

Designing Futures: Can social companies change the future of refugees and migrants?

Work in Progress

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Avec le soutien de :



LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère de la Famille, de l'Intégration
et à la Grande Région

Département de l'intégration

DESIGNING FUTURES: Can social companies change the future of refugees and migrants?

Social enterprises as a model: What can we learn from international social enterprises and what can/should we apply to our country?



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Annexe 1 List of participants

Context

In 2015/2016 the social services of the EU host countries were not prepared for the flow of asylum seekers crossing the Mediterranean. They were often overwhelmed by the considerable and multiple needs of these people. All over Europe NGOs and citizens mobilized and spontaneously used social media to form coalitions and organize a wide variety of services, ranging from emergency responses to more sustainable initiatives. Many of these have not prospered, but others are flourishing. Many social enterprises were also created during this period.

In contrast to traditional businesses that focus on profit, social enterprises focus on service to the public. Their goal is to create profitable enterprises that address societal problems, social enterprises are able to offer additional support that complements existing efforts of the traditional social sector.

The goal of social entrepreneurship is to create economic opportunities as a sustainable solution to poverty (Stanford Social Innovation Review, 2007).

Context

Within the framework of the European project SEFORIS the role that social enterprises have had in the integration of refugee women was analyzed in November 2016 in Germany. Although the data from this analysis is not representative either at the German or European level, it has given food for thought on how social enterprises contribute to solving new social challenges. Firstly, by mediating between existing structures and changing social needs, they contribute to the adaptation of the social sector to new challenges.

Second, by collaborating simultaneously with actors from different sectors, they contribute to the pooling of capacities and resources to address the social challenges we face as a society.

In order to compare the results of this analysis with Luxembourg conditions and at the same time to draw inspiration from the innovative ideas of international social enterprises we plan to organize a conference and a series of participatory workshops with the methodology of design thinking.



Context

The approach of Design Thinking is "people-centered" - i.e. oriented towards people. The first step is to observe, identify and understand the needs of the target group. The knowledge gained in this way is the starting point for the actual idea generation. By creating and testing prototypes at an early stage, ideas are quickly implemented and evaluated. Less emphasis is placed on the detailed development of ideas than on in-depth experimentation and the gathering of new knowledge. By repeating and alternating the different steps, a better understanding of the problem and possible solutions is achieved.



Aims and objectives

Mobilize, activate and federate different actors and target audiences (companies and social organizations, public institutions; DPI and BPI) around the subject of social and solidarity economy on a national and international level

Organize 3 co-creation workshops, where every workshop builds on the learnings from the previous one. Plus a follow-up conference in autumn where the prepared Prototypes will be further developed and tested.

Methodology

Design Thinking is a design methodology that provides a solution-based approach to solving problems. It's very useful in tackling complex problems that are ill-defined or unknown, by understanding the human needs involved, by re-framing the problem in **human-centric** ways, by creating many ideas in brainstorming sessions, and by adopting a hands-on approach in prototyping and testing. This is done in **five phases—Empathize, Define, Ideate, Prototype and Test.**

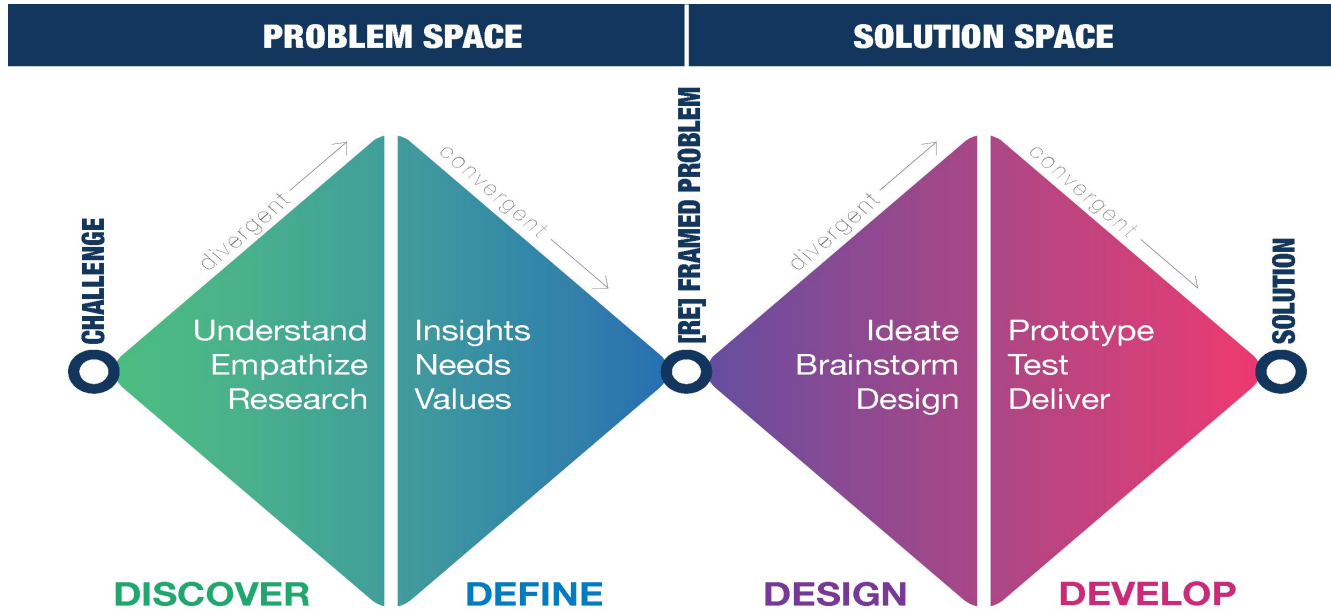
- **Empathy:** Developing a deep understanding of the problem that users face and empathizing with them.
- **Defining:** Looking at the problem you want to explore, based on your research and understanding of the problem.
- **Ideation:** Coming up with many ideas on how the user problem can be solved.
- **Prototyping:** Creating a prototype of potential solutions and then testing it with real users.
- **Testing:** Getting feedback from users in order to help improve and iterate your prototype.

Design Thinking Process



Design Thinking Method

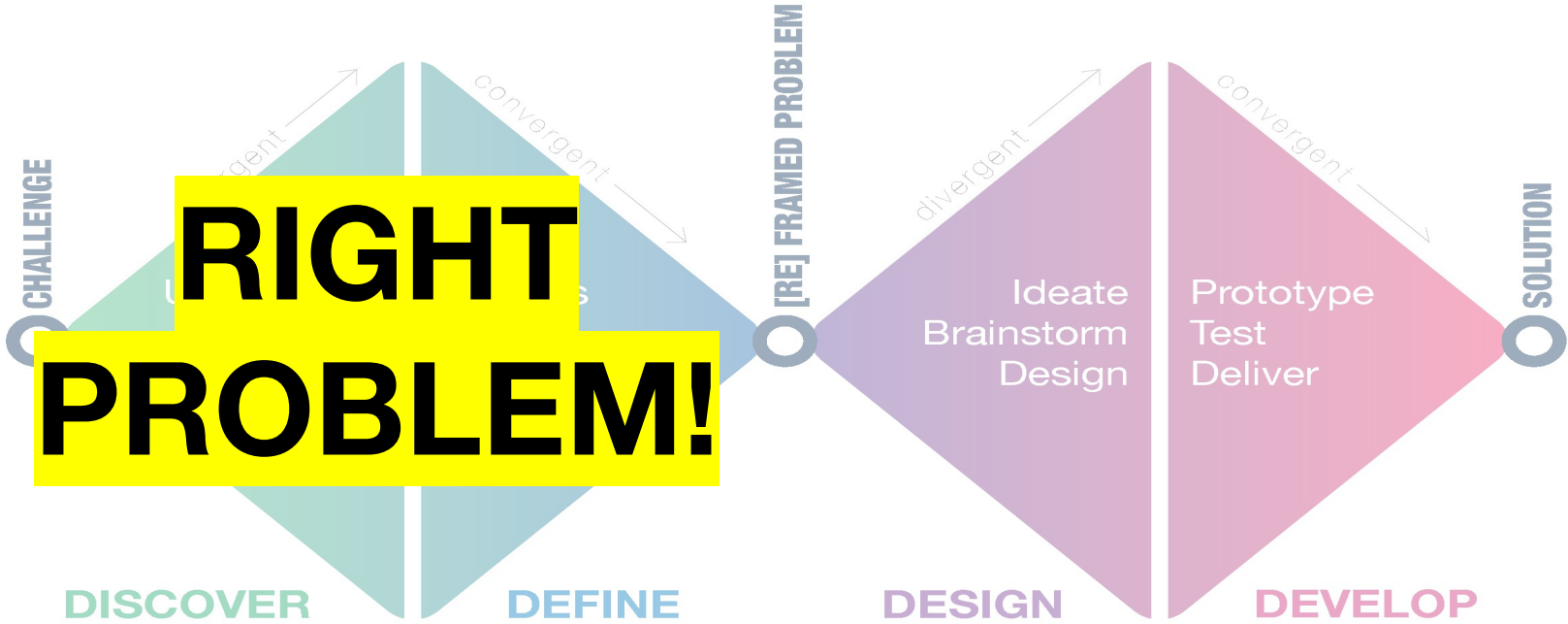
Double Diamond model will drive us through the Design Thinking process:



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PROBLEM SPACE

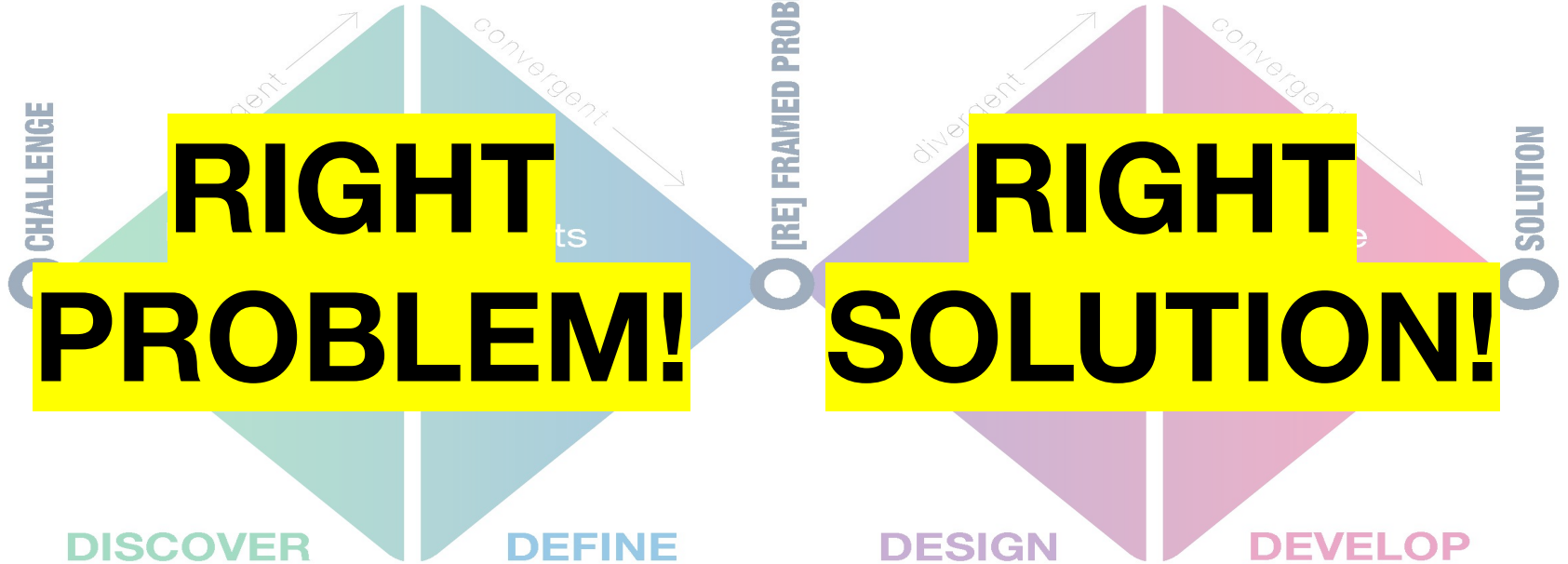
SOLUTION SPACE



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PROBLEM SPACE

SOLUTION SPACE



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Tools

Zoom - The participants interacted with others via synchronized meetings on an online platform (Zoom) as well as explored the different topics and reported the results using common online tools, like Padlet and Mural.

Padlet is an online virtual “bulletin” board, where students and teachers can collaborate, reflect, share links and pictures, in a secure location. **Padlet** allows users to create a hidden wall with a custom URL.



MURAL is one of the leading digital workspace for visual collaboration. Teams depend on MURAL to understand and solve problems and build consensus using visual methods. More than an online whiteboard, MURAL enables innovation at scale by providing a platform for everything from product strategy and planning to leading immersive workshops using agile and design thinking methodologies.



Partners and cooperations

Mobilize, activate and federate different actors and target audiences (companies and social organizations, public institutions; DPI and BPI) around the subject of social and solidarity economy on a national and international level

Organize 3 co-creation workshops, where every workshop builds on the learnings from the previous one. Plus a follow-up conference in autumn where the prepared Prototypes will be further developed and tested.

CASE STUDIES



Paula Eickmann

Co-founder, weseholz



Marianne Donven

Co-founder, Chiche!



Inès Mesmar

Founder, La Fabrique Nomade

Yasmin Baggi,
Product Manager

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RESEARCH PHASE- COLLECTING INSIGHTS

Collecting insights

What
fascinated
me?

What are
the
challenges
?

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HOW MIGHT WE...

How might we

- encourage....
- engage...
- create...
- build...
- extent ...
- improve...
- develop....



30
min

<http://www.chazmee.com/notebook/>

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HOW MIGHT WE.... VOTING



3 WORKING GROUPS



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IDEATION

“The best way to have a good idea is to have a lot of ideas.”

Linus Pauling

RULES OF THE GAME



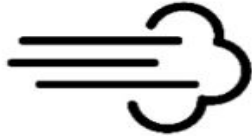
Have fun



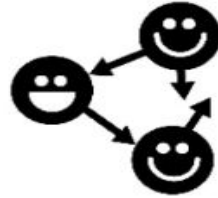
Encourage
wild ideas



Bring ideas
to life



Work fast



Work together,
no spectators



Done,
not perfect

IDEATION



20 min

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IDEATION RESULTS

Idea Prioritization

Use this template to visualize and align on which ideas you should pursue first.

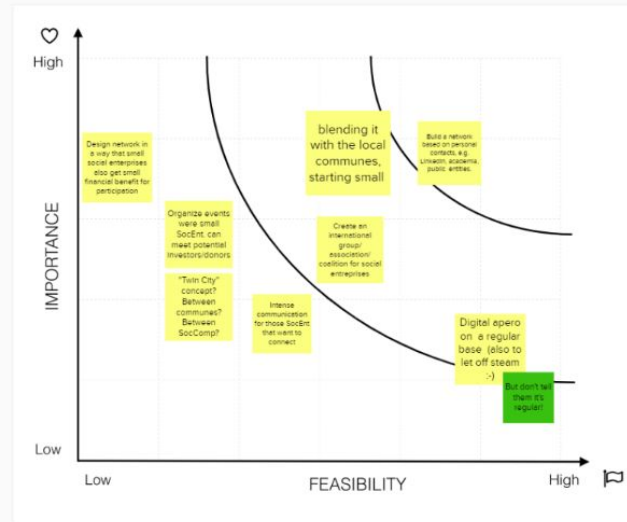
1

Collect your ideas in one place



2

Find clear next steps



IDEATION RESULTS

Idea Prioritization

Use this template to visualize and align on which ideas you should pursue first.

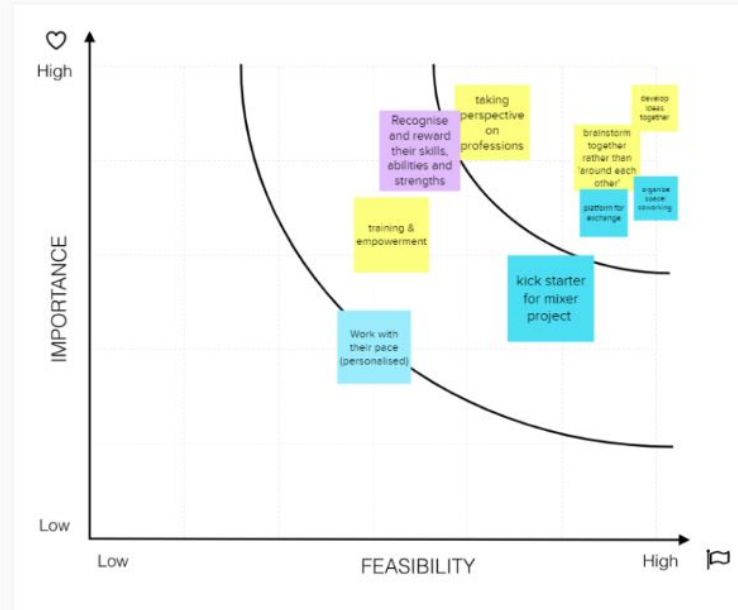
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Work in progress

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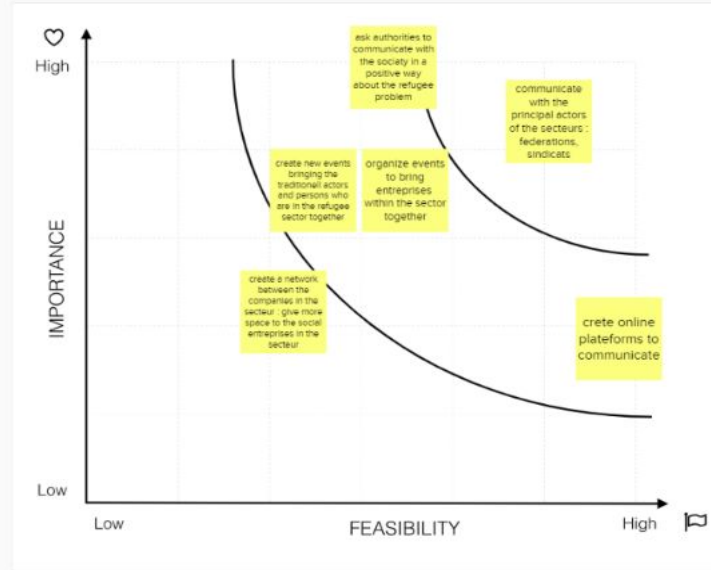
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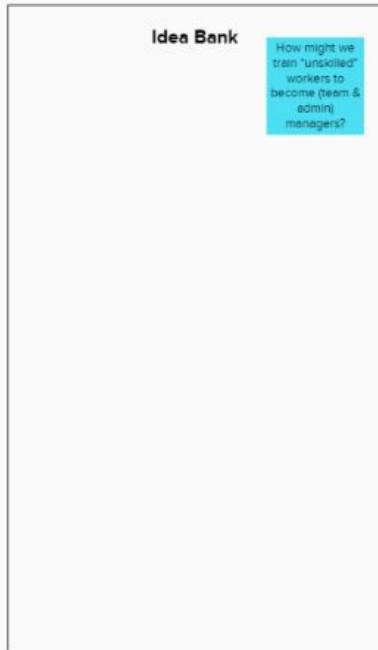
IDEATION RESULTS

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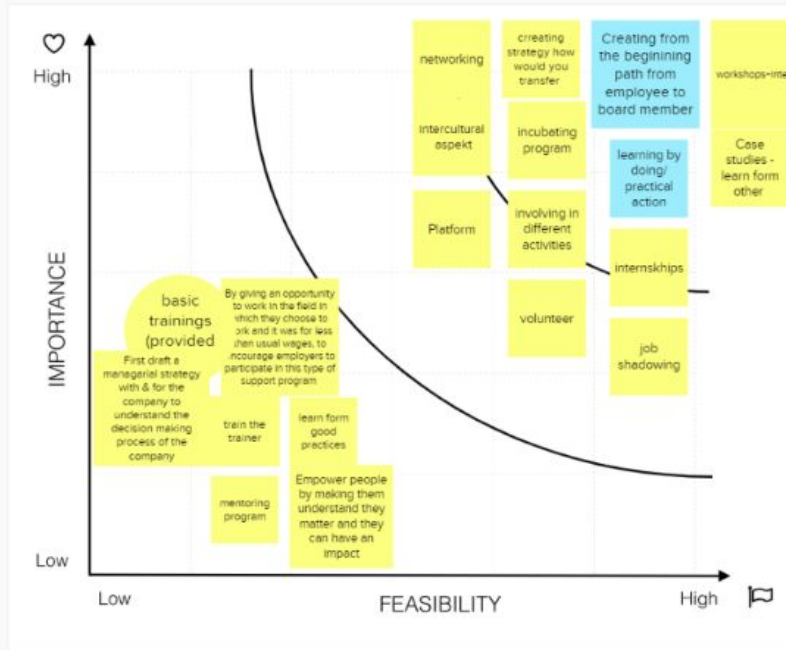
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2

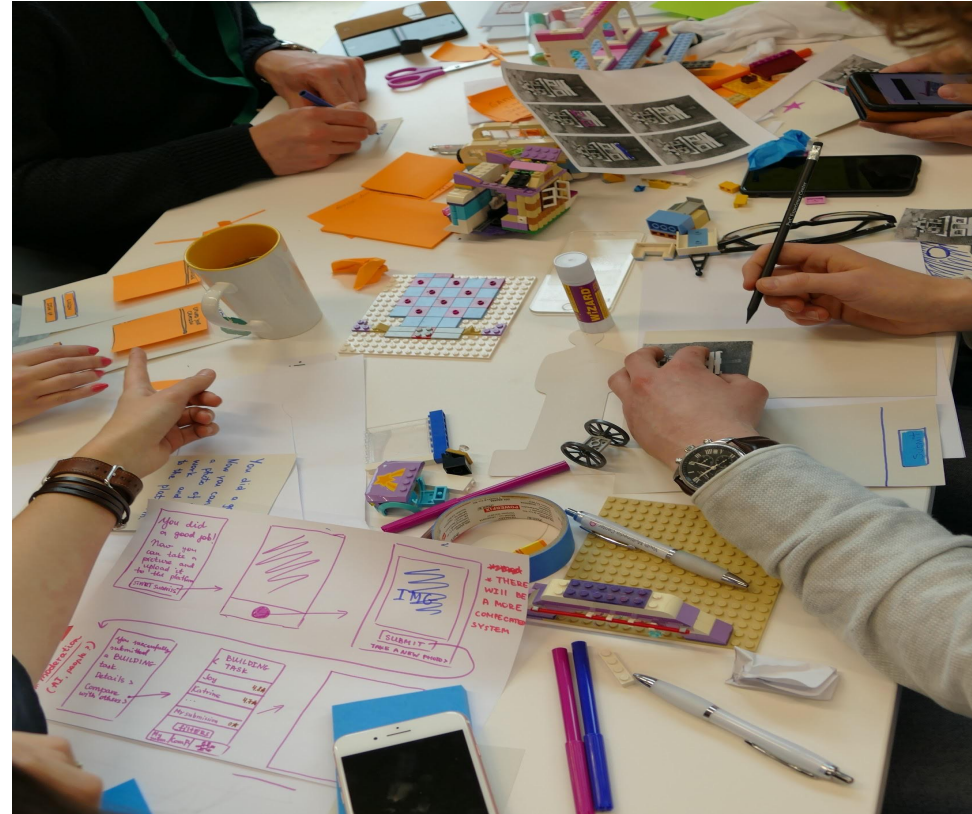
Find clear next steps



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WHY ARE WE PROTOTYPING?

- to test and validate
- to plan and innovate
- to communicate
- to explore

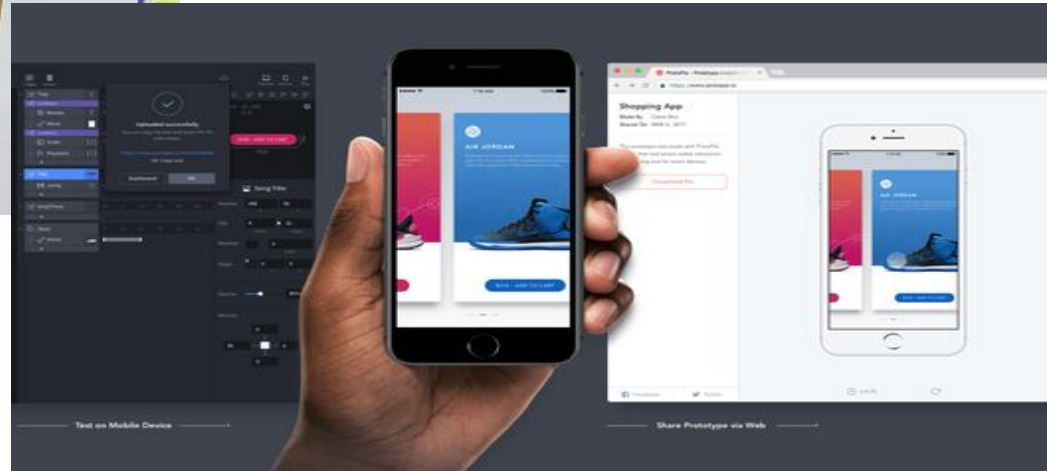
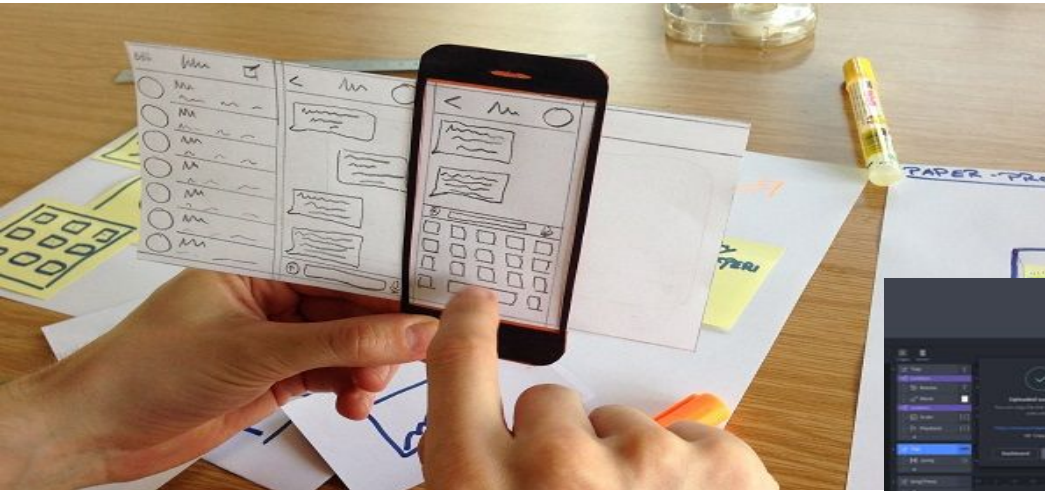


This is
World,  Work in
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ing:Applying Service Design Thinking in the Real
[Dam Lawrence](#), [Jakob Schneider](#), [Markus Edgar Hormess](#)

“I have not failed. I've just found 10,000 ways that won't work.” — Thomas Edison

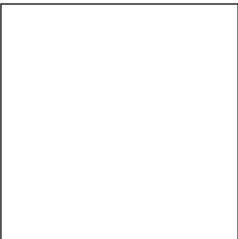
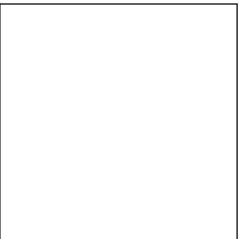
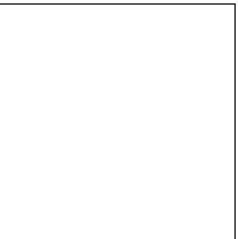

FROM LOW-FI TO HIGH-FI PROTOTYPES



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Create a storyboard


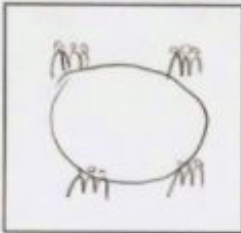

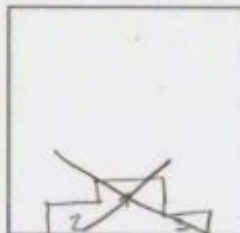

Storyboards allows stories about user experiences to be brought into the design process

Title	Title	Title	Title	Title
				
WHAT IS HAPPENING HERE:	WHAT IS HAPPENING HERE:	WHAT IS HAPPENING HERE:	WHAT IS HAPPENING HERE:	WHAT IS HAPPENING HERE:
<hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/>
wow! great nice good normal so and so or again	wow! great nice good normal so and so never again	wow! great nice good normal so and so never again	wow! great nice good normal so and so never again	wow! great nice good normal so and so never again

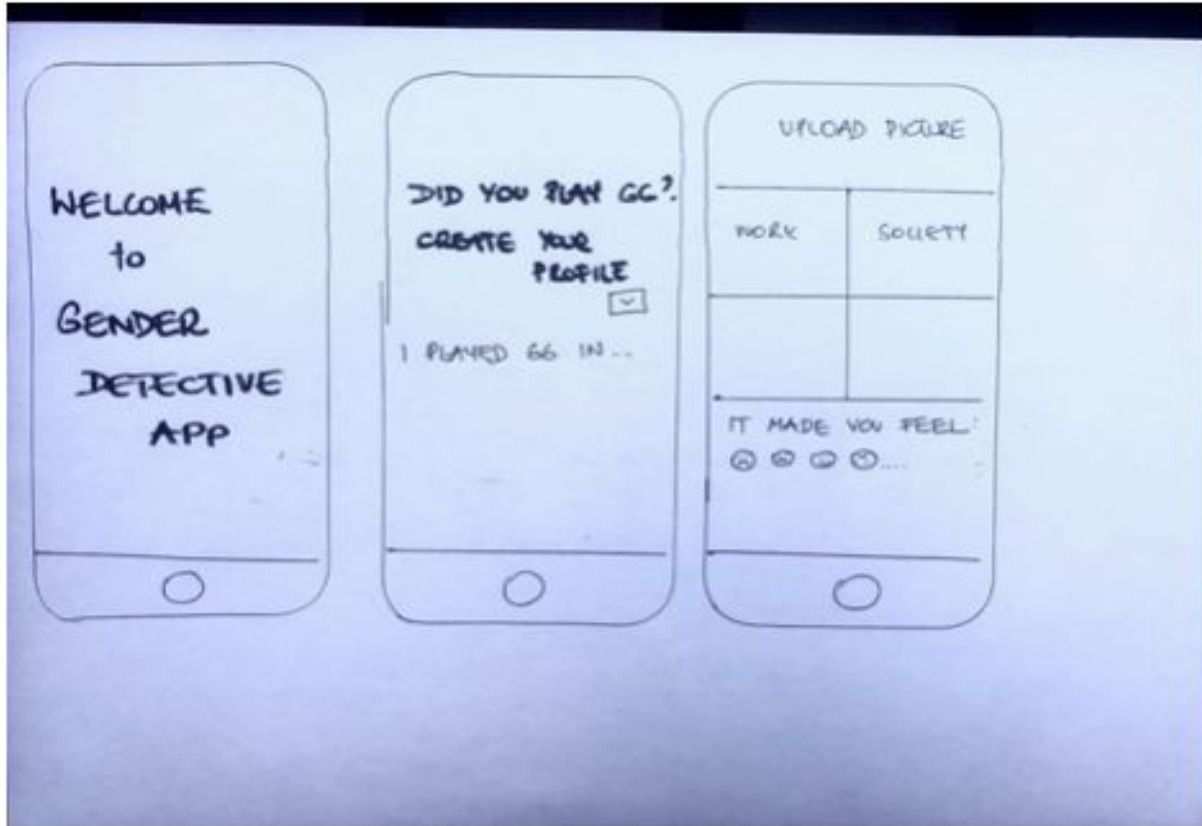
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Create a storyboard

Storyboards allows stories about user experiences to be brought into the design process

Title CREATE 4 TEAMS	Title LET THEM PLAY	Title ALLOW COLLABORATION	Title NO ONE WINNER	Title → ALL WIN!
				
WHAT IS HAPPENING HERE:	WHAT IS HAPPENING HERE:	WHAT IS HAPPENING HERE:	WHAT IS HAPPENING HERE:	WHAT IS HAPPENING HERE:
<u>EACH TEAM RECEIVES</u> <u>FACT SHEET IN</u> <u>ONE OF THE 4 AREAS</u> <u>(WORK, SOCIETY, ETC)</u>	<u>THEY PLAY THE</u> <u>GAME IN ALL</u> <u>SECTIONS.</u>	<u>IN CASE OF QUESTIONS</u> <u>THEY CAN LEARN</u> <u>FROM „SPECIALIST“</u> <u>TEAM</u>	<u>ALL TEAMS WIN</u> <u>IF THEY PUT</u> <u>THE PRICE (LETTERS)</u> <u>TOGETHER</u>	<u>AND REALIZE THEY</u> <u>CAN LEARN &</u> <u>TEACH AT THE</u> <u>SAME TIME!</u>
worst great nice good normal so and so never again	worst great nice good normal so and so never again	worst great nice good normal so and so never again	worst great nice good normal so and so never again	worst great nice good normal so and so never again

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Examples

Products (Dance app)

Services (Tourist office machine)

Experiences (selling houses)

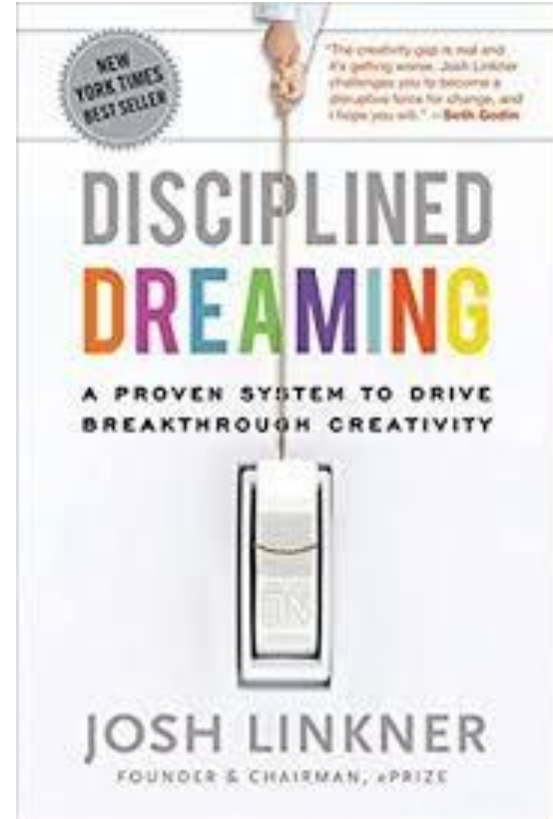
Gender Games

BUILD AND DESCRIBE YOUR PROTOTYPE

1. TEMPLATE PLUS PROTOTYPE
2. UPLOAD TO FOLDER ON GOOGLE
3. LINK TO ALL PROTOTYPES

DESIGNER'S MINDSET

1. Embrace Ambiguity
2. Creative confidence
3. Learn from failure
4. Beginner's mindset
5. Be optimistic
6. Empathy
7. Iterate, iterate, iterate



PRESENTATION OF THE PROTOTYPES



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WORK IN PROGRESS

Work in progress (workinprogress.lu) is a Luxembourg-based organisation supporting and bringing together social and ecological entrepreneurs with a particular focus on rural areas like the North of Luxembourg and aiming to create a community of changemakers. Our objective is to create places, either physical or digital, where people can work together, participate in trainings, exchange ideas, learn from peers and make a difference.

As we all know, a community is built far beyond a workspace. Therefore we are offering a collaborative platform to exchange together on solutions for the future.





We are the first service design agency based in Luxembourg, established in 2017.

We focus on proactive service delivery using human-centred design, that helps us to create exceptional digital and physical customer experiences to transform your organisation.

As specialists in customer experience we use creativity to help clients in public and private sectors to understand their user, create great value proposition, prototype and test solutions of online and offline services and products.

Our clientele are players from public sector interested to improve complex public services and private players who are going through strategic transformation, being digital or physical.

Our trainings are very practical: participants get a chance to go through the whole process stage by stage and experience the tools which they can apply in their daily work.

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ABOUT PROJECT

Topics:

- Workshop 1 : June 17th – 9am to 12.30am - Social enterprises as a model: What can we learn from international social enterprises and what can/should we apply to our country?
- Workshop 2 : July 2nd – 9am to 12.30am - Social enterprises as employers: Are refugees implicated in designing and managing social enterprises? If not/ yes, Why? How to improve participation?
- Workshop 3 : July 23rd – 9am to 12.30am - Social enterprises by refugees: Is creating a social enterprise the adequate answer to resolve problems? If Yes/Not Why? What are the motivations? Which possibilities are there for support? National and international best practices?

THANK YOU

SUPPORTED BY

Ministry of Family, Integration and the Greater Region



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 ART SQUARE
LAB