

IDEATE

INNOVATE-DESIGN-ENGAGE AT TACOMA.EDU

AUGUST 2020 • ISSUE 4 • VOLUME 1

HOW MIGHT WE USE DESIGN TO ADVANCE THE CAUSE OF RACIAL JUSTICE?

In the context of the global health pandemic, economic recession, and racial injustice, the spring Global Innovation and Design (GID) awardees spent their last weekly meeting in June ideating solutions to the question, “How might we at the GID Lab advance the cause of racial justice?”

Students broke up into pairs to brainstorm ideas, then came together as a group to conduct affinity mapping – a way to sort items to identify issues and insights, facilitate productive discussion, and build a shared understanding. The two themes students identified through the process were “active actions” (e.g., actions not hash tags/messages of support, reach out and connect to local Black, Indigenous, and People of Color (BIPOC) owned businesses and offer pro-bono work, teach through visuals to make content more accessible) and “passive actions” (e.g., promote awareness, speak out--but don't speak over Black voices, amplify the successes of Black students). Specifically, students highlighted the need to move beyond words (e.g., corporate statements and murals) and implement real change.

WHAT'S INSIDE

PAGE 1: RACIAL JUSTICE: Using design thinking to advance racial justice

PAGE 2: DESIGN JUSTICE NETWORK PRINCIPLES: Defining design justice

INNOVATE TACOMA: A snapshot

PAGE 3: PITCH TO DITCH: Have a big idea to solve inequities in your community?



Students conducted affinity mapping in Miro to identify common themes.

Advancing social justice is not a trend for the GID Lab, but core to our mission to create the conditions for inclusive innovation, both on campus and in our community. While our methodology has always been participatory (or co-design aimed at actively involving all stakeholders) and grassroots (seeks to engage people closest to the issue), we recently found community with other designers in the Design Justice Network (DJN). The DJN is an international organization committed to rethinking design processes, centering people who are normally marginalized by design, and using collaborative, creative practices to address the deepest challenges our communities face.

WHAT IS DESIGN JUSTICE*?

While all people design, only some people are employed as design professionals. Beyond employment equity, design justice requires full inclusion of, accountability to, and ultimately control by people with direct lived experience of the conditions the design team is trying to change. Recognizing that people's lived experiences are sure to produce ideas, approaches and innovations that no one else would be able to create, is recognized at least in part by human-centered design and participatory design.

Design justice separates itself from other approaches in that it proposes a shift in the unaccountable and deeply inequitable state of affairs in design practice. It aims to transform institutions so that they are more accountable to communities that are marginalized. Applied at universities, design justice can shift the way design is taught and help develop a generation of designers who practice community leadership, accountability, and control.

The GID Lab team is a recent signatory to the DJN Principles (see below), furthering our commitment to inclusive innovation and ethical and creative problem solving. We look forward to learning from and sharing insights from this great community as we continue our work!

- **Principle 1:** We use design to *sustain, heal, and empower* our communities, as well as to seek liberation from exploitative and oppressive systems
- **Principle 2:** We center the voices of those who are directly impacted by the outcomes of the design process.
- **Principle 3:** We *prioritize design's impact on the community over the intentions of the designer.*
- **Principle 4:** We view *change as emergent from an accountable, accessible, and collaborative process, rather than as a point at the end of a process.*
- **Principle 5:** We see the role of the *designer as a facilitator* rather than an expert.
- **Principle 6:** We believe that *everyone is an expert based on their own lived experience, and that we all have unique and brilliant contributions to bring to a design process.*

- **Principle 7:** We share design knowledge and tools with our communities.
- **Principle 8:** We work towards *sustainable, community-led and – controlled outcomes.*
- **Principle 9:** We work towards *non-exploitative solutions* that reconnect us to the earth and to each other.
- **Principle 10:** Before seeking new design solutions, *we look for what is already working* at the community level. We honor and uplift traditional, indigenous, and local knowledge and practices.

*Design Practices: "Nothing about Us without Us." (2020). Design Justice. Retrieved from <https://design-justice.pubpub.org/pub/cfohnud7>

WE WELCOME YOUR IDEAS AND INVITE YOU TO GET INVOLVED IN OUR COMMUNITY PROJECTS! PLEASE CLICK THE LINK BELOW TO INNOVATE WITH US!



INNOVATE TACOMA SERIES SNAPSHOT

In our last issue of IDEATE, we launched our **Innovate Tacoma** series to spark creative problem solving and deliver innovations through the pandemic. Our first project highlighted our work with UW Tacoma Student Affairs. Here is a quick snapshot of three of our ongoing projects.

City of Tacoma

In light of the COVID-19 pandemic, our initial discussions with the City of Tacoma were aimed at increasing visibility and partnerships with the community. With the murders of George Floyd and Manuel Ellis and protests across the city, our goals shifted as deeper needs surfaced. This transition prompted an organizational look inward to focus on employees of color and their experience fitting in, feeling involved, and feeling appreciated. We aim to conduct a series of workshops with staff from the City to identify next steps for active and emphatic inclusion.

United Way of Pierce County/Resilient Pierce County

In collaboration with United Way of Pierce County and the Resilient Pierce County team, the GID Lab team is working to reimagine current access to health and human services in light of the pandemic to better support communities in Tacoma. Through surveys, focus groups and one-on-one interviews we will co-design ways to reduce barriers to access and feature these prototypes for further iteration at the November 10, 2020 Poverty to Possibilities Summit.

South Sound Together

South Sound Together leadership reached out to the GID Lab and Pacific Lutheran University (PLU) with a goal to increase the number of young people who aspire to civic leadership in the South Sound to ensure our region has engaged and diverse leaders. In collaboration with PLU, the GID Lab team will apply a design thinking approach, including a series of workshops, to better understand young people's interests, motivations, and barriers related to civic engagement. We look forward to collaborating with area youth organizations and academic institutions--we expect far reaching outcomes, stay tuned!

DO YOU HAVE A BIG IDEA? SUBMIT IT TO THE PITCH TO DITCH CONTEST



United Way of Pierce County

Do you have a big idea to help address the racial and social inequities that are evident today? Are you working to address the impact of COVID-19 in your community? Consider participating in United Way of Pierce County's second Pitch to Ditch Poverty contest. The contest aligns with the design justice

APPLY TO BE A FALL 2020 FALL GID AWARDEE!

Interested in getting hands-on design thinking experience working with local community partners on real-world problems? Apply [HERE!](#) Applications due **September 15.**

principles as it emphasizes that groups and individuals impacted have the knowledge and lived experiences that equip them to visualize and implement sustainable, community-based solutions.

The contest provides funding, support, and recognition to individuals and community-led groups who have big ideas and projects that address the racial and social injustices that disproportionately impact individuals in poverty.

The committee will select up to three winners who will receive grant awards ranging from \$2,000 to \$5,000. Your big ideas must be designed in collaboration with the people who will use and be impacted by the initiative. Your ideas must also consider diversity, equity, and inclusion in the decision-making process to help remove disparities among groups for the best possible solutions.

Deadline: proposals must be submitted by 5:00 pm on August 28. For more information and to apply, please visit the [United Way of Pierce County website](#).

DO YOU LIKE WHAT YOU SEE HERE?

For more updates and resources on the GID Lab, innovation, design thinking, and more -- follow our Twitter account and join the conversation!

Tweet us at [@GlobalIDT](#)
Email at globalid@uw.edu