

Faculty of Design

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How can systemic design path the way to innovation in social cooperative?

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How can Systemic Design path the way to innovation in social cooperative? A Systemic Design exploration on social cooperative

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SYSTEMIC
DESIGN
ASSOCIATION



**POLITECNICO
DI TORINO**

Dipartimento di
Architettura e Design

BACKGROUND

Social problems



BACKGROUND

Social organizations



BACKGROUND

Social organizations



TOPIC

Cooperatives

Producers coop

They take care of cultivation and breeding. The primary objective is to promote the improvement of agricultural production and increase rural economies through the care of product quality.

Credit coop

The category of credit cooperatives includes cooperative banks and cooperative credit banks, regulated by the provisions of Legislative Decree no. 385 of 1 September 1993 and subject to the supervision of the Bank of Italy.

Workers coop

are established for the purpose of performing an organised economic activity in the company using the work of the members.

Users coop

are established for the purpose of performing an organised economic activity in the company using the work of the members.

Social coop

social cooperatives are intended to pursue the general interest of the community in the human promotion and social integration of citizens through:

- a. the management of social, health and educational services;
- b. the performance of various activities - agricultural, industrial, commercial or service activities - aimed at the employment of disadvantaged people".



TOPIC

Cooperatives



PROBLEMS

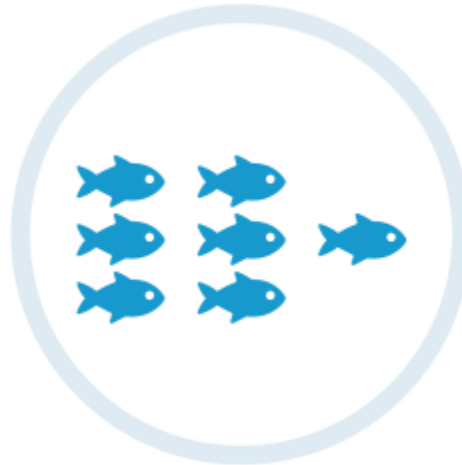
related to cooperatives environment

Public sector



high economic
dependence

Competitors



new competitors
profit and no-profit

Innovation



barriers to
change

RESEARCH QUESTION



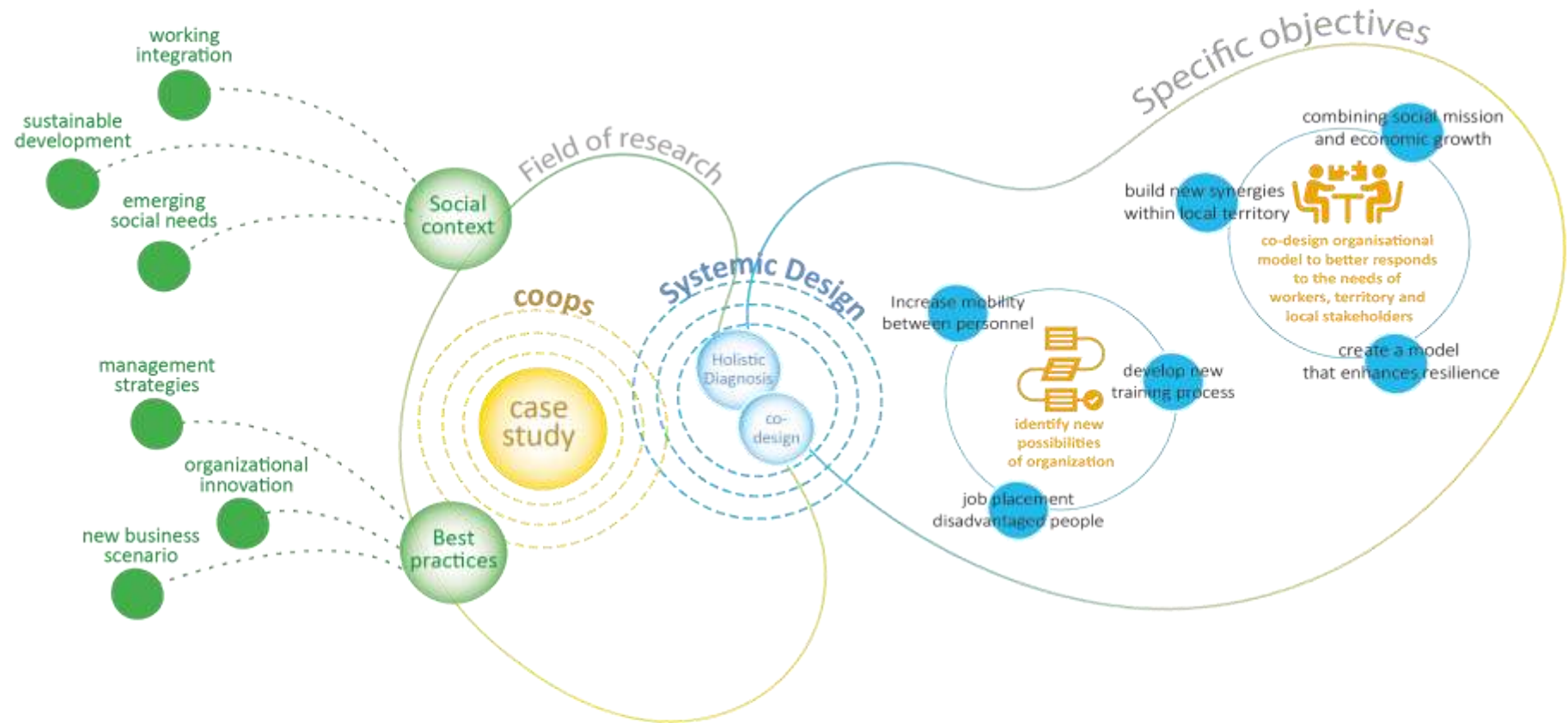
in what **organisational aspects** can Systemic Design intervene to develop new growth strategies?



How **Design research** can promote the application of management in the organizational context of social cooperatives?

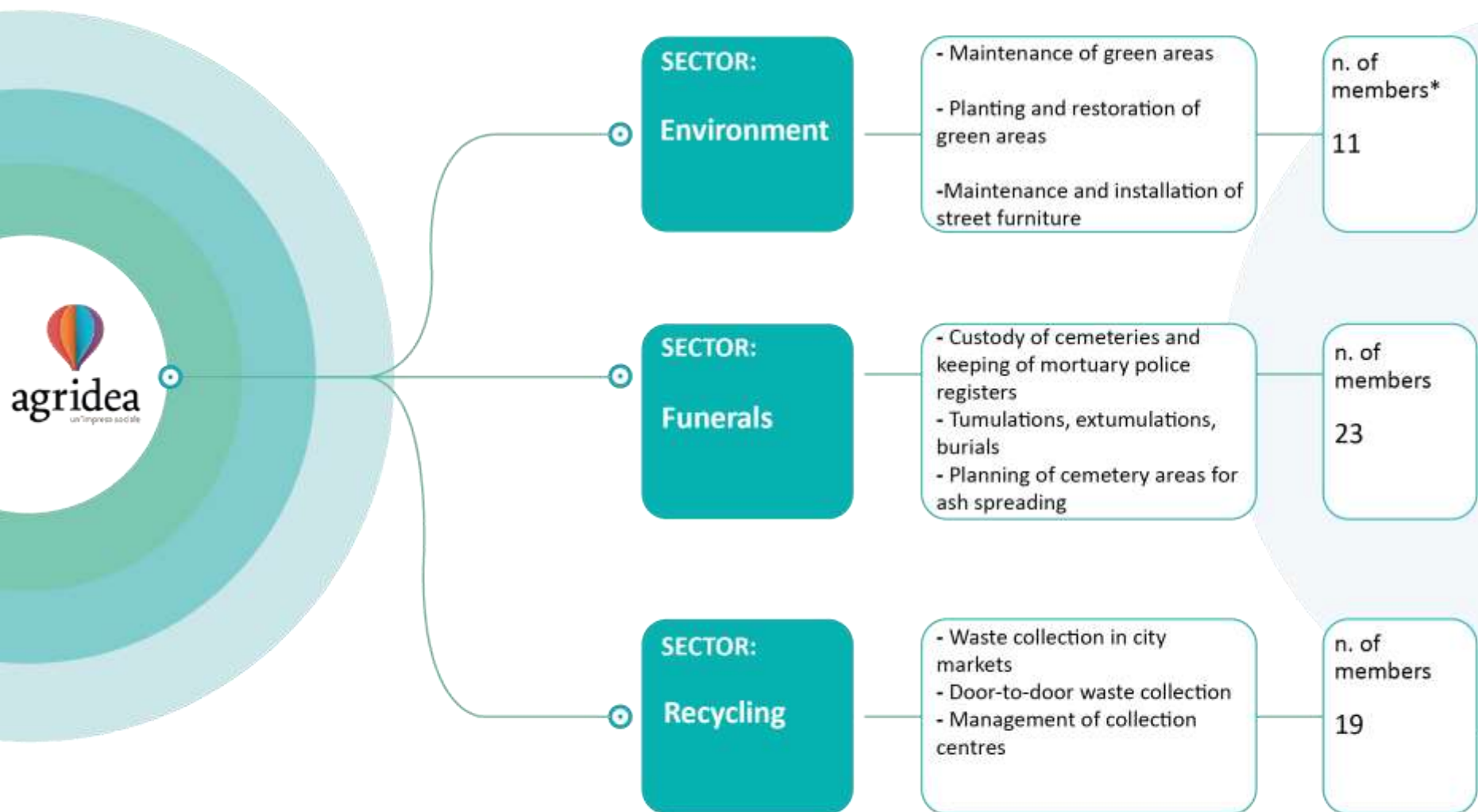
OBJECTIVES

and framework of the research



CASE STUDY

Cooperative Agridea



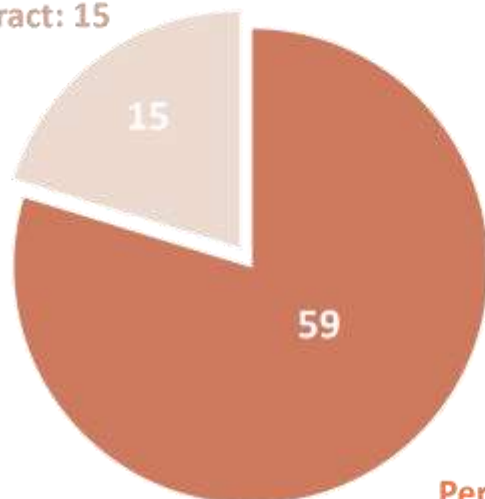
**The word "member" refers to the people who work in the cooperative and who are also "co-protagonists" of the company's performance, for example, contributing to the formation of social capital and participating in the business risk.*

CASE STUDY

Cooperative Agridea

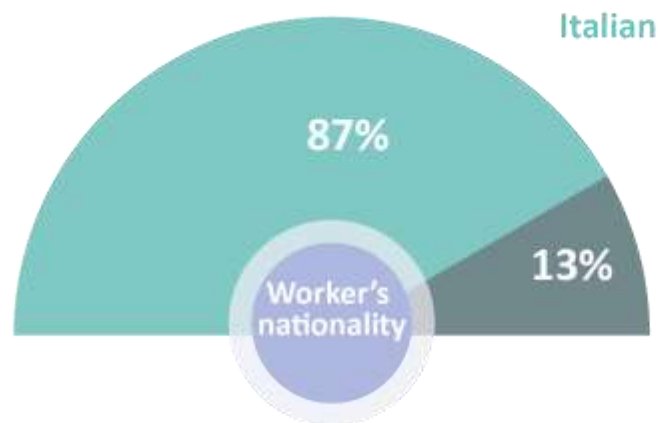
Total workers
74

Fixed-term
contract: 15



Permanent
contract: 59
(of which 38 members)

Worker's nationality

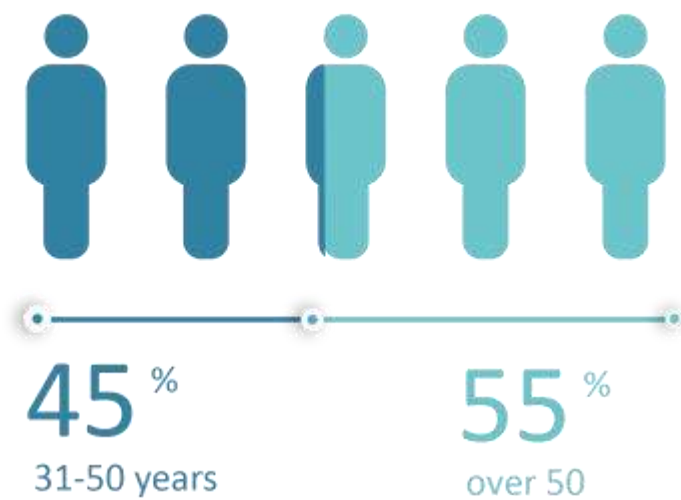


Foreign
(in order of weight:
Moroccan, Romanian)

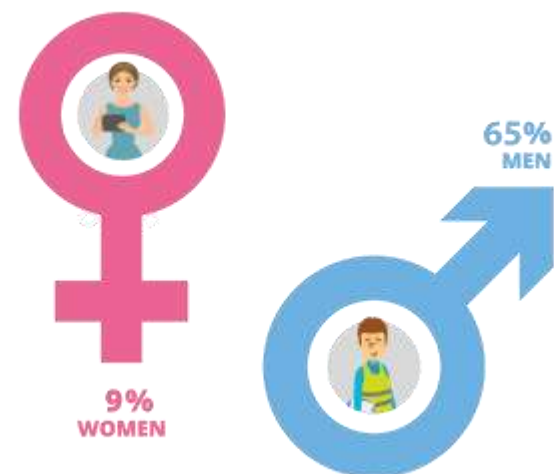
CASE STUDY

Cooperative Agridea

Average age



Gender



CASE STUDY

Cooperative Agridea

Ex
prisoners



Mental
illness



**AMONG ALL WORKERS
31 ARE SOCIALLY
DISADVANTAGED**

physical disability
higher than 46%

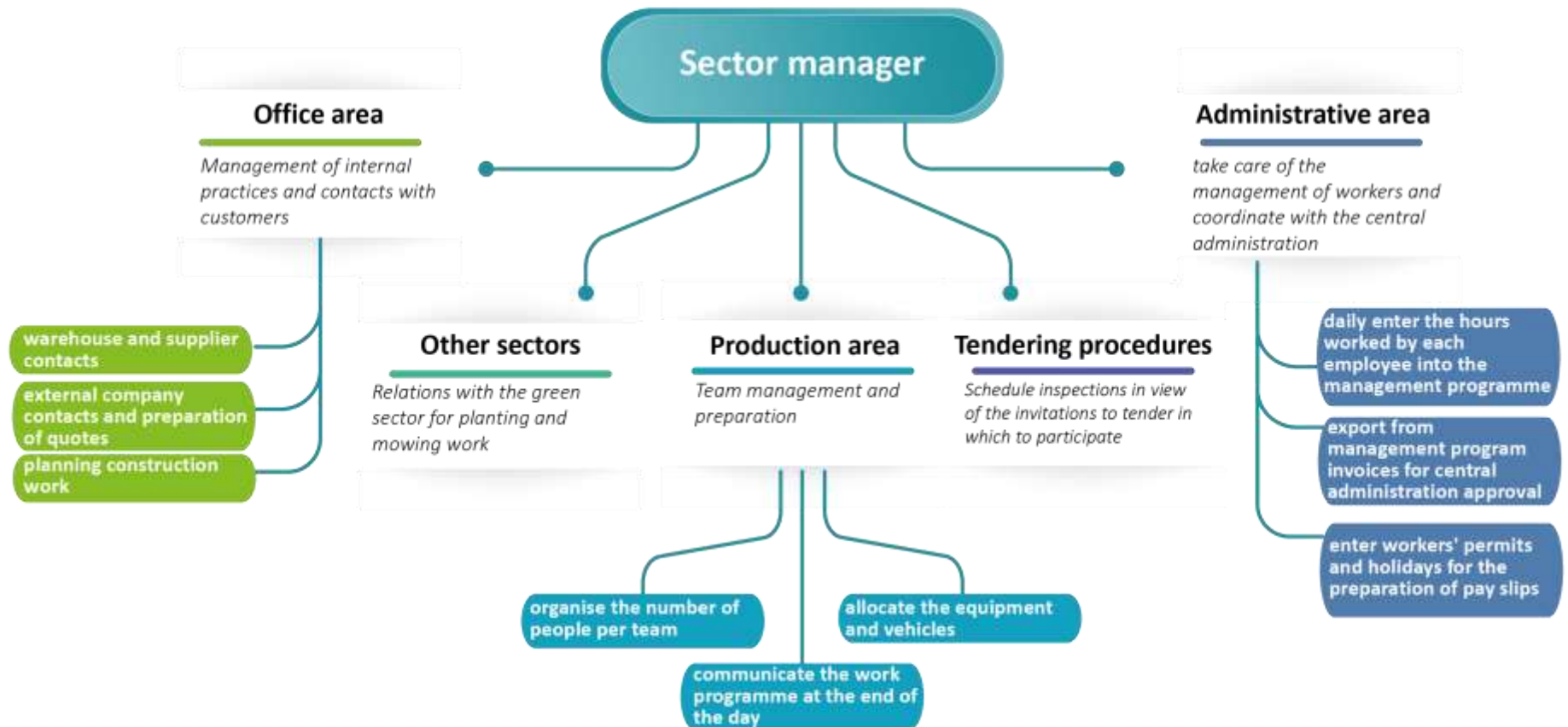


Drugs/alcohol
addicted



Organigram analysis

Focus on funeral sector



Criticalities and potentialities

analysis of internal workflow



First step

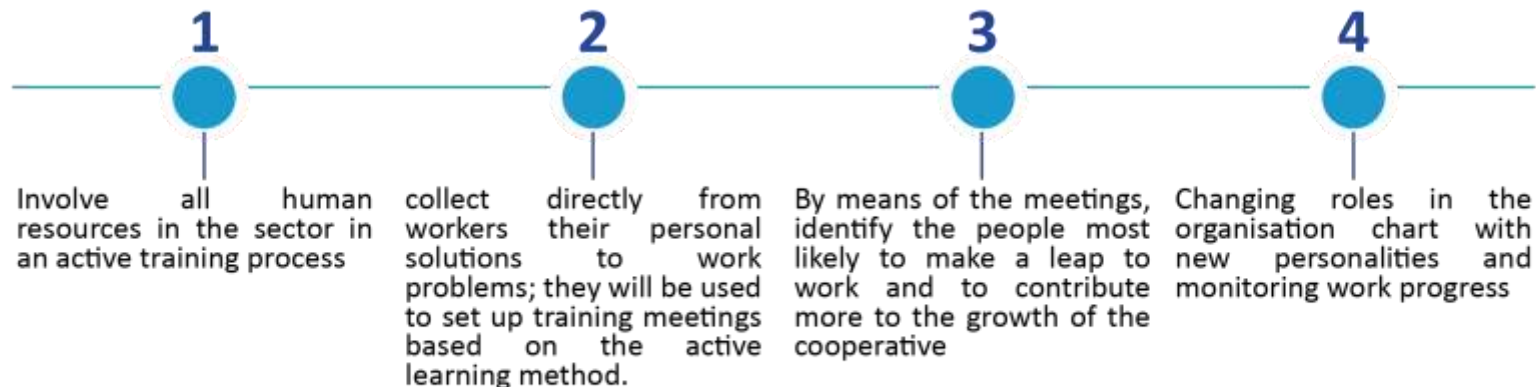
Starting from criticalities



in what **organisational aspects** can Systemic Design intervene to develop new growth strategies?



Professional development



First step

Starting from criticalities



Promote and spread of a managerial culture



Creating the basis for developing new sector of work

in what **organisational aspects** can Systemic Design intervene to develop new growth strategies?



Empower workers and make them actively to contribute to the growth of the cooperative



improve the personal skills of workers by responding to the social mission of the cooperative



Professional development

1

Involve all human resources in the sector in an active training process



Encourage differentiation in the market and thus increasing resilience

collect directly from workers their personal solutions to work problems; they will be used to set up training meetings based on the active learning method.



By means of the meetings, identify the people most likely to make a leap to work and to contribute more to the growth of the cooperative

4

Changing roles in the organisation chart with new personalities and monitoring work progress

Future steps

HOLISTIC ANALYSIS



Context analysis and identification of criticalities and potentialities

ACTIVE LEARNING



elements of innovation in responses to organisational problems

BEST PRACTICES

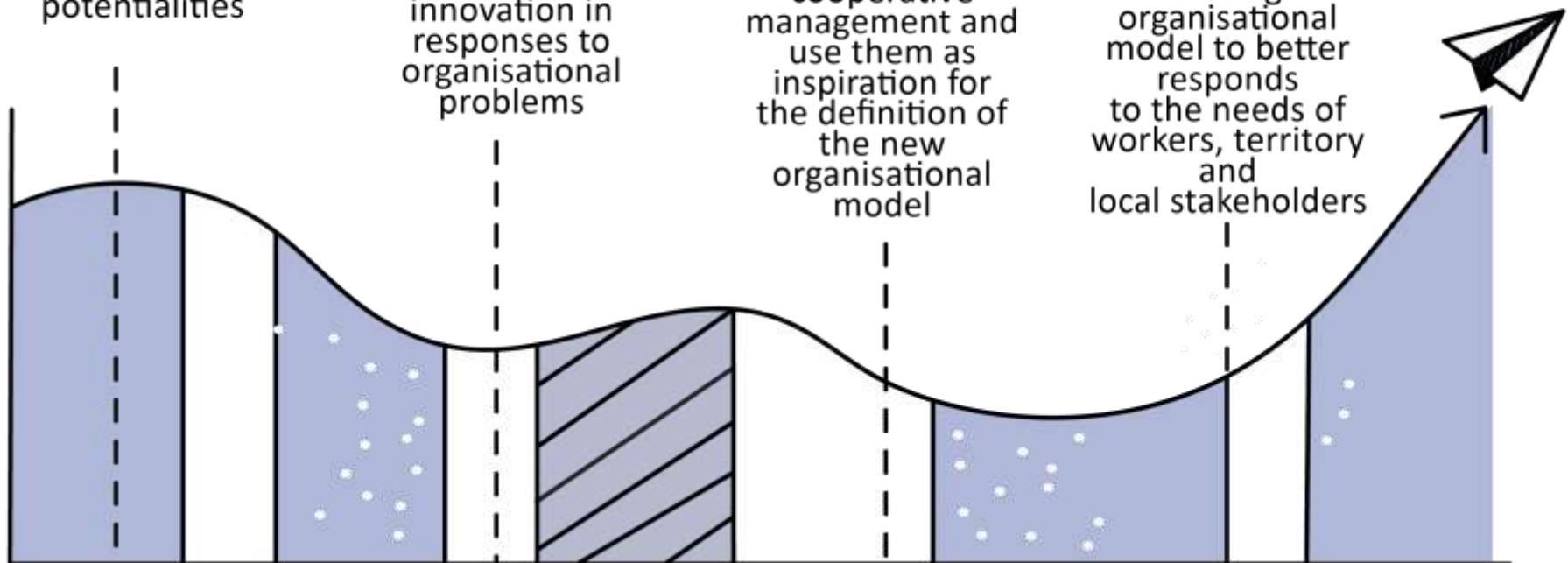


identify successful practices in cooperative management and use them as inspiration for the definition of the new organisational model

CO-DESIGN



co-design organisational model to better responds to the needs of workers, territory and local stakeholders



THANK YOU!

Q/A