Migration of a sharing platform from Copenhagen to Aarhus – a live exploration of how social innovations may travel

Jörn Messeter[1], Lone Malmborg[2], Erik Grönvall[3], Geraldine Fitzpatrick[4], Özge Subasi[5], Eva Brandt[6], Martin Sønderlev Christensen[7], Thomas Raben[8]

| [1,2,3] IT University of Copenhagen Copenhagen, Denmark | [4,5] Vienna University of Technology Vienna, Austria | [6] The Royal Danish Academy of Fine Arts Copenhagen, Denmark | [7] SocialSquare, Copenhagen, Denmark | [8] Frederiksberg Municipality Frederiksberg, Denmark |

{jrme;malmborg;erig}@itu.dk; geraldine.fitzpatrick@tuwien.ac.at; subasi@igw.tuwien.ac.at; ebr@kadk.dk; martin@socialsquare.dk; thra02@frederiksberg.dk

ABSTRACT

Later developments in community-based PD have put a focus on how societal challenges and technological possibilities call for new forms of participation and civic engagement. In particular, lack of resources promotes public engagement in social innovation, and highlights questions of how innovations developed in a local community can successfully 'travel' to other settings. In this full-day workshop, we take a hands-on approach in exploring how social innovations can 'travel' between different settings through a concrete design case. A digital platform co-designed with stakeholders in a municipality in Copenhagen and in two neighbourhood groups in Vienna is brought to the workshop. Representatives from the city of Aarhus will participate as local stakeholders to engage with workshop participants in a one-day 'designathon' to explore the challenges of appropriating this social innovation to the local setting of Aarhus. Participants will leave with concrete experiences from an exploration of how a particular social innovation can 'travel'; involving real stakeholders in co-design of solutions to the challenges at hand.

CCS Concepts
• **Human-Centered computing → Interaction design**
• **Participatory design**

Keywords
Civic engagement; Social innovation; Sharing community; Local appropriation;

1. INTRODUCTION
Already at the 2002 PDC conference, the need to understand participation outside typical (Western) PD research settings was noted [2]. It has since been established that PD approaches do not necessarily travel well, but need to be appropriated to new settings [4]. This full-day workshop applies a local perspective on how social innovations can travel, by bringing a prototype digital

platform from an ongoing PD research project in Copenhagen and Vienna, to a *'designathon'* (inspired by the term 'hackathon') where local stakeholders and workshop participants collaboratively can explore how the current design can 'travel' to a new (municipal) setting within Denmark. We envision this exploration to include for example designing new community structures and processes for engaging in this sort of sharing platform and suggesting recommended changes to the technical platform to support this new setting.

New opportunities for working with Participatory Design (PD) has given rise to community-based PD as a recently emerging field [3]. In order to handle the unbounded, open nature of these settings, a reformation of PD thinking has been suggested (e.g. [1]); acknowledging heterogeneity and conflicts of interest, and new forms of participation and engagement. In this line of thinking, infrastructure and infrastructuring have emerged as central concepts in a process, foregrounding the on-going appropriation between different contexts with many different stakeholders and practice. This also highlights design as a continuous activity, blurring the border between design and use. As researchers we promote dissemination of local social innovations to other communities, but we can also expect challenges when a social innovation co-designed in one setting 'travels' to a new setting. Even when the target setting is within the same (national) culture, and with the same categories of stakeholders, we should expect diverse community-specific practices and cultures (e.g. between different professional teams at a workplace).

In this full-day workshop we set up a designathon to collaboratively explore a practical hands-on attempt to make a social innovation, a design outcome from the project Give&Take [5], 'travel' from Copenhagen and Vienna to Aarhus. Give&Take is a PD project funded under the EU's AAL programme (2014-2017) with partners from Denmark, Austria and Portugal. In Give&Take we explore the potential of exchanging non-monetary services among senior citizens in a municipality within Copenhagen and in local senior communities in Vienna. In Give&Take private companies, co-design researchers, a municipality, and citizens collaborate to develop a digital platform that can support exchange within communities of senior citizens. The current version of our platform is brought to the workshop where we invite potential local stakeholders and workshop attendees to participate in a designathon to explore how this social innovation can be appropriated in the local setting of Aarhus.

2. FIT TO CONFERENCE
One focus within the conference theme, *'Participatory Design in an Era of Participation'*, is how sharing economy and participatory

cultures create possibilities for new forms of engagement and challenge traditional participation; and how lack of resources promotes public engagement in social innovation. The limited resources available in public service highlight questions around how social innovations developed in one setting can be successfully transferred and appropriated into new settings, driven by participatory forms of engagement. The workshop theme links directly to this issue, in aiming to simulate this 'travel' of a social innovation, and exploring consequences, challenges and possibilities in a hands-on fashion. We further aim to explore the possibilities of 'traveling ideas' in the context of 'scaling' PD projects. The goal of Give&Take is to somehow involve formal structures (sponsors, ultimate owners, etc), but letting initiatives be run by the people in the community. This way it will gain more potential to become a powerful initiative and to impact both citizens and municipalities, as compared to other initiatives that might be completely outside, or even counter to, the municipality. It was recently announced that Aarhus Municipality will become a 'sharing city'; with an outspoken and nationally acknowledged focus on sharing economy, making Aarhus and PDC a relevant venue to experiment with collaborative design of future sharing services. Through the notion of a designathon, the academic perspective of the Participatory Design Conference will be complemented with a hands-on exploration of Participation and Participatory Design. The union of the academic and practical elements at the workshop will potentially enrich research as well as design practice, and the conference as a whole.

3. WORKSHOP SCHEDULE

We have engaged representatives from the municipality in Aarhus. These will be the stakeholders at the 'receiving end' in the designathon. Correspondingly, The Give&Take project will meet up with diverse competences (incl. municipality, business and technology interests) that will also represent the 'giving end' in the designathon. The workshop is divided into four sections: 1) Brief introduction of participants followed by the division of groups, with a mix of representatives from different stakeholder groups (ideally four per group); 2) Presentation of the case/'the brief'; 3) Designathon; 4) Final presentation of outcomes and peer feedback.

3.1 Audience for Workshop

Participants from all backgrounds are welcome to join this workshop. Particularly anyone with an interest in social innovation and/or community-based PD, researchers and/or professionals engaged in public service projects, citizen-involving projects, hackathon culture, and various participatory cultures.

3.2 Workshop Outcomes

Our aim is to be able to identify potential challenges in the local adaptation of the digital platform in question, and discuss, co-design and enact potential solutions to these challenges. Participants will leave with concrete experiences from an exploration of how a particular social innovation can 'travel', involving real stakeholders, and hopefully with new ideas for how to approach these problems, as a researcher or as a professional.

4. WHAT TO DO NOW

This one full day workshop is designed as a making environment. Participants should be ready for several interventions, fast pace collaborations and presenting/role playing and similar during the day. We will not accept more than 25 participants.

To participate, please submit a 1 page (max) statement (of visuals/text or other media equivalent) to PDsocialinnovations@gmail.com including information on: A)

why you are interested in community oriented PD work and B) a specific example of how an idea / innovation travelled from one setting to another.

Important Dates:
- July 1st 2016: Workshop participant submission deadline
- July 15th 2016: Notification to workshop participants
- August 15th or 16th 2016: PDC 2016 1 full workshop day

5. ORGANISERS

Erik Grönvall is Associate Professor at IT University of Copenhagen. His research is within the fields of PD, healthcare tech, HCI and CSCW. Erik researches technology in everyday life and how to design for the capabilities and needs of diverse users.

Lone Malmborg is Associate Professor, heading the Interaction Design Group at the IT University of Copenhagen. Her research explores how co-design, interaction design and social innovation can change the research agenda in design and ageing.

Jörn Messeter is Associate Professor in Interaction Design at IT University of Copenhagen. His research interests include co-design methods, community-based PD, social innovation, sharing culture, public service design, and PD in place-making.

Geraldine Fitzpatrick is Professor of Design and Assessment of Technology at TU Wien. Her research explores support for social interaction, older people, communities, health and wellbeing. She is co-investigator on the AAL-funded Give&Take project.

Özge Subasi is a senior researcher in the HCI Group at the Vienna University of Technology. Her research focuses on the possible roles of design and arts-based disciplines in the intersections of design, technology, aging, and everyday life.

Eva Brandt is Professor at The Royal Danish Academy of Fine Arts, School Design and co-leading the Center for Research in Codesign (CODE). She explores how actors in open design labs can inquire into existing practices and explore possible futures.

Martin Sønderlev Christensen (PhD) is a partner in Socialsquare. In Socialsquare Martin works with public institutions and private companies in designing social digital technologies.

Thomas Raben (MA) is a consultant in Frederiksberg Municipality, working primarily within employment and social welfare.

6. REFERENCES

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