

Waves of design

25 years
of designing
for good



Patrick

(People)

People

People

People

PEOPLE

CITIZENS

HUMANS

people

The background of the slide is a photograph of a grand staircase in 'The Great Room'. The staircase has a red carpet and is flanked by two large, ornate columns with classical capitals. The lighting is warm and focused on the columns and the steps, creating a sense of depth and architectural grandeur.

Waves of design

The RSA's 270 years of eliciting 'designs for the public good'

The home of creativity for the good of all

The
Great
Room

RSA designs spanned the design maturity ladder long before it was invented

Design as system

Design as strategy

Design as process

Design as form



The Great Room

Planting 60 million trees

1758

1858

1958



The Great Room



The Scandiscope

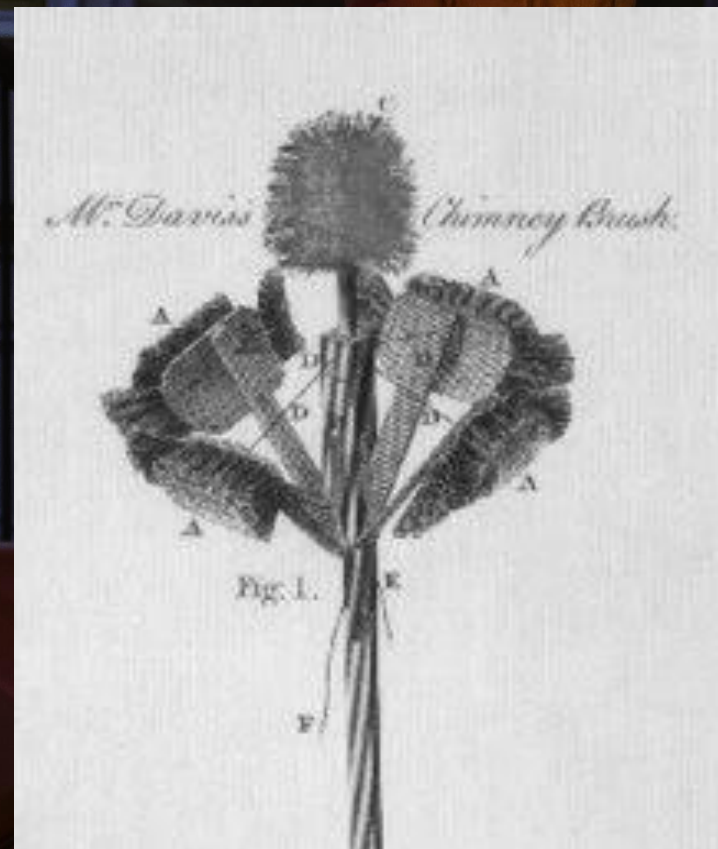
1702

1802

1902



The Great Room



The Original

1702

1802

1902



The
Great
Room

Royal Designers for Industry

1916

1926

1936



The
Great
Room

RSA

OCR

1888

1998

2008



The
Great
Room

RSA

EXAMINATIONS BOARD

This is to Certify that

CHRISTOPHER MULLER

has been awarded

VOCATIONAL CERTIFICATE (INFORMATION TECHNOLOGY)

MAY 1992
SEE OVERLEAF

CENTRE NO: 40824
SERIAL NO: 516564

J. Leake
CHAIRMAN

Martin Cross

RSA

Jony Ive SDA Winner

1978/79

1988/89

1998/99



The
Great
Room



RSA

BBC The Fix

1997

2007

2017



The Great Room

BBC Sign in Home News Sport Weather iPlayer Sounds Bitesize

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Available now

43:00

Debt and Poverty Debt

All available episodes (10 total)

Matthew Taylor presents a series in which 12 of the country's brightest young minds gather to solve difficult social problems.

The RSA's styles of action

1. Governing differently
2. Exhibiting and demonstrating inventions
3. Incentivising innovation with prizes
4. Shaping government policy approaches
5. Influencing through campaigns
6. Endorsing and setting standards
7. Founding new organisations



Styles of government intervention*

	Early stage intervention	Framing, piloting and market forming	Scaling, mainstreaming and market building	Acting in mature markets and policy ecosystems
Government as a... Steward	Champion Build a case for change and alliances for action.	Convening power Applying government's convening power to draw together expertise.	Connecting networks Fostering a nexus where government, experts and citizens can co-create change.	Co-producing Co-deliver by steering different actors from across the system to deliver outcomes.
Leader	Agenda setting Build awareness and confidence in new opportunities by providing thought leadership	Strategy and skills planning Prepare for changing workforce demands and consequences of change.	Educating and informing Ensure regulation is sufficiently agile and permissive to enable innovation.	Collaborating Providing platforms for citizens to protect vested rights and interests.
Customer	Catalyst Review, identify and prioritise key opportunities with strategic value.	Standard setting Develop standards for data collection and presentation.	Intelligent customer Utilise public procurement to encourage investment and innovation.	Consumer, and supply-chain, protection Protection of consumer rights and upholding of standards.
Provider	Innovator Create test beds, sandboxes and trials in real world settings.	Reformer Establish legitimacy, harnessing political will for change.	Service provider Provide services directly or indirectly through funding and target setting.	Choice architect 'Nudging' behaviour so that the default is both attractive and easy.
Funder	Early adopter Explore, experiment and trial new opportunities with strategic value.	Fiscal incentives Direct finance to stimulate new thinking that can drive future opportunities.	Grants and subsidies Incentivise behaviour change through grants or other incentives	Platform provision Scale up proven ideas through existing infrastructure and public services.
Regulator	Encourage voluntary codes Self-regulation, without legislating, allowing for greater flexibility.	Governance Ensure regulation supports the conditions for change and delivers the policy intent.	Building regulatory environment Ensure regulation enables the intended policy outcomes.	Compliance Support enforcement and harmonise regulatory compliance environment.
Legislator	Green papers Publish proposals for discussion with stakeholders and the public.	White papers & draft bills Publish proposals for consultation and pre-legislative scrutiny.	Primary and Secondary Law Support a bill through parliament and enact legislation	Amend rules Statutory Instruments: rules, orders, created by delegated authorities (e.g. Secretary of State).

* Examples of different formal and informal powers and levers for government policy-makers



Waves of design
25 years
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for good

What I care about

[social good]

What I am good at

[design]



Waves of design

1st wave: 2000s
Design activism

2nd wave: 2010s
Human-centric design

3rd wave: 2020s
Life-centric design

1st wave: 2000s
Design activism

first things first

A manifesto

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as:

cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before-shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons.

By far the greatest time and effort of those working in the advertising industry are wasted on these trivial purposes, which contribute little or nothing to our national prosperity.

In common with an increasing number of the general public, we have reached a saturation point at which the high pitched scream of consumer selling is no more than sheer noise. We think that there are other things more worth using our skill and experience on. There are signs for streets and buildings, books and periodicals, catalogues, instructional manuals, industrial photography, educational aids, films, television features, scientific and industrial publications and all the other media through which we promote our trade, our education, our culture and our greater awareness of the world.

We do not advocate the abolition of high pressure consumer advertising: this is not feasible. Nor do we want to take any of the fun out of life. But we are proposing a reversal of priorities in favour of the more useful and more lasting forms of communication. We hope that our

society will tire of gimmick merchants, status salesmen and hidden persuaders, and that the prior call on our skills will be for worthwhile purposes. With this in mind, we propose to share our experience and opinions, and to make them available to colleagues, students and others who may be interested.

Edward Wright
Geoffrey White
William Slack
Caroline Rawlence
Ian McLaren
Sam Lambert
Ivor Kamlish
Gerald Jones
Bernard Highton
Brian Grimby
John Garner
Ken Garland
Anthony Froshaug
Robin Fior
Germano Facetti
Ivan Dodd
Harriet Crowder
Anthony Clift
Gerry Cinamon
Robert Chapman
Ray Carpenter
Ken Briggs

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1st wave: 2000s
Design activism

יום העצמאות תשמ"ד



WE'RE

ALL

ONE

COLOR



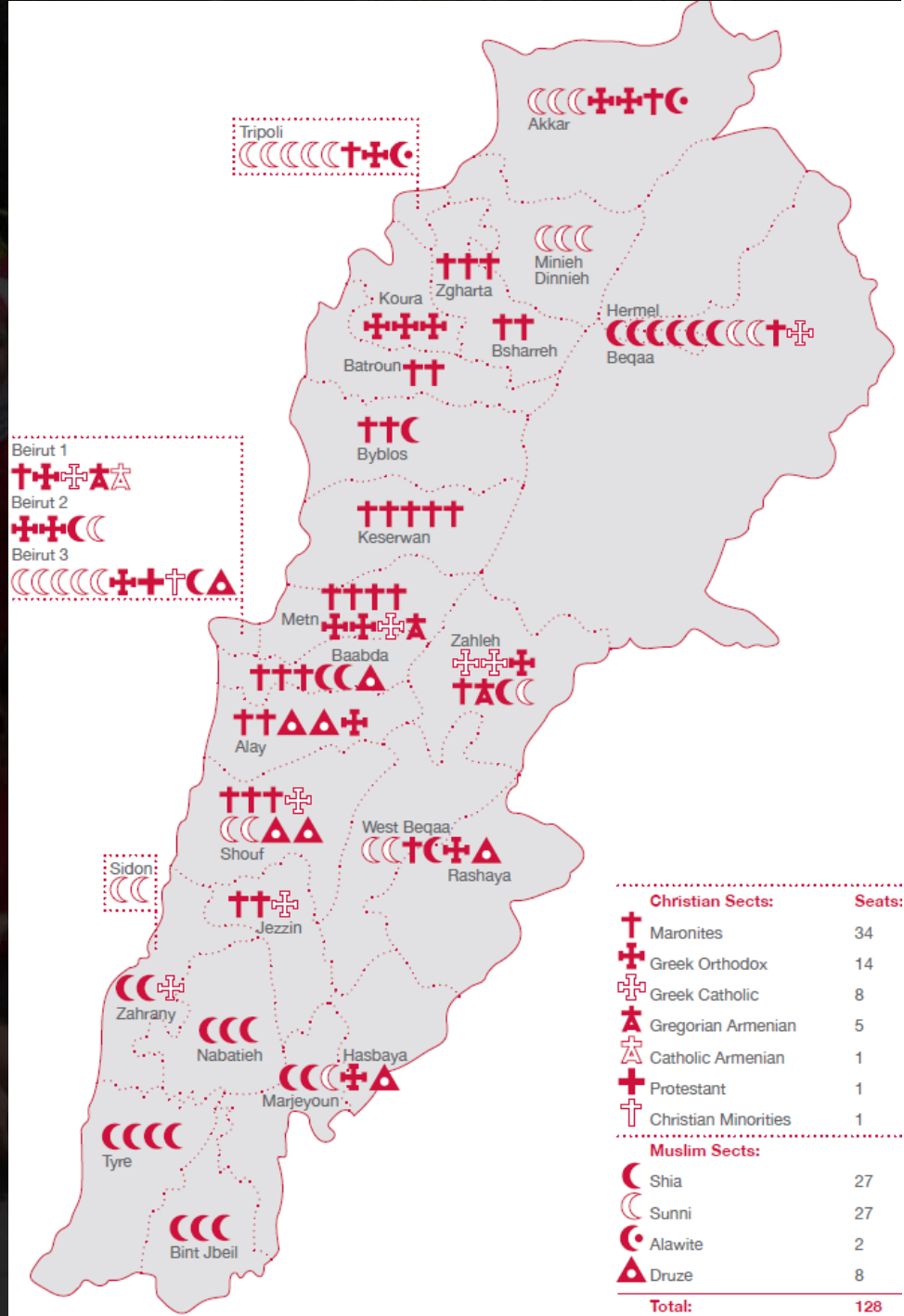
1st wave: 2000s
Design activism

Design for social cohesion
amongst young people in
post-conflict Lebanon

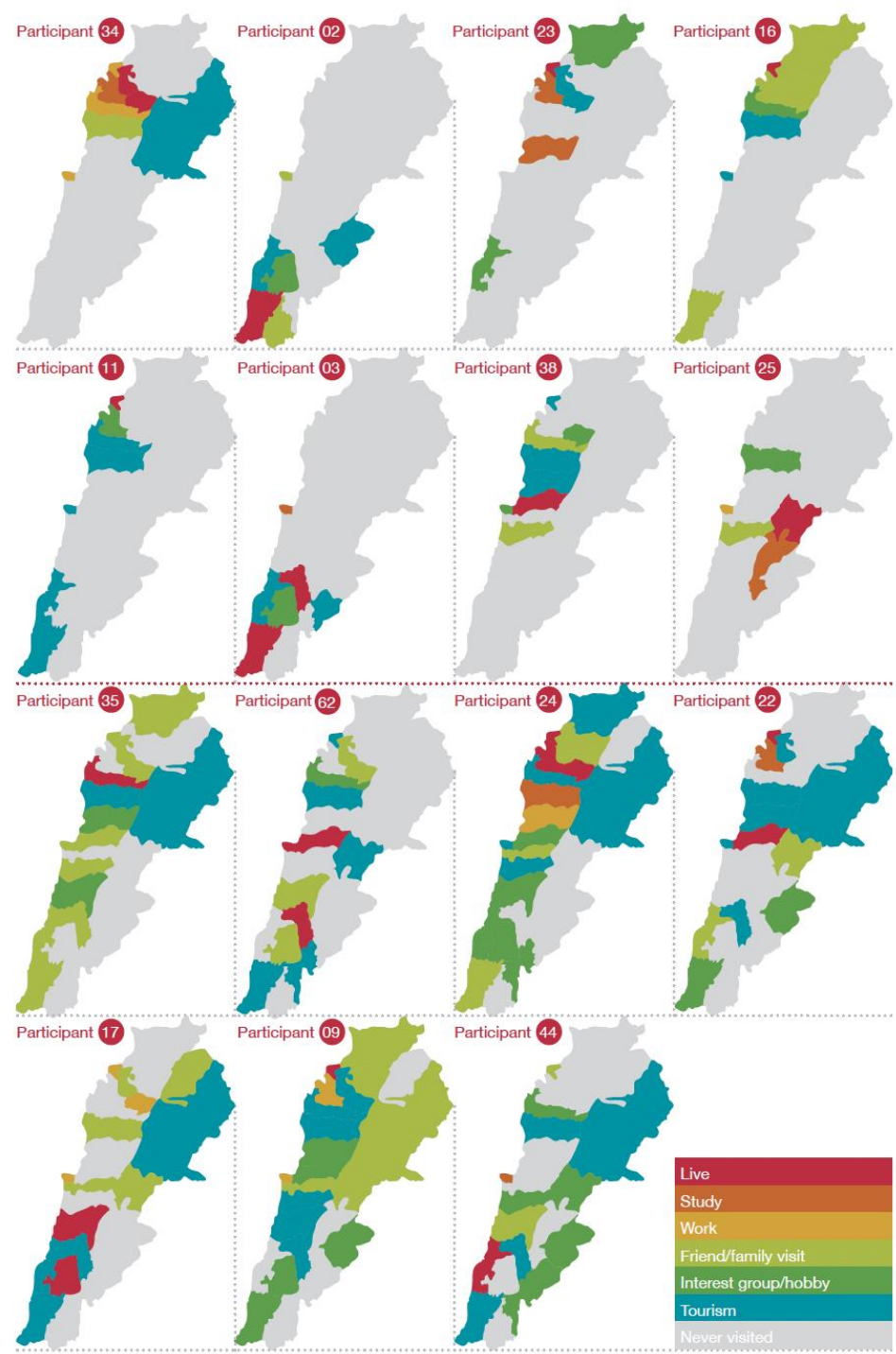


1st wave: 2000s Design activism

A country the size of Yorkshire, where citizens belong to 18 different religious sects and where most people spend their entire life in one place and with the same social group



Christian Sects:	Seats:
† Maronites	34
✙ Greek Orthodox	14
✙ Greek Catholic	8
✙ Gregorian Armenian	5
✙ Catholic Armenian	1
✙ Protestant	1
✙ Christian Minorities	1
Muslim Sects:	Seats:
☾ Shia	27
☾ Sunni	27
☾ Alawite	2
▲ Druze	8
Total:	128



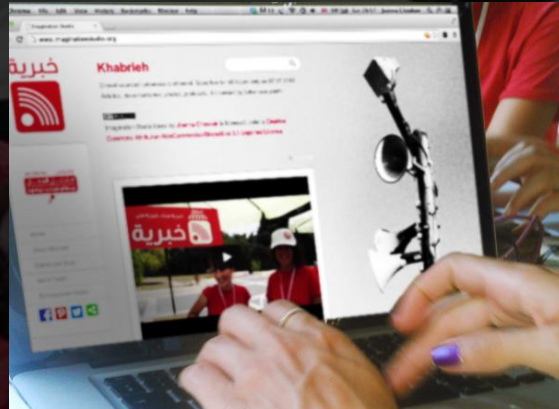
1st wave: 2000s Design activism

- 1) Explorations Toolkit
- 2) Expressions Corner
- 3) Imagination Studio
- 4) Imagination Market



1st wave: 2000s Design activism

- 1) Language+prejudice
- 2) Media+influence
- 3) Regions+mobility
- 4) Politics+friendship
- 5) Sect+marriage



chatter
دردشة



stories
خبرية



road trip
مشوار



friends
صحابه



love
غرام

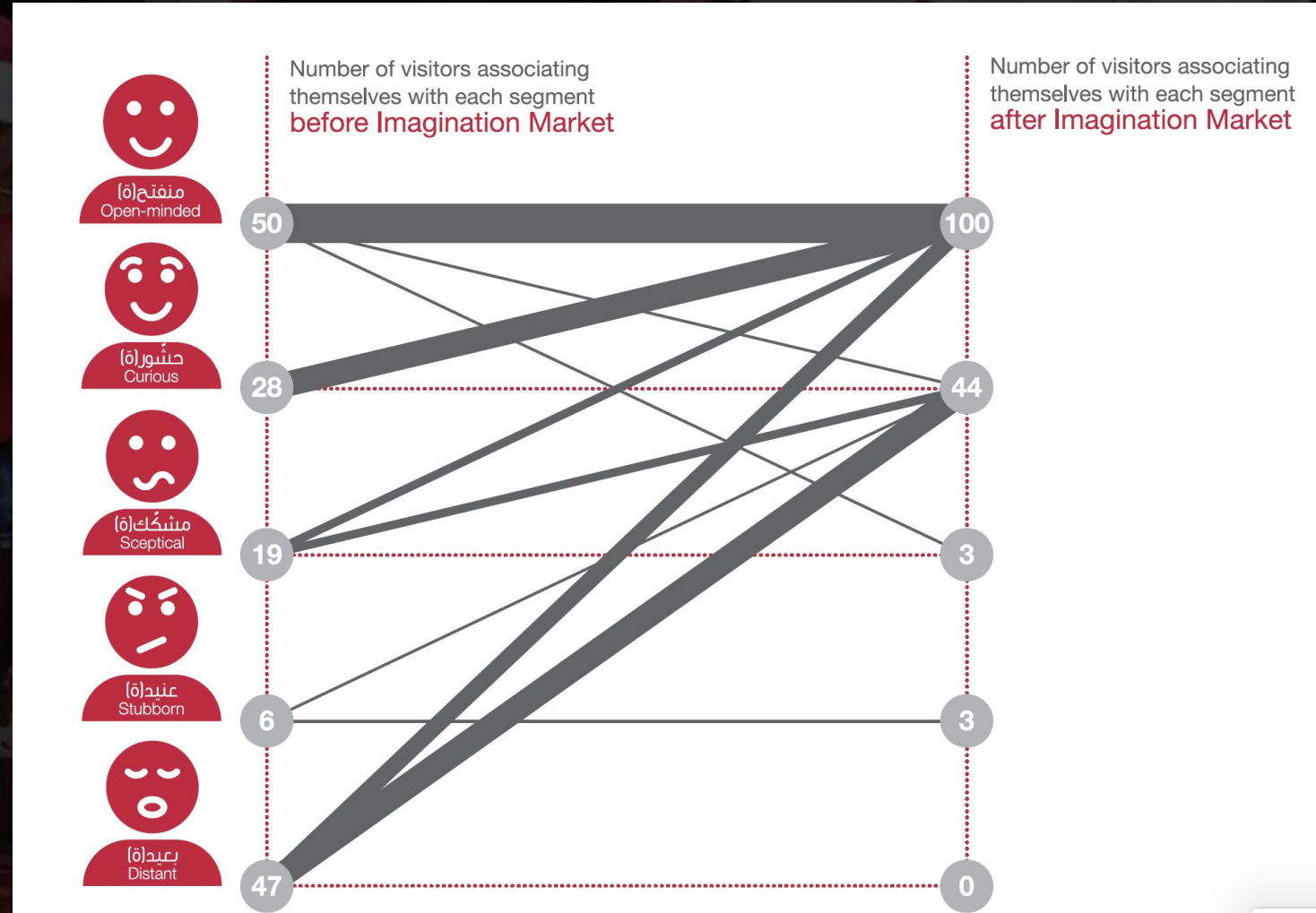
1st wave: 2000s
Design activism

A fortune-telling service tackling fear-mongering and educating young people on their rights when it comes to different mixed marriage scenarios – legal process, conversion, divorce, custody and inheritance.



1st wave: 2000s
Design activism

Imagination Market:
Prototyping impact



2nd wave: 2010s
Human-centric design

- > Industrial/product design
- > New labour and public participation
- > Social value act
- > GDS + Policy Lab

Social Design Futures

HEI Research and the AHRC

*Leah Armstrong
Jocelyn Bailey
Guy Julier
Lucy Kimbell*

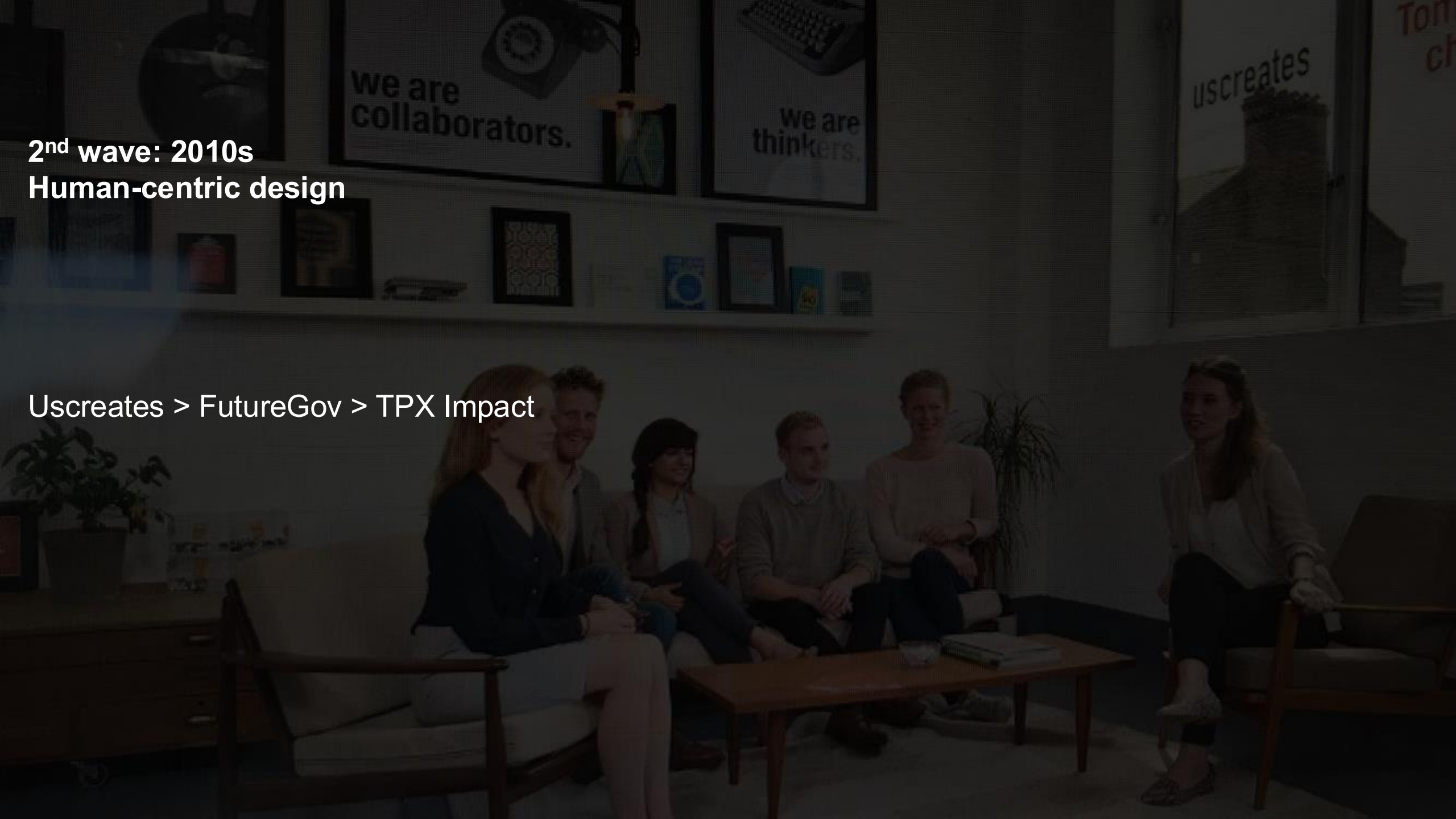


University of Brighton



2nd wave: 2010s
Human-centric design

Uscreates > FutureGov > TPX Impact



2nd wave: 2010s
Human-centric design

Urgent and emergency care involves a complex and expensive system of commissioners and service providers with huge impact on human life

Over 19,300 organisations

134,600 members of staff

Over 220 million patient interactions

Over £10 billion in funding

2nd wave: 2010s Human-centric design

Combining big and deep research to understand the current state and to co-design the future state



Urban area

East London



Suburban area

South Yorkshire & Bassetlaw ICS
(Doncaster and Bassetlaw)



Remote rural area

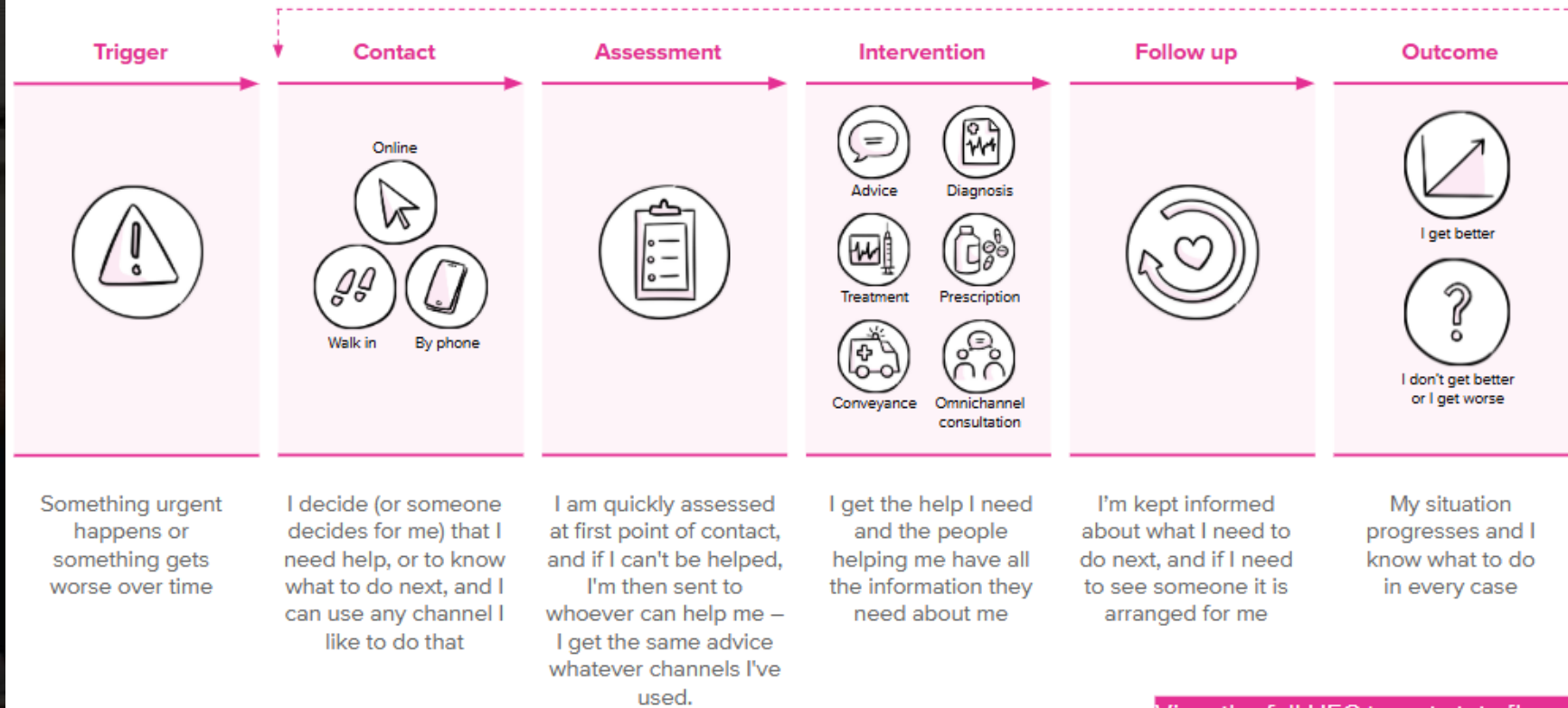
Rural Somerset

North East Ambulance Service NHS Foundation Trust
(Digital Exemplar)

2nd wave: 2010s Human-centric design

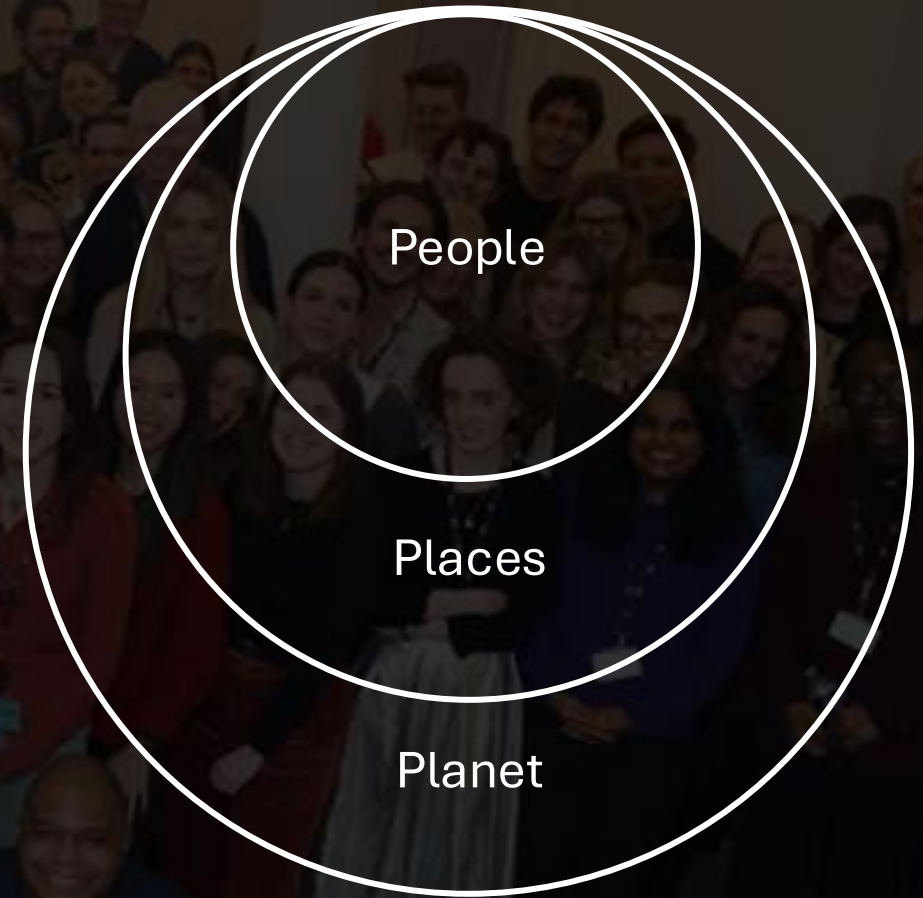
A single north star for the UEC target experience regardless of location, entry point or pathway

Summary of target experience for urgent and emergency care



3rd wave: 2020s
Life-centric design

We are nature.
We are nothing without.



3rd wave: 2020s
Life-centric design

	Paradigm	Impact	Agricultural metaphor
Future systems	Regenerating	Do more good	Diversifying plants
	Restoring	Undo harm	Mulching
Current systems	Sustaining	Do less harm	Tilling
	Extracting	Do more harm	Fertilising

This framework builds on the work of Bill Reed, Carol Sanford, Pamela Mang, Ben Haggard, Daniel Christian Wahl and CLEAR.



3rd wave: 2020s

Life-centric design

Nature play crisis	Evidence
Biodiversity loss	Britain is one of the world's most nature-depleted nations
Nature disconnection	Britain is one of the least nature-connected nations in the world
Children's disconnection	1 in 4 children [2.5M] say they feel low connection to nature
Urban children	1 in 3 urban children do not visit green spaces weekly
Children's play	1 in 3 children don't play in nature most days
Minoritised children	Access to nature play is lowest for poorer minoritised children in cities

3rd wave: 2020s
Life-centric design

Nature play benefits	Evidence
For wellbeing	Healthier minds and bodies
For learning	Creativity, curiosity and critical thinking
For communities	Social cohesion and pride in place
For nature	Environmental stewardship and nature-positive action



3rd wave: 2020s
Life-centric design

A movement of nature-play
stewards across The RSA
fellowship and beyond



2,986


children reached

14,258

hours of nature-based
play unlocked

89

local partnerships
forged



3rd wave: 2020s
Life-centric design

What if nature play was a right not a privilege
for the UK's 10M children?

For every child.
For free.
Every day.
Near home.

How might we make this real?

3rd wave: 2020s Life-centric design

A handy RSA framework when designing anything that's good for people and nature:

- > Policy
- > Organisations
- > Services
- > Product
- > Campaigns



RSA Fellowship nomination

- RSA House - your London home
- RSA Journal - Britain's longest running conversation
- Circle - connect to Fellows in over 100 countries
- World-leading events that cut through the noise
- Use the code **DESIGN26** to waive the registration fee



*Accept our nomination to
become an RSA Fellow*