

Design in the EIT C&C

how to Design for Inclusive and Sustainable Societal Transformation

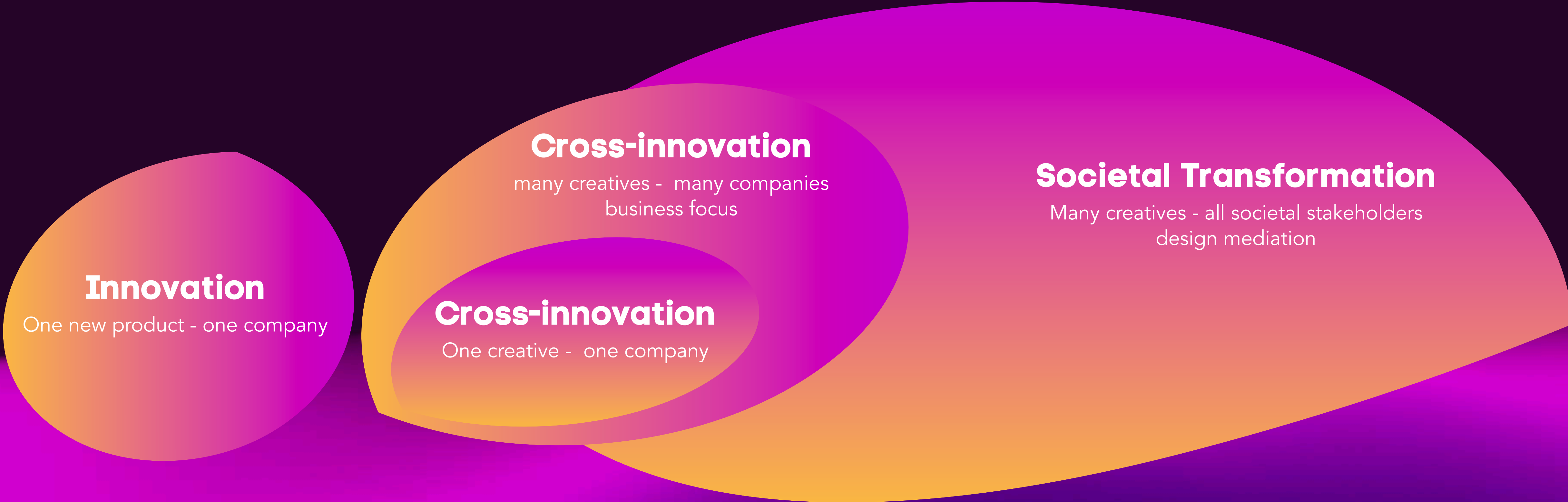
Ambra Trotto

19th June 2023



τὸ καλόν

τὸ καλόν



Innovation

One new product - one company

Cross-innovation

many creatives - many companies
business focus

Cross-innovation

One creative - one company

Societal Transformation

Many creatives - all societal stakeholders
design mediation

Design can

Make things
Make things possible



Design in the EIT C&C



INTEGRATION

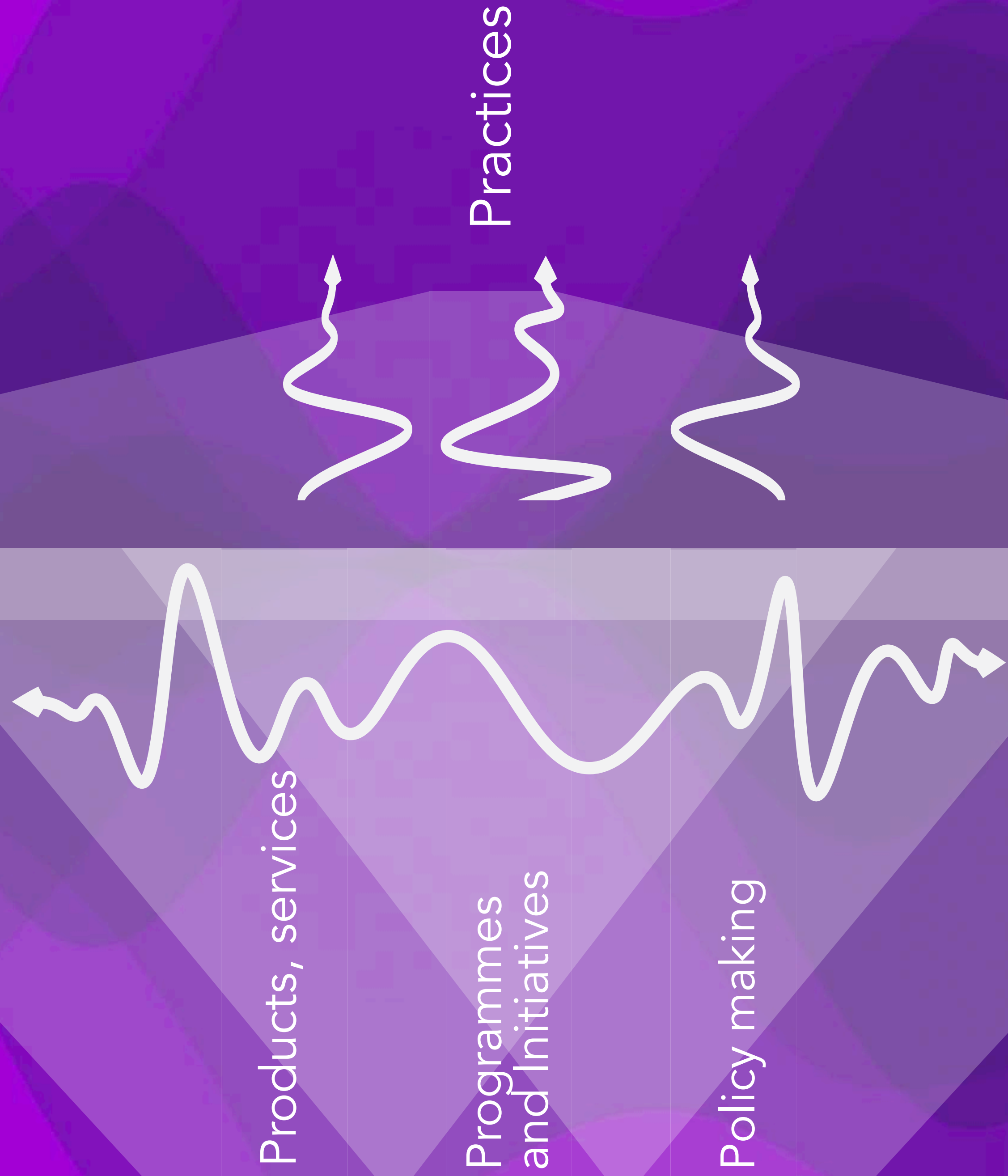


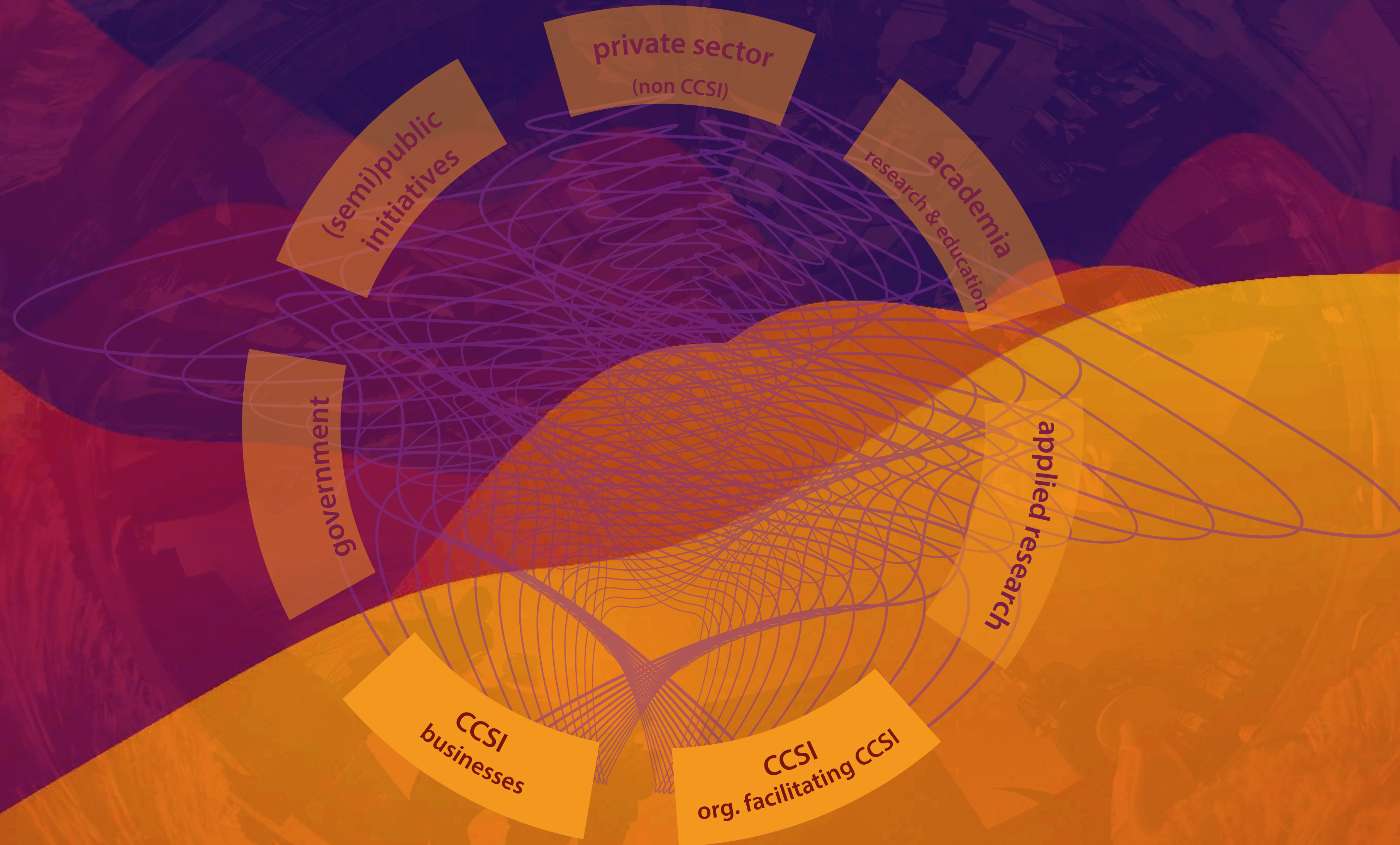
Products, services

Programmes
and Initiatives

Policy making







d.centre

designing for
societal transformation

questioning, sensemaking, pathfinding, pollinating

experienceable future living

alternative ways of organising



New
European
Bauhaus

Design in the EIT C&C



Culture & Creativity

Funded by the
European Union



TU/e

RI
SE

Strategic Topic Group, EIT Culture and Creativity | ACTIVITIES

EU Design Agenda



Design in the EIT C&C



Funded by the European Union



Design can

Make things
Make things possible





Design for Societal Transformation

Strategic Topic Group, EIT Culture and Creativity

Aim: setting up a learning platform and a community of practice that works with design as a process to integrate different logics in society, that uses aesthetics and creative powers as wedges for a regenerative transformation





RI
SE



The Introduction

▶ Why

▶ What

Organisational (Public &

Industry

Growth & Innovation

first step of th...

ÄVENTYRS ORKESTERN

Ge dig ut på ett äventyr genom en osynlig värld av ljud. Vandra genom Umeås gator och natur, upptäck hur dina rörelser påverkar och förändrar ljudlandskapet och låt dig ledas av ljuden som finns runt omkring dig.

Vill du vara med och leka?

1. Bygg ihop kartonghornet som du håller i din hand. På baksidan finns instruktioner.
2. Öppna appen med hjälp av QR-koden.
3. Placera din telefon i kartongen som du just har byggt.
4. Spetsa öronen och ge dig ut på upptäcktsfärd!





The Station of Being
RISE and Rombout Frieling Lab
for the municipality of Umeå, within the H2020 Ruggedised project



Administrative Systems

Transforming the procurement process

Transforming Contract of Collaboration

Urban Planning

Transforming the Built Environment

Transforming the opportunities for similar projects to happen in the future

Discourse and awareness

Transforming Learning

Transforming the design practice and discipline

Being citizens

Transforming the place of research: bringing research in-situ in society

Transforming the notion of (Smart) City Development

Transforming our ways to address societal challenges

Transforming the Discussion of (Smart) City Development

Transforming the Experience of Public Transport

Administrative Systems

Being citizens

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Transforming Partnerships and Business Relations

Transforming the capacity of those involved / vision of Umeå Smart City

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Transforming the notion of Collaboration between City and Citizens

Transforming the Connection and Collaboration

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Transforming Partnerships and Business Relations
Smart City

Transforming the cap...

Discourse and awareness

Transforming Learning

Transforming the design practice and discipline

City and Citizens

RSRE

arch in-situ in society

Transform

Transforming our ways to address societal challenges

Transforming the Discussion of (Smart) City Development



Urban Planning

Transforming the Built Environment

Transforming the opportunities for similar projects to happen in the future

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Discourse and

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City and Citizens

Transforming



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