

# PROGETTO DI RICERCA

<b>Titolo della ricerca dottorale</b> <i>Title of the doctoral research</i>	<b>micro*actions.</b> social design practices for micro enterprise setting and territory development
<b>Docente proponente</b> <i>Proponent professor</i>	Maurizio Figiani
<b>Abstract</b>	<p>Product design as a core issue is entwined to a social-oriented design approach; facing aspects related to the economic, technological and social innovation, the here declared intention includes:</p> <ul style="list-style-type: none"> <li>• to explore and develop active procedures so to encourage citizens' and social aggregates' inclusion and participation;</li> <li>• to define and prototype artifacts embodying a "value proposition";</li> <li>• to shape a territory milieu suitable for the creation of socially oriented micro-companies.</li> </ul> <p>Regarding these aspects, several research key words are proposed for the multilevel areas of investigation:</p> <ol style="list-style-type: none"> <li>1. field study for the identification of conditions for the start of the processes of change in specific contexts;</li> <li>2. stakeholder engagement, activation of inclusion, meeting and exchange networks;</li> <li>3. creation of multi-level, multi-sectoral and interdisciplinary round tables; strategic framework, products project management;</li> <li>4. organizational models and interactions, relationships with policy makers and early adopters;</li> <li>5. products, services and social inclusion, engagement and activation actions of people in difficult and precarious conditions, approaches and instruments;</li> <li>6. facilities and conditions for the establishment of micro-enterprises [temporary accelerators, business angels, venture capitals];</li> <li>7. participatory business models - business platform, cooperatives platforms.</li> </ol> <p>Main aims are to pursue knowledge as well as provide and disseminate expertise in the field of product design, in consideration of the possibility of:</p> <ul style="list-style-type: none"> <li>• promoting renewable opportunities for inclusion and participation of vulnerable social groups and individuals;</li> <li>• shaping co-designed artifacts;</li> <li>• developing inherent production processes within related innovative micro enterprises.</li> </ul>
<b>Parole chiave</b> <i>Keywords</i>	product design, social innovation, cooperatives platforms