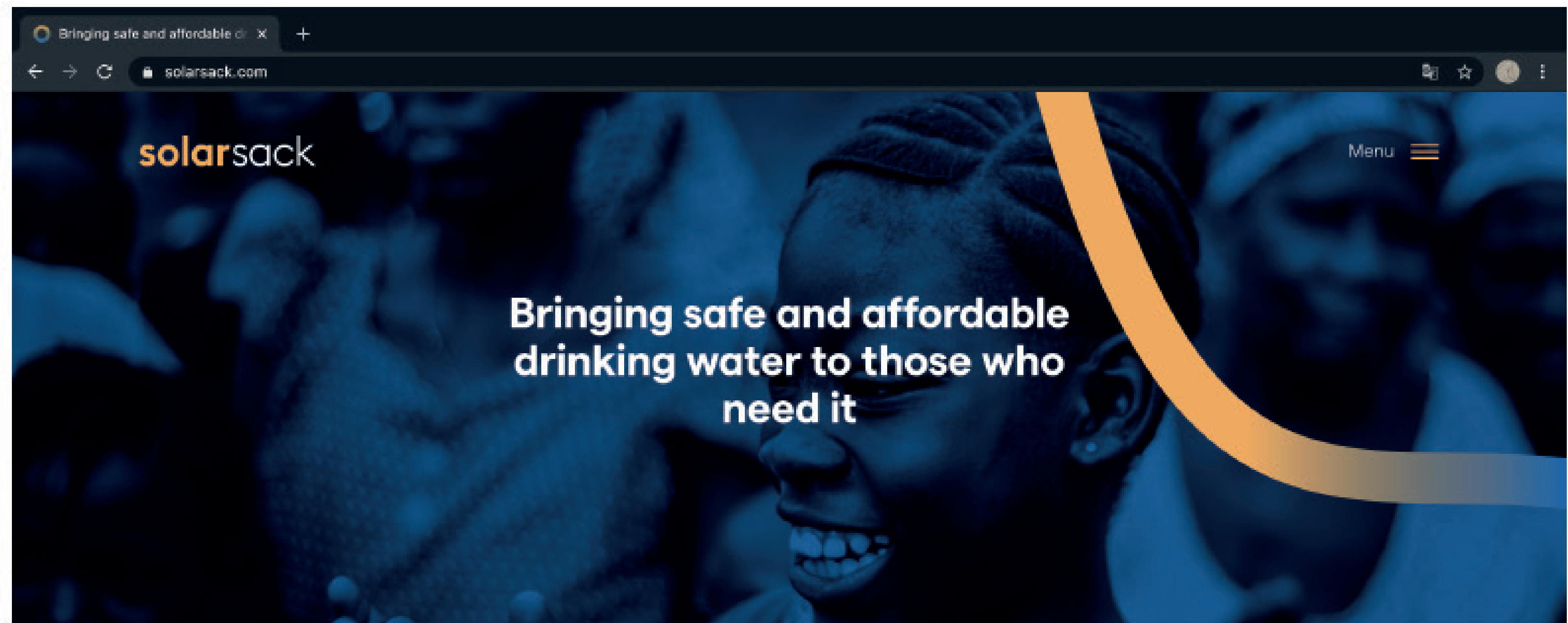
 **PRECURE**

No strain, no pain

- Reduce employees' muscular strain,
- Increase compliance to physical work standards
- Reduce cost to sick leave and lost productivity
- Make your Health and Safety efforts count

FOR COMPANIES

FOR USERS



The SolarSack

The world's cheapest household water treatment solution



DR | TV, radio, nyheder og mere

CFT | Center for Frihedsteknologi

velfaerdesteknologi.aarhus.dk/om/cft-center-for-frihedsteknologi/

VELFÆRDS
TEKNOLOGI
AARHUS

INNOVATION

DRIFT

VIDENDELING

VTU

NYHEDER

OM

KONTAKT

ENGLISH

Velfærdsteknologi > Om > CFT | Center for Frihedsteknologi

CFT | CENTER FOR
FRIHEDSTEKNOLOGI

CENTER FOR FRIHEDST
Velfærdsteknologi

OPGAVER

→ Innovation

→ Drift

→ Videndeling

→ Teams

MEDARBEJDERE VED CENTER
FOR FRIHEDSTEKNOLOGI

→ Ivan Kjær Lauridsen

→ Inger Kirk Jordansen

→ Birthe Lind Jacobsen

→ Kirsten Rud Bentholt

→ Ane Loch

Se flere emner

ENHEDER UNDER CENTER FOR
FRIHEDSTEKNOLOGI

→ Hovedkontoret Grøndalsvej i Viby J.

→ Vikærgården | Center for Test og Evaluering af velfærdsteknologi

→ Aarhus Kommunes Hjælpemiddelcenter

→ Undervisningscenter for Velfærdsteknologi

wetransfer-9d4....zip

Vis alle

DR | TV, radio, nyheder og mere

Verdensmålene | Verdensmålene

← → ↻ 🔒 verdensmaalene.dk/fakta/verdensmaalene

☆ 👤 ⋮



FN'S VERDENSMÅL
for bæredygtig udvikling

VERDENSMÅLENE

UNDERVISNING

INSPIRATION TIL HANDLING

OM OS

FAQ

VERDENSMÅLENE

HVAD ER FN'S VERDENSMÅL FOR BÆREDYGTIG UDVIKLING?

FN'S VERDENSMÅL FOR BÆREDYGTIG UDVIKLING BLEV VEDTAGET AF VERDENS STATS- OG REGERINGSLEDERE PÅ FN TOPMØDET I NEW YORK DEN 25. SEPTEMBER 2015. DET MARKEREDE EN HIDTIL USET AMBITIØS OG TRANSFORMATIV UDVIKLINGSDAGSORDEN. MÅLENE TRÅDTE I KRAFT DEN 1. JANUAR 2016 OG SKAL FREM TIL 2030 SÆTTE OS KURS MOD EN MERE BÆREDYGTIG UDVIKLING FOR BÅDE MENNESKER OG PLANETEN, VI BOR PÅ.

Verdensmålene udgør 17 konkrete mål og 169 delmål, som forpligter alle FN's 193 medlemslande til helt at afskaffe fattigdom og sult i verden, reducere uligheder, sikre god uddannelse og bedre sundhed til alle, anstændige jobs og mere bæredygtig økonomisk vækst.

De fokuserer ligeledes på at fremme fred og sikkerhed og stærke institutioner, og på at styrke internationale partnerskaber.

Den nye dagsorden anerkender således, at social, økonomisk og miljømæssig udvikling, fred, sikkerhed og internationalt

**FN'S 17 VERDENSMÅL
FOR BÆREDYGTIG
UDVIKLING**

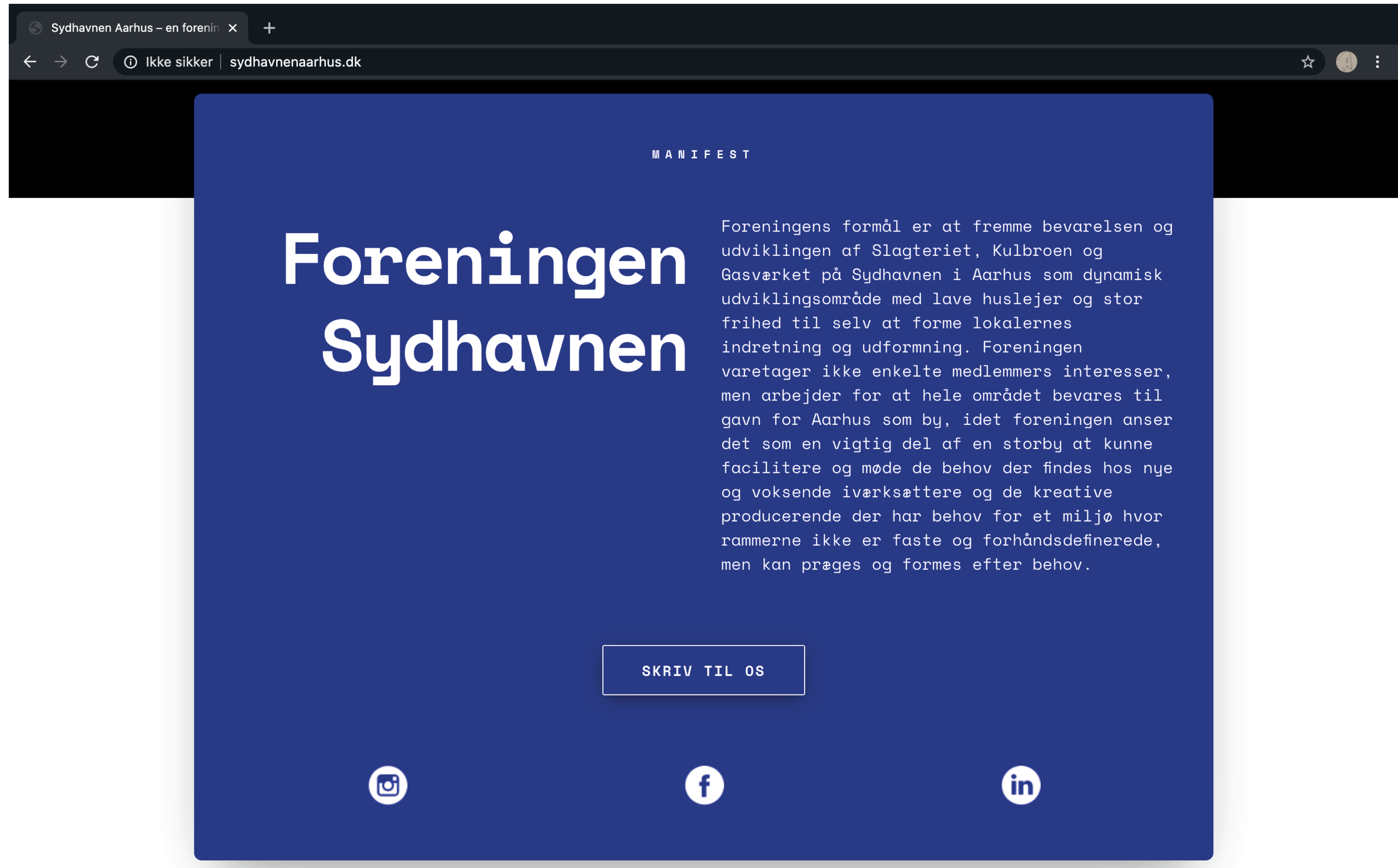
1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
17			

SUSTAINABLE
DEVELOPMENT

GOALS

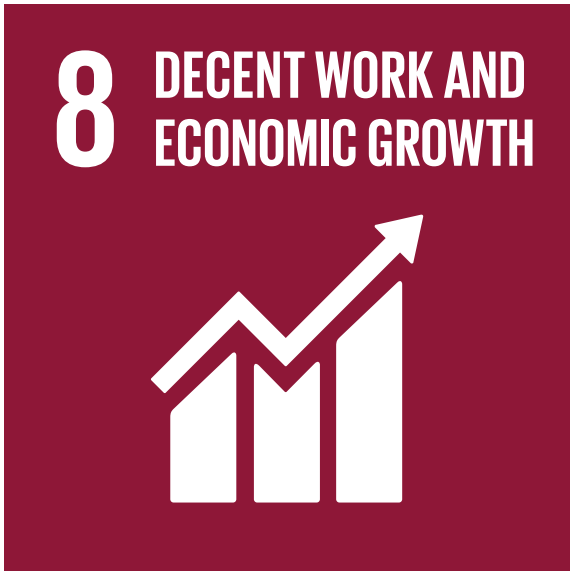
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Vis alle



THE GLOBAL GOALS

For Sustainable Development



TARGET 2.2

TARGET 1.1

ERADICATE EXTREME POVERTY



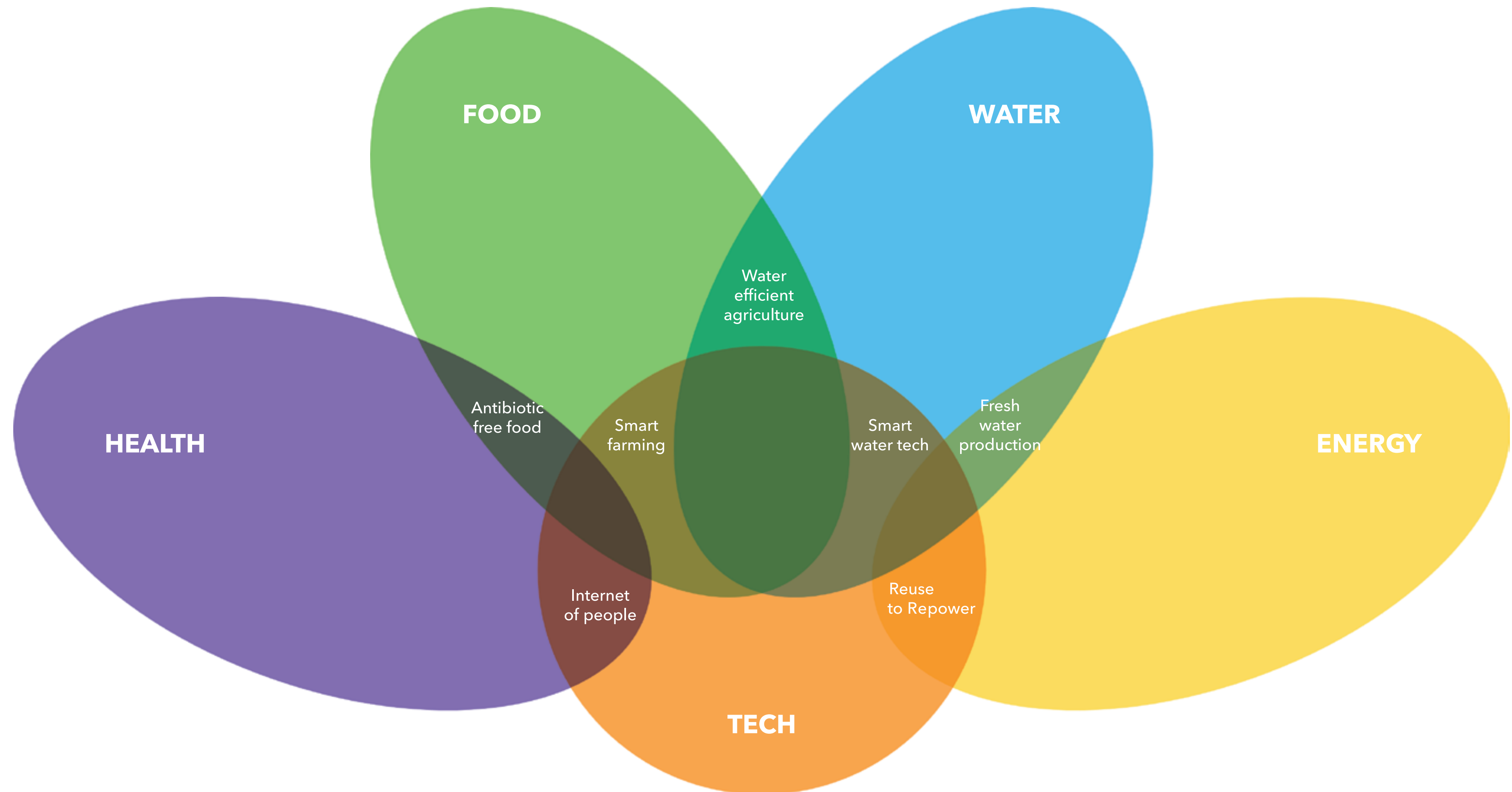
>"Market opportunities for the 2030 agenda"

kilde:
geoexplorer.org

Opportunities are linked based on their common contribution to a Sustainable Development Goal

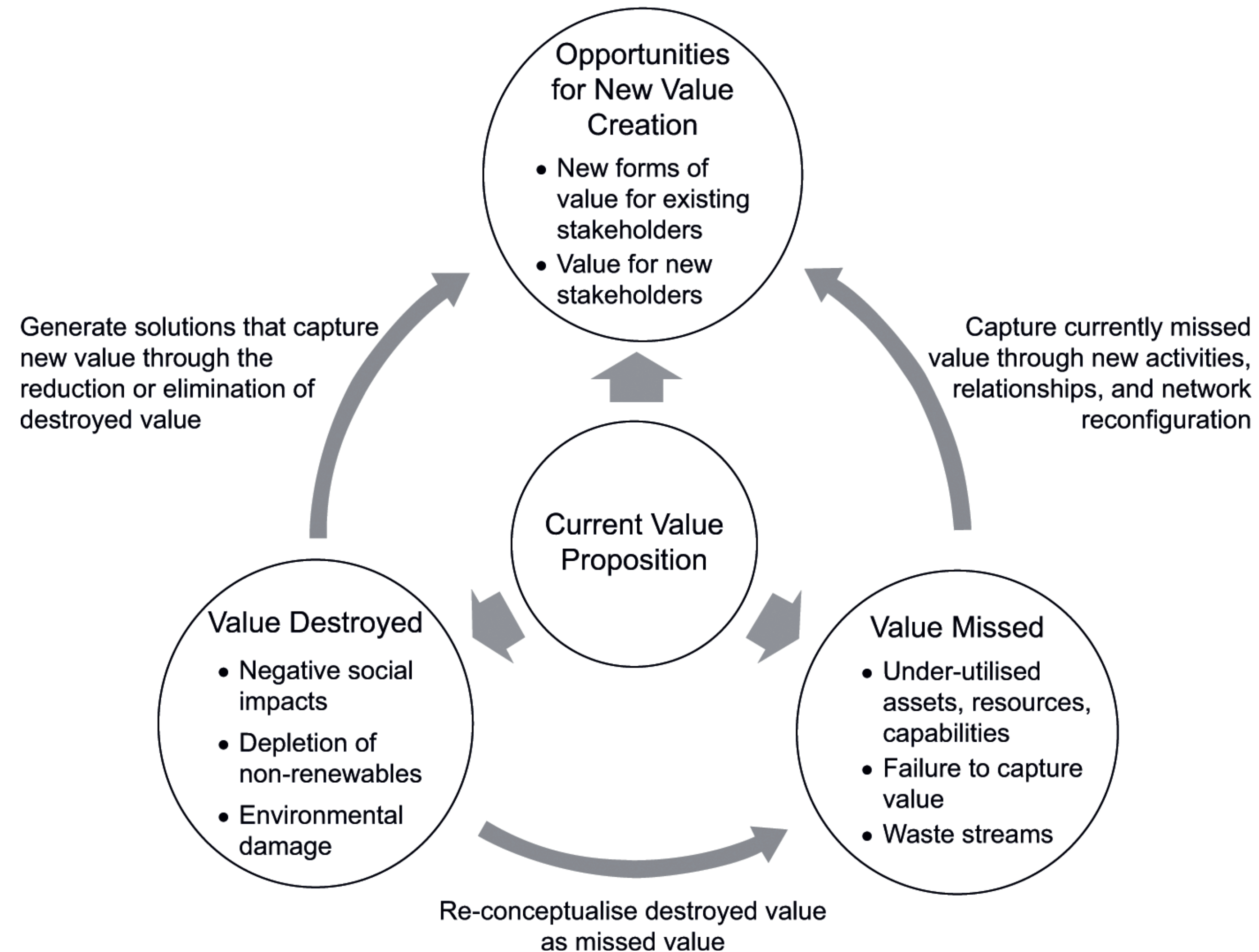
① At the intersection when specific markets are seeing new areas of overlap with technology changes

② At the edge of existing markets when markets meet one another



>Market opportunities for the 2030 agenda

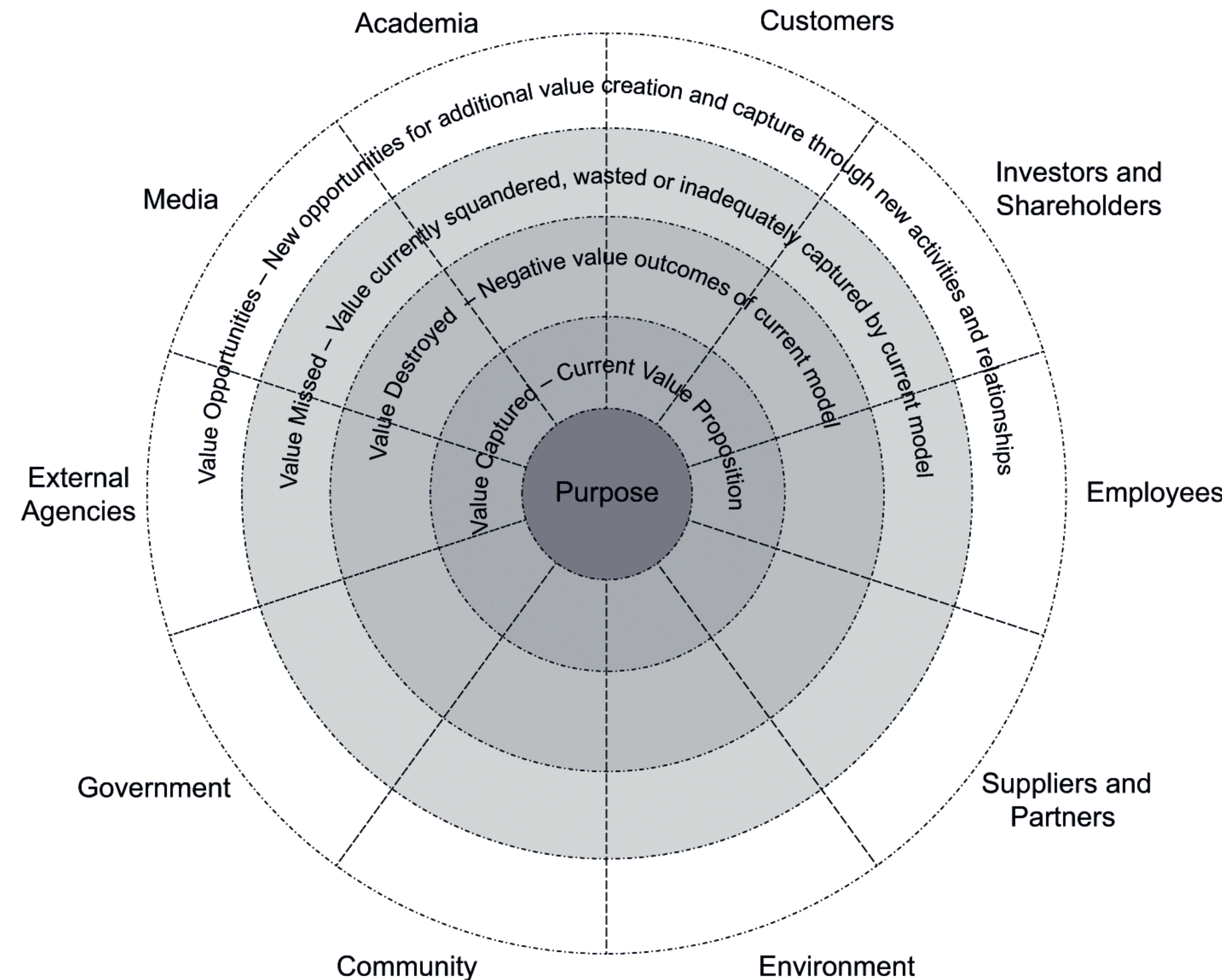
New Business Development Opportunities



>partnere

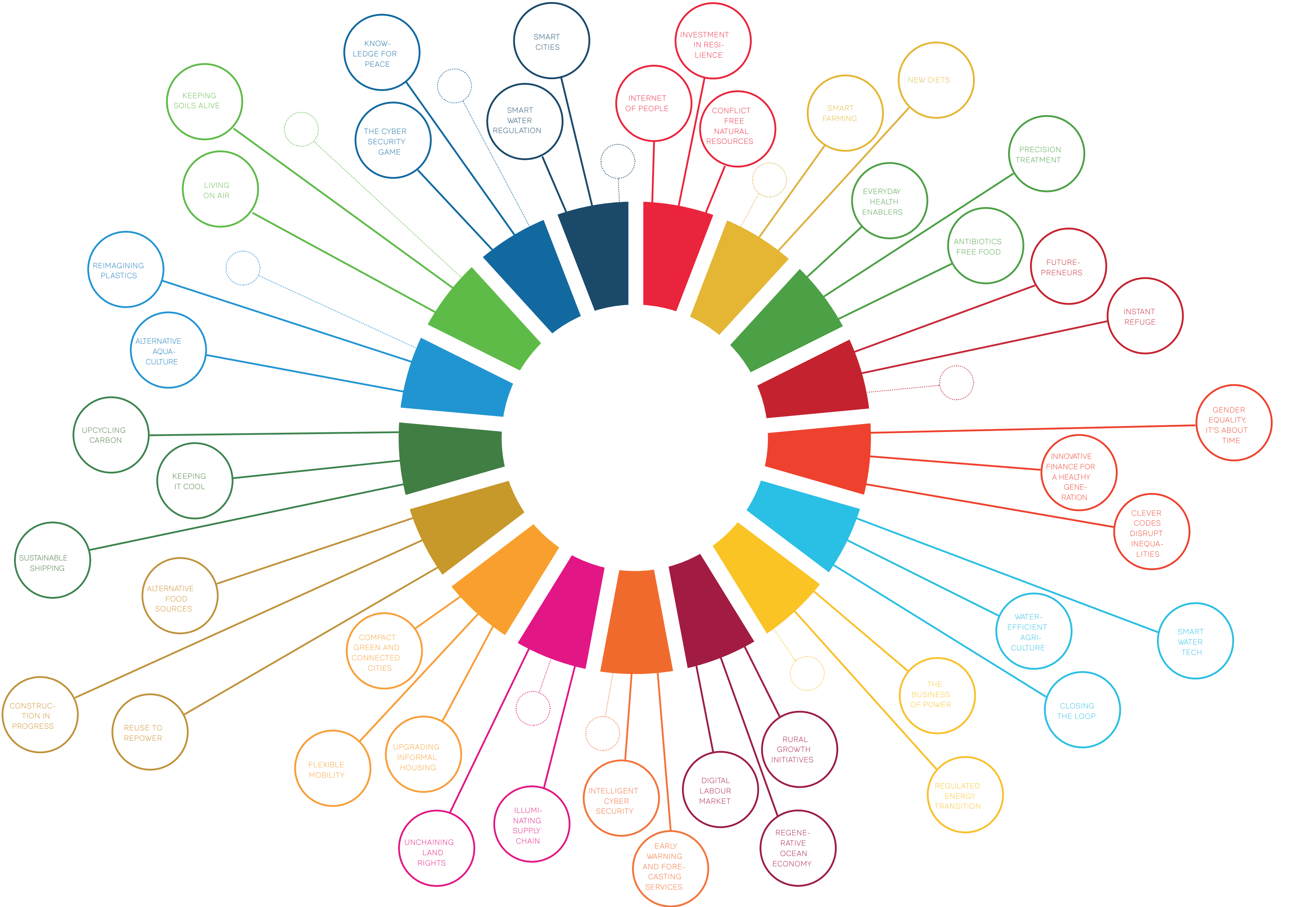
Opportunities for value innovation;

Value Mapping Tool



>Market opportunities for the 2030 agenda

Kilde: geoexplorer.org



Source: Global Opportunity Report 2018, UNITED NATIONS GLOBAL COMPACT, SUSTANIA & DNV GL AS.



>design-
metode og
proces

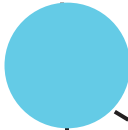
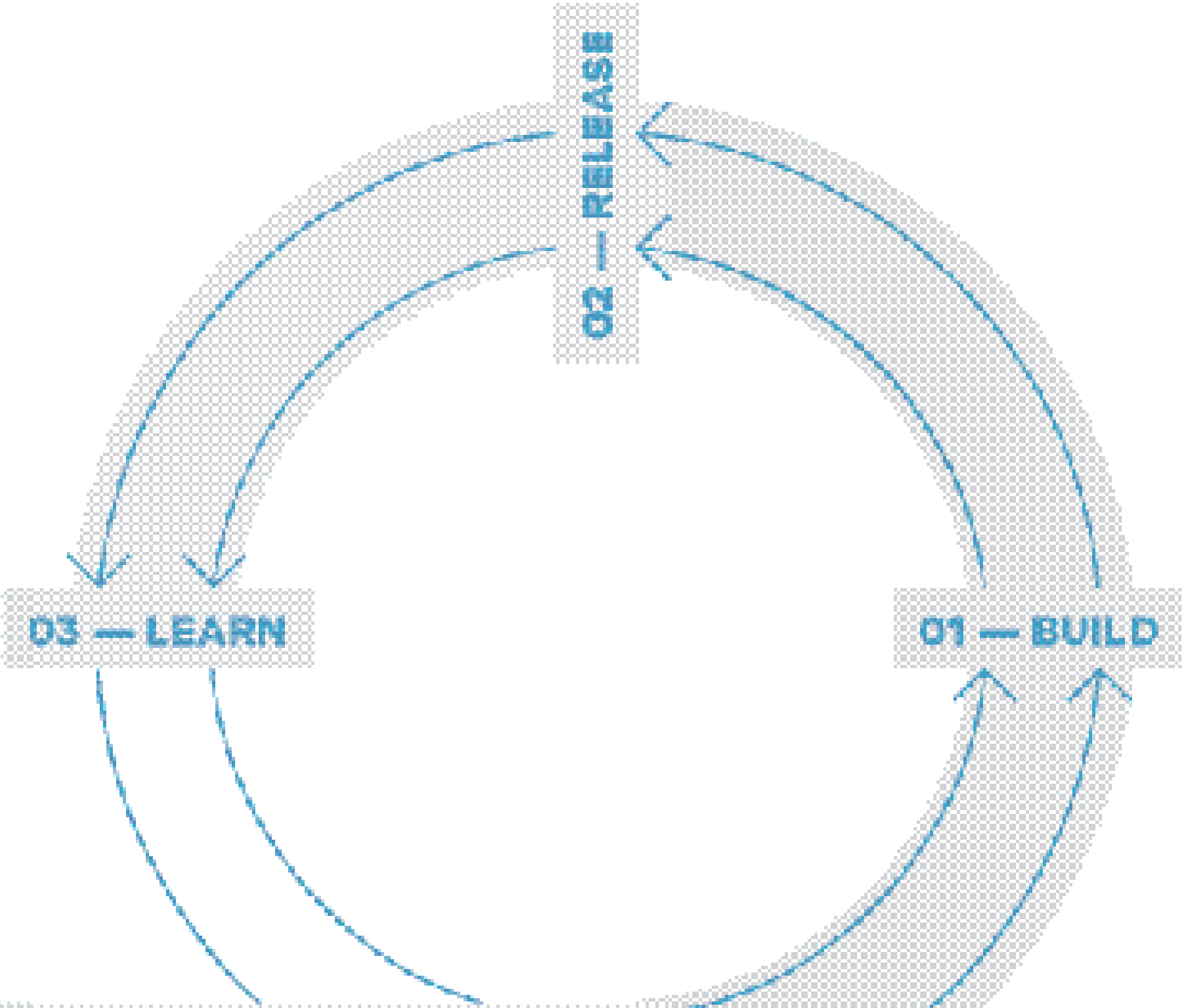
Table 2. The sustainable value co-creation mechanism in social innovation, adapted from Yang and Sung (2016).

KEY STAKEHOLDERS	ROLE POSITIONING	MOTIVATORS
Designers	<ul style="list-style-type: none">• Challenging current conditions• Strengthening users’ demands• Leading multi-disciplinary discussion	<ul style="list-style-type: none">• Expansion of specialty• Establishment of relationship network• Opportunity for self-actualization
NGO/NPO and public sectors	<ul style="list-style-type: none">• Introducing the current status of issues• Guiding the direction of innovation• Delivering the results	<ul style="list-style-type: none">• Injection of innovation and transformation energy• Establishment of relationship networks
Private sectors	<ul style="list-style-type: none">• Providing human resources• Supporting funds	<ul style="list-style-type: none">• Training of human resources• Injection of innovation energy• Improving resource synergy
Owners of Co-Creation Mechanism	<ul style="list-style-type: none">• Producers• Coordinators	<ul style="list-style-type: none">• Sustainable business model• Co-creation effectiveness• Team and individual growth

Østergaard, T., “The Designer as Agent of Community”, ServDes, 2019.

designproces:

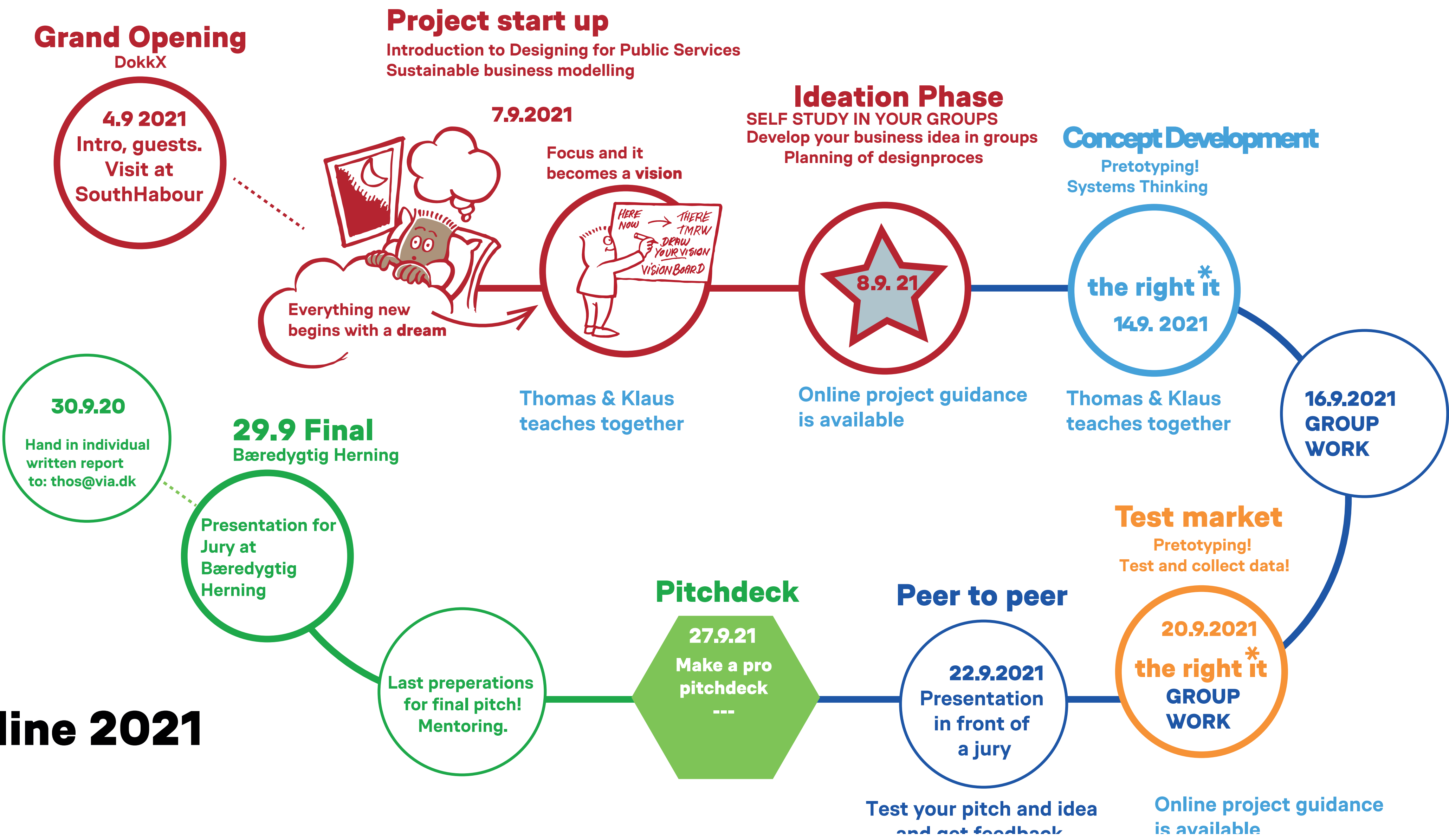
DESIGN PROCESS



>process

DFC Journey
mapping

DFC timeline 2021

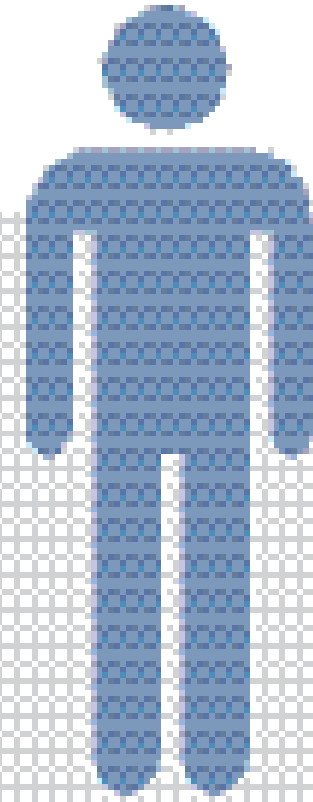


>design-
proces

> **Hvordan?**

IDEATE CONCEPTS

discover user needs & knowledge
& sustainable development goals



1 Research
user needs

2 Visualize
solutions

3 Prototype
and improve

3 Present
Innovation

USE DESIGN-TOOLS

use the NESTA Designing Public
Services Method and collaborate
with Teknologi i Praksis and other
partners...

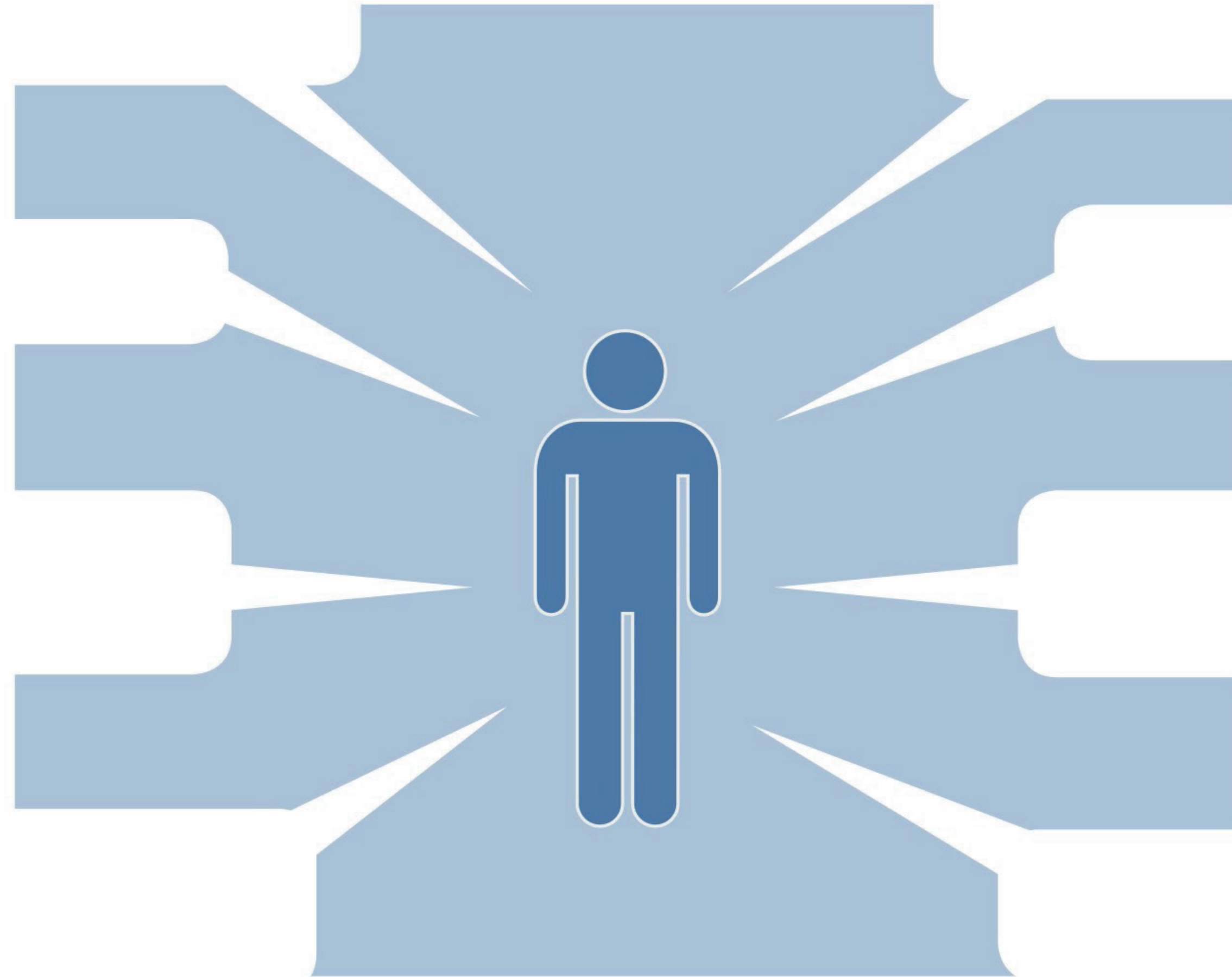
MARKET IDEATION

collaborate with experts and us-
ers to participate in the IMPACT
DAYS 2021 or national Entrepre-
neurship Competition

BUILD & ITERATE

pretotype and improve your
concept

From the user to the system - systemsmapping



Design-led innovation can be seen as comprising three types of activity:

- user-engagement
- multidisciplinary teams
- work with systems

A simple “persona” diagram for the unemployed person we referred to earlier can help explain how this works.

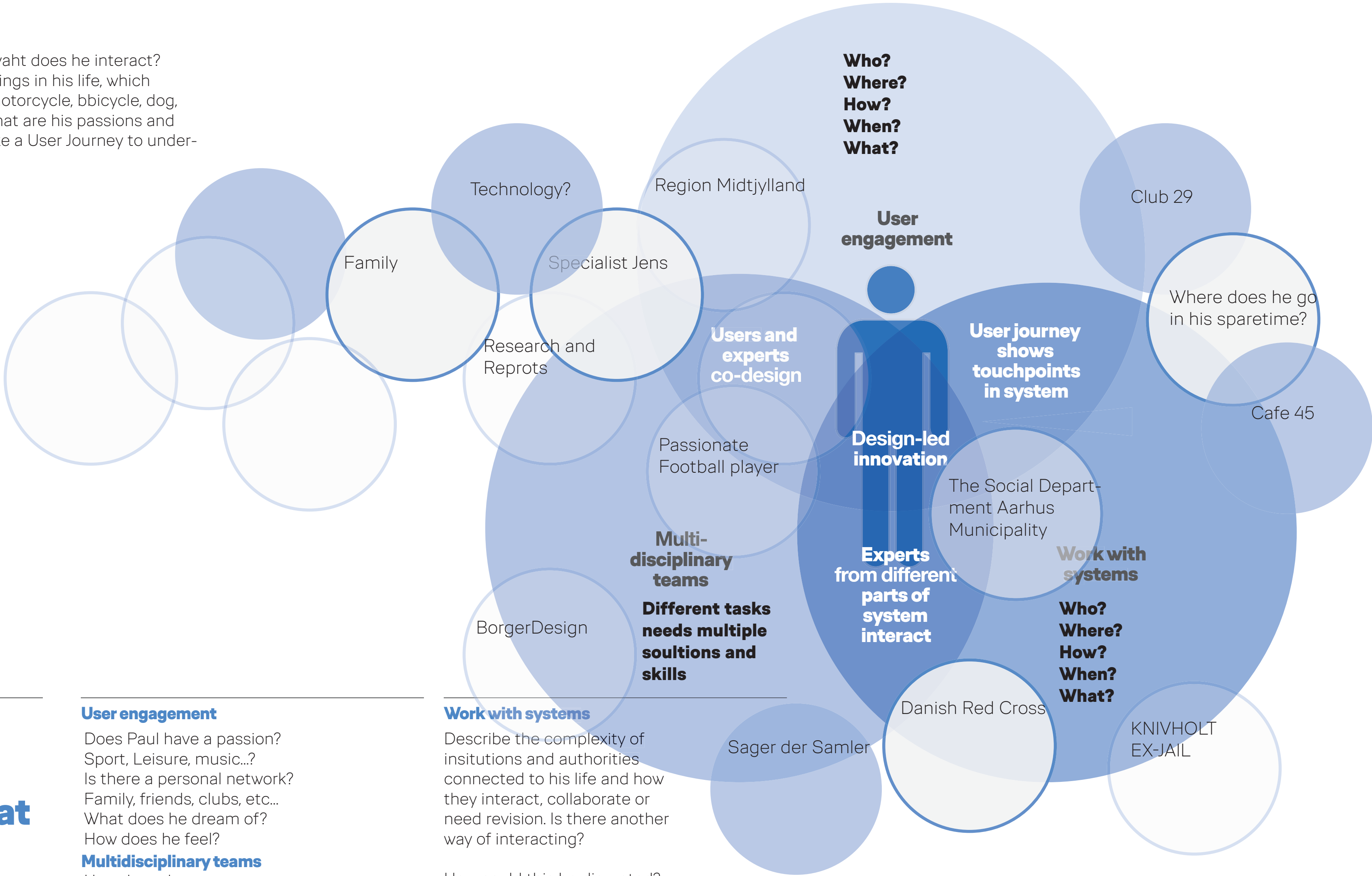
As the diagram shows, starting with user needs leads you to the system and the other people involved.

Once one sees the system whole, one can get people from around it talking and create a system that works better for Paul and avoids unnecessary costs.

From the user to the system - systemsmapping

What are the touchpoints - who does Paul know, which institutions, authorities and people are part of his life?

Where, how, when and with waht does he interact?
Does he have any favorite things in his life, which reveals his passion, - a car, motorcycle, bbicycle, dog, cat, girlfriend, children,.....? What are his passions and how could this help him. Make a User Journey to understand Paul....



“People ignore design that ignores people.”

- Frank Chimero, designer and illustrator

User engagement

Does Paul have a passion?
Sport, Leisure, music...?
Is there a personal network?
Family, friends, clubs, etc...
What does he dream of?
How does he feel?

Multidisciplinary teams

How does the present system work? Is there a collaboration bbetween authorities, persons or institutions? How can the different parties benefit from each other and how can Paul get more feasible help? What skills are needed?

Work with systems

Describe the complexity of insitutions and authorities connected to his life and how they interact, collaborate or need revision. Is there another way of interacting?

How could this be disrupted?
Is there a new service, product or acitivity which could connect the dots of the complex systems?

WHO'S WHO IN THE DESIGN PROCESS? MAP YOUR ACTORS - ACTORMAPPING

WHO'S WHO IN THE DESIGN PROCESS? MAP YOUR ACTORS - ACTORMAPPING





teknologi - vores
er en del af vores
lighed. Vi skabte
t udvide os selv,
det unikke ved
er.
veil

Elevating
healthcare













●husforbi●

CykelDoKK er et gørested for unge udsatte i Århus.
Vi får gamle cykler ind, puster nyt liv i dem og sælger
dem videre. Al overskud går til CykelDoKK's arbejde
for at skabe bedre rammer for unge hjemløse i
Århus. Vh Kirkens Korshær x Knuds Kiosk







Opportunities for value innovation;

Sustainable Business Models Archetypes

1. Maximise material and energy efficiency	Do more with fewer resources, generating less waste, emissions and pollution
2. Create value from “waste”	Turn waste streams, emissions, and discarded products into feed stocks for other products and processes, and make best use of under-utilised capacity
3. Deliver functionality, rather than ownership	Provide services that satisfy users’ needs without having to own physical products
4. Encourage sufficiency	Solutions that actively seek to reduce consumption and production
5. Adopt a stewardship role	Proactively engaging with all stakeholders to ensure their long-term health and well-being
6. Re-purpose the business for society/environment	Focusing the business on delivering social and environmental benefits, rather than economic profit maximisation
7. Integrate business in the community	Integrating business back into local communities through employee ownership and collaborative approaches to business
8. Develop scale-up solutions	Delivering sustainable solutions at a large scale to maximise benefits for society and the environment
9. Radical innovation	Introduce system change through introduction of radical new technologies to facilitate a greener economy

Note: Adapted from Shortet al. (2012)

CEDI
by oono



CEDI
by oono

CEDI skal sikre,
at det skal være trygt for alle at færdes overalt.



CEDI X LILJA



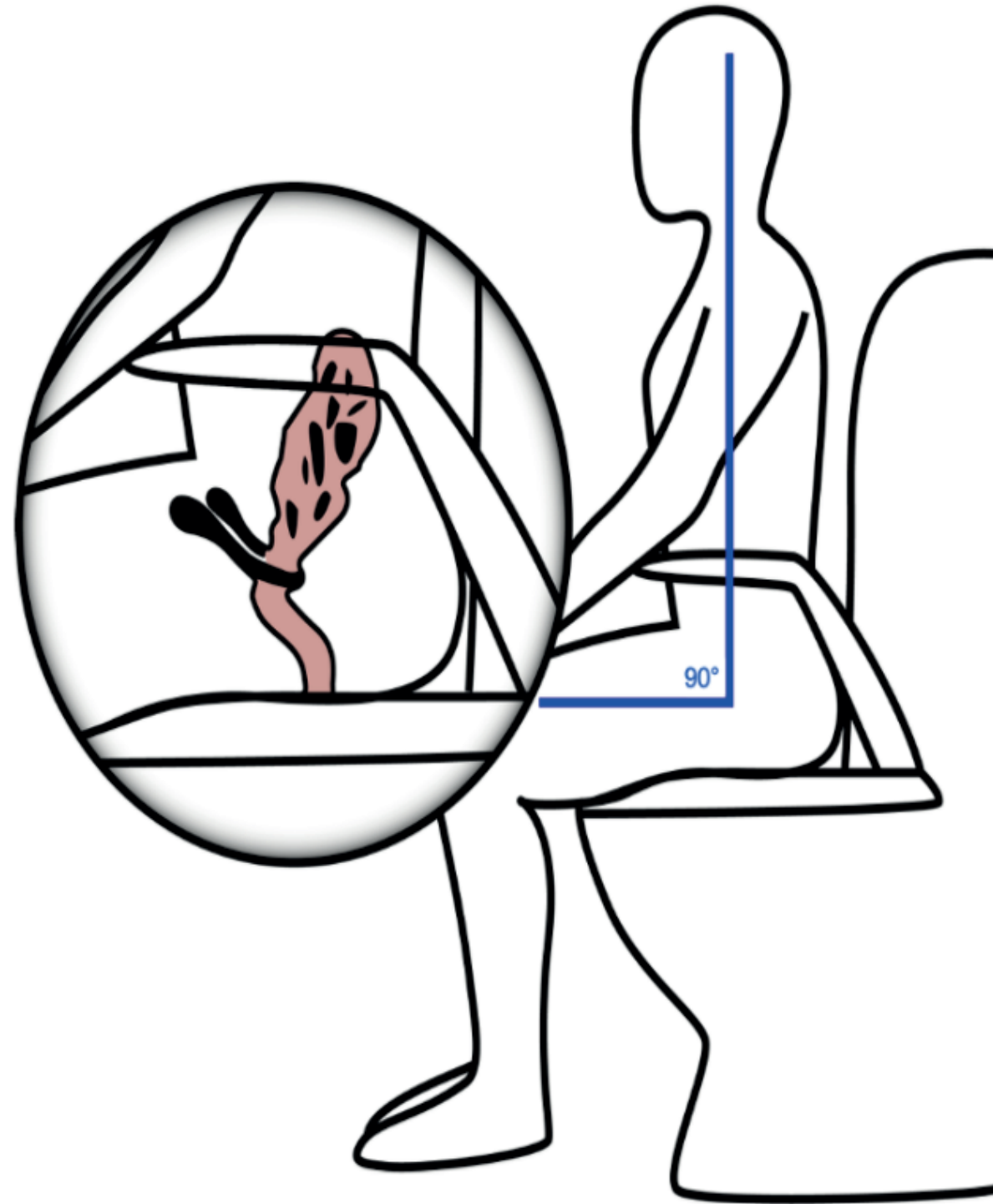


ReLift

LIVSKVALITET ER FOR ALLE



DEN RETTE STILLING



FORKERT STILLING

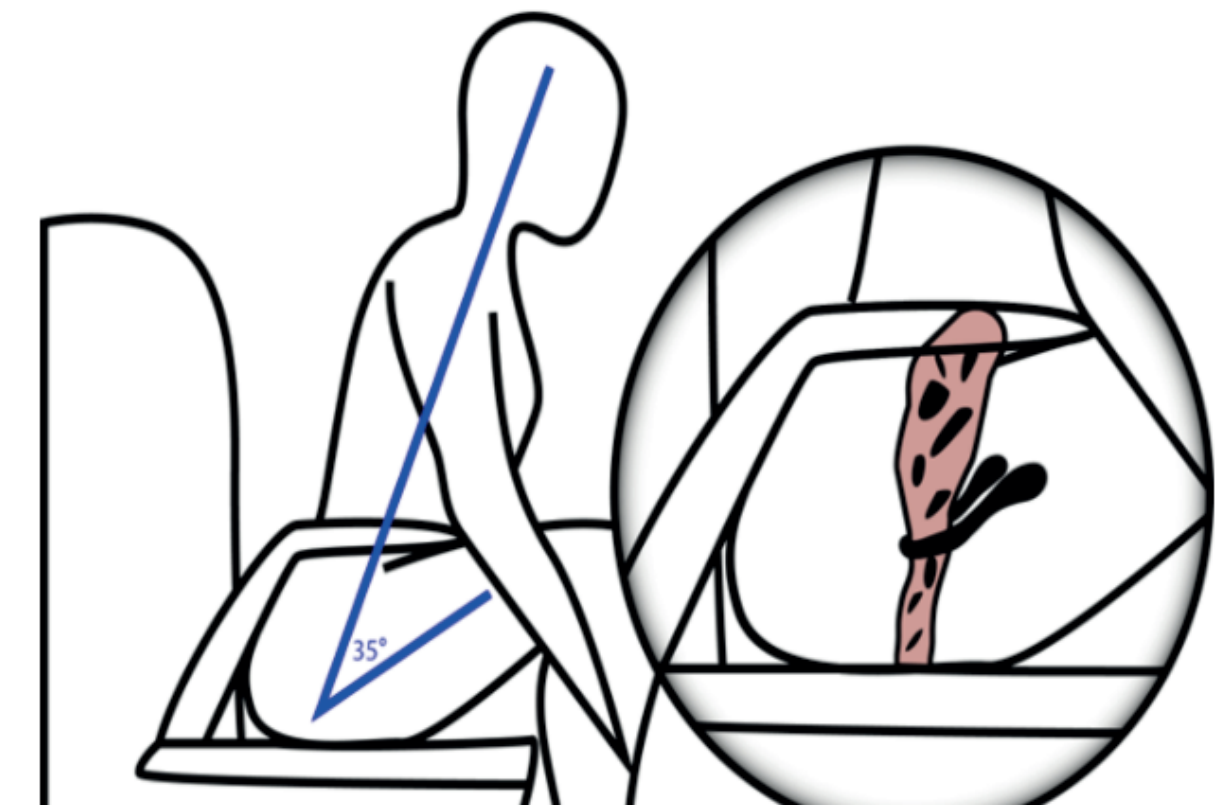
Alene i Danmark dør op mod hver tredje med afføringsproblemer. En væsentlig årsag hertil er bl.a. måden vi sidder på toilettet. Den 90 graders vinkel toiletterne placerer vores krop i, er ikke den naturlige position, da det skaber en for smal passage til vores

KORREKT STILLING

Ved istedet at hæve vores ben op mod en 35 graders vinkel og sidde med en let foroverbøjet ryg, udrettes vinklen så der skabes en fri og naturlig passage.

Det skønnes at op mod 70-80% af de ældre lider af afføringsproblemer, hvilket udover det ubehag der følger, kan være nedsættende for deres funktionsevne og livskvalitet.

ReLifts mission er at hjælpe de ældre og svækkede borgere til en bedre og mere smertefri hverdag.





tak!

thomas østergaard

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