Freie Universität Bozen
Libera Università di Bolzano
Università Liedia de Bulsan

SYLLABUS

course description

Course title	Service Design for Eco-Social Innovation Area: Seminar 4
Course code	96027
Scientific sector	
Degree	**Master in Eco-Social Design (LM-12)**
Semester	**I**
Year	1st and 2nd
Credits	2
Modular	No
Lecturer	Jan-Christoph Zoels Office F3.04, unibz Senior Partner User-Experience Design, Experientia, Turin, http://experientia.com/about/jan-christoph-zoels
Scientific sector of the lecturer	-
Teaching language	**English**
Teaching assistant (if any)	-
Office hours	6
Teaching language	**English**
Total lecturing hours	18
Total hours of self-study and/or other individual educational activities	32
Attendance	**mandatory**
Prerequisites	-
Course page	

Course description

Our service design workshop for eco-social impact will introduce core approaches to service design practice and challenge participants to ideate service design concepts and prototypes which address living within the planet's ecological limits. Frameworks such as Planetary Boundaries and Circular Economy will help us to situate our ideas. Participants will work in teams to explore different scales of service design interventions - from regulatory approaches to community services to individual actions – for service ideas for new land use approaches.

The course is designed for acquiring professional skills and knowledge.

The course runs over the following days and times:

Monday 19th November 2018: 14:00 – 18:00

Tuesday 20th November 2018: 09:00 – 13:00, 14:00 – 18:00 hours and 18:30 – 20:30 hours

Wednesday 21st November 2018: 09:00 – 13:00 hours.

Educational objectives

Students will be able to:

- Understand core approaches to service design practice
- Understand framing sustainability through the concepts of Planetary Boundary and Circular Economy
- Rethinking and designing services to create more just, resilient and cohesive communities
- Conceptualise and design services that enable people to change behaviour
- Conceptualise and design services that shape or enable new competences for individuals and communities
- Work in teams to explore different scales of service design interventions (from regulatory approaches to community services and individual actions)

Knowledge will be acquired in the following fields:
Service design practice
Service design for sustainable behaviour and infrastructure
Service prototyping

List of topics covered
Approaches, methods and tools for service design
Service design as a change agent
Circular approaches for envisioning new land use approaches

Teaching format
Frontal lectures combined with hands-on workshop exercises, group work and group presentations.

Learning outcomes
This course shows the potential of service design - its approaches and methods – in creating viable paths for behavioural change that build more just, resilient and cohesive citizen action, communities and infrastructures. The course shows examples of contemporary service design practice that guide students to develop their own service ideas, concepts, prototypes and ways of practicing.

Knowledge and understanding
Service design best practice for sustainability challenges

Applying knowledge and understanding
Acquisition of a range of methods and tools to generate viable service propositions
Ability to take a service idea/concept through prototyping in order to generate a convincing proposition

Making judgments
Ability to generate service ideas/concepts for specific contexts while understanding the boundaries of the affect of the service on sustainability challenges

Communication skills
Purpose driven storytelling to inspire people to engage in services that encourage behaviour change

Learning skills
Ability to see the bigger picture while generating a practical service proposition
Creativity, motivation and ability to motivate others through service-based actions

Assessment
Groups will be required to make a ten-minute presentation of their service concept or prototype that develops a vision for new land use approaches with reference to Planetary Boundaries and the Circular Economy.

Assessment language: English

Evaluation criteria and criteria for awarding marks
For the service concept or prototype developed by each group, the following criteria apply:

- Quality of the storytelling and choice of media of communication
- Quality of the tangible artifacts, models or mock-ups to demonstrate the viability
- Assessment of the potential positive eco-social impacts of the service concept or prototype

Required readings
Atherton, Marc. 2015 Blog: Behaviour Change Towards A Circular Economy - Part 1 & 2
https://www.thersa.org/discover/publications-and-articles/rsa-blogs/2015/10/blog-behaviour-change-for-ce-part-1

EAST: Four simple ways to apply behavioural insights. 2015
http://38r8om2xjhhl25mw24492dir.wpengine.netdna-cdn.com/wp-content/uploads/2015/07/BIT-Publication-EAST_FA_WEB.pdf

Changing behaviour by design. 2013

http://www.designcouncil.org.uk/sites/default/files/asset/document/Changing%20behaviour%20by%20design.pdf

The Lisbon Declaration - Social Innovation as a Path to a Sustainable, Resilient and Inclusive Europe. 2018
https://media.nesta.org.uk/documents/Lisbon_Declaration_on_Social_Innovation.pdf

Touchpoint. Designing the Future. Volume 10 No. 2. October 2018. The Journal of Service Design

Sussman, R., Gifford, R., and Abrahamse, W. 2016. Social Mobilization: How to Encourage Action on Climate Change.
https://pics.uvic.ca/sites/default/files/uploads/publications/FINAL%20Social%20mobilization-Sussman%20Gifford.pdf

Supplementary readings

Experientia blog, https://blog.experientia.com/category/design_parent/service-design/
Kimbell, Lucy. 2015. The Service Innovation Handbook. BIS Publishers.
Penin, Lara. Ed. 2018. An Introduction to Service Design: Designing the Invisible. Bloomsbury Visual Arts.
Stickdorn, Marc. Ed. 2018. This is Service Design Doing. O'Reilly Media