

# RESEARCH THEME

XXXVIII cycle – a.y. 2022/2023

**Title of the doctoral research** Service Design to foster tolerance and inclusiveness.

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**Abstract**

One of the most important goals of the 2030 Agenda for Sustainable Development, social inclusion is recognized as a goal, process, and outcome that needs to be pursued urgently (World Bank, 2013).

Services operate as a social phenomenon and are always embedded within socio-cultural ecosystems (Anderson and Ostrom, 2015) so designing service solutions have to respond to human diversity, considering multiple identity axes (such as gender, sexual orientation, race and class) and intersectionality (Crenshaw, 1989). Thus, redesigning the service system, making it inclusive at every level - individual, community, and state, can reducing service exclusion (Fisk et al. 2018) and promoting the transformation towards social inclusion.

Service design is increasingly focusing on the transformative role of services (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). This means designing to enabling the disruption of fundamental assumptions and beliefs, norms, values, and the exploration of radically new service scenarios (Koskela-Huotari et al. 2021).

The research aims to explore - from a theoretical and practical point of view - how Service Design can be able to incorporate concepts of tolerance and inclusiveness in research and practice to define evolutionary paths of the discipline towards an inclusive society.

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**Keywords** Service Design, Social inclusion, Systemic approach.