

SYLLABUS

Course description

Course title	Project Funding for Eco-Social Design Area: Seminar 5
Course code	96120
Scientific sector	
Degree	Master in Eco-Social Design (LM-12)
Semester	II
Year	1st and 2nd
Credits	2
Modular	No
Lecturer	Dr. Elena Giunta e-mail address: webpage:
Scientific sector of the lecturer	-
Teaching language	English
Teaching assistant (if any)	-
Office hours	6
Total lecturing hours	18
Total hours of self-study and/or other individual educational activities	
Attendance	mandatory
Prerequisites	-
Course page	

Course description

This 3-day course is designed for acquiring professional skills and knowledge on how to find, conceptualize, prepare, and present proposals (applications) for third-party/private and public funding of eco-social projects.

The seminar on Project Funding represents the answer to a real gap and, at the same time, a professional challenge. Designers who decide to work in the social innovation field, in particular must have in their “tool-box” also this skill: expertise in project design, that is writing and management of call for proposals. Differently from other fields of application, the main “clients” of social and environmental shifts are belonging to public or non-profit worlds, not to mention community-led projects.

For all these reasons we will prove, within the Seminar, that eco-social designers can increase their impact by acting not only as design professionals but also as project leader and change-maker agents. The purpose is that designers can start from their mindset and from some of their most familiar tools to dialogue and enter the domain of project writing for funding.

In addition, it is significant to underline this is the right time to enlarge the view, because the collaborative practices -and terms as design or co-design- are very popular in this new European strategic planning of next seven years; in fact, in a variety of programs civic engagement, design thinking methods and co-creation are required practices.

Some examples of funding programs will be shown in the seminar.

Educational objectives

Students will be able to:

- Understand how to approach the funding of projects (6H)
- Learn and practice how to draft successful proposals for funding (6H)
- Manage a project work development (6H)

Knowledge will be acquired in the following fields:

- how to use design skills to write a good project proposal
- call searching logic and general overview of the principal “call for proposals”
- stakeholder analysis, management and networking plan
- teamworking for writing: from the first ideas to executive planning
- design tools to facilitate project writing

List of topics covered

1. Understand how to approach the funding of projects

The topics addressed in this first module/day concern the “market of funding” with a specific focus on the competitive call for projects. We go deep on the kind of funding (scales, main topics, logics); how to find them; how to read a call (e.g. eligibility, time scheduling, contact points, etc); how to create a network (differences of partner and stakeholder, endorsement letters, platform for partner searching, social channels, etc). A specific focus will be dedicated to funding programs in coherence with eco-social design domains plus the programs that take care of the geographical area of influence of unibz (e.g. Alpine Space, Interreg cooperation programs, Central EU).

About networking creation, and with the precise intention to touch a not less important point, in the seminar, we will discuss the nature and role of the main “Clients” of our social innovation design proposals. Eco-social design domains could be desirable both for enterprises (including the sub-niche of social enterprises) and Public Administration or NGOs: these different targets represent a cloud of “Clients” to be accurately segment in order to understand their different visions, goals, and maturity levels, management and financial skills. According to this observation, the module will also discuss -as an alternative funding option and increasing phenomena- the mechanism and platforms for crowdfunding local initiatives.

2. Learn and practice how to draft successful proposals for funding

In the second module/day, we will use the classical design thinking process to manage the design (or co-design, with stakeholders, for example) of a writing proposal. Some examples of the main phases we will go through -using the Double Diamond process- are mind mapping of topics for a better call matching, segmentation of target needs / audiences (in case of a cultural project), development of brief design solution = project concept, project planning, project outcomes, long term goals - outgrowth environmental or behavioural challenges. We can face content such as project canvas, collaborative tools for co-creating ideas, life cycle projects, impact design, and software for co-creation and management. A selection of practical tools that will be explained.

In this module we also go deeply into a collaborative design session with the goal to envision a systemic map of valuable topics: this "atlas of keywords" has the aim to facilitate better matching between eco-social design domains and students' expertise with the structured programs' priorities they can find in the calls. The point is to prevent the potential mismatching between the existing calls and students writing proposals, which sometimes is basically a matter of language accordance.

In conclusion, KPI (Key Performance Indicator) design has been considered the last content in this module, introducing brief concept (and differences) between process and results indicator, and long term impact monitoring.

3. Manage a project work development

Trusting in an active didactic approach, the third module/day will be dedicated to develop a practical project work.

Students will be divided into teams, due to their interests and selected topics, to practically simulate a quick design writing process: focus on needs or problems to solve, call searching, stakeholder mapping,

and idea generation using one or more design or collaborative tools as presented in the seminar, KPI definition.

If the class will be interested in further applications, we can also simulate (using role-playing) the negotiation phase (partner searching and matching) including abstract writing (concept note editing) and/or short speech presentation of project ideas (elevator pitch).

Teaching format

Balanced mix of:

- input lectures
- group discussions and brainstorming
- mutual mentoring and coaching sessions
- group work and small presentations by students

* The seminar will be significantly shaped-by and adapted-to the common dialogue with the students.

Learning outcomes

- *Practical knowledge on the key points to be considered to create successful funding applications*
- *Understanding the right sequence in proposal formulation*
- *Applying the acquired concepts in basic proposals*
- *Making judgements on resources, partnerships, and main action to be included in the applications*
- *Acquisition of the basic Know-How to deliver and defend eco-social project funding proposals*

Assessment:

Students are required to develop and defend their own project works, according to the ones launched during the last course-day. The team of proponents will present both the process and the final results of their project writing experience, including some design tools (as shown in the seminar; e.g. action wiser canvas) and a visual presentation, as a support of the oral discussion.

It is necessary to clearly define and demonstrate the different team's roles and contributions. Both teams working and individual growth will be appreciated and evaluated.

Due to team interests and depending on the proposal's maturity, could be evaluated with students -case by case- the opportunity to further develop the final result including a draft version of a real call for proposal format, potentially suitable for a future submission. This output, which is not mandatory, will be considered a second-level development for students who have already experienced project writing or that have a very precise project to get funds on.

Assessment language: English

Evaluation criteria and criteria for awarding marks

- Level of Understanding of the nature, concepts, and rules of project funding
- Content coherence of the project proposal within micro-needs, on one hand, and macro-topics, as suggested by Eu funding pillars

- Appropriate use of design tools and process, applied to project writing
- Quality of proposal writing and pitching: focus, clarity, soundness

Required readings: None

Supplementary readings:

Leone,L. and M.Prezza (2005) Costruire e valutare i progetti nel sociale. Manuale operativo per chi lavora su progetti in campo sanitario, sociale, educativo e culturale. FrancoAngeli.

Liedtka,J. and T.Ogilvie (2011) Designing for growth. A design thinking toolkit for managers. Columbia Business School publisher

Maree Brown,A. (2017) Emergent Strategy: Shaping Change, Changing Worlds.

Strassolo,R. (curated by) (2009) Cultural planning e pubblico dell'arte. L'offerta incontra la domanda? Ed. Aracne.

Further reading could be suggested to students due to their interests and projects' topic.