# A Design Tool-Box to Scale Social Innovations from one context to another

## Unfolding the Scaling Journey of Designscapes Initiatives

The project explores how design could support social innovations to scale and achieve impact by unfolding the scaling journeys of Designscapes initiatives.
The following **Research Questions** led the research of the project:

1- *'How can social innovators scale-out an intervention from a context to another one?'*
2- What are those key factors that need to be replicated when scaling into another context?
3- Would be an *'cultural replication'* an effective way of scaling-out to multiple contexts?
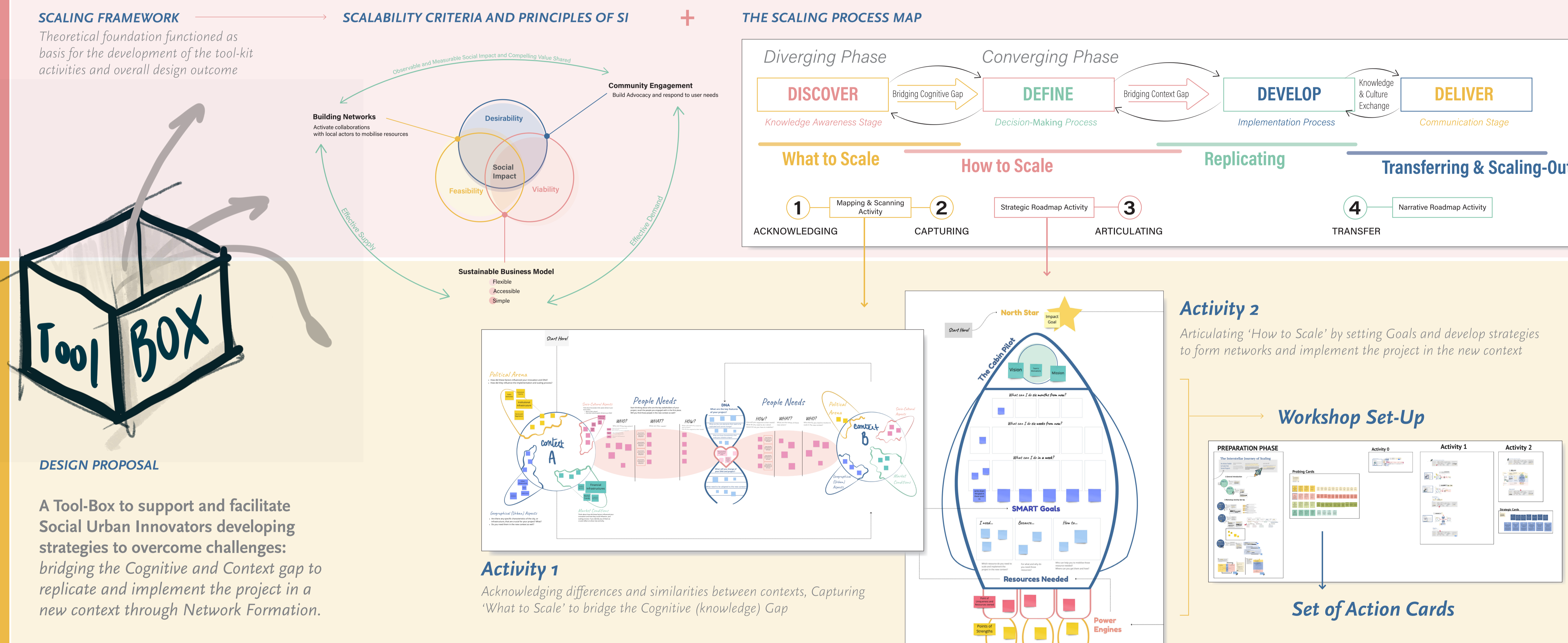
In addition to the research goal, understanding the scaling process of social innovations through design, the project aims to **develop a framework/tool-kit enabling small-scale urban initiatives to overcome challenges and develop strategies to scale.** Several design elements have been used to carry research throughout an **iterative double-diamond design process** to respond to the double goals of the project. Theoretical knowledge has been applied and used as an exploration mean to conduct empirical research within the practice of Designscapes initiatives. The research findings led to the development of the '**Scaling Framework,**' which presents the crucial steps and criteria to scale social innovations. The research outcomes have been turned into a '**Scaling Tool-Box**' to make the scaling framework and process actionable and operational, hence useful for its intended users (social innovators). The final result of the project, 'a design tool-box to support Social Urban Innovators scale from one context to another', consists of different parts: the Framework, a Strategic Blueprint and Action Road-Map, two main activities meant to be performed in a workshop and a set of Action Cards. Even though scaling is a complex matter and one single solution to scale does not exist, **network formation** resulted, from research, being **an effective strategy to scale**. It allows social innovators to mobilize the resources necessary, align demand and supply, to have a desirable and viable solution implemented in the new context. However, to form networks and replicate the project from one context to another, these small-scale social initiatives have to overcome **two main challenges, identified as the cognitive and context gap.** Therefore, to overcome those challenges, Social Innovators will **capture what to scale by acknowledging differences and similarities** between the local context conditions, re-framing their value proposition to match the local resources and people's needs, and **defining how to scale by articulating impact-driven strategies.** In conclusion, scaling is like a learning process. Therefore, because of the value of design in building capacity and functioning as a framework guiding a particular thinking process, **design demonstrates being a relevant tool enabling innovation to scale.**

## Research Outcome

### SCALING FRAMEWORK

*Theoretical foundation functioned as basis for the development of the tool-kit activities and overall design outcome*

### SCALABILITY CRITERIA AND PRINCIPLES OF SI  +



### THE SCALING PROCESS MAP



## Design Outcome

### DESIGN PROPOSAL

**A Tool-Box to support and facilitate Social Urban Innovators developing strategies to overcome challenges:** *bridging the Cognitive and Context gap to replicate and implement the project in a new context through Network Formation.*



**Activity 1**
*Acknowledging differences and similarities between contexts, Capturing 'What to Scale' to bridge the Cognitive (knowledge) Gap*

**Activity 2**
*Articulating 'How to Scale' by setting Goals and develop strategies to form networks and implement the project in the new context*

**Workshop Set-Up**

**Set of Action Cards**

Chiara Marradi
A design tool-box to scale social innovations from one context to another
6 April, 2021
Strategic Product Design

Committee

In collaboration with:

Dr. Ingrid Mulder
Ir. Alicia Calderon Gonzalez

Designscapes project

TU Delft

**Delft University of Technology**