

Spring 2025 | Session 1



Design Thinking For Social Innovation

Anne-Laure Fayard



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Today's agenda

- Introductions
- A few guiding principles
- Course structure
- Social innovation: a working definition
- Human-centered design:
 - Key phases, methods and principles

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Let's define some goals..

Develop your ability to innovate and create meaningful and sustainable solutions for complex social issues.

Develop your creative confidence.

Create a context where you can:

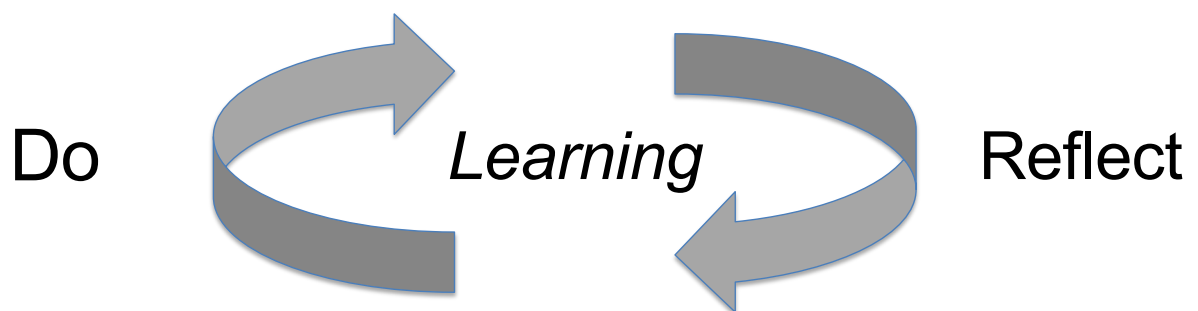
Develop a "design thinking" mindset

Do and reflect

Understand that collaborating can make you more creative

Practice, experiment and have fun!

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... and a few assumptions

We are all “the creative types”

There are no stupid ideas

No judgment: of others and yourselves

Failure is OK

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Structure

- *In-class workshops*
- *Studio work*
- *Online reflections and discussions*
- *Semester group / class project*

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Be a good citizen of the course

- **We expect you to show up, and show up on time.**
 - Please communicate with us if you can't make a class.
- **We expect you to be kind to each other**, and we're going to hold you to that expectation.
- **Commit to success** – your own, and your classmates.
- **Communicate** – if you're confused or lost, if you need help, if something isn't working out, if our culture is clashing with your culture,... whatever it is, if you don't tell us we have no way of knowing.
 - Talk to us; talk to your fellow students

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Engage with openness and honesty

Be open to learning
 And feedback
 Dare to try
 Hard work
 Honest engagement
 Pay attention, listen, and explore
 the material

Avoid

Already know it all
 Do your own thing
 Fear of trying
 Half-hearted effort
 Polite observation

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Grading



PARTICIPATION (15%):
IN-CLASS + ONLINE



INDIVIDUAL RESEARCH
PARTICIPATION (TO BE
POSTED ON TEAMS
CHANNEL): 15%



THREE REFLECTIONS (TO
BE POSTED ON
MEDIUM): 20%



TEAM PROJECT
(OVERALL PROCESS,
DOCUMENTATION,
FINAL PRESENTATION
AND IDEA): 40%



PEER REVIEW: 10%

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moodle@NOVASBE



[Moodle](#) compiles all the information regarding the structure and methodology of the course.

You should access moodle for:

- Confirming dates of classes
- Confirming homework
- Goals for the course and each class
- Understand the working methodology and grading of the course

You'll use [Teams](#) in 2 ways:

1. To save and share work materials from your [group project](#).

- Access the Teams group with the code available on moodle
- Create a channel and name it after your group project
- Save and share all materials in the files folder of your channel

2. To share your primary and secondary research posts.

- Access your group channel, create your individual folder (with your name) and post your research

[Medium](#) is the platform you'll use to post your [individual reflections](#) (mandatory posts: class 2, class 6 and class 12).

Medium is also an open forum where you can share extra readings or inspirations with the class. You are also supposed to engage with your peers' posts (reflections 1 and 2).

To know how to create your account and how to post check the instructions available on moodle.

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8 seconds

The human attention span has dropped to 8 seconds.



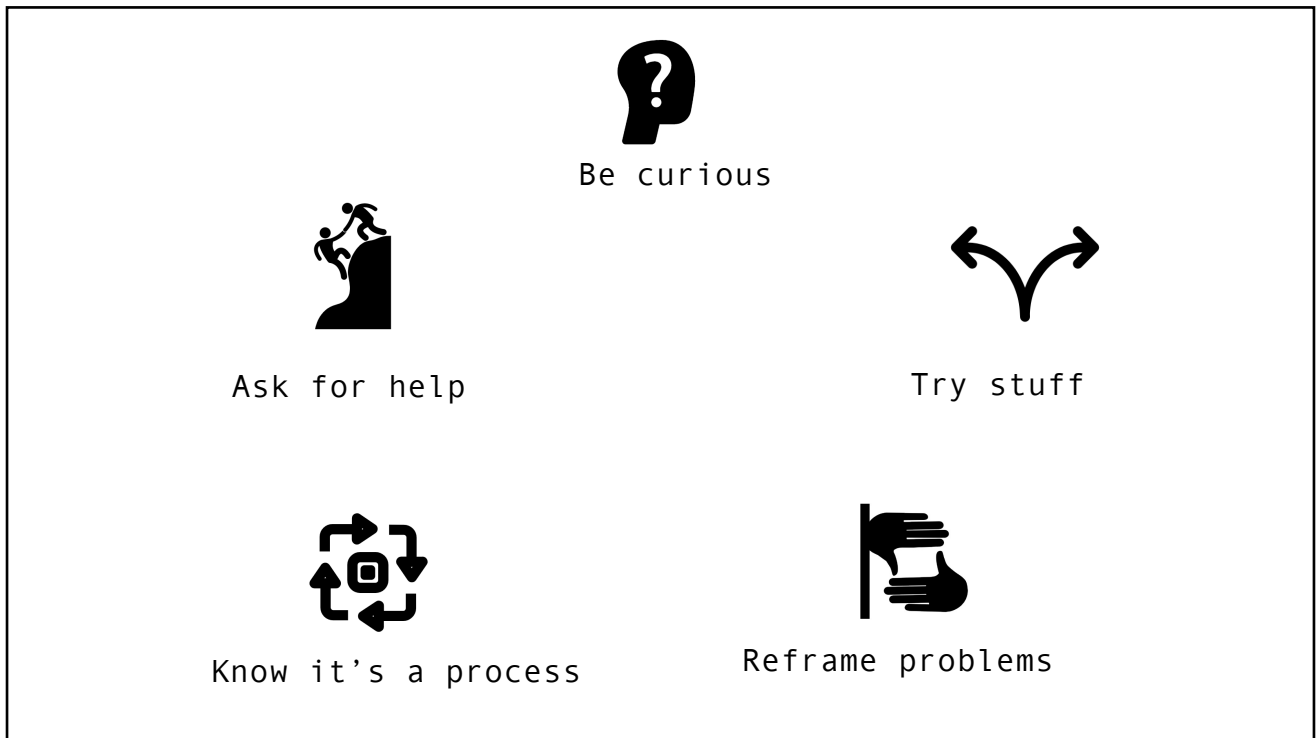
9 seconds

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Except if needed for activities

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Some definitions

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Social innovation

“We define social innovations as **new ideas (products, services and models) that simultaneously meet social needs and create new social relationships or collaborations.** In other words, they are innovations that are **both good for society and enhance society’s capacity to act.**”

Murray et al. 2010, *The Open Book of Social Innovation*

“The term social innovation refers to changes in the way individuals or communities act **to solve a problem or to generate new opportunities.** These innovations are **driven more by changes in behaviour than by changes in technology or the market** and they typically emerge from **bottom-up rather than top-down processes.**”
Jégou and Manzoni, 2008

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Design

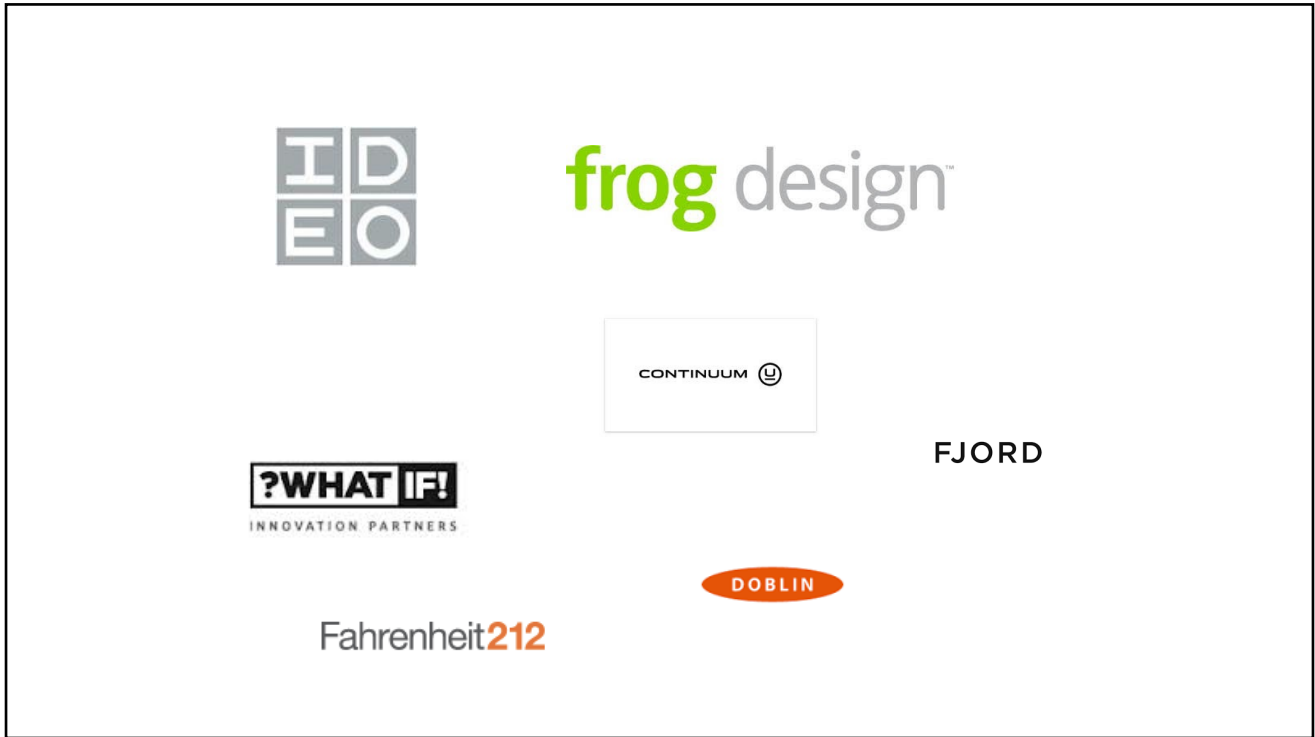
“To design is to devise **courses of action aimed at changing existing situations into preferred ones.**” H. Simon

“Design is basic to all human activities - **the placing and patterning of any act towards a desired goal** constitutes a design process.” V. Papanek

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Design Thinking is Human-centered

A collaborative approach to solving a problem that begins with gaining **deep understanding** of the users' needs, hopes, and aspirations for the future.

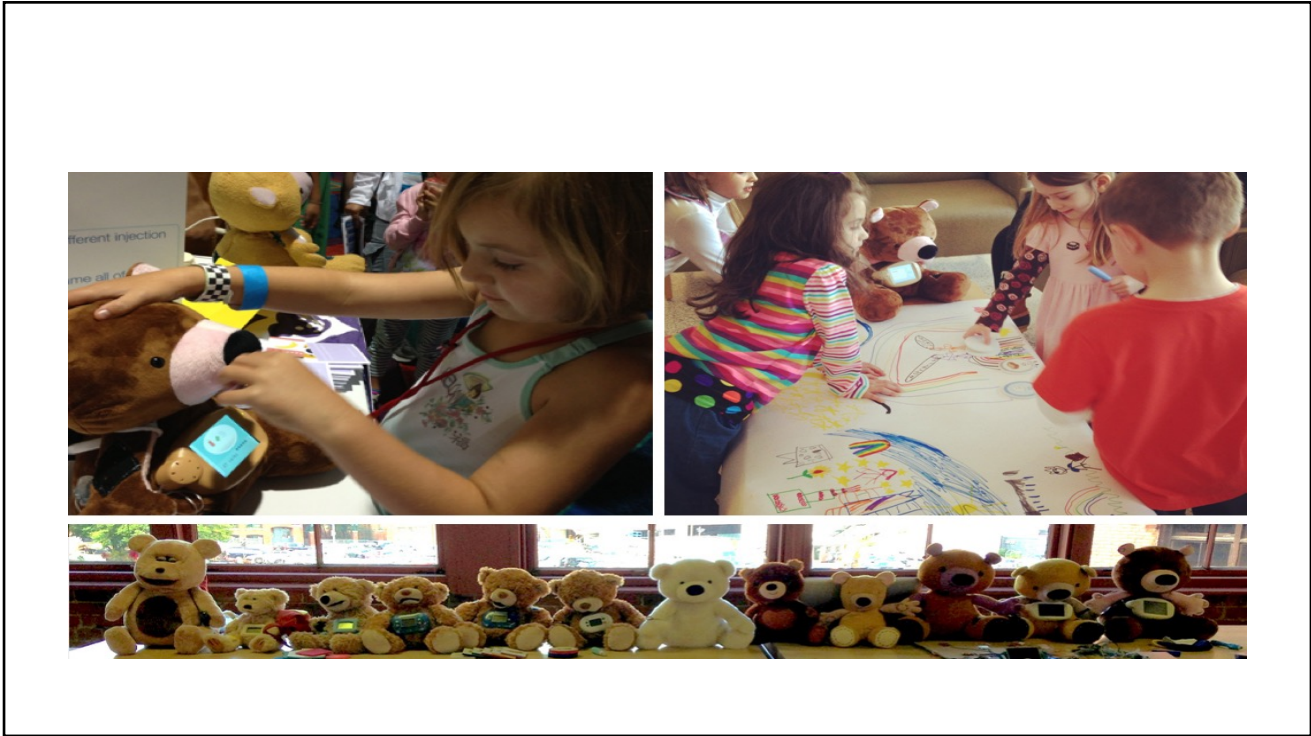
Allows us to understand not only people and their needs but also **the broader context that shapes their daily lives.**

Helps us develop **innovative, meaningful and sustainable solutions.**

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GE Adventure Series - The pirate experience

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“The designer must analyze the past as well as the foreseeable future consequences of his acts” (...) “must be conscious of his social and moral responsibility.” (Papanek, 1985,102).

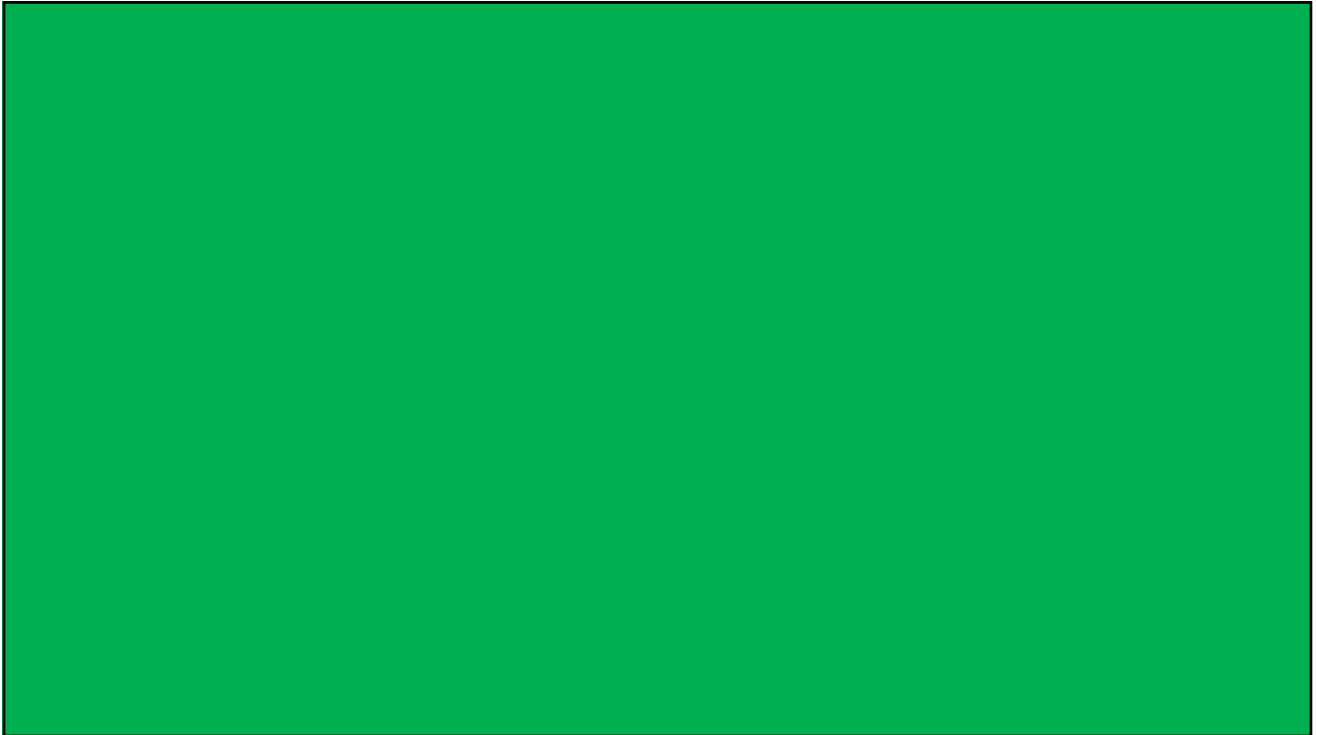
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Adopting a critical stance

— a “continuously reflexive and questioning stance akin to what scholar and activist Angela Davis called ‘a way of thinking, away of inhabiting the world, that asks us to be constantly critical, constantly conscious.’”

Fayard and Fathallah, 2024

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A mindset

If you do not expect the unexpected, you will not find it, for it is not to be reached by search or trail

Heraclitus, c. 500 BC

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Knowing **how** to think,
Not **what** to think

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The important thing and difficult job is never to
find the right answers – it is to find the right
questions! (Peter Drucker)

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If you want to innovate, ask a question
with more than one good answer

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$$5+5=?$$

$$?+?=10$$

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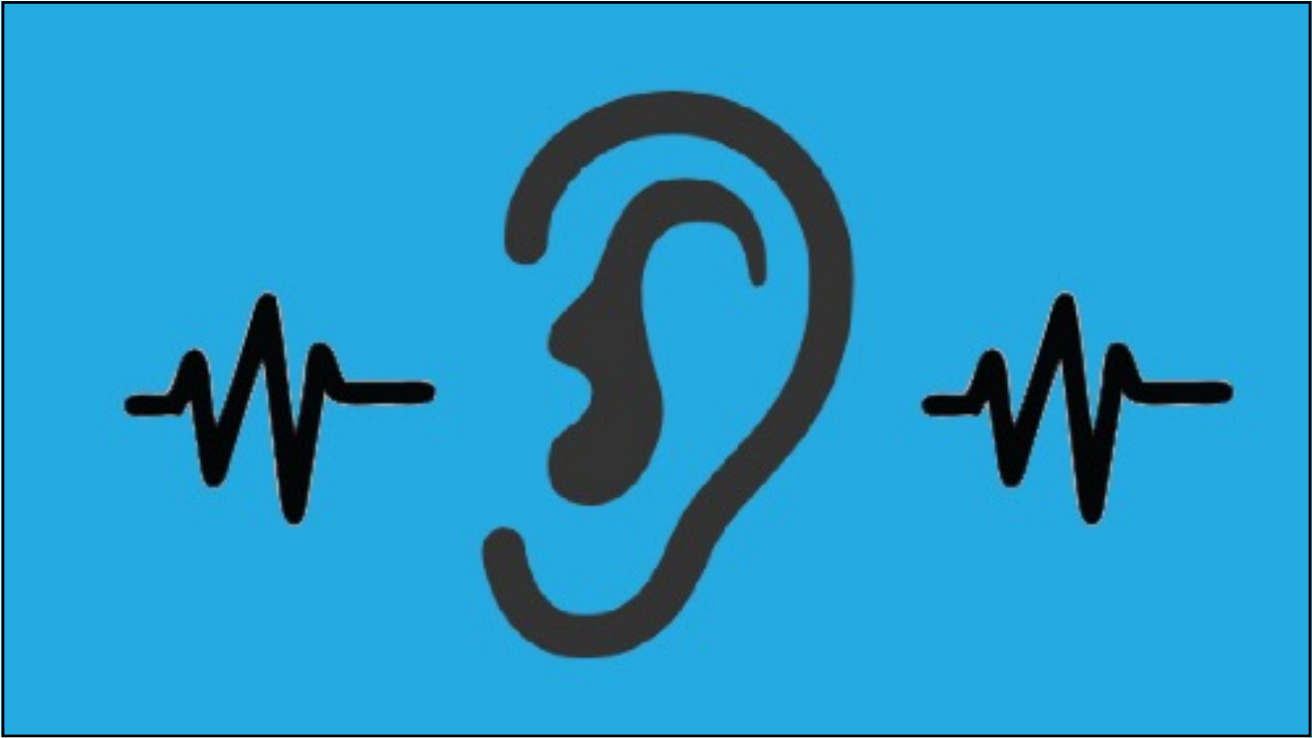
Need to change our thinking patterns

- *Connecting* our ideas with something that is *not related*
- Using *juxtapositions* to see new relationships
- Creating *new sets of mental patterns*

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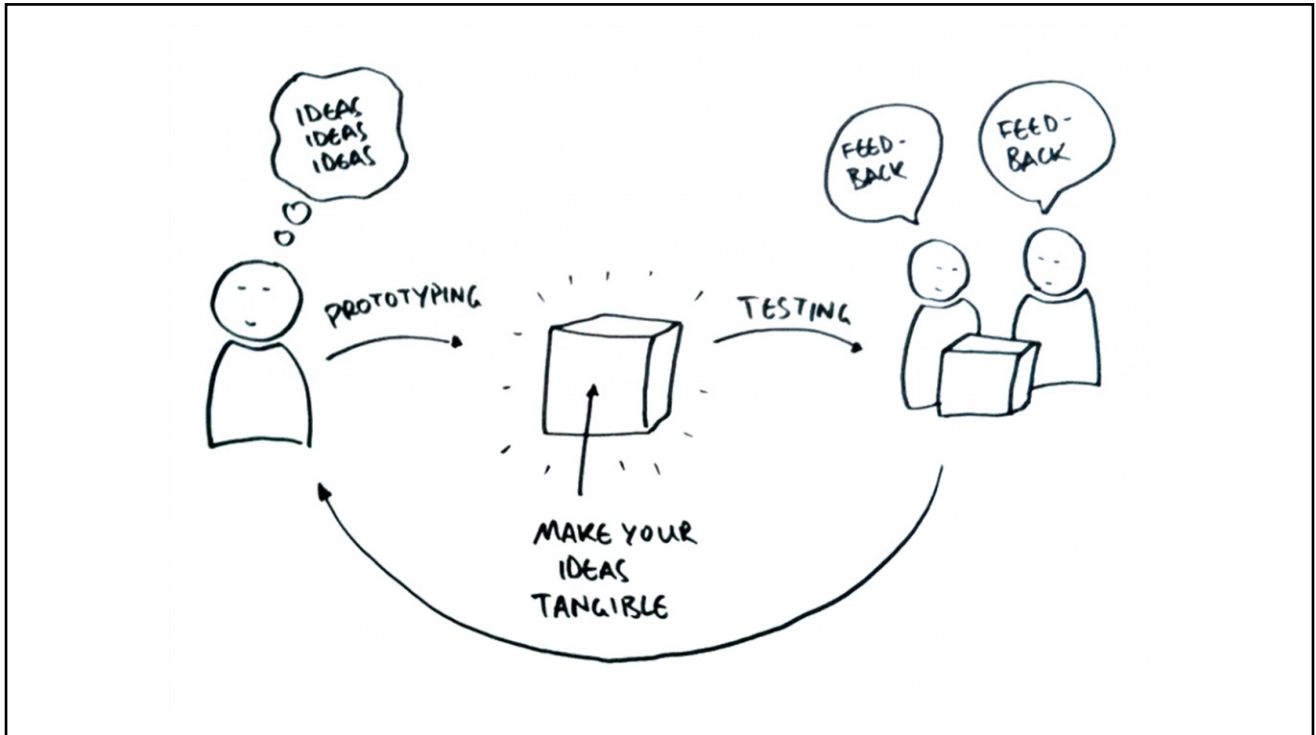
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Show, don't tell

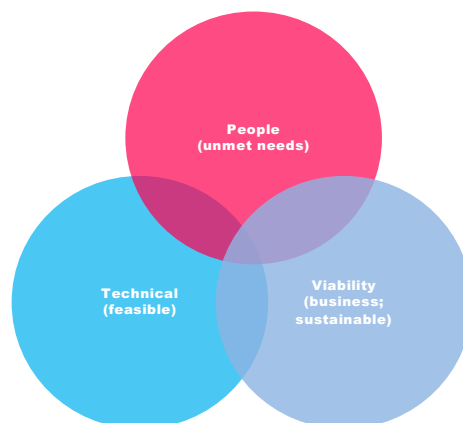


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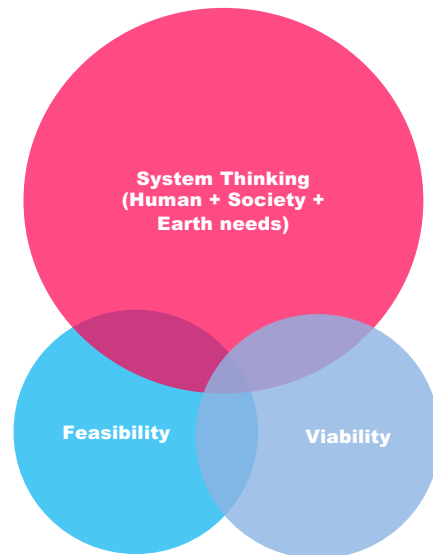
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Consider the system



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Consider the broader system



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Embrace a critical stance:
Relational, reflexive and politically committed.

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For next week (Feb 11th)

- Sign up on Moodle
- Read Engine case study and book chapter
- Create an account on Medium and send Beatriz and I the handle
- Post your reflection 1 on Medium

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Reflection 1: An inspiring social innovation

Post an example of a social innovation you find particularly inspiring. It can be a product, service, program or social venture.

- Describe the social innovation and explain what is the issue it aims to solve and how. Why do you find it inspiring?
- What is the problem? What is innovative? What inspires you? Anything you think might be challenging?

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Permission for photos

We will be taking some photos, that might be shared publicly. If you don't us to share a photo with you, please contact Beatriz by email.

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DESIS Lab
ERA Chair in Social Innovation



Prototyping Fund – Spring 2025: Applications open until February 10, 1PM

KPMG User Testing Series: Sessions on 18/02, 16/03, 01/04, 22/04 from 12.30 to 13.30

Community Garden: First activity on February 15 - Planting session

KPMG Talk Series – *Building a Purpose-Driven Career at KPMG: Mentorship, Skills Training, and Career Advancement*: February 25

KPMG Talk Series – *What Does Consultancy Have to Do with Sustainability? KPMG's Commitment to Social Responsibility*: April 02

Prototyping Fund – Spring 2025: Applications open until February 10, 1PM

Meena Kadri – Social Innovator in Residence: 07 – 11 April

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See you on February 11th!