

Enterprise and Employability

University of Lincoln, School of Art & Design

26th-27th September 2013

This second event in the DESIS UK Network series will focus on enterprise and employability in Design Led Social innovation and HE provision to the sector.

Day I

Perspectives and Case studies

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| 10.30 | Coffee and Registration |
| 11.00 | Introduction:
Anne Chick, University of Lincoln
Adam Thorpe, Central Saint Martins UAL |
| 11.30 | Session 1:
Jocelyn Bailey, Policy Connect
Joanna Choukeir, Uscreates
Megha Wadhawan, STBY
Q&A Discussion |
| 13.00 | Lunch |
| 14.00 | Session 2:
Louise Armstrong, Forum for the Future
Henry Hicks, Futerra
Zahra Davidson, Year Here
Ellen Shipley, Unltd
Q&A Discussion |
| 16.00 | Break |
| 16.15 | Session 3:
Priya Prakash, Changify
Vincenzo Di Maria, commonground
Katie Hill, Leeds Love it Share it
Ian Grout, Glasgow School of Art
Q&A Discussion |
| 18.15 | Closing Remarks |
| 18.30 | Drinks |

Day 2

Discussion and Reflection

10.00	Coffee
10.30	Summary of previous days discussion
11.00	Table discussions led by DESIS-UK Network partners
13.00	Lunch
14.00	Plenary
15.00	Close

Speakers

Jocelyn Bailey

Head of Manufacturing Design and Innovation, Policy Connect

Jocelyn will present some of the findings from the Design Commission's research into the use of design within government. Design is increasingly being seen as a tool for better policymaking, public service transformation and negotiating multi-stakeholder problems. Yet the role of the trained designer in this emerging field is contested - which poses an interesting challenge for design education.

Joanna Choukeir

Director, Uscreates

Building service design capacity among education providers: The presentation will cover a process that Uscreates developed with the Learning and Skills Improvement Service to build service design and design thinking capacity among five further education institutions across the UK. The process resulted in a Design for Improvement Guidance targeted at FE providers (but easily transferable across other education providers). The guidance offers simple tools, techniques, resources, and case studies for adopting learner-centered and collaborative service design to develop evidence-based service improvements, promote collaboration across departments, improve learning outcomes and enhance learner experience.

Megha Wadhawan

Designer, STBY

Megha will share thoughts and learnings based on STBY's practice, reflecting on the learnings from both existing and previous projects. The talk will focus on how design & research can be used to support and sustain changes while navigating collaborations across countries and cultures. STBY is specialised in Design Research for Service Innovation, years of experience working for corporate clients as well as public sector organisations and start-ups. Through the REACH Network for Global Design Research we are able to offer large-scale international projects while remaining firmly grounded in local understanding of people, cultures and infrastructures.

Louise Armstrong

Senior Sustainability Advisor, Forum for the Future

Louise will share examples of Forum's work with businesses and governments and how we use futures techniques to help people solve tricky challenges. She will give you a whistle stop tour of the skills we think we need to see more of in the future and how you too can create big change.

Henry Hicks

Creative Director, Futerra

Henry will present work carried out by Futerra. Henry creates campaigns with strong foundations and exceptional execution that leads to real change. He spends his days finding the sweet spot between behaviour change, campaign planning and creative activation. Futerra work with people who want to create positive change through their brands, businesses and communications.

Zahra Davidson

Social Designer, Year Here

Zahra will present her work at Year Here. Year Here offers discovery, personal development and real impact through frontline services, professional development and social enterprise.

Ellen Shipley

Partnership & Support Manager, UnLtd

Ellen will be representing UnLtd. UnLtd is the leading provider of support to social entrepreneurs in the UK and offers the largest such network in the world. UnLtd resources hundreds of individuals each year through its core awards programme. UnLtd operates a unique model by investing directly in individuals and offering a complete package of resources; from funding awards to ongoing advice, networking and practical support.

Priya Prakash

Founder, Changify

Priya will introduce Changify. Changify is a new service for the public to initiate and build support for local and community change projects directly from their mobile phones to seek backing from brands, councils, local businesses and other supporters.

Vincenzo Di Maria

Network Catalyst, commonground

Using design to showcase young people's potential, Vincenzo is exploring the common ground between service design and social innovation across different countries. He runs service design programmes at Central Saint Martins in London, Milan Politecnico and IED Madrid but he is also network catalyst of commonground, an international professional community of people interested in generating positive social change. He will be sharing the story of the past few years designing and developing Flip Yourself, a socially responsive digital startup dealing with youth unemployment in the UK.

Katie Hill

Director, Leeds Love it Share it CIC

Katie Jane Hill has been working in Leeds for ten years on the roles of design in community development. Starting from the domains of regeneration and community consultation, Katie has developed a practice that explores approaches to engaging people in taking action on social and environmental problems within their neighbourhoods. Katie is currently working on several AHRC Connected Communities projects and will talk about her work with Leeds Love It Share It CIC, an independent creative thinktank for Leeds, and how this links to broader agendas such as Connected Communities.

Ian Grout

Glasgow School of Art

Ian is subject leader for the schools masters programme in Design and Citizenship. He will present what his programme is working on in Glasgow from the perspective of bridge building between education, social enterprises and community groups, why he feels that is important and the experiences, thus far of doing so. The presentation will explore the context(s) in which Design and Citizenship are currently working, the purpose (towards a sustained future) of their endeavours and the prospects this may afford in future design practice.

about

DESIS-UK NETWORK

“In the complexity of contemporary society, social innovation is spreading and its potential, as a driver of sustainable change, is increasing. To facilitate this process, the design community, in general, and design schools, in particular, can play a pivotal role.”

— Ezio Manzini, Founder, DESIS International

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Design for Social Innovation and Sustainability (DESIS) International Network partners in the UK, including the [University of the Arts London](#), the [Royal College of Art](#), [Lancaster University](#), [Northumbria University](#), [University of Lincoln](#) and [Kingston University](#), have been awarded network funding from the Arts and Humanities Research Council (AHRC) to deliver a series of DESIS networking events across the UK during 2013.

The project aims to extend and establish a DESIS-UK Network, as a national multidisciplinary network of individuals and organisations exploring design-led social innovation and sustainability in collaboration with UK HE. It aims to strengthen connections between design academics and academics, design practitioners, and end users of design from public, private and third sector organisations and the communities they serve, to explore how best to employ design thinking and skills to deliver sustainable social and environmental benefits to communities.

The Network aims to help the Universities in promoting and supporting Design for Social Innovation and Sustainability (DESIS) across their schools and courses. It provides an opportunity to help shape the pedagogic focus of DESIS in UK HE in a spirit of peer-to-peer collaboration within a network of institutional partners.

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