Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Service and Policy Design
Code der Lehrveranstaltung	96126
Zusätzlicher Titel der Lehrveranstaltung	Caring 15-Minute Cities
Wissenschaftlich-disziplinärer Bereich	CEAR-08/D
Sprache	Englisch
Studiengang	Master in Ökosozialem Design
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	dr. Teresa Palmieri, Teresa.Palmieri@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/47597
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Zweites Semester
Studienjahr/e	1st and 2nd year
KP	6
Vorlesungsstunden	60
Laboratoriumsstunden	0
Stunden für individuelles Studium	0
Vorgesehene Sprechzeiten	18
Inhaltsangabe	Based on their interests and focus, students select courses in areas Observe, Analyse & Apply and of Make & Intervene, to which the course in Service and Policy Design belongs. Service and Policy Design course offers a critical and creative approach to the design and development of services and policies aimed at fostering social-ecological transformation, inclusion and care. A particular focus is on the interplay between grassroots

	initiatives (commoning) and the public sector (institutioning). Students will learn to analyze services and policies through the lens of eco-social design. The course combines theory, strategy and practice, for developing service-oriented solutions. A wide spectrum of concepts and issues will be covered, for example: Policy design and governance for social-ecological transformation, multi-level governance and subsidiarity, common-public partnerships, democratisation and participation, system thinking and theory of change, transformative resilience.
Themen der Lehrveranstaltung	In the course students will learn about and engage in hands-on experimentation with the emerging filed of policy design and the more established field of service design. Particular attention will be given to how policy and service design can interact and together contribute to socio-ecological transformations by creating synergies between institutional visions and ambitions and people's everyday life –including transformative grassroots initiatives. On one hand we will explore "policy making as designing" focusing on what kind of design tools and approaches can support opening policy making to creative inquiry, co-creation and effective communication. On the other hand, we will experiment with how service design can contribute to social innovation and innovation in the public sector. To do so, the course will focus on the topic of the "caring 15-minute city" which has recently emerged as a possible pathway towards socio-ecological transformation (e.g. reduction of CO2 emissions, inclusiveness, solidarity). The concept brings attention to spatial-temporal proximity of people to essential urban services as well as to relational proximity i.e. more caring relationships between people and between people and the environment. In the course, we will critically analyse policy visions and documents which focus on or relate to the 15-min. city, learn from case studies and empirically –individually and collectively– explore the status of the 15-min. city in the Bolzano area and beyond. Hence, we will experiment with service design approaches and methods (e.g. system and actors mapping, journey maps and user stories, scenario building, co-design and role playing) to design proposals for collaborative and proximity services which can support caring urban communities. To have real-life insights and experiences in policymaking and in the use of service design, we will collaborate with local actors. Working in this way, the course will provide students with the conceptual and methodological knowledge and

	the practical skills to use design as an instrument for addressing strategic challenges of eco-social transformation.
Stichwörter	Service Design, Policy-Making, Public sector and Social Innovation, Eco-social Transformation, Co-design
Empfohlene Voraussetzungen	
Propädeutische Lehrveranstaltungen	
Unterrichtsform	Lectures, fieldwork, workshops, in-class exercises, inputs from invited guests.
Anwesenheitspflicht	highly recommended
Spezifische Bildungsziele und erwartete Lernergebnisse	Knowledge and understanding Students of the Master in Eco-social Design will have developed their own individual project practice and will be able to: - develop creative solutions and processes - making complex problems tangible through design, visualization and storytelling - developing prototypes or delegating their development Applying knowledge and understanding Students will be able to make tangible ideas, reports and projects, such as sketches, visualisations, mock-ups, models, prototypes, interventions and prototype events. Making judgements Students will be able to: - take responsibility for the development and management of projects and activities - compare and evaluate concepts, practices and projects in their various contexts - judging independently and critically requirements, needs and potential of an environment, and of a group or community, as well as the contribution of a project to local and regional economic cycles and to increasing solidarity relations Communication skills Students will be able to: - communicate convincingly in different ways and with different

	audiences - present projects convincingly Learning skills Students will be able to working independently to learn according to different situations and in a personal way through the development of prototypes, models, mock-ups and the feedback they provide.
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	
Art der Prüfung	The assessment will be based on: Final service design project and its visualisation. Documentation of the design process with attention for problematisation and contextualisation of the proposed service at different levels (i.e. institutional and grassroots level). Oral presentation of the project during the exam. Assessment for NON-ATTENDING STUDENTS will be based on the service design project visualisation and documentation and oral presentation of the project during the exam. Non-attending students need to be able to thoroughly present the research and design process that lead to the service proposal, including the contextualisation of the service at different scale levels (policy/institutional – everyday/grassroots). Also non attending students need to produce and file the documents mentioned above.
Bewertungskriterien	The final evaluation will be based on: - Analysis of the topic, policy and local context, - Application of acquired knowledge and methodologies to the conceptualisation of the "design space" and service concept, - Contextualisation of the design process and outcomes at different scale levels (i.e. policy/institutional – everyday/grassroots), - Quality and originality of the service concept and project artefacts (workshop materials, service visualisation and documentation), - Project communication and storytelling, - Active participation to the course and progress made during the course as demonstrated in class and by the project documentation and outcomes.

Pflichtliteratur	• Richardson, L., Durose, C., Kimbell, L., & Mazé, R. (2026). How do policy and design intersect? Three relationships. *Policy & Politics*, *54*(1), 70-90. Retrieved Feb 3, 2026 • Manzini, E. (2022). Livable Proximity: Ideas for the City that Cares. Milan: Bocconi University Press. • Bason, C. (2016). Design for Policy. Oxon & New York: Routledge. • Meroni, A. & Sangiorgi, D. (2016) Design for Services. Oxon & New York: Routledge. • Penin, L., Prendiville, A., & Sangiorgi, D. (2026). The Bloomsbury Handbook of Service Design: Plural perspectives and a critical contemporary agenda. London, New York & Dublin: Bloomsbury Visual Arts. *For each book specific chapters to read will be indicated by the lecturer in the course.*
Weiterführende Literatur	*Suggestions for supplementary readings will be provided by the lecturer during the course.*
Weitere Informationen	
Ziele für nachhaltige Entwicklung (SDGs)	Geschlechter-Gleichheit, Nachhaltige Städte und Gemeinden, Weniger Ungleichheiten