

Designdialoger i en boks

Hvordan kan designtænkning hjælpe offentlige og private virksomheder med at samarbejde med fremtidige brugere om innovation? Hvorfor er etnografiske hverdagsstudier og konceptdesign et godt match hvis mange partnere skal mødes om at nytænke deres samarbejde? Hvad skal der til hvis brugerdiven innovation skal bæres fra projekt til projekt?

I et samarbejde mellem Vestforbrænding og designere og antropologer fra Danmarks Designskole, SPIRE centeret på Mads Clausen Institutet og designbureauerne 1508, 3PART, Sweco Architects, Ergonomidesign og Make-Tools, har DAIM-projektet set på hvordan svarene på disse spørgsmål kan være med til at skabe nye (Design Antropologiske) Innovations Modeller på affaldsområdet.

Design+Antropologi = Radikal & Konkret

Markedsundersøgelser kan afdække hvordan produkter og services klarer sig på markedet, men etnografiske undersøgelser fortæller hvordan mennesker får deres hverdag til at hænge sammen. Antropologer er radikale fordi de stiller nysgerrige spørgsmål til det, de fleste tror de ved. Når tog og busser opstiller affaldskurve til genbrugsindsamling af gratis aviser er det antropologerne der finder på at spørge passagerne, hvad de helst vil gøre med den avis de har læst. At affaldskurvene bliver alt for lidt brugt af passagererne bliver pludselig lettere at forstå når man "opdager" at de fleste gerne vil give aviserne videre til nye læsere. Designere tænker konkret og fremtidsorienteret. Med afsæt i antropologens radikale spørgsmål kan designeren se nye muligheder: Hvad nu hvis tog og bus bliver som et "læseværelse" eller stationen en "byttecentral". Designantropologi opstår i mødet mellem design og antropologi. Designantropologen arbejder ud fra en antagelse om at innovation kan opstå når det kendte bliver "fremmed" og interessant, og når fjerne muligheder bliver konkrete og tilgængelige for fantasien.

På bustur med miljøplanlægger, kundecentermedarbejder, gårdmænd, borgere og skraldemænd kan antropologen og designeren hjælpe med at finde nye spørgsmål og svar.

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Når borgere, vicevært og butiksmedarbejdere skal diskutere nye affaldsordninger med kommunen bliver der skabt et fælles "sprog" gennem enkle fremtidsscenerier.

Dialog om brug og brugere

Antropologisk nysgerrighed og konkrete designvisioner kan være med til udfordre kendte mønstre, men uden en aktiv involvering af dem, der skal bære en forandring igennem, kan det være vanskeligt at opnå resultater. Det er ikke nok at forstå "brugeren". Brug og brugere skabes i høj grad af de forventninger og muligheder som virksomheder stiller. Derfor gælder det om at tænke i nye partnerskaber,

hvor "energier" på bruger-siden bliver mødt af engagement og medspil fra virksomheder og institutioner: I Høje-Tåstrup kommune havde man gentagne klager fra en grundejerforening over storskraldsafhentningen. En miljømedarbejder samlede skraldemænd og villaejere om et fremadrettet samarbejde om nyindretning af storskraldspladsen – borgernes klager blev dermed en start på bedre affaldsordninger.





Alt for ofte ender værdifulde undersøgelser i rapporter og værktøjer som kun er tilgængelige for "den indviede ekspert". Brugerdreven innovation fordrer nye arbejdsformer, hvor udviklingsarbejdet skal kunne tages frem og engagere mange deltagere. En værktøjskasse som en boks med ressourcer kan måske hjælpe denne udvikling på vej.

Oftentimes it is necessary to do more to create renewal. In the waste industry as in many other industries, there are many who need to cooperate to succeed with new solutions and the individual partners know little about each other. There is a need for experience with creating dialogue with citizens. User-driven innovation has been used for its own sake to create "laboratories" where citizens and professionals can meet to explore and test new relations. In Herlev a local business center was created together with citizens and the municipality to create new service and business opportunities. The core businesses wanted to create new services and the municipality wanted to create a new form of cooperation around collection of waste from households and shops. This was the starting point for concrete ideas on how to collect small and difficult waste fractions. In the pet trade customers already bring old light fixtures from their aquariums and packaging paper from the refrigerator can be collected from both customers and shops. "Laboratory" included visits to citizens, shops and vice versa, an open workshop at the Rådhuset and a common ideation in the business center. There were created future scenarios with concrete proposals for new collection bins and citizens and ownership functions developed in common ideas on how to collect waste can be a part of a quality environment in the business center. "Laboratory" is not a forum for decisions but an

arena for asking "what if?". Already underway new cooperation is being tested, and as the environmental worker from the municipality tells, it is difficult to follow up on the good ideas.

DAIM: en værktøjskasse

Vestforbrænding is an important player, when it comes to waste handling and reuse in the Hovedstadsområdet. The company is owned by 19 municipalities and has been active in developing both development projects and new activities around reuse, e.g. reuse spaces. All in all, Vestforbrænding employees tell that in many years they have implemented new orders without actually investigating what should be done to engage citizens more in an environmental initiative. As participants in the DAIM project, Vestforbrænding is developing design-anthropological innovation models that put the user in the center. The result is a book of ideas. Seven sharp proposals and a summary of ideas are being developed and a summary of ideas is being developed in a project where citizens are more engaged. As participants in the DAIM project, Vestforbrænding is developing design-anthropological innovation models that put the user in the center. The result is a book of ideas. Seven sharp proposals and a summary of ideas are being developed and a summary of ideas is being developed in a project where citizens are more engaged.

for example a group of citizens points to initiatives that can make them waste industry "street-level workers". In the magazines there are also a number of proposals on how to work with it: *Bring photos and video; Run a snowball, Dramatize an idea.* The DAIM-toolbox does not give recipes. It is a collection of resources, which the experienced project workers can tailor to current projects. Waste management is already going well and it is worth using the DAIM-toolbox. The employees in the waste management customer centers have been on several visits to the citizens, who are complaining between the lines. The customer center manager evaluates that the improved cooperation with the citizens has reduced the processing time significantly. Project leaders responsible for innovation have been in the field for a while and among the citizens. They have returned with many surprising discoveries. Finally, Vestforbrænding has hired their own anthropologist who after a fieldwork could state that many, perhaps up to 2/3, of the citizens sort their waste differently and therefore experience that the citizens must be included in the sorting. The manager of the customer center evaluates that the improved cooperation with the citizens has reduced the processing time significantly. Project leaders responsible for innovation have been in the field for a while and among the citizens. They have returned with many surprising discoveries. Finally, Vestforbrænding has hired their own anthropologist who after a fieldwork could state that many, perhaps up to 2/3, of the citizens sort their waste differently and therefore experience that the citizens must be included in the sorting.

The DAIM-toolbox spreads the user-driven innovation both in Vestforbrænding's own organization and in the municipalities. The toolbox underlines that it is the common learning process and not the "expert insights", which are brought from the project.

In the last part of the DAIM-project the involved design bureaus will test the new innovation models together with their customers. It is interesting to see if the design bureaus can take the good experiences from the waste industry and deliver design thinking and user-dialogue in other industries.

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