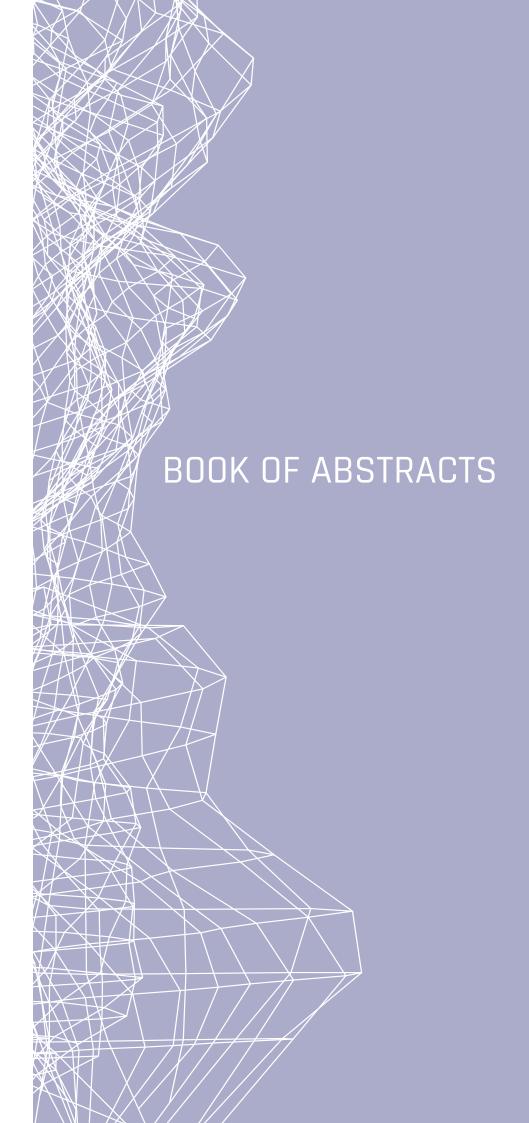
RS D7 2018

RELATING SYSTEMS THINKING AND DESIGN 7th SYMPOSIUM

CHALLENGING
COMPLEXITY BY
SYSTEMIC DESIGN
TOWARDS
SUSTAINABILITY



TURIN 23-28.10.2018



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EDITORIAL

The seventh *Relating Systems Thinking and Design (RSD7) symposium* was held at the Politecnico di Torino, the 23-28 October 2018, for the first time in Italy, defining an important collaboration among the institutions that founded the informal group of Systemic Design Research Network (SDRN) in 2012. Not by chance, this symposium has seen the official establishment of the Systemic Design Association (SDA), with a public announcement during the first day. A new phase of the association and of the RSD symposiums started by proposing an inclusive approach to expand the membership and engage different systems- and design-oriented professionals and researchers, while looking after a strong identity of systemic design as a discipline.

The proceedings show the huge amount of contributions we received from all over the world that have inspired more than 200 people in Turin. The aim was to promote international debate on the multiple applications and purposes on which the systems thinking in design is developed towards sustainability. The symposium generated nurturing interdisciplinary collaborations and discussions, involving academics, designers and professionals. "Challenging complexity by Systemic Design towards sustainability" was the leitmotive of all RSD7 starting from the workshops, through the keynotes, the plenaries and the parallel speeches, and closing with the de-conference at Monviso Institute.

Four workshops were organized by international experts, coming from *Smart Circular Economy Network, University of Brighton, Ellen Mac Arthur Foundation, Namahn center* and *ShiftN*. Around 100 attendees had a full day workshop in which they investigated the theme of complexity, declined through different areas: IoT, material/immaterial places, Circular Economy and Systemic Design. At the end of the the day, the workshops' results were shown in a plenary session and discussed all together with a breaking ice kick-off.

From 24th to 26th October, we had the proper symposium with 6 inspiring keynote speakers, 3 plenary sessions, and 76 presentations in the parallels sessions. We evidenced all the contents through abstracts, presentations and working papers, as well as videos and sketch-notes.

The RSD7 keynotes offered an inspiring range of perspectives on systemic design, emerging from different disciplines and experiences from all over the world. They brightly explained how Systemic Design can effectively integrate systems thinking with design to address complexity, by creating new resilient and sustainable systems in very diverse contexts. We decided to interview them and provide to the whole community a short video to have a glance of their contribution.

The plenary speakers were invited to explore special themes of interest for the community: the newborn Systemic Design Association, the pioneering activities run by Ellen Mac Arthur Foundation and the stimulating Systemic Design Toolkit.

The presentations in parallel sessions were dense and reflected the tracks we proposed. Here we have condensed the wide variety of contributions:

- Policy design and decision-making (Innovation in territorial governance, Strategies for sustainable innovation, Design thinking for decision-making, Democracy and responsibility);
- Industrial Processes and Agrifood Systems (Industrial ecology in a Circular Economy, Sustainable innovation in industrial development, Sustainabili-

ty of agro-industrial systems);

- Socio-technical Systems in the Digital Age (User interaction and enhancement in the age of AI and autonomy, Internet of Things for sustainability, Information technologies in the design domain, Systemic Design for learning from data):
- Territorial Metabolism and flourishing economies (Local resources innovation transitioning to a Circular Economy, Sustainable development of regions and bioregions, City metabolism and urban ecologies, Interdisciplinary models for economy-design, New ways of communicating economic systems)
- Social Care and Health Systems for Sustainable Living (Sustainable innovation for health systems, Patient empowerment and caregiving, Systemic innovation in social care, Social Flourishing & Cultural Sustainability);
- Models and Processes of Systemic Design (Systemic Design theories, Innovation processes in complex systems, Systems and design thinking in education, Historical perspectives on Systemic Design).

The process to select the best presentations was crucial and it required double (and in some case triple or more) reviews, trying to provide a wider spectrum of experiences. In the end, the success rate was 48%. About two third of the presenters have submitted working papers.

The conference was also enriched by the exhibition "Visualizing Complex Systems". The ability to collect, cross-check, visualize and study quantitative and qualitative information about phenomena and their patterns is itself at the core of the project, becoming strategic for enabling new systems thinking and their design application. Identifying the relationship between components, thus guaranteeing personal expression, horizontal communication and visual thinking, is the first step to enhance a more conscious and transparent decision-making process with a perspective of sustainability.

During the 7th edition of RSD we also experienced some moments of relaxed "learning-and-doing time", during the "Books and Beers" events and the De Conference Event. In fact, at the end of each day, 3 decompressing "Books and Beers" were hosted in the close venue of Eataly. On that occasion, 5 recently published books were introduced to the audience and discussed in a more informal environment.

After the conventional RSD symposium, for the first time in its history, we proposed a 2-days De-Conference event, to favour networking, deepen conference topics and have a relaxed "learning-and-doing" time in a beautiful natural environment. It took place at MonViso Institute, in the community of Ostana, and it was organised in collaboration with ETH Zürich.

Lastly, I would like to take the chance of this publication to thank the international scientific committee because in the preparation phase they always pushed me towards higher and higher goals. A special thank goes to all the keynote speakers to have been central actors of this conference, sharing their inspiring experiences and knowledge. Finally, I would like to thank the local organizing committee because they supported me in every request and with great confidence in our capacity.

Selio Contero

RSD7 and SDA chair

Turin, 29.03.19

4 | TERRITORIAL METABOLISM AND FLOURISHING ECONOMIES



Systemic design for territorial development: ecosystem to support autopoietic local economies

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KEYWORDS

Systemic design;
Design;
Ecosystem;
Multidisciplinarity;
Manufacturing sector;
Eco-innovation;
Sustainable development;
Business incubators,

This research wants to demonstrate the need and the importance of the creation of an ecosystem to support the implementation of projects born from Systemic Design (SD) approach. The leading cause behind it is mainly related to difficult and complex implementation and the success of this type of projects in practical terms. However, they have specific characteristics that can tackle critical current challenges identified by many scholars as climate change, waste production, limitation of natural resources and pollution. For this reason, it is vital to sustain and foster their implementation.

To demonstrate this thesis, we firstly analysed previous SD projects applied to the manufacturing sectors developed in Politecnico di Torino to understand the principal barriers in their implementation. These projects are related to specific economic and productive realities (e.g. Barbero, 2016) or many realities in specific territories - intended as geographical areas - (e.g. Battistoni, 2016). This process was facilitated thanks to the direct involvement of authors in these projects. The result is that SD demonstrates to be able to connect the territory, design and environmental issue. The design discipline with its methodology and approaches has just confirmed to be a solution for the valorisation of the material culture and natural resources of a specific territory (De Giorgi, 2008; Catania, 2011). SD enlarges the borders of the traditional design discipline producing a step forward the eco-design. Indeed, SD approach applied to the single activities permits to change their core business, improving and increasing their incomes, considering waste as resources as in the Blue Economy (Pauli, 2010). Moreover, this approach permits the creation of new products that in some cases let the born of new economic realities, generating the autopoiesis typical of the natural systems as defined by Maturana and Varela (Capra, 1996) (see fig.1). All these opportunities can boost sustainable territorial development, creating a local circular economy.

Moreover, this analysis highlighted important characteristics of SD projects that are more than the five principal guidelines previously defined as Output-Input, Relationships, Act locally, Autopoiesis, Man at the centre of the project (Bistagnino, 2011). At the same time, they can represent the barriers to their success and implementation. The main reason is that they required, at the basis, a cultural paradigm shift (Barbero,2016), from the linear to the systemic thinking, from competition to collaboration, identified just by Capra as a "the turning point" (Capra,1982). In this framework, complexity results one of the SD projects fundamental characteristic as they focus on the relationships between components instead of the single entities and on the resources which go in

and out of a production process. Talking about input/output and not resources/waste, the focus is more on qualitative aspects than on quantitative ones. Another consideration that is possible to make from this analysis is that SD projects are community-oriented, territorial-oriented and environment-oriented more than profit-oriented. Producing environmental sustainability, with implications on the economic and social one, they require the competences of different disciplines, multiple actors and stakeholders, both in the design phase than in their implementation, being multidisciplinary and interdisciplinary projects. Last but not least, they require financial support, human resources and project management as all the projects. The current emphasis on the Circular Economy from the European Union is luckily helping to bridge this gap since 2015 (EU, 2015).

Once settled these characteristics, in a post-Anthropocene era becomes necessary the design of an ecosystem (ECO-SD) (see fig.2) able to stimulate and

foster the born and the implementation of innovative systemic projects. Indeed, the concept of the complex adaptive system that comes from biology is starting to be used by the business environment (Reeves, 2016).

Looking at the territory and its productive sectors with a systemic approach, shifting the attention from the single actors to the relationships that are possible to create among them, is possible to obtain different results. As the theory of system suggests "the whole is GREATER than the sum of its parts" (Aristotle), or better "the whole is OTHER than the sum of its parts" from Gestalt theory (Koffka). This shift can let emerge several new opportunities and potentialities linked to a development which is far away from the current economic evidence, centred exclusively to the increase of the GDP. Acting in this way is possible to answer to the real needs of a specific area, with the final goal to act on the cultural paradigm, obtaining a real sustainable development.

The core of this ecosystem cannot be identified in the current incubators of start-ups which are concentrated mainly on the economic sustainability of the projects and the training of the future entrepreneurs within linear economy benchmarks. Instead, it is a systemic incubator with the goal to foster the born and the reproduction of productive processes and act as an open system. In here, also the economists should think in another way as Raworth suggested (Raworth, 2017). In the ECO-SD, the attention is on the flow of information, matter and energy which create relationship both inside every single process and within them, and within the context of reference where it is placed.

The heart of ECO-SD is the research centre which acts as a guide: starting from the execution of the Holistic Diagnosis (Battistoni 2017, 2018), it can identify the current significant problems and the sectors where projects are needed. Opening the way to the innovation of process, products and services, that are therefore designed and implemented by multidisciplinary groups. In this case, the designers collaborate with other scholars and experts coming from the natural, social and economic science, acting as "mediator" (Celaschi, 2008), fostering the dialogue and the contamination. Working together for the implementation of the new projects, they should maintain the link with the local actors, not exclusively coming from the productive sector but also from the decision-making, to assure a local development in line with the policy design.

Figure 1 - Graphic representation on the SD applied to the manufacturing sector and the competences involved in this approach

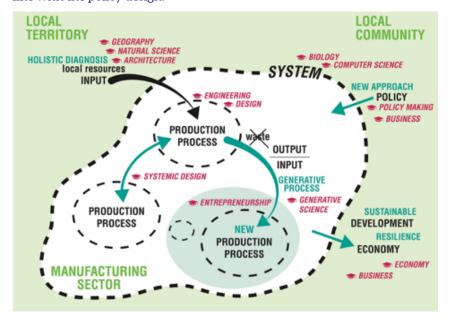
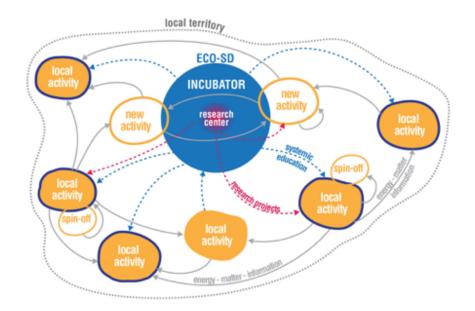


Figure 2 - graphic representation of the ECO-SD ecosystem



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