

Syllabus

Descrizione corso

Titolo insegnamento	Seminar 5: Project Funding for Eco-Social Designer
Codice insegnamento	96120
Titolo aggiuntivo	Project Funding for Eco-Social Designer
Settore Scientifico-Disciplinare	NN
Lingua	Inglese
Corso di Studio	Corso di laurea magistrale in Design eco-sociale
Altri Corsi di Studio (mutuati)	
Docenti	dott. Elena Enrica Giunta, ElenaEnrica.Giunta@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/48306
Assistente	
Semestre	Secondo semestre
Anno/i di corso	1st and 2nd year
CFU	2
Ore didattica frontale	18
Ore di laboratorio	0
Ore di studio individuale	0
Ore di ricevimento previste	6
Sintesi contenuti	Along with the work on their projects and the regular courses, students choose Short Seminars, which provide complementary competencies helping them to sharpen their practice. The seminar in Project Funding enables students of eco-social design to understand how to approach the funding of projects. They learn about the kind of funding streams/programs and calls mostly related to design and art - that they can apply for the characteristics of specific projects, and how to draft successful proposals for funding. A major challenge is that funding programs are not framed specifically for eco-social design. Therefore, eco-

	social designers need to look into funding programs from diverse fields, such as arts and culture, social innovation and entrepreneurship, social work and research, urban or rural development, design and sustainable technologies, etc.
Argomenti dell'insegnamento	1. Understand how to approach the funding of projects The topics addressed in this first module/day concern the “market of funding” with a specific focus on the competitive call for projects. We go deep on the kind of funding (scales, main topics, logics); how to find them; how to read a call (e.g. eligibility, time scheduling, contact points, etc); how to create a network (differences of partner and stakeholder, endorsement letters, platform for partner searching, social channels, etc). About networking creation, and with the precise intention to touch a not less important point, in the seminar, we will discuss the nature and role of the main “Clients” of our social innovation design proposals. Eco-social design domains could be desirable both for enterprises (including the sub-niche of social enterprises) and Public Administration or NGOs: these different targets represent a cloud of “Clients” to be accurately segment in order to understand their different visions, goals, and maturity levels, management and financial skills. According to this observation, the module will also discuss -as an alternative funding option and increasing phenomena- the mechanism and platforms for crowdfunding local initiatives. 2. Learn and practice how to draft successful proposals for funding Trusting in an active didactic approach, in the second module/day, we will use the classical design thinking process to manage the design (or co- design, with stakeholders, for example) of a writing proposal. A specific focus will be dedicated to funding programs in coherence with eco-social design domains plus the programs that take care of the geographical area of influence of UniBZ (e.g. New European Bauhaus, Alpine Space, Interreg cooperation programs, Central EU). Students will be divided into teams, due to their interests and selected topics, to practically simulate a quick design writing process: focus on needs or problems to solve, call searching, stakeholder mapping, and idea generation using one or more

	design or collaborative tools as presented in the seminar. A selection of practical tools will be explained. 3. Manage a project-work development The third and last module/day will be focused on project development: KPI definition, project planning, differences between project output, outcomes, and long term goals (outgrowth = environmental or behavioural challenges), management design.
Parole chiave	project design, funding, impact, call-for-proposal, project writing, design tools
Prerequisiti	none
Insegnamenti propedeutici	none
Modalità di insegnamento	Balanced mix of: - input lectures - group discussions and brainstorming - coaching sessions - group work and small presentations by students - guests or project visit
Obbligo di frequenza	mandatory
Obiettivi formativi specifici e risultati di apprendimento attesi	Knowledge and understanding Students of the Master in Eco-social Design will have developed their own individual project practice and will be able to: - design, implement and manage projects - initiate, carry out and lead project-oriented research, development and design activities - involve stakeholders and actors in projects, identify their needs, conflicts and potentials and work productively with them - working with different experts, companies, organisations, groups and people Applying knowledge and understanding Students will be able to develop projects and practices suitable for addressing complex challenges. Making judgements Students will be able to take responsibility for the development and management of projects and activities.

	Communication skills Students will be able to: - communicate convincingly in different ways and with different audiences - present projects convincingly - argue creative and strategic decisions - show how the social, ecological and economic aspects of sustainability interact in their projects - organising and/or moderating discussions and creative processes among project stakeholders - communicate productively within the team - lead creative processes and teams Learning skills Students will be able to working independently to learn according to different situations and in a personal way through experimentation and planning.
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)	- Practical knowledge on the key points to be considered to create successful funding applications - Understanding the right sequence in proposal formulation - Applying the acquired concepts in basic proposals - Making judgements on resources, partnerships, and main action to be included in the applications - Acquisition of the basic Know-How to deliver and defend eco-social project funding proposals Students will be able to: - Understand how to approach the funding of projects (6H) - Learn and practice how to draft successful proposals for funding (6H) - Plan a project work development (6H)
Modalità di esame	Students are required to develop and defend their own project works, according to the ones launched during the last course-day. The team of proponents will present both the process and the final results of their project writing experience, including some design tools (as shown in the seminar; e.g. action wiser canvas) and a visual presentation, as a support of the oral discussion (during exam).

	It is necessary to clearly define and demonstrate the different team's roles and contributions. Both teams working and individual growth will be appreciated and evaluated.
Criteri di valutazione	- Level of Understanding of the nature, concepts, and rules of project funding - Content coherence of the project proposal within micro-needs, on one hand, and macro-topics, as suggested by EU funding pillars - Appropriate use of design tools and process, applied to project writing - Quality of proposal writing and pitching: focus, clarity, soundness
Bibliografia obbligatoria	none
Bibliografia facoltativa	Leone,L. and M.Prezza (2005) Costruire e valutare i progetti nel sociale. Manuale operativo per chi lavora su progetti in campo sanitario, sociale, educativo e culturale. FrancoAngeli. Liedtka,J. and T.Ogilvie (2011) Designing for growth. A design thinking toolkit for managers. Columbia Business School publisher Maree Brown, A. (2017) Emergent Strategy: Shaping Change, Changing Worlds.
Altre informazioni	
Obiettivi di Sviluppo Sostenibile (SDGs)	Città e comunità sostenibili, Partnership per gli obiettivi, Lotta contro il cambiamento climatico