"codesigning situated services for sustainable futures
meaningful social innovation from within textile artisan communities"
what is community engagement?

It is a **socio-cultural** activity of working **in situ** with people to enable social change.

This implies designers to develop a **reflective** and responsible approach to activate the creativity and **participation** of communities to tackle the wicked problems they **experience** in their socio-material worlds.

Its success requires an enabling ecosystem of multidisciplinary relationships within a **resilient** mechanism of **transformation**, supporting an **on-going** process to address a shared and **meaningful** purpose.
how do I do community engagement?

roles
- anthropologist
- storyteller
- sensemaker

locale
- situating the intervention
- interweaving the narrative

make sense
- making sense of sustainable futures

sustainable futures
- co-creating situated services

co-design
- making sense of sustainable futures

activate
- activating a legacy for community’s self-sustainability
- planning next steps

situating strategy

aims

methods
- ethnography
- contextual interviews
- concept mapping
- co-creation workshops
- roundtable discussion
- questionnaires

roles
- facilitator
- activist
- reflective practitioner

activate
- activating a legacy for community’s self-sustainability
- planning next steps

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situating strategy
when is engagement effective?

- anchored on shared values towards long-term resilience
  - self-sustainable
- activating a mechanism of change, challenging the status quo
  - transformative
- fostering collaboration within a middle-up-down strategy
  - participatory
- built upon tacit knowledge and tailored to local assets
  - situated
- enabling participants to become agents of their own alternatives
  - empowering
- framing an innovation meaningful to them
  - meaningful