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From System to Local to System: Design principles to scale for a system in transition

De Lille, C.S.H. and Overdiek, A.

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From system to local to system

Design principles to scale for a system in transition

De Lille, C.S.H. & Overdiek, A.

RSD10

THE HAGUE
UNIVERSITY OF
APPLIED SCIENCES

Intro – our basic approach in a 3 years project

Design on all levels:

- Design project governance
- Design local labs
- Design tools for labs
- Design lab “franchise"
- Design dialogues/communication/activities

RSD10

THE HAGUE
UNIVERSITY OF
APPLIED SCIENCES

Method

To understand how we scaled between the local and the systemic, we used our own research reports, the documentation of stakeholder meetings, the archive with physical artefacts (house style, banners, scenario's, presentations) and media publications about the project as data.

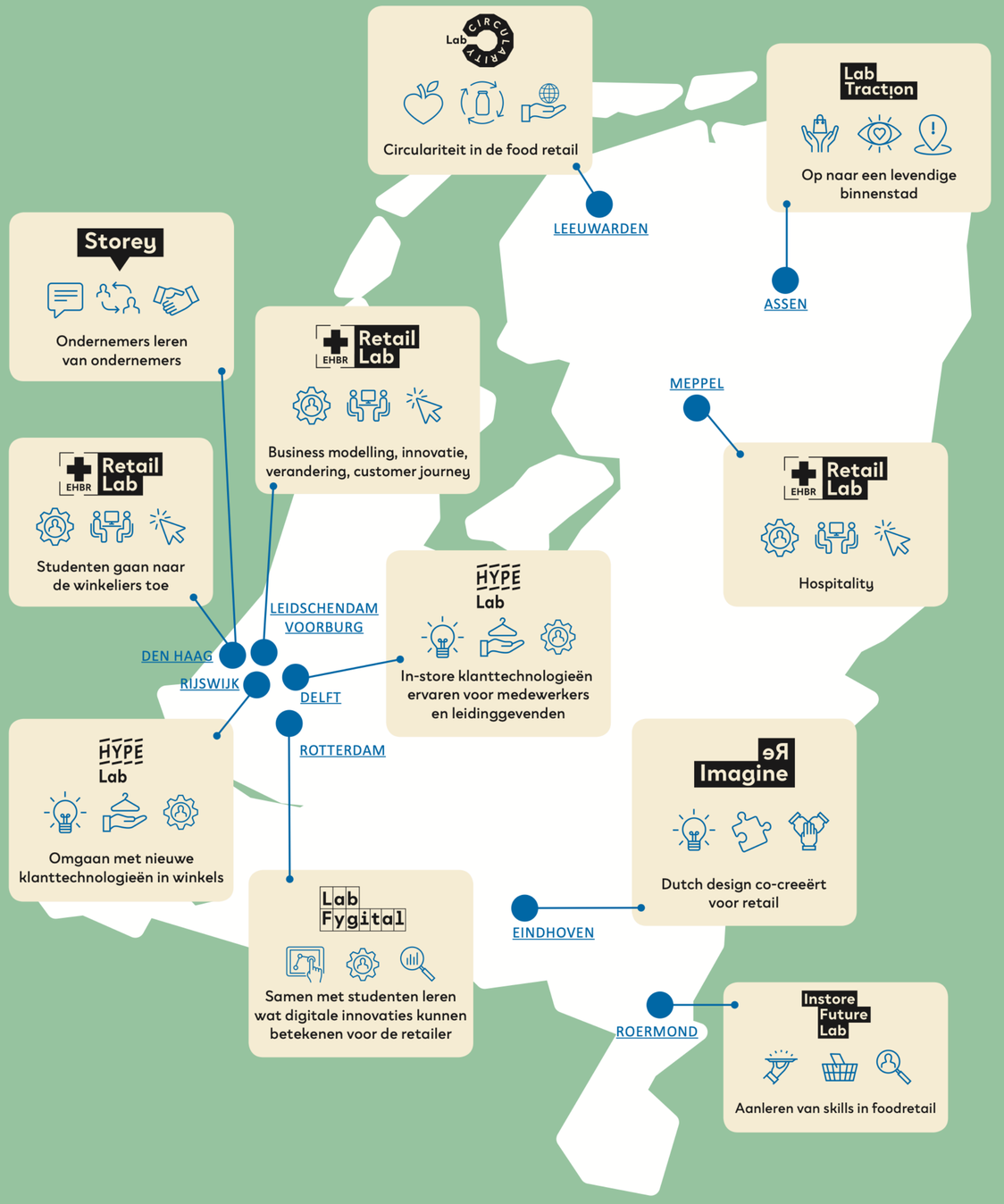
We analysed by **plotting themes emerging from this data on the project's timeline**, **revealing principles and their situatedness in the process**. To generalize the findings of this single and contextual case, we related results to the widely discussed Systemic Design Framework of the U.K. Design Council (2021) and identified a key overlooked phase: that of scaling in a system in transition.

We are currently in the process of applying the findings of this study in the context of four living labs in circular economy, to further investigate the potential of our model for other contexts.

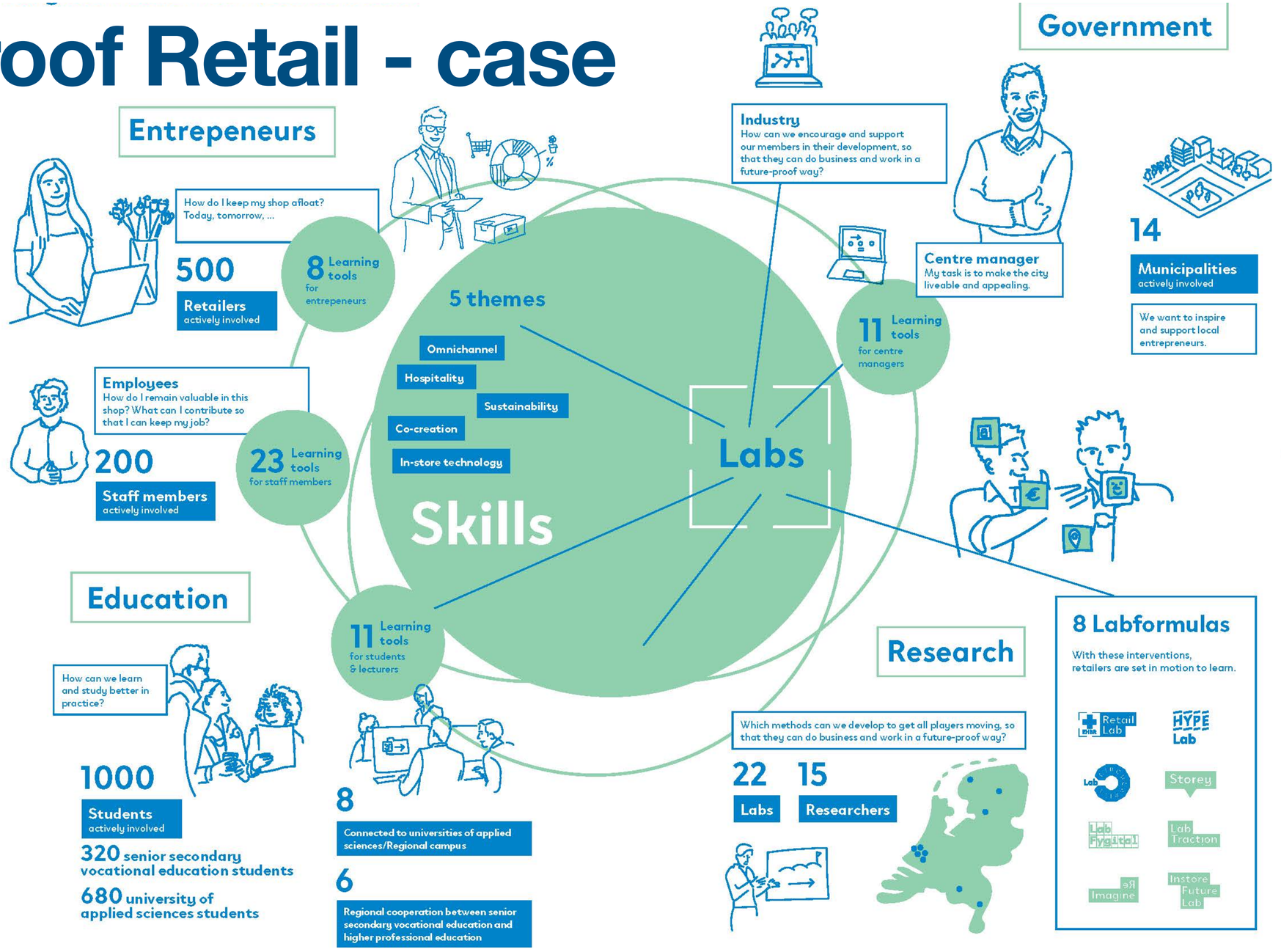
Future Proof Retail - case

Transition to sustainable & digitally powered sector

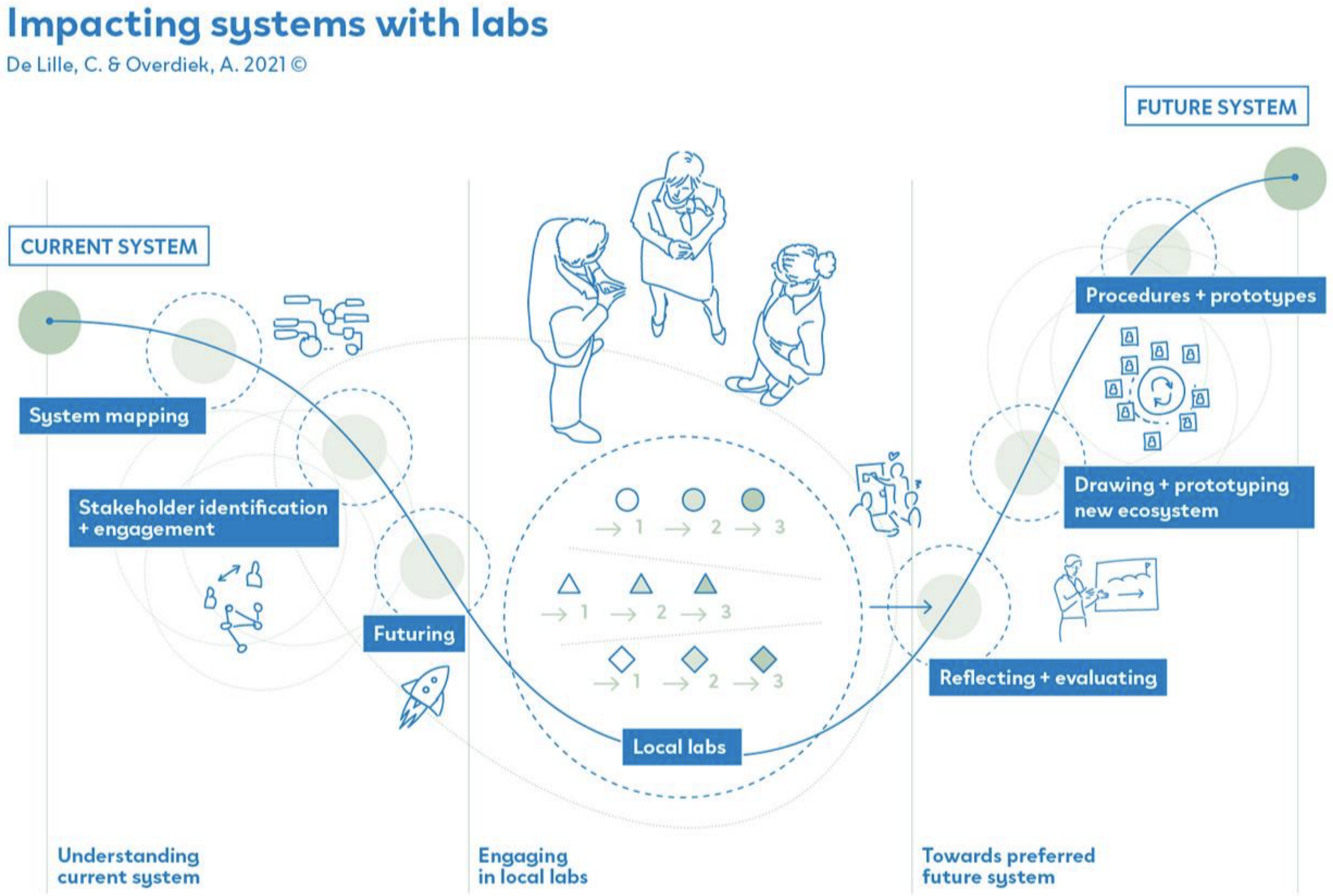
- 50+ partners from quadruple helix
- 14 municipalities
- 8 lab formulas
- 22 labs
- 500+ SME retailers



Future Proof Retail - case

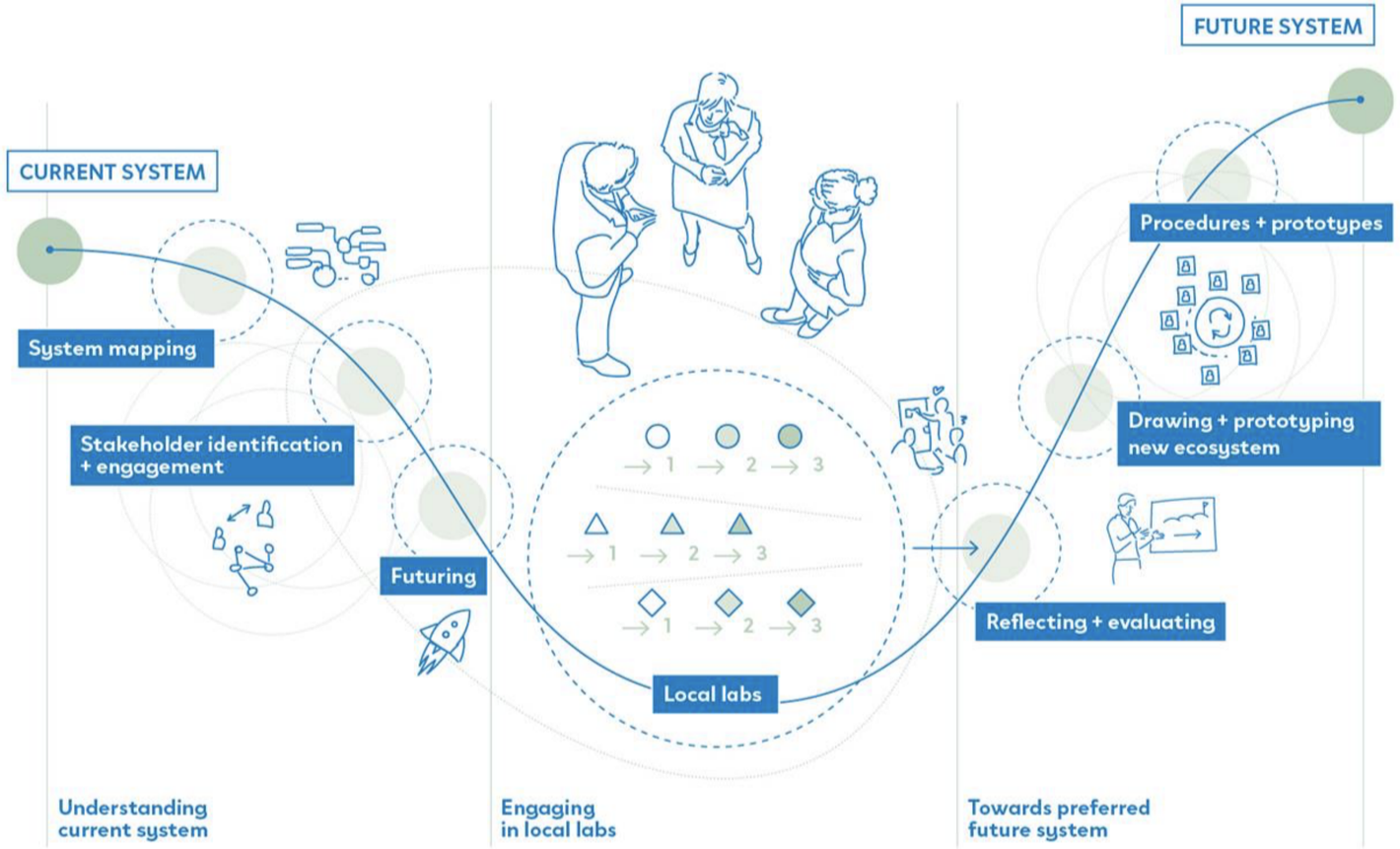


Results: plotting themes on timeline



Impacting systems with labs

De Lille, C. & Overdiek, A. 2021 ©



Impacting systems with labs

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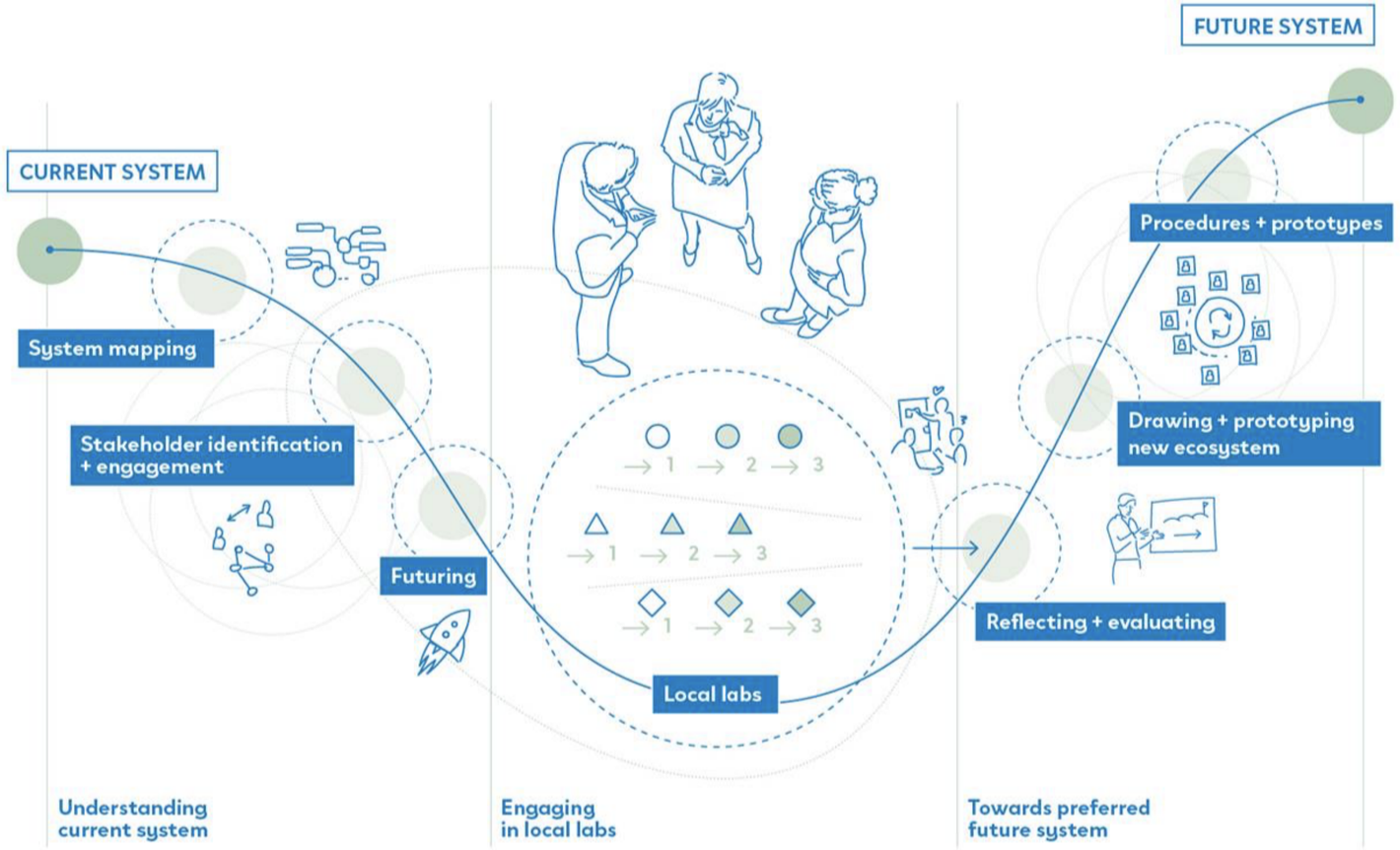

Impacting systems with labs

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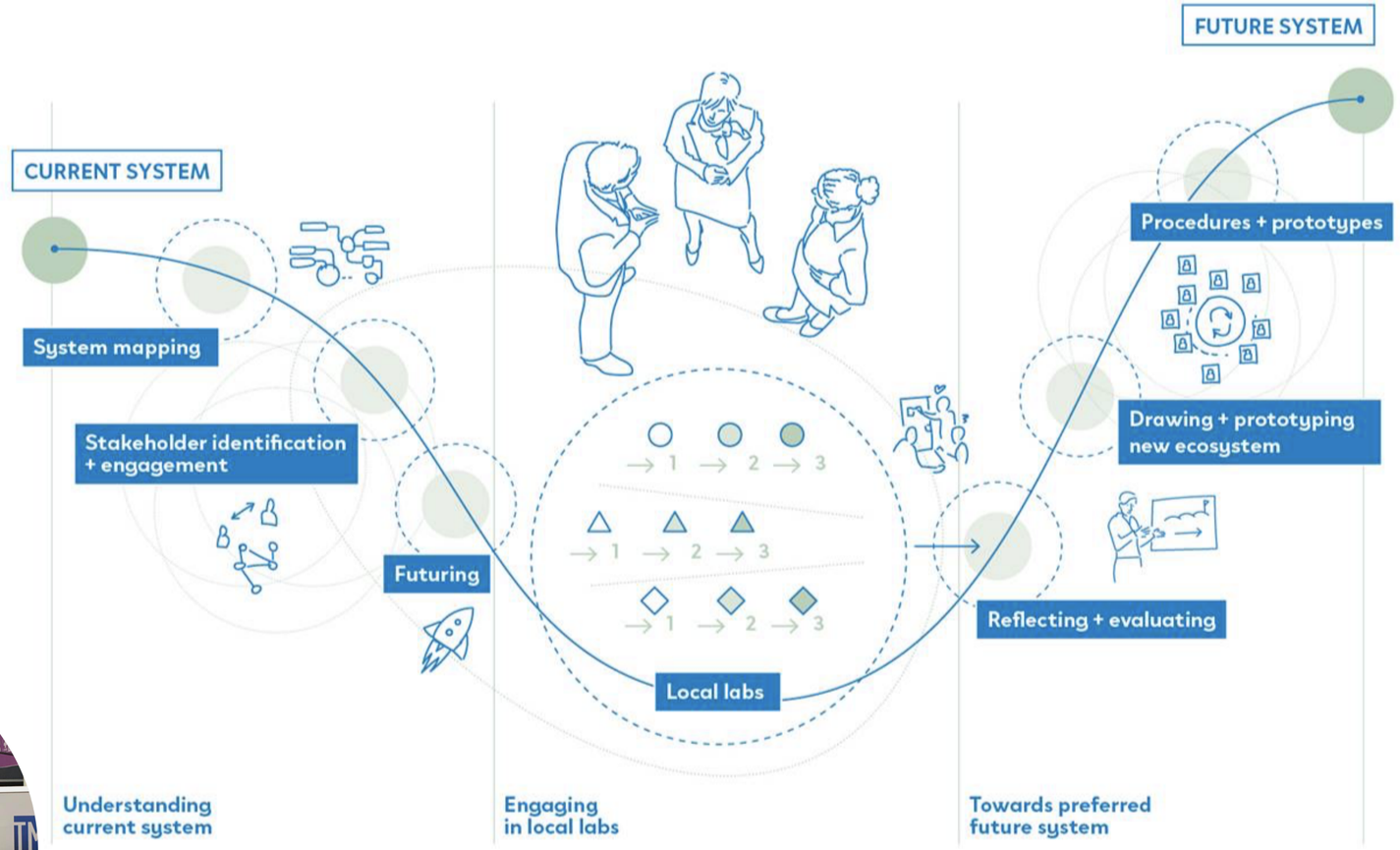

Impacting systems with labs

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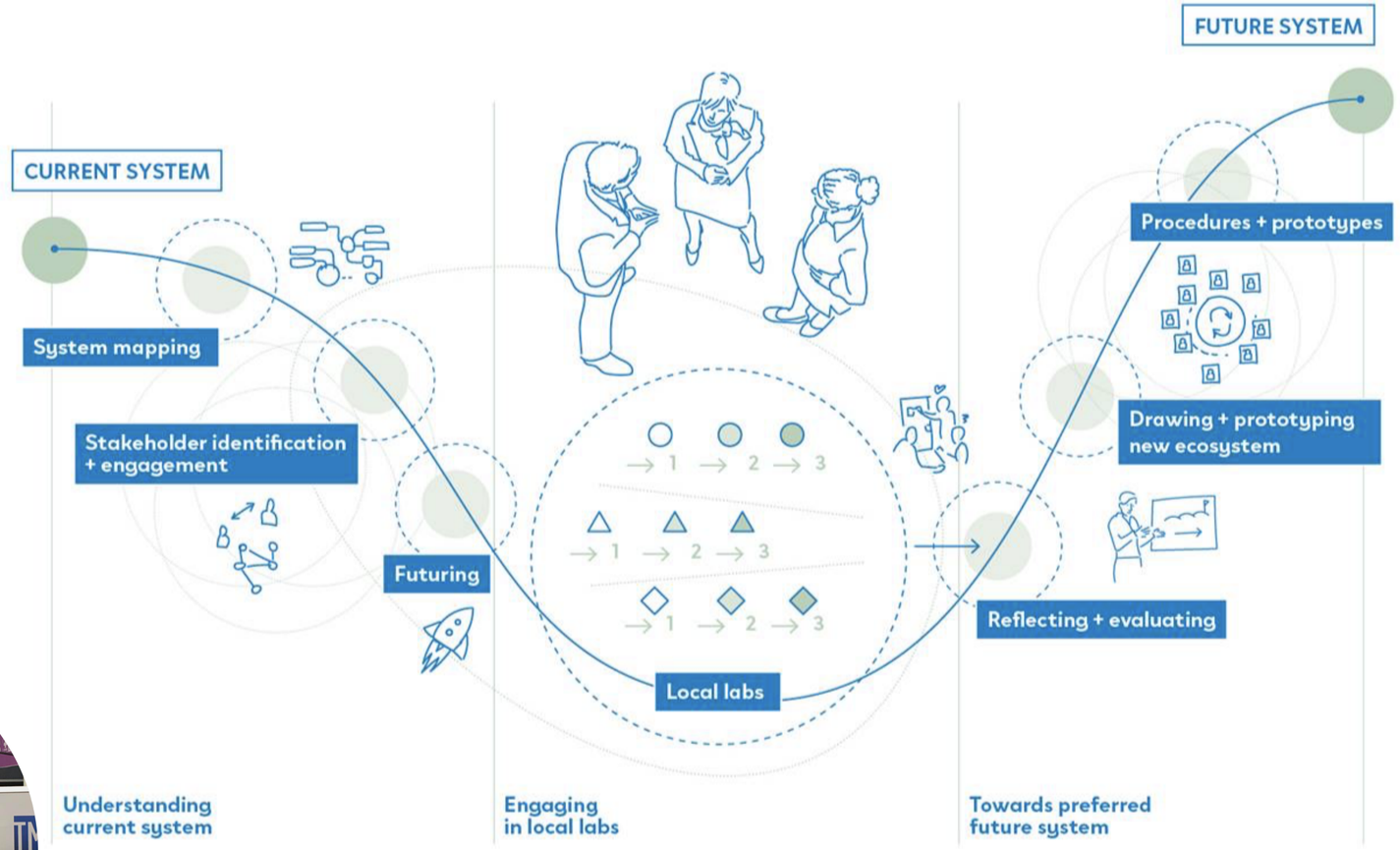

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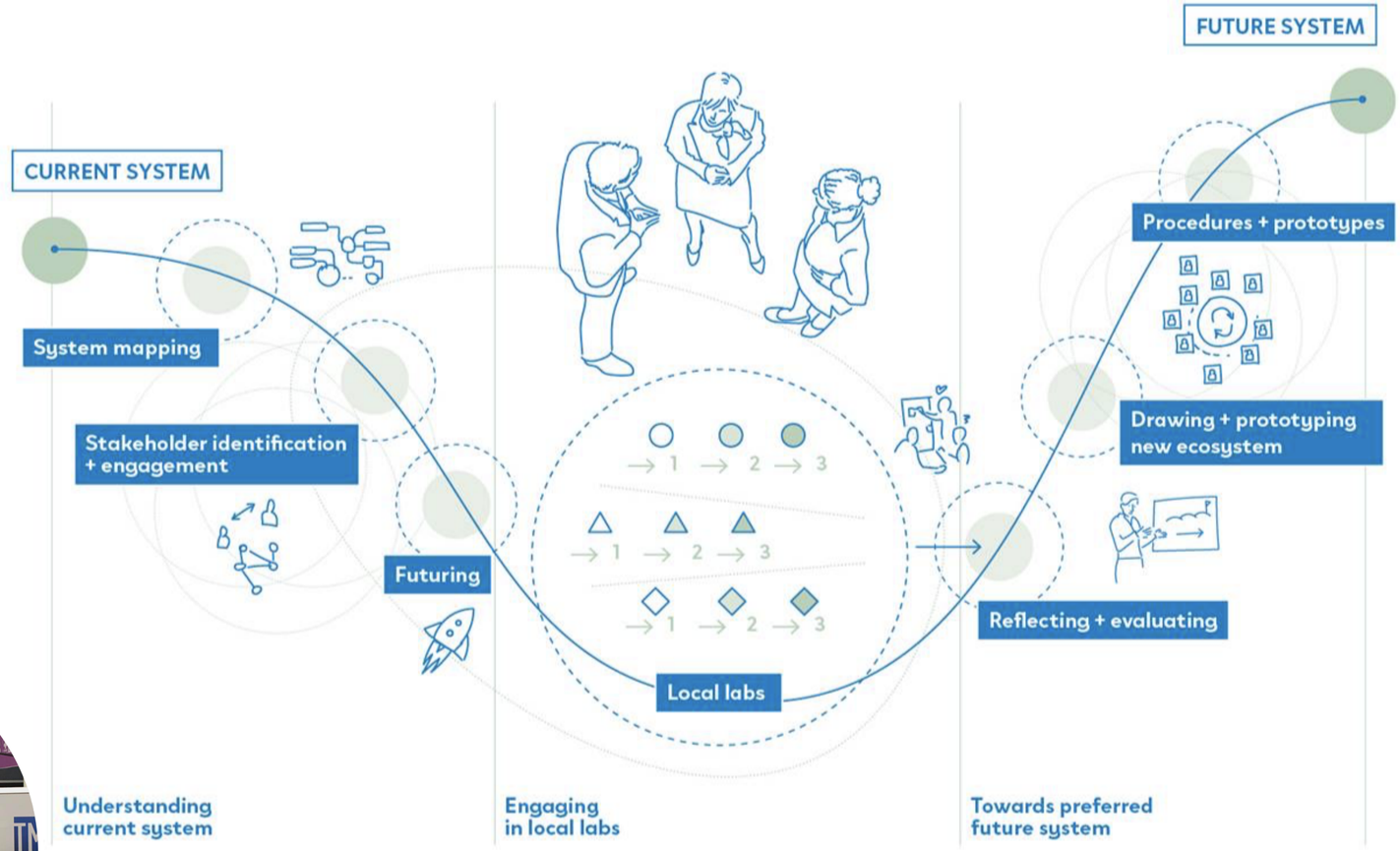

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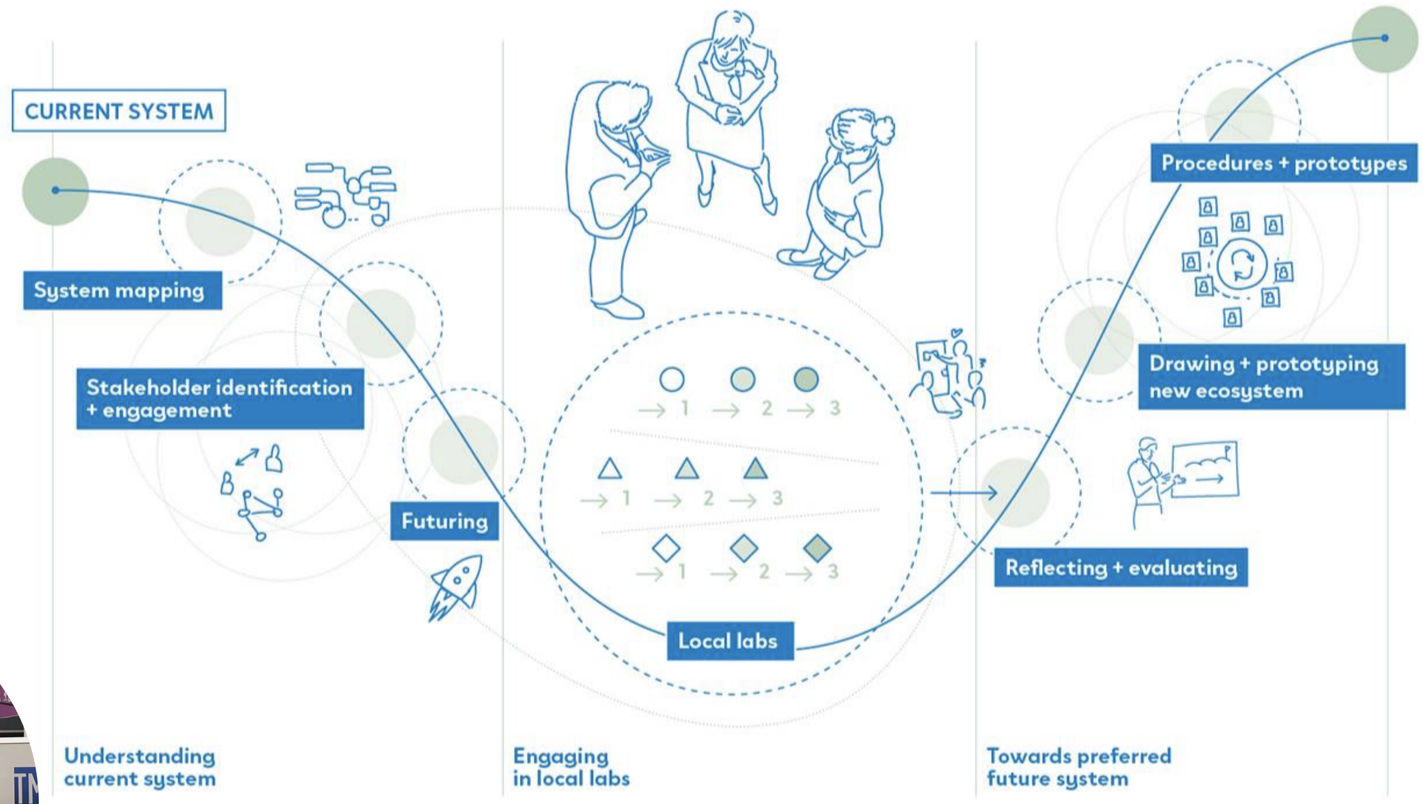

Impacting systems with labs

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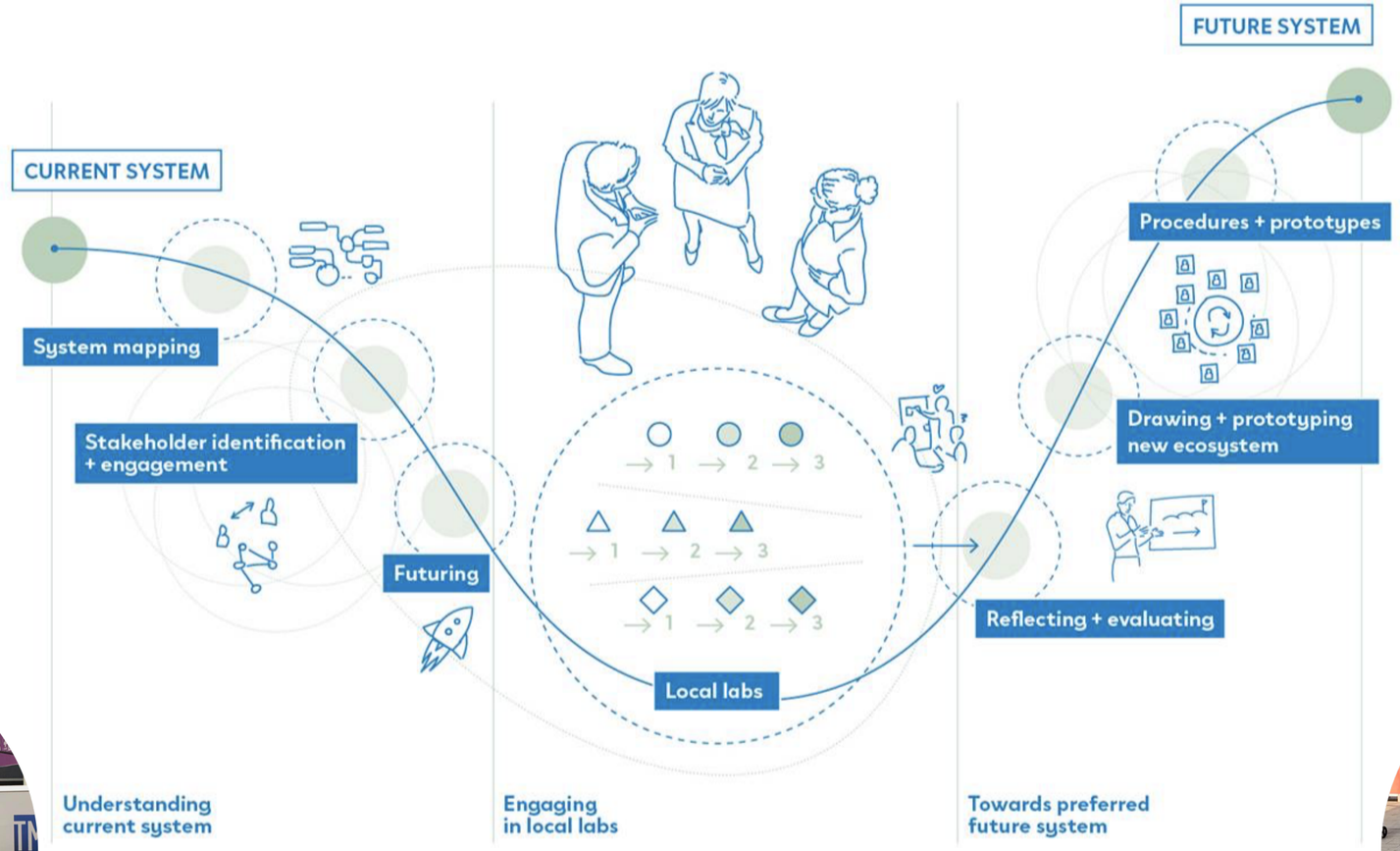

Impacting systems with labs

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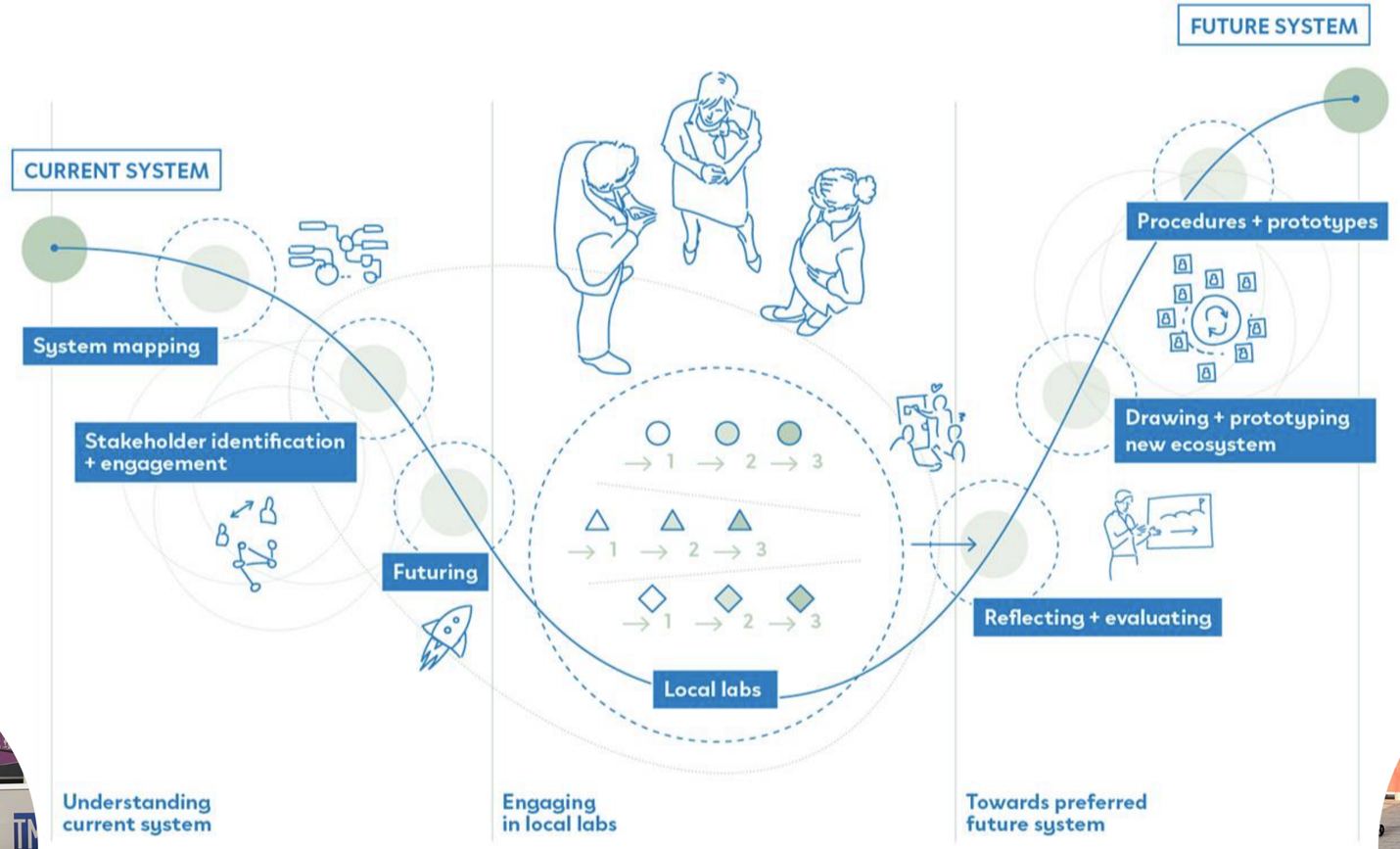
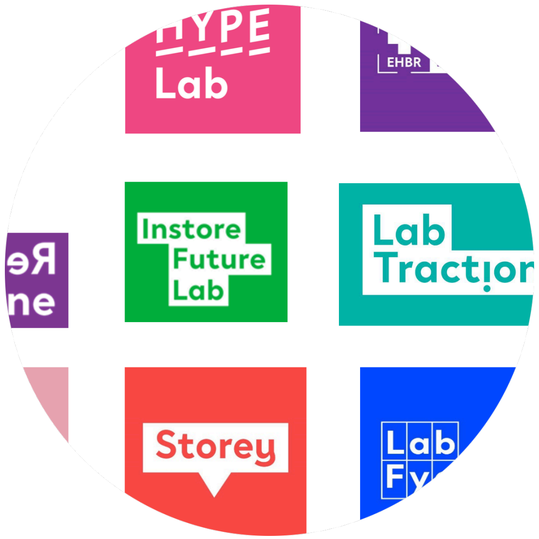
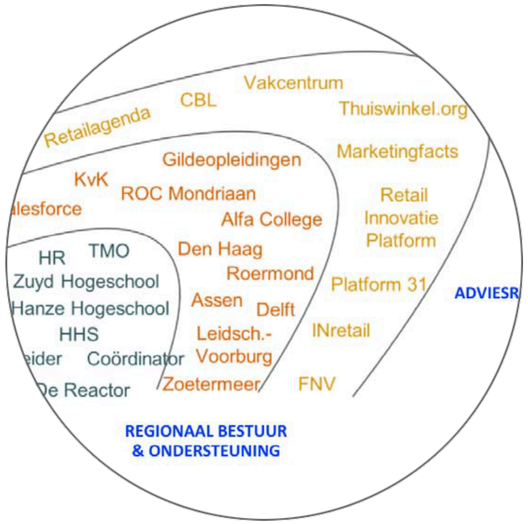


Results: preliminary design principles

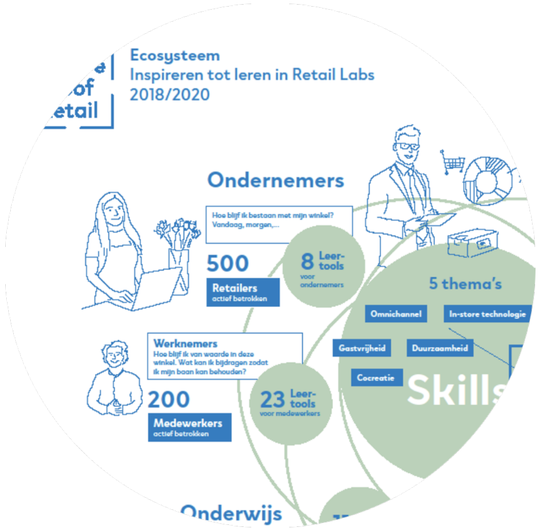


Labs as Catalysts of Change

Storytelling



Distributed Leadership



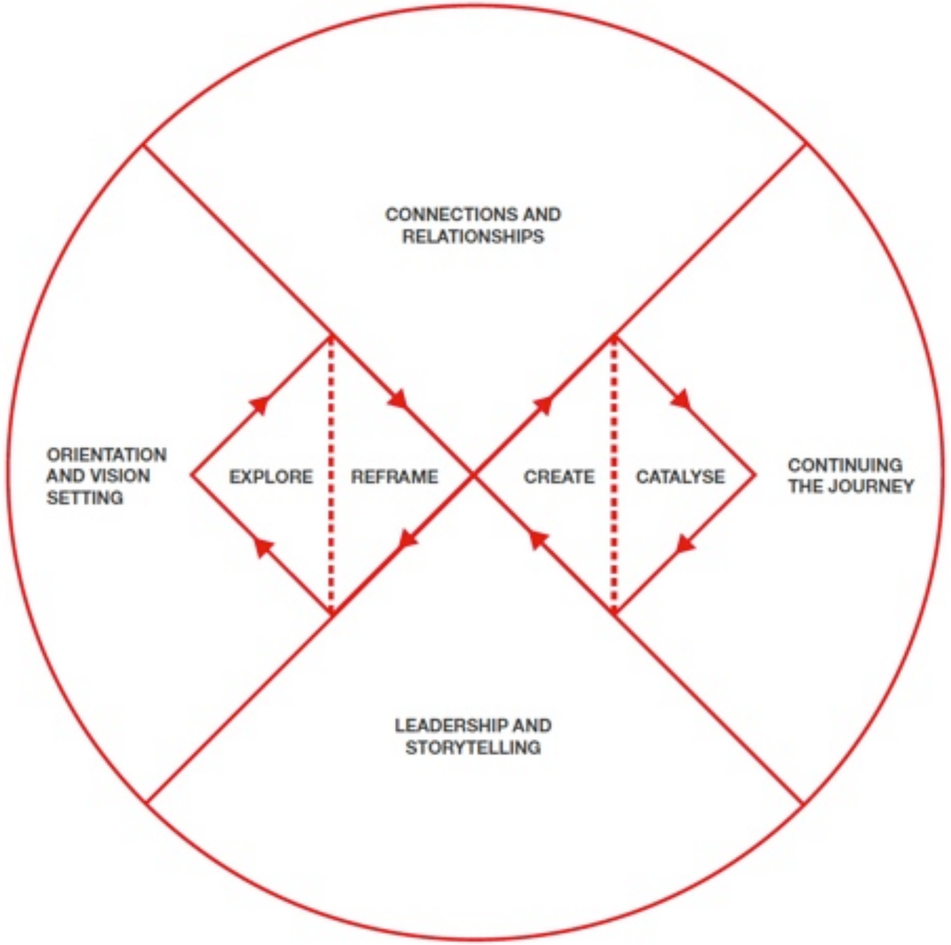
Room for Intuition

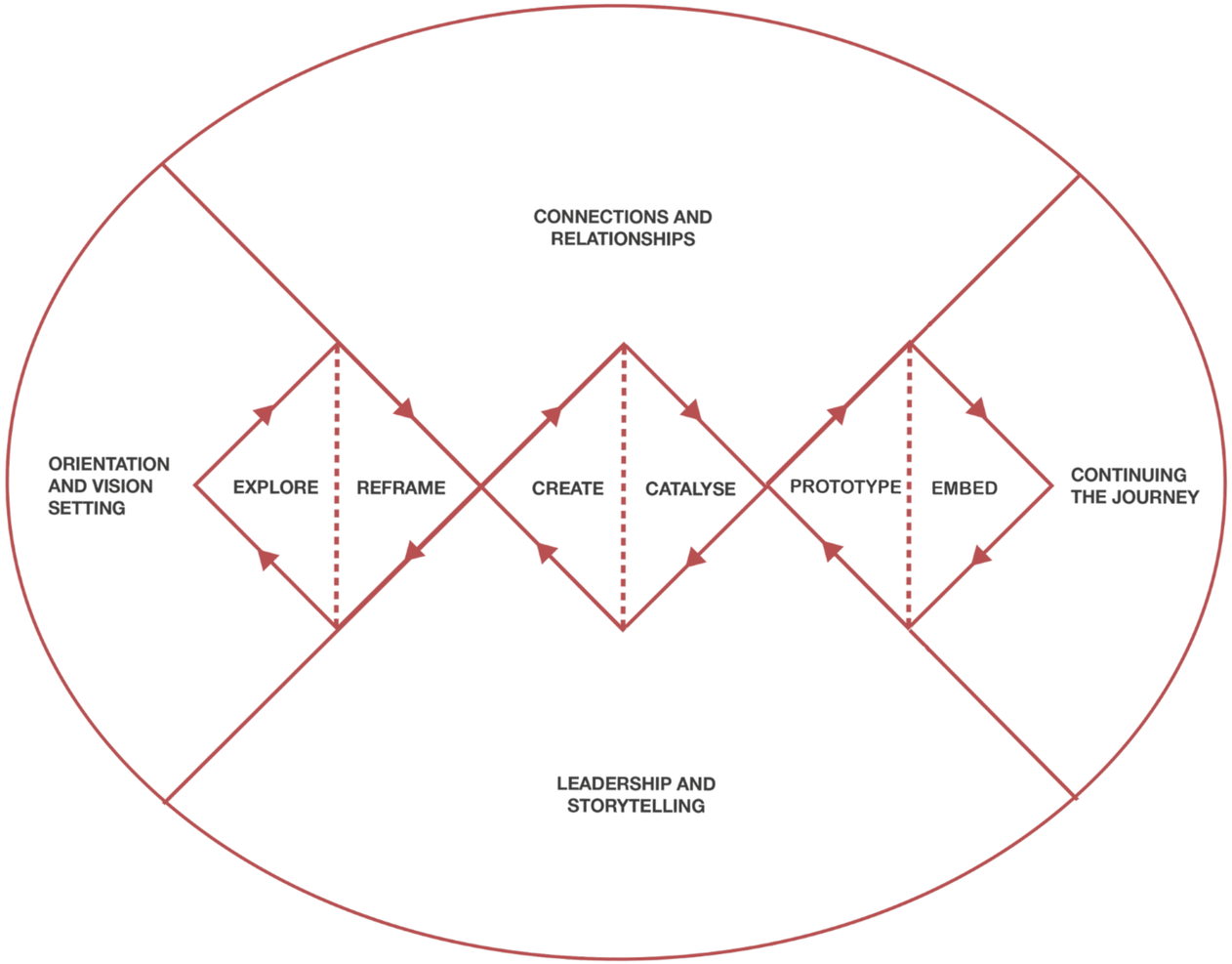
Design Council

Beyond Net Zero

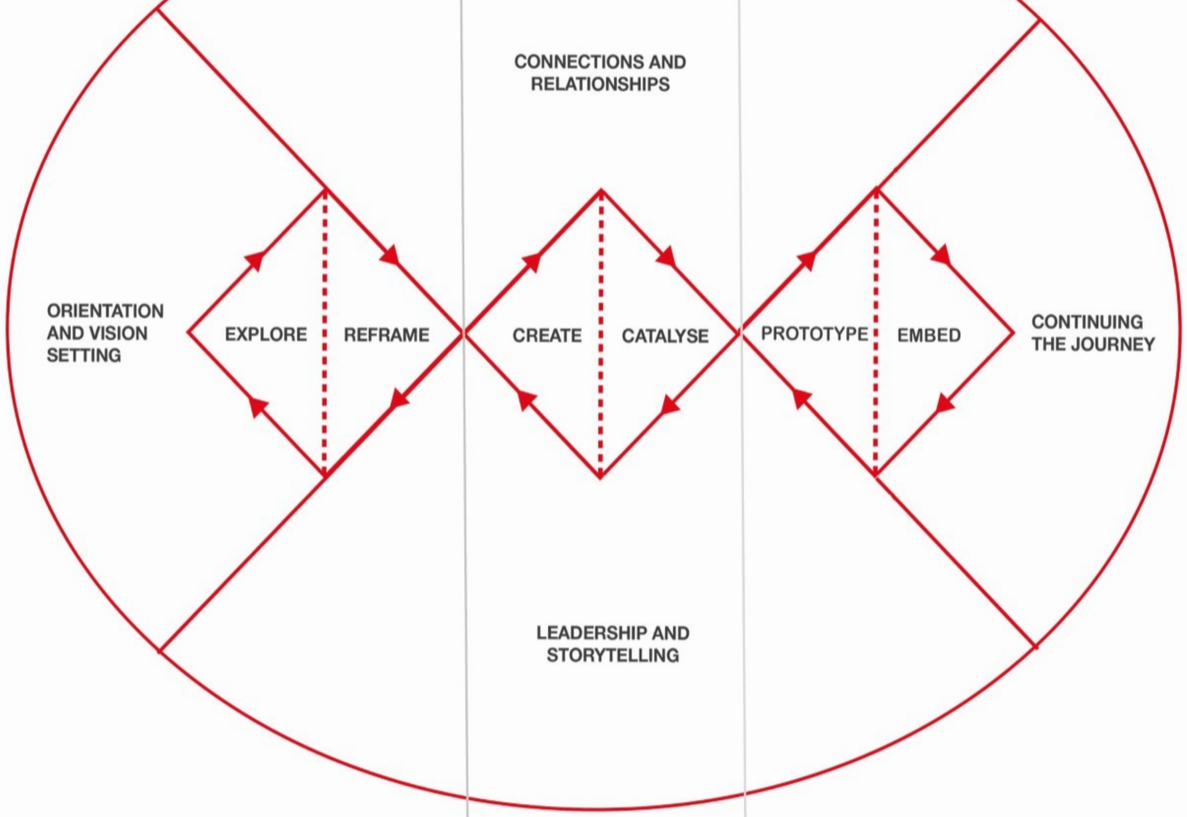
A Systemic Design Approach

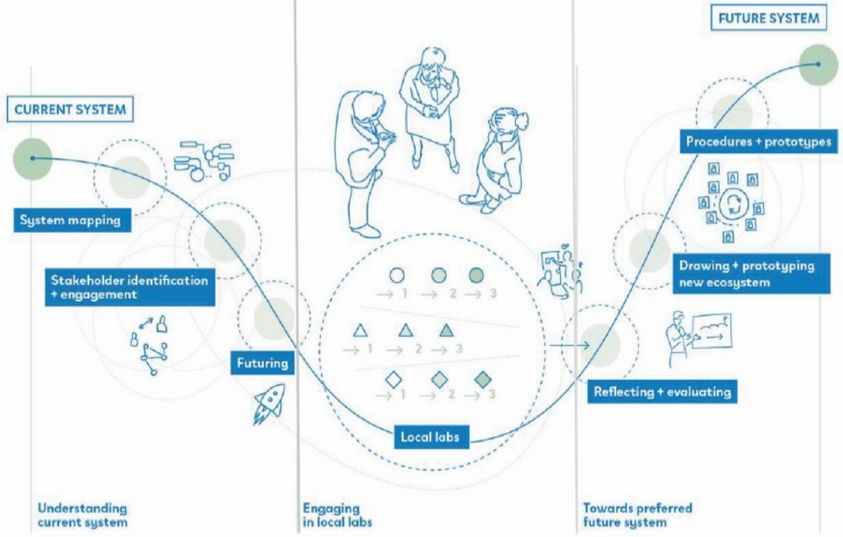
Third phase!





Need for attention on embedding and scaling





Next steps

- Paper DRS2022 (zooming in on third phase from two cases/contexts)
- Book Innovating with Networks (documenting systemic experiences)
- Research Future Proof Labs (comparing with experiences in other context beyond retail)
- Sprong Systemic Co-Design (collaboration across 4 universities on systemic change during 8 years)

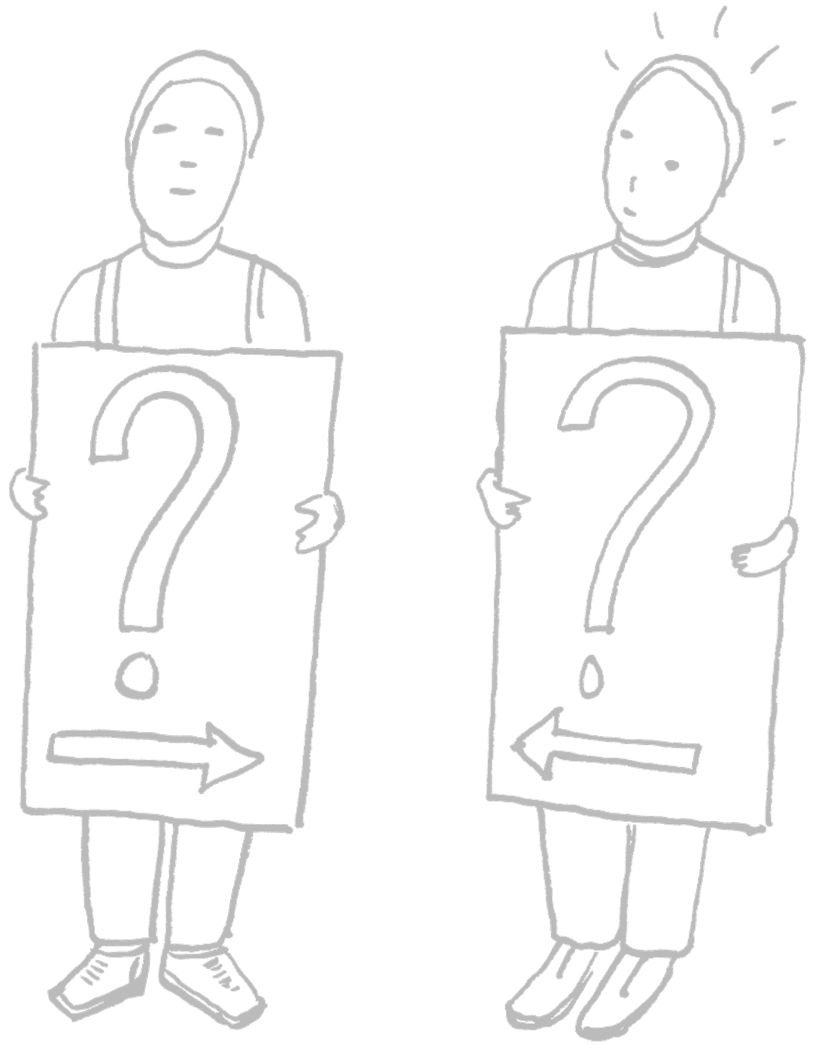
- Already finished:
  - Innovating with Labs (book out, via Lulu)
  - Follow up projects initiated: Next Fashion Retail, PPS local Labs, Future Proof Labs, Circular Retail, etc.)

Questions from us for you

- Other experiences with third phase?
- Which concepts from System Dynamics are helpful?
- "Balancing" local and systemic levels?
- “Rippling” versus disrupting systems?
- Long lasting effects on systemic change?
- Comparing similar large scale projects in the future in other contexts?
- Analysis across similar cases at next conference?

Feel free to contact us!

c.s.h.delille@hhs.nl
a.overdiek@hhs.nl



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