



# Welcome to the ... Design for Social Change Newsletter

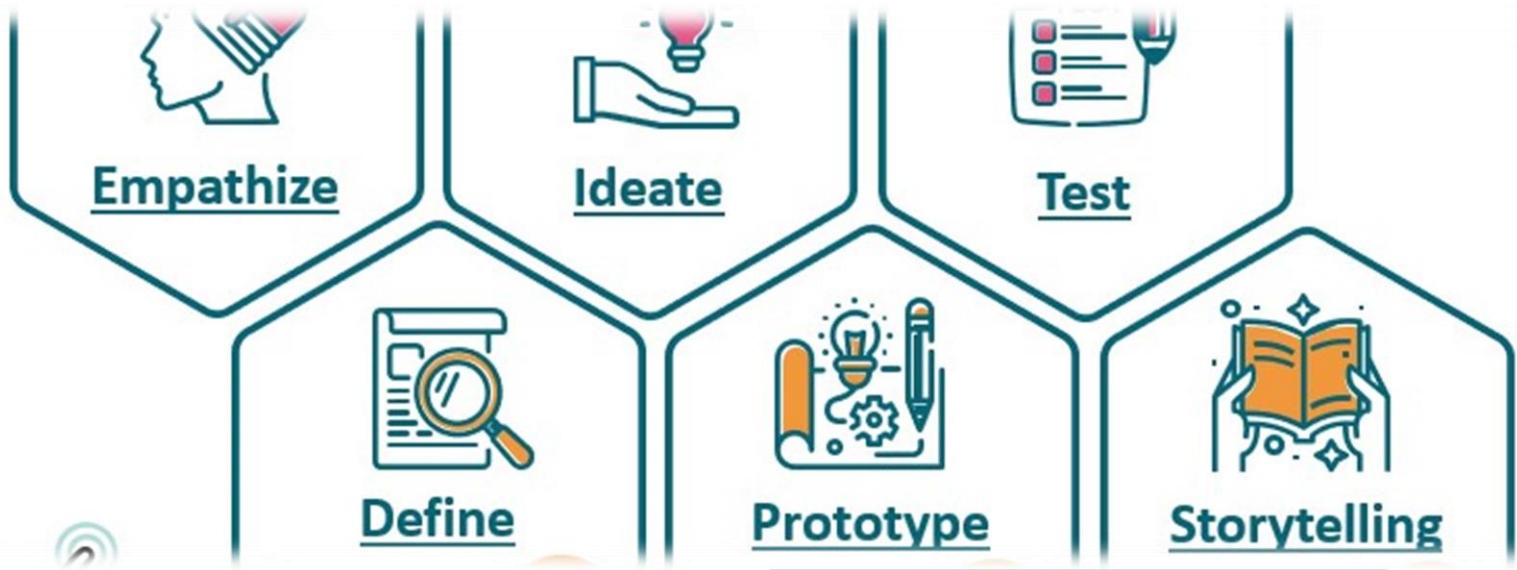
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## Our guide on Design thinking for social change

Our "Design for Change" project, which continues to make strides in social change methodology. Our recently released guide, "Design Thinking for Social Change," aims to revolutionize how we tackle community issues by incorporating Design Thinking principles.

### Unpacking the "Design Thinking for Social Change Guide"

This comprehensive PowerPoint guide, authored by A. Romagnoli, A. Saxena, and G. Vagnarelli and dated July 2023, serves as a strategic compass for applying Design Thinking in various social contexts.

### Structure & Content

The guide unfolds over six chapters that meticulously walk through the traditional phases of the design thinking process: Define, Ideate, Prototype, Test, Storytelling, and Conclusion. It transcends theoretical discussion, providing 41 activities, 60 tools, and 44 deliverables to operationalize Design Thinking methodology effectively.

*The Design for Change project trains adults in Design Thinking principles to solve the problem of inefficient resource allocation and decision-making in the social change sector. It improves issue identification, community understanding, solution evaluation, and project implementation. This leads to better resource use, education, and community effectiveness.*

### Target Audience

This guide is particularly crafted for educators, community advocates, activists, and NGOs. It focuses on the unique needs and educational aspects of these groups and even explores the utilization of Big Data and Artificial Intelligence for enhanced impact.

### The Pioneering Element

The unique angle of this guide is its explicit shift from a business-oriented application of Design Thinking to a context rooted in social change, thereby aligning it more closely with community needs and educational contexts.

### Why Does This Matter?

In a world grappling with intricate challenges—ranging from health and poverty to education—the conventional strategies often prove inadequate. The "Design for Change" project, and more specifically, the "Design Thinking for Social Change Guide," offer an alternative approach that is holistic, rooted in community, and action-oriented.

# Design thinking for Social Change guide

The Design Thinking for Social Change Guide" outlines a six-chapter framework that adapts the traditional design thinking process to tackle social change issues.

1. **Empathize:** The guide starts with deep community engagement to understand the specific issues, needs, and aspirations, setting the stage for an empathetic approach to problem-solving.
2. **Define:** The guide starts by framing the specific community problem that needs solving, considering resources and constraints to make it actionable.
3. **Ideate:** This phase engages in brainstorming with various stakeholders like community members and activists to generate innovative yet feasible solutions.
4. **Prototype:** The ideas generated are then turned into tangible prototypes or pilot programs for real-world testing.
5. **Test:** These prototypes undergo rigorous testing with iterative feedback loops from the community to refine the solutions based on real-world impact.
6. **Storytelling:** The guide emphasizes the importance of narrating the journey of the problem-solving process to gain support from stakeholders and funders.

