

Why we can say design is making a difference

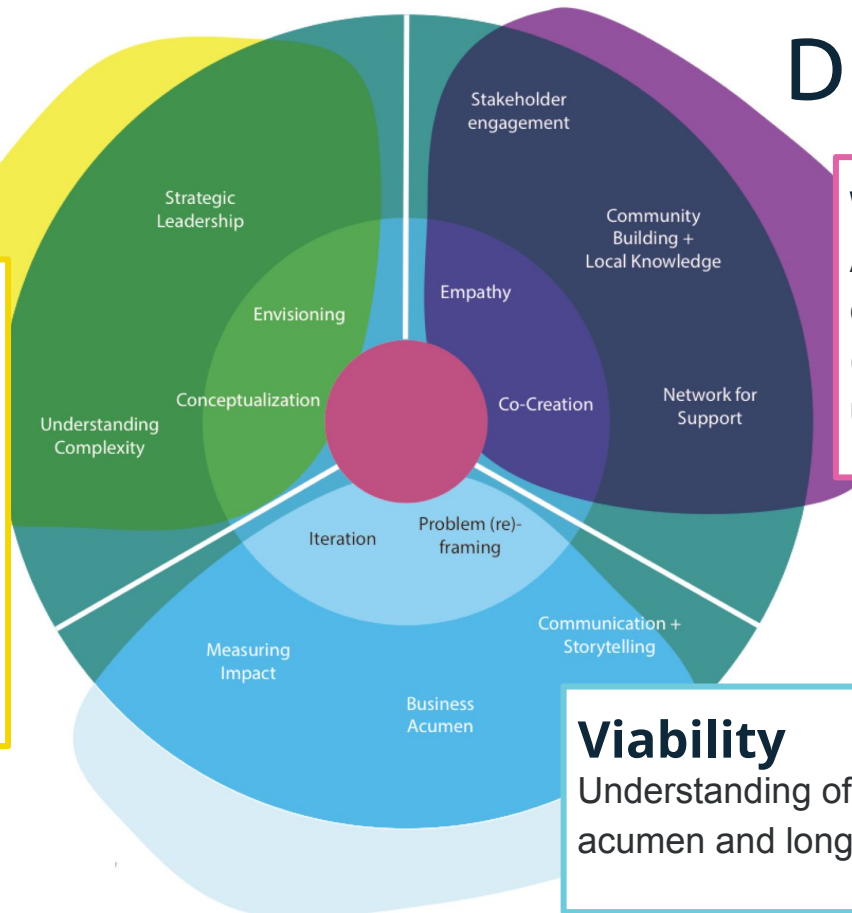
Ingrid Mulder
TU Delft



DEI Capabilities

Leading Change

Ability to create meaningful change by leading and creating the conditions that allow innovation (culture change, skills and mindset...)



Working together

Ability and knowhow for collaborating and networking (building relationships) in the urban context.

Viability

Understanding of feasibility, business acumen and long-term sustainability.

Examples of practice of the impact of design:

DESIGNSCAPES *recipients* of the Open Calls for funding

CityBarge

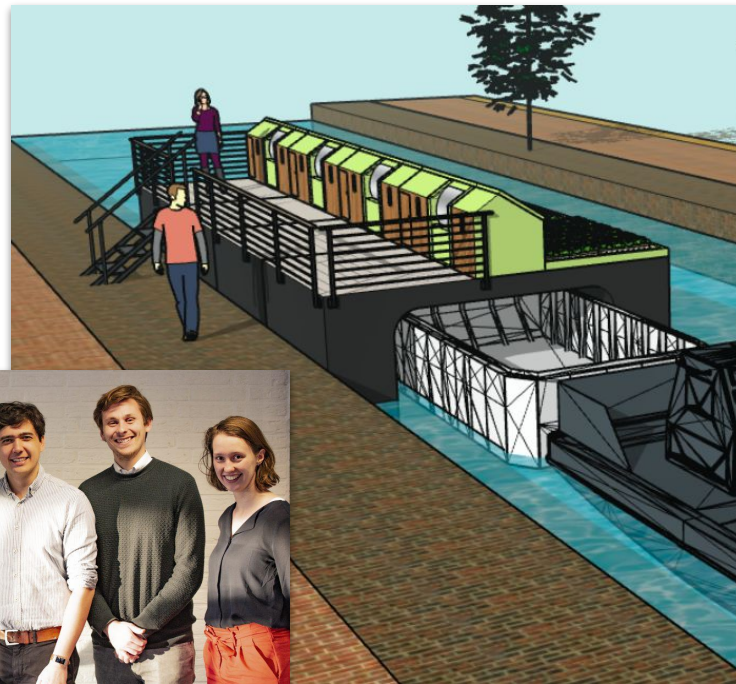
(Open Call for Feasibility studies and for Prototypes) (Case Study of Evaluation WP2)

→ **infrastructuring the transfer of innovation and design capabilities** in urban actors and policy makers through collaboration

CityBarge

Clean and silent canal logistics

“Modular and integrated system that consists of an electric push-boat, push-barge and modular floating platforms (mini-hubs)” to make use of inner city waterways to collect and facilitate the separation of citizens waste. The system goes along with an information system that connects various partners.

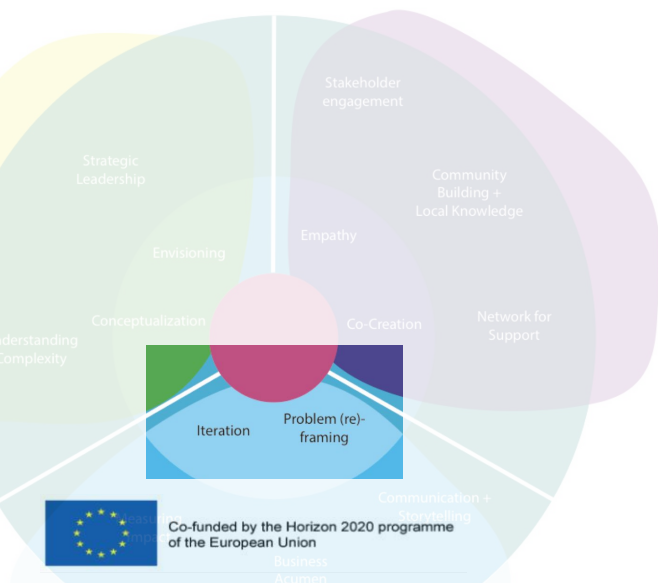


Images from citybarge.eu



Co-funded by the Horizon 2020 programme
of the European Union

DEI Capabilities: Problem (re)framing

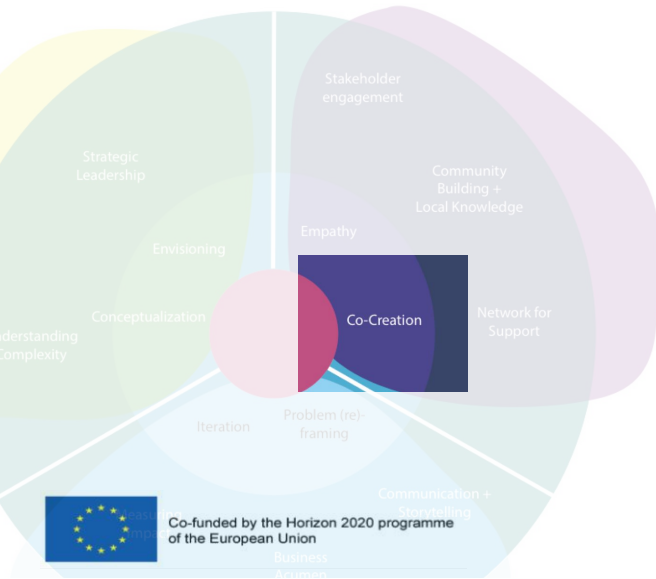


CityBarge Case

Province South-Holland call for innovative use of the waterways

→ CityBarge's **proposal to use the inner city canals to relieve traffic and tackle waste disposal and management** (waste separation for recycling) in Delft (The Netherlands).

DEI Capabilities: Co-creation



Prototyping phase

CityBarge Case

Through iterative **creative sessions with stakeholders, current and new possible partners and experts are (kept) engaged in the project;** ownership over the concept and the process is shared.



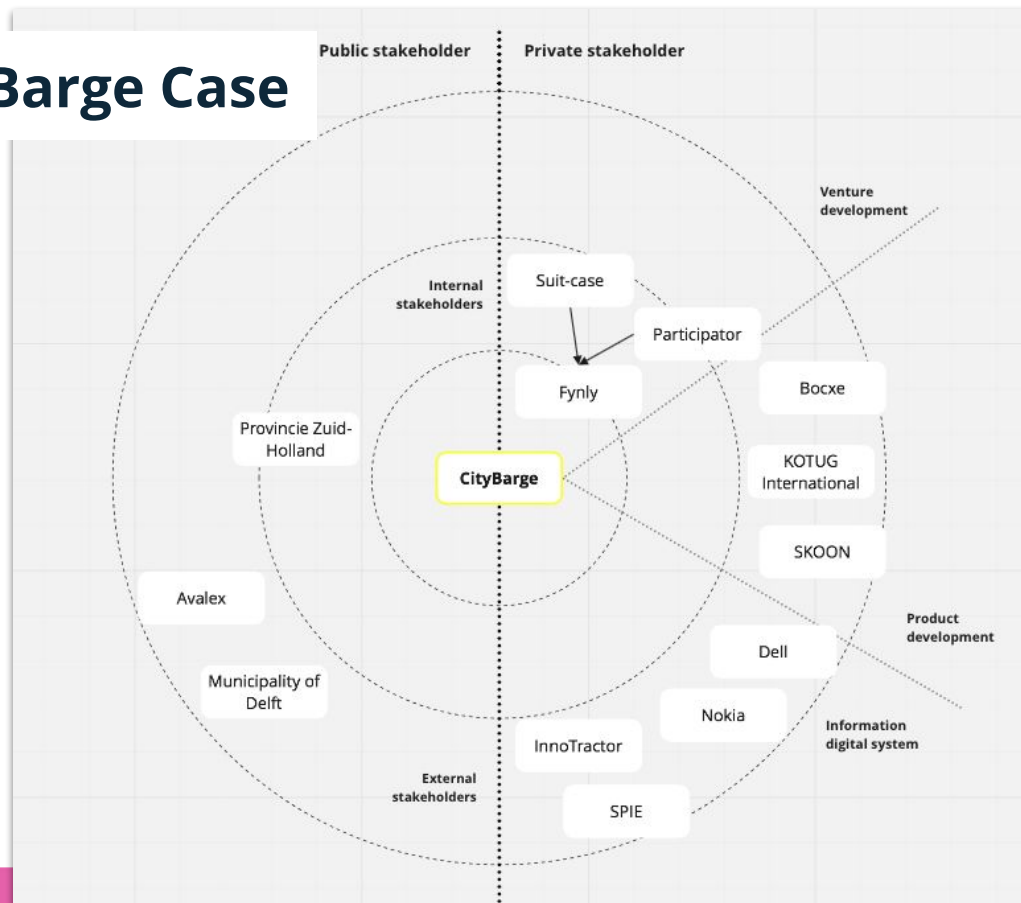
DEI Capabilities:

Stakeholder engagement and management



Prototyping phase

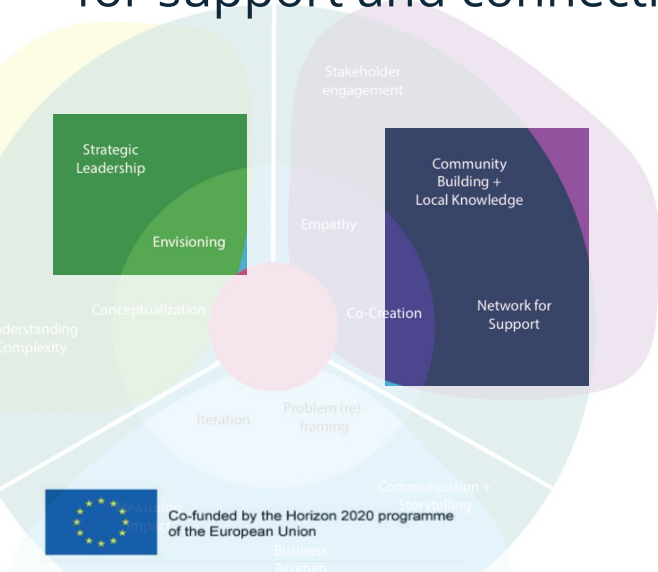
CityBarge Case



Scaling phase

DEI Capabilities:

Strategic leadership
+ Network (building)
for support and connection



CityBarge Case

Transfer of DEI Capabilities

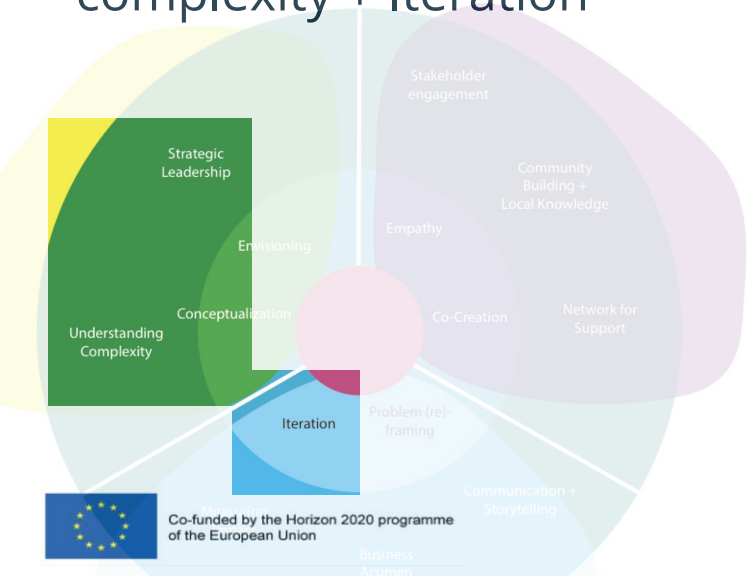
“The most important thing is that **we can learn from each other**. Design thinking can make the difference, you design something totally new. And small startups can make a difference, because of design but also because this team wants to not just make a prototype but a company that uses the prototype [...] that to me was totally new and now I am talking with a lot of people about this (approach). CityBarge has been to me the example on how to do this. **(I am thinking about applying this approach to other projects.)** That is the great learning point for me from this kind of project.”

Gerard Wesselink - Senior Policy Maker at Province South-Holland

Scaling phase

DEI Capabilities:

Strategic leadership
+ Understanding
complexity + Iteration



CityBarge Case

CityBarge is just the start....

"We have the possibility of scaling it to other cities in the **Netherlands but also Germany, Poland, etc.** almost creating **a spin off of CityBarge that is the bigger system**; we have the regional barge, the international barge, the possibilities are very interested for all the partners involved, the waste management company, the boat builder, etc. CityBarge is just the start, but it can get way bigger, and be **very interesting for the other companies involved.**"

Gerard Wesselink - Senior Policy Maker at Province South-Holland

Building capacity for design-enabled urban innovation in EU cities

Co-creating training modules
Community building
Building capacity

Feel welcome to join!

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