RESEARCH THEME

XXXIX cycle – a.y. 2023/2024

Title of the doctoral research	Service Design to foster just transitions.
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Abstract

Social inclusion is recognized as a critical goal, process, and outcome that needs to be pursued urgently as part of the 2030 Agenda for Sustainable Development (World Bank, 2013).

Services operate as a social phenomenon and are always embedded within socio- cultural ecosystems (Anderson and Ostrom, 2015) which means that designing service solutions must respond to human diversity by considering multiple identity axes such as gender, sexual orientation, race, and class, as well as intersectionality (Crenshaw, 1989).

To promote the transformation towards justice and inclusion, service systems need to be redesigned, making them inclusive at every level, including individual, community, and state. This can reduce service exclusion and promote social equity (Fisk et al. 2018; Costanza-Chock, 2020).

Service design is increasingly focusing on its transformative role (Sangiorgi 2019) and it is considered as a transformative practice and an intentional pathway to promote the service system transformation (Patrício et al., 2018; Sangiorgi 2011; Vink et al. 2021), integrating systemic and future-oriented perspectives (Lin & Villari, 2021). The transformative practice of service design involves enabling the disruption of fundamental assumptions, beliefs, norms, and the exploration of new service scenarios, making it a powerful tool for promoting social just transformations (Koskela-Huotari et al. 2021).

The research aims to explore how Service Design can be able to support just transitions incorporating principles of equity and sustainability, tolerance, and inclusiveness to define evolutionary paths of the discipline towards an inclusive society. The research has the potential to inform service design education and practice, as well as organizations and institutions who aim to promote just and inclusive services.

Keywords	Service Design, Design justice, Systemic approach