Interdisciplinary Programmes

Academic year 2019-2020

Social Innovation Skills

MINT146-1 - Autumn - 3 ECTS

Friday 1 November from 12:15 Rooms S7 & S8
Saturday 2 November from 10:00 Rooms S7 & S8

Course Description

This 3 ECTS workshop introduces students to social innovation skills and how to apply them in practice. In a fast-paced design cycle, students will get familiar with the human-centered design methodology which is widely used by innovation practitioners around the world, including in the private, public and social sector. In addition, students will learn from case studies in the fields of development, international affairs and other. The ability to face ambiguity and a constantly changing environment is a core skill for today's leaders. The course not only equips students with a methodology to follow but also strengthens their versatile soft skills, including teamwork, public speaking and collaboration.

❯ PROFESSOR

Andrina Beuggert
Elena Zheglova

Syllabus

Course Learning Objectives

At the end of the workshop, students will be able to:
- apply Human-Centered Design principles and activities to challenges in their academic, professional (and personal) environment.
- explain how and why human-centered design and other social innovation methodologies are applied in the fields of development and international affairs.

Course Evaluation

 Evaluation will be based on:
- Full attendance and active participation in all sessions of the workshop (33%).
- Completion of a human-centered design process exercise and presentation within the two workshop days, along with other students (33%).
Submission of the follow-up assignment (self-reflection on how to apply HCD) no later than 30 November, 2019 (33%).

Course Material

The following are the main references used in the workshop:
- IDEO.org, 2015, "The Field Guide to Human-Centered Design", available via IDEO.org;
- Hasso Plattner Institute of Design Stanford (d.school), 2018, "Design Thinking Bootleg: A set of tools and methods", free download available via https://dschool.stanford.edu/resources/.

Overview of the Course

This learn-by-doing workshop is highly interactive by design and draws on a variety of teaching methodologies. As part of human-centered design process, students will leave the classroom to conduct user interviews and collect feedback. Beyond this, the workshop draws on other teaching methodologies, including case study analysis, group discussion and lecturettes to deliver key concepts.

Starting on Day 1, students will choose a real-world design challenge they want to work on. In teams, they will go through a design process from collecting insights to developing, prototyping and presenting their ideas.

In the second half of Day 2, we look at Human-Centered Design (HCD) applied in practice in the fields of development and international affairs. We explore the limits of Human-Centered Design and put it in context with other social innovation methods.

Day 1: Introduction to Social Innovation

12:15 - 12:30 Welcome
12:30 - 12:45 Intro & overview
12:45 - 13:30 Challenge pitches & group formation
13:30 - 15:30 Innovation Cycle - Step 1: Empathy
15:30 - 17:00 Innovation Cycle - Step 2: Define
17:00 - 18:30 Innovation Cycle - Step 3: Ideation
18:30 - 19:00 Recap, Closing

Day 2: Solve Your Social Innovation Challenge

10:00 - 10:15 Welcome
10:15 - 11:00 Innovation Cycle - Step 4: Prototyping
11:00 - 12:00 Innovation Cycle - Step 5: Testing
12:00 - 13.00 Innovation Cycle - Presentations, Review & Reflection
13:00 - 14:00 Lunch
14:00 - 15:00 Human-Centered Design in Practice: Case Studies
15:00 - 15:15 Break
15:15 - 16:00 Human-Centered Design in Context: Other innovation methodologies
16:00 - 17:00 Recap, Outlook, Closing

Homework Assignment

Students are asked to apply the mindsets and methodologies further on a specific challenge chosen. In the home-work assignment (400-800 words), students will document and reflect on the steps taken and learnings made. The assignment is due on **30 November 2019**.

Readings and Resources

(1) Mandatory reading material:

- Brown, T., 2008,"Design Thinking" Harvard Business Review;
- Tim Brown & Jocelyn Wyatt, 2010, "Design Thinking for Social Innovation", Stanford Social Innovation Review;
- Knoche et al, 2011, "Human-Centered Design for Development", International Journal of Mobile Human Computer Interaction;
- Tara McGuinness & Anne-Marie Slaughter, 2019, "The New Practice of Public Problem Solving", Stanford Social Innovation Review;
- Hoffecker, E., 2018, "Local Innovation: What it is and why it matters for developing economies", working paper 01, MIT D-Lab;
- **Case study:** Fassbender, K & Uebernickel, F., 2017, "Human Centered Design for Open Community Fields in Kenya", University of St. Gallen.

(2) Recommended reading:

- Kathleen Kelly, 2015, The new social innovators, Stanford Social Innovation Review;
- Phillips, W., Lee, H., Ghobadian, A., O'Regan, N., & James, P. 2014. "Social Innovation and Social Entrepreneurship". Group & Organization Management, 40(3), 428–461. doi:10.1177/1059601114560063;
- Bazzano AN, Martin J, Hicks E, Faughnan M, Murphy L. 2017. "Human-centred design in global health: A scoping review of applications and contexts". PLoS ONE 12(11): e0186744. https://doi.org/10.1371/journal.pone.0186744;
- ***More on 'system change':*** Christian Seelos & Johanna Mair, 2018, "Mastering   System Change", Stanford Social Innovation Review;
- ***More on 'base of the pyramid':*** Ted London & Urs Jäger, 2019, "Co-Creating with the Base of the Pyramid", Stanford Social Innovation Review.

(3) Other useful resources:

- UN Innovation Network: https://www.uninnovation.network/
- UNHCR Innovation Service: https://www.unhcr.org/innovation/
- UNDP Innovation Facility: http://www.undp.org/content/undp/en/home/development-impact/innovation.html
- Theory U / Presencing Institute (MIT): https://www.presencing.org/
- Circular Design Guide: https://www.circulardesignguide.com/resources/