

A close-up photograph showing a person's hands sorting through a box filled with numerous small photographs and documents. The person is wearing a light-colored, long-sleeved shirt. The background is blurred, showing other people and what appears to be a conference or workshop setting. The lighting is warm and indoor.

Jégou F., Liberman J., Girardi S. and  
Bernagozzi A., **“Design for Social  
Innovation, Enabling replication of  
promising initiatives for sustainable  
living in Brussels and Paris”** in  
Changing the Change design research  
conférence, Torino, 2008

This article has been presented at the Changing the Change design research conference in Torino, 10-12 July 2008 and published in the proceeding of the conference.

## Abstract

This paper will present and compare the results of two parallel research projects focusing in design for social innovation. Teams of designers in Brussels and Paris experimented real size participative design processes with two groups of citizens willing to start or improve collaborative solutions:

- car drivers promoting local urban hitchhiking initiatives around different areas of Brussels<sup>1</sup>.
- single seniors offering spare rooms through cohabitation opportunities to students in Paris<sup>2</sup>;

In particular this presentation will focus on the start-up phase and the projective approach used by the designers to stimulate social conversation between players involved and support them with a tool called enabling cards in the discussion and construction of their customized solution.

<sup>1</sup> VAP, Comobil, Kotvoiturage/Taxistop and Myoto, Brussels, Belgium.

<sup>2</sup> Logement Intergénération, Paris and Rouen, France e Prendi uno studente a casa, Milan, Italy.





## Introduction

Shared housing, alternative mobility... spontaneous social innovation may reveal new and more sustainable solutions in daily urban ways of living.

How to improve these initiatives and make them more accessible for a larger share of users keeping their initial social qualities? How to scale them up fostering their duplication at the local scale maintaining their environmental benefits? What can strategic design bring to support these social innovators? Which are the new approaches to co-design within a social fabric of creative users?

These collaborative design sessions with existing and future promoters allow to describe the key-characteristics and possible options of a 'meta' or 'generic solution' used during workshops or interview sessions to facilitate appropriation of complex product-service systems and to enable non-professionals to design their life's solutions.



## Promising initiatives of social innovation

This first part will describe the different starting points of the two parallel experimentations: whether a solution was in a launching phase as for the urban hitchhiking or already implemented, as the cohabitation of seniors-students. The analysis of these solutions will focus on the different barriers to diffusion of these initiatives and possible up-scaling strategies.

### VAP

Voitures à partager (VAP), born in 2005, were determined to make auto-stopping in the city easy and safe. Claire Van Bellinghen who is the project initiator, was motivated by her commune's « Mobility week » to set this urban-hitchhiking system. They considered two problem levels as challenges: some more largely shared ones like global warming -combined with transport accessibility issues; and more local ones like profiting from not fully occupied commuting cars, enhancing solidarity between pedestrians and drivers, whilst generating more social links in a commune that already has quite an open mind set.

It needs little infrastructure to accomplish its objective: Users subscribe to the service -free of charge- receiving a registration number plus a variety of VAP identification elements as a car sticker, ribbon, member card, all made to be easily recognizable. The service was meant within members only: they can participate as pedestrians, as drivers or they can be listed as both.

The pedestrians then are able to hitchhike, card in hand, so VAP drivers can recognize hikers as fellow users; encouraging them to stop. The car, showing VAP ID elements, is made visibly reliable to



hitchhikers; thus, through mutual recognition, the spontaneous car pool is concreted. This urban hitchhiking service is founded on reciprocal identification and trust, encouraging spontaneous social contact yet keeping a safety element in mind.

VAP is thought more as a complement to urban transport than a substitute. This system was intended to accelerate connection to bus stop's in a suburban city area, as the service's native Watermael-Boitsfort, who has only 3 bus lines for 80 km of streets. The members are currently around 720: 550 in Watermael-Boitsfort and 170 resident in other communes.

Effectively, this system has shown some specific problems: the quantity of members is still growing but critical mass has not yet been reached to produce a fluid service. Members are in disproportion between drivers and pedestrians<sup>3</sup>. However, work is being done to improve and develop service quality such as destination cards for hitchhikers in the form of a booklet and 3 signaled pick-up points installed in the streets of Boitsfort.

Set as a bottom-up open collaborative service (Jégou, Manzini, 2008), the service aspects are then reduced to registering subscriptions and sending VAP cards to each user. This activity and the promotion of it are based on the involvement of a small group of early promoters around the solution's inventor. VAP promoters also make sure at subscription level that basic security requirements exist to both driver and passenger: They verify that all members are above 18, that the driver has proper insurance, a valid driver's licence number and all members remain registered in the service's database.

None of the involved wins anything in the growing of the service except the satisfaction of less traffic and more voluntary work to be done. The municipal subsidies are covering part of the expenses (cards and leaflets printing, or the sending through post mail) implicates that the core group of promoters should grow in number to cope with multiplication of members. Therefore, to scale-up VAP means fostering the replication of the initiative, assembling or assisting other groups of motivated potential users located in other places in Brussels and its surroundings. VAP may then replicate

<sup>3</sup> this figure seems to be the repeating the actual state of mobility in Belgium: 80% moves by car, 8% on buses and trams, 6% by train and 6% on foot or bike.

# ROUEN

## AGGLOMÉRATION

19, place du Général-de-Gaulle, 76187 Rouen Cedex, Standard: 02.35.14.56.56.  
 Rédaction locale ● Tél. 02.35.14.56.08 ● Fax 02.37.03.47.96.  
 e-mail: redaction.rouen@ars-normandie.fr  
 Service relations abonnés ● Tél. 0811.782.212.  
 Publicité, annonces légales ● Tél. 02.32.05.37.37, Fax 02.32.06.37.19.  
 Petites annonces particuliers ● Tél. 02.32.06.32.81.

# Personne âgée échange solitude contre toit

## L'association Logement-Intergénération fait se rencontrer étudiants et personnes âgées pour pallier les problèmes de logement des uns et la solitude des autres

« Les personnes âgées souffrent de la solitude ; les étudiants ont du mal à se loger. Il s'agit de faire un contrat établi, ne pas être plus vieux qu'une machine pour mettre en match ceux que l'expérience aide. C'est le but que s'est fixé l'association Logement-Intergénération. »

« Un grand nombre d'étudiants ont de réelles difficultés pour se loger ; l'offre de logements publics est insuffisante, avec en moyenne 7 à 8 mois d'attente. »



« En rencontrant les étudiants pour dresser leur profil, et leurs besoins comparés avec le programme de l'association, on s'est aperçu que pour régler la question... »

« Le Centre Communautaire Social de la ville de Rouen est partenaire dans la coopération par l'intermédiaire du Centre Local d'Informations et de Coopération (CLIC) recense les demandes des personnes âgées ou de familles au profit de l'association. Objectif : renforcer la cohésion sociale ! »

**GUILAUME DUC**  
 ● Contacts : Association Logement-Intergénération  
 Lisabeth Ambroseil  
 Tél : 06.89.61.58.40  
 Myriam Thuiller  
 Tél : 06.89.82.36.99.

De leur côté, les personnes âgées repèrent cette initiative à travers les articles de presse locale et nationale...

« Hébergement chez une personne âgée seule, sans partenaire. Inconvénient : Le... »

« En échange de bons procédés, en quelques sortes : l' étudiant, en échange d'une simple participation aux frais (à déterminer avec l'accueillant) s'engage à rendre service... »



Un exemple : Le logement est situé dans un quartier non isolé, et l'étudiant a facilement accès aux transports...



« L'intimité de chacun ne doit en aucun cas disparaître. Chacun se ressource dans son espace intime. »

through dissemination, affiliation or branching (Dees, Battle Anderson and Wei-skillern, 2004) of a series of more or less similar VAP antennas.

Contrary to the more usual design of a commercial service taking into account possible evolutions from launch through growth and maturation, enabling new VAP antennas to emerge requires extracting all the knowledge and procedures gathered by the initiative in order to make it available to new groups of potential promoters. But profiting from the accumulated experience of promoters is not enough: on the one hand, some improvement may be made questioning the current VAP setting, and on the other hand, a new implementation may have to face new contexts of use and the initial solution should be presented in a sufficiently flexible way to allow eventual adaptations. So the 'design question' VAP therefore faces is to create new VAP antennas supported by new groups of promoters in other urban contexts. Moreover, the replication process should be self-supporting: the strategic design will then empower new candidate promoters with a replication process that they may afterwards handle autonomously, passing by both the flexible specification of service and the process to implement it.

### **Logement Intergénération**

Logement Intergénération was born in 2004 with the aim of encouraging single seniors to offer spare rooms through cohabitation opportunities to students in Paris. This initiative is supported by three mediators and part of a national network of 14 associations offering similar services under the name of «Logement Intergénérationnel et Solidaire» (L.I.S.). The president of the Parisian association, Chantal Dorval, explains been inspired by similar initiatives already existing in Barcelona for about fifteen years. These initiatives are trying to tackle a more local problem of scarcity and excessive prices of student bed offers on one side and the more global issue of reducing the loneliness of elderly people living on their own on the other in the Catalan city.

The challenge of Logement Intergénération is tightening the precious bonds between different generations in a society where these are becoming more and more loose. The older person and the student form a kind of "new family" and the affection that they share

logement intergeneration - Microsoft Internet Explorer

Fichier Edition Affichage Favoris Outils

Précédente Recherche Favoris

Adresse http://www.logementintergeneration.org/index.htm



**Présentation**

**Fonctionnement**

**Vous disposez d'une chambre**

**Vous cherchez une chambre**

**Documents à imprimer**

**Tarifs et adhésion**

**Correspondants en France**

**Presse et media**

**Nos coordonnées**

## Bienvenue sur le site

Renforcer la cohésion sociale

Rompre la solitude

Favoriser le dialogue

Héberger un étudiant

Réduire la pénurie du logement



Développer le soutien mutuel

Valoriser la solidarité

Proposer une chambre à domicile

Partager son habitation

Maintenir les liens entre générations

Rantra des petites annonces

**Les jeunes découvrent l'association grâce à internet.**  
**Il en est de même pour les enfants des personnes accueillantes...**  
**Un pont entre les générations**



La prise de contact avec l'association se fait par téléphone, puis se poursuit par une rencontre entre une médiatrice et le jeune.



La vie ensemble se fait en conciliant différents échanges de services. Par exemple : vaisselle contre préparation du repas...

makes both forget their respective feeling of loneliness (students often have to move miles away from home and feel lost in a metropolis like Paris) and help them sharing unexpected interests and passions. This new stimulus helps the elderly to feel the need of improving his social life (going out, etc.), sharing his feelings with somebody ready to listen and tackling daily actions that isolation normally discourages (cooking, cleaning, etc.). On the other side, they also help the student having a solid point of reference on which they can count on. Nowadays, the association has helped forming about sixty "couples" that of course continue their "family relationship" even after their co-housing period.

Logement Intergénérationnel is based on the principle of reciprocity: students are offered a room (and often a bath and an individual kitchen) during a school year in exchange of a certain number of services (and sometimes water, gas or electricity expenses). The fact that these engagements are listed in a personalized chart, signed by the two sides before the cohabitation starts, prevents possible abuses from both sides but also helps the parties not to forget to take care of the other despite any unforeseeable event. The room is often offered in exchange of a common dinner or lunch twice a week, daily dog walks and some shopping.

The service comprises 100 euros for each party and, according to the founder, the sum covers the costs of professional shows (Salon des Seniors, etc.) and Internet, flyers, press and television expenses. This relationship, based on solidarity, implies discretion, respect and trustfulness and requires both parties to be meticulously understood and coached by the association. During the visit of an apartment, aimed at checking standard quality requirements, the elderly person is registered while explaining his or her motivations. On the other side, the student has to undergo a thorough interview during which he or she has to prove his understanding of the service and show his willingness to support his future host. Logement Intergénérationnel accepts the « new families » only when intentions on both sides are fully complementary and a harmonious co-housing is then envisaged.

The profiles of the two parties is generally is as follows: the elderly



Cette cohabitation permet de recréer des liens intergénérationnels qui au fil du temps évoluent vers des liens d'amitiés forts voire même vers des liens d'ordre familiaux...



logement répond à différentes obligations de partage d'espace



A la suite de ces rencontres, le jeune et la personne âgée sont directement mis en relation. Ils font connaissance, sans la médiatrice.



are often open-minded and lively women living alone in large flats with one or several empty rooms that used to belong to their sons and daughters; suffering from loneliness and afraid of being alone (especially during the night) they are happy to be useful to other people (they never do it for money reasons). The young ones are generally responsible, good students of both sexes (even if old women often prefer sharing their homes with female students), often just arrived in Paris, belonging to large families.

Up-scaling the solution goes through growing the capacity of the initiative to match more couples of students and elderly people also taking into consideration the need of students to live with seniors of all ages (even younger than 60!). Nowadays the number of students asking for this service is much higher than that of elderly people, and the promoters are working on balancing offer and demand. They are also taking into consideration the opportunity to offer the service to young workers and not only students.

These developments are limited by the work that the 3 mediators are able to produce and by the time and involvement required to create sufficient dialogue between the 2 parties to ensure the relational quality for a durable relationship;

The 'design question' Logement Intergénération is therefore facing is to enable each couple of student and elder person to explore more autonomously their mutual expectations and agreement for a co-habitation.



## Co-design of enabling solutions...

This second part will describe the definition of generic solutions and its tentative decomposition into a set of solution elements. Teams of designers together with the École Supérieure des Arts Visuels of La Cambre in Brussels<sup>4</sup> and the École Nationale Supérieure des Arts Décoratifs in Paris<sup>5</sup> were involved in co-design sessions with the respective promoters of the initiatives. Tentative implementation loops with groups of future promoters or users allow to progressively explore the different facets of the solution beyond its current implemented forms and embed it into a set of enabling cards to support their up-scaling.

### VAP

In order to define and discuss characteristics and boundaries of the generic urban hitchhiking service, co-design working sessions were organized first with the VAP promoters and then with different actors of alternative mobility in Brussels. Being VAP the first and more experimented service, the aim of the session was to register and use confirm all the experience collected during its three years of activity. A first representative scheme of the service focused more in the dimension of the service's characteristics and related options were proposed to tease conversation. VAP, like most cases of social innovation, tends to be an informal initiative growing organically with low capitalisation material where the essential knowledge is stored in the memory of main actors. Therefore stimulating conversation with a tentative decomposition of the solution was of great help.

A second co-design session involved most representatives of alternative mobility initiatives in Brussels and representatives of two

<sup>4</sup> ENSAV La Cambre (National High School of Visual Arts), course of "Eco-design & Sustainable Development" 2007-08 coordinated by F. Jégou including students from Interior Architecture (Bux R., Cailleaux J., Carchon S., Nys M., Su L., Verhelpen C., Seutin S., Busiau A.) and Industrial Design (Casale A., De Brouwer B., de Smet M., Floriet G., Kunysz N., Senny A., Vallejo C., Van Ravestyn, M., Von Ostrowski J.)

<sup>5</sup> Workshop "Scenarios building for a more sustainable everyday" hold by F. Jégou and A. Bernagozzi with a group of fourth year students in product design. In particular, the group who worked on the Logement Intergénération initiative was composed by Bayon L., Jaloux M. and Willerval V.



candidate groups to implement new VAP antennas in Ottigny and Villers-la-ville (both in the close periphery of Brussels). The objective of this second session was to fine tune a second version of the solution elements and to introduce it to these new groups of promoters that will be the first users of the tool. The support of a semi-structured approach was particularly discussed and appreciated. It answered a typical issue of voluntary user's attitude, characterized both by a high level of requirement as users or potential users, (their preoccupation reflects a very fine level of expectation in usability, problem analysis, critical approach...) and at the same time a lack of project management capabilities -except for some involved professionally in similar activities, the difficulties to adopt a structured approach, to turn critics into problem solving, to prioritize actions... tends to result in a much longer negotiation process that directly enters in competition with the willingness-to-do of volunteers. The final format, agreed with the different actors in order to decompose the generic urban hitchhiking service, is structured into a solution on two levels: solution elements and solution options.

By solution elements, we intend to describe different components necessary and sufficient to constitute any particular urban hitchhiking service: This first level of decomposition focuses on what is intrinsically characteristic to the service, including all dimensions that are mostly emblematic and that differentiate it from other service categories. In other words, this level corresponds to what is necessary to mention when described by any external observer. For example: particular 'vehicle & hiker identifications' are provided by the service; no specific 'picking-up point' are defined, but an 'identification of destination' is shown through signs held by pedestrians; the 'trip type' is focused inside a city sub area and no "benefits and payments' are exchanged; etc...

The second more profound level of decomposition shows various options available for each dimension described in the first level. They correspond to possible alternatives within the service's design, as various exclusive or complementary choices to be made, defining a particular instance of the service. For instance: the 'hiker identification' dimension could be established as users raising his/her

## Type of trip...



## Vehicle Identification...



## Hiker Identification...



## Pick-up points...



## Indication of destination...



## Contact between hiker and driver...



## Hiker and driver security...



## Benefits and payments...



## Recruitment of new members...



## Positioning of the service...



## Different types of users...



## Subscription modes...



thumb and thus, 'no particular hiker identification' will exist; or as a 'discreet identification' such as a hiker card; or also a 'highly visible identification' such as a jacket for more efficiency, security and promotional reasons.

In order to facilitate appropriation by users and manipulation during discussion of a possible antenna, the solution elements have been shaped as pocket size cards. 40 cards have been defined covering 12 main dimensions of a urban hitchhiking service. The two dimension levels and options are written on the cards as well as examples when necessary. A visualisation is added: both facilitating the identification of each solution element and helping users to differentiate cards easily. The visualisation is made out of a photograph of a current situation (i.e. cars in the street; street curve...) on which the possible solution elements are added in a simple, visible sketch form. This mix is useful to produce a balanced feeling between a semi-finished service still to be adapted and an already implemented or feasible solution. The name and logo of a generic service has been set to maintain both connection and distinction from the already on-going initiatives naming it "CityStop".

Blank cards were also provided.

More than helping to structure and formalize the solution, the progressive construction of the cards reveals some problems in the core definition of the VAP service. VAP members are progressively growing from its launch in 2005 reaching now around 670 persons and the raising interest in the service seems to confirm this trend. As previously mentioned, other groups of promoters intend to launch VAP antennas in other areas in Brussels and in local towns around. The different initiatives on alternative mobility listed before are discussing an agreement and a platform of action around urban hitchhiking. Nevertheless the critical mass of users still needs to be reached in order to consider it as a fluid alternative in urban transport.

Among the different initiatives, VAP is the more representative of what an average urban hitchhiking service may be and the most advanced in field experience. As said, VAP members can sign-up choosing between three options: as drivers, as pedestrians or as both. The VAP database counts at the moment approximately a

quarter registered exclusive drivers, a quarter as exclusive pedestrians and half the members being sometimes drivers and sometimes pedestrians. The feedback collected by the service's promoter shows a different reality: more than 70 % of VAP members are most of the time drivers and only 30% tends to use the service as regular pedestrians. The figures of Comobil, a second and smaller initiative of urban hitchhiking in Brussels, 2/3 drivers and 1/3 pedestrians, seems to confirm this phenomenon. This remarkable difference reveals an important inequity in the distribution of members, equal to the national mobility panorama, and probably a less positive picture about the service's success than the growing membership tends to demonstrate. "Drivers are desperately seeking for pedestrians to give a lift to..." reports one VAP driver.

Although no formal inquiry has been made, this remark seems to portray a shared feeling among members of the service. But, if this problem is true for most of the drivers, some of them -mostly the core group of promoters who initiated VAP- demonstrates a completely different situation: when driving, they tend to give pedestrian's a lift 3 to 4 time per day.

Observing more carefully their behaviour reveals that they are actively looking for pedestrians. A video observation is currently in progress to define more precisely their strategies of behaviour but it is already obvious that they look carefully at pedestrians; they spontaneously stop to ask people if they need a lift without any explicit signs that they were auto-stopping. It seems they have developed a particular acuteness to guess potential hikers in the similar way a taxi driver recognises potential clients through their body language before they call for a stop. In other words, they are hunting for pedestrians!

This remark leads to a radical change in the service definition. The difficulties are due to a lack of pedestrians and not lack of cars drivers. If at a mature stage of the service (beyond a critical mass of members) urban hitchhiking could be understood as "a service that fair-play drivers give to pedestrians"; yet during launching stage, to install the service habit, should be undoubtedly interpreted in a totally opposite way as: "a service that pedestrians give to conscientious car owners that feel guilty to drive alone in their cars..."

This fundamental finding triggers deep rethinking of VAP service,



and opens brand new possibilities in the decomposition of solutions elements and options. The development could now focus particularly on drivers. Being a VAP member, they potentially change status from mainstream car-owners to car-owners making an effort towards alternative mobility. This motivation is certainly very interesting and should be used in the service's promotion.

If drivers seek pedestrians, would they agree to do some efforts to look for more actively and therefore support the efficiency and development of the VAP?

In terms of matching offer and demand, traditional hitchhiking is based on long stretches of common journey along main roads. In urban-street environments, the difference between the destinations of driver and hiker tend to be not very significant and most of the time a driver would shift his/her route to drop the hiker at final destination. Barring in mind that VAP drivers are offering lifts, they could be asked to systematically make the effort of a slight detour in their route and pass more often where lifts are needed accordingly to their destination: zones lacking from public transports, lines terminus or commuter railway stations...

The VAP promoters are therefore discussing with the Watermael-Boitsford municipality, where this service is based, for the installation of three VAP pick-up points to test this hypothesis (see figure 1, fine tuning the enabling solution).

In terms of service promotion, VAP promoters have a very limited budget. The initiative develops mainly thanks to their word of mouth efforts and some small subsidies to print leaflets. The VAP stickers on the cars are probably the highest point of visibility of the initiative. Knowing that drivers potentially change their mindset thanks to VAP, from mainstream car-owners to car-owners making efforts towards alternative mobility, they would be happy to promote the service even more than through a small sticker on their windshield. They are then described in the new definition of the service as 'ambassadors': they are given VAP leaflets to distribute and some of them will apply a large VAP promotion to their cars (see figure 1, fine tuning the enabling solution).

We could multiply the examples of shifts in most dimensions of VAP service, as it should be seen. This strategic design operation leads





to a conceptual redefinition of the service and a change in its meaning: “VAP is an initiative of drivers”, not pedestrians. This simple working definition shows the essence of the initiative. One of the initial motivations to create VAP, as afterwards reported by Claire van Bellingen (VAP creator), were on the one hand “solidarity to people on foot in a rush, carrying heavy shopping, waiting too long for their bus” and on the other hand “the feeling of absurdity of driving alone in a four seat car”.

This mindset shift will allow to reshape and reorient the service development. It points clearly as we already said, at a set of motivated drivers to promote and further expand the solution. They embody the current ‘strength’ of the initiative who should be definitely activated. The target of VAP could also be refocused following the same mindset: the service’s core objective are only short occasional trips in dense urban environments. Any regular commuting or longer journey is out of focus.

If the objective of promoting VAP and its antennas is at the end to reduce the number of current drivers and make them jump in someone else’s car, the public targeted by the service are certainly to be found amongst single and young couples with no car yet, elderly with time and reduce mobility, inhabitants of saturated urban areas, etc... ; in fact, anyone who is sensible to the issue but has no interest to own a car. But it is obviously not amongst the current and future VAP drivers; that if they subscribe is because they feel ‘guilty’ to drive alone, which subsequently also means that they don’t intend to stop driving. So they agree to give up part of their comfort by taking hikers on board to go on using their car..

The first set of cards developed has been entirely revisited and upgraded on the basis of the first experience of dissemination with a new group of promoters in the suburb of Brussels. It is now being tested with a second group of new promoters in Wallonie.



## **Logement Intergénération**

The first analysis of the initiative Logement Intergénération as described in the previous section, shows a bottleneck in the capacity of the current 3 mediators of the association to match demands of students and elderly people. This activity requires much more involvement than simple requests matching on the base of localisation and time; the viability and success of a cohabitation depends on multiple factors from: the association of profiles between the two parties, the agreement on the use of space, respect of schedules, nature of the help provided in exchange of logging... going to more psychological issues such as the compatibility of personality of elderly and student, the building of a family-like relationship matching each parties' expectations but respecting their respective cultures, freedom, privacy... Reaching this level of mediation is also time consuming both in the careful choice between offer and demand and meeting time necessary to explain the principle of exchange of Logement Intergénération: introducing elderly and students, starting communication between them and ensuring a follow-up assistance in case of difficulties or even conflicts.

On the side of mediator's activities, the system uses very few tools but a contract that defines and establishes key elements of the agreement between elderly and student. The document is based on 2 pages of fill-in questions according to the type of agreement decided, signed by both parties. At first sight, this very concise document may appear somewhat difficult to frame: half way between an excessively formal questionnaire, raising issues to be discussed before settling an agreement; and a rather primitive contract to define precisely rights and duties of both parties. But its interest lays probably in its ambiguous nature; on the one hand it's a contract with all its official weight, complementing mutual interests and friendship that may rise spontaneously between an elderly person and a student. It shifts the solution from an informal social agreement from person to person to ensure both parties a certain level of involvement and reliability in time. On the other hand, it recalls the nature of a support to prompt social and psychological conversation much more than the one of a formal contract. In the detail, a large part of its content seems to tackle with secondary issues for

## Expectations



## Expenses



## Washing



## Plants



## Organization



## Time together



## Entertainment



## Cooking



## Relationship



## Buying



## Guests



## Car sharing



## Pets



## Holidays



## Emergencies



## Space



## Sleeping over



## Communication



## Duties



## Expectations



## Cleaning



## Smoking



a co-habitation such as what will happen during holidays or who will be there for the other's birthday... This type of question seems to embed the experience collected along repeated mediations trying to avoid misunderstandings and raise discussion over potential conflicts.

The nature of the relationship between an old and a young person is somewhat ambiguous in comparison with an owner-tenant agreement which results in a sort of mutual adoption between an elderly person and an a student far away from his or her family, both often lonely, so the starting point of the relationship is already far from away from renting a logging on an economical basis. The exchange of mutual help recalls a relationship between friends or relatives: the first offers to share his/her own living place and the second offers to support household chores in return that the first cannot do alone anymore. As established, this potentially deep and rich agreement may also lead to misunderstanding and excessive expectations from one or the other (i.e. it is natural to think that if people are sharing their everyday life all along the year, one is expecting that the other will not leave him or her alone during holidays or during his or her birthday...)

On the basis of the analysis of necessary mediation, it was decided to propose a set of cards to support in a more extended and autonomous way the social conversation between elderly people and students. Compared to the set of enabling cards described before for the multiplication of the VAP initiative, the situation in Logement Intergénération is similar but slightly different. The diffusion of the solution is expected here at user level and not at promoter level: the 3 mediators may use the cards to enable each potential elderly/student couples to discuss and build their agreement. But the same kind of adaptation of the initial service idea is needed to each specific context of co-habitation. The service's decomposition into solution elements may therefore follow a similar structure: a first level of solution characteristics lists what are the key-issues to constitute a solution (i.e. private/collective space; nature of the help provided in exchange of logging; repartition of the collective tasks...). A second level enumerates possible agreement basis for each of the first level characteristics (i.e. the help provided by the student may be to

do the shopping, to cook, to help in the cleaning of or even to simply spend some time with the elderly person if he or she feels lonely...). The main difference between facilitating the dissemination of VAP antennas and supporting the matching process of Logement Intergénération probably is in the formulation of the design demand. VAP is a rather specific solution with a precise articulation of characteristic solution elements and a limited number of options for each. The cards should then enable promoters of a new VAP antenna to grasp the concept's solution composing an adaptation between the presented options, to a point of public agreement translated into a service's offer. For Logement Intergénération the solution's concept is more simple and based on the research of balanced personal agreement on all topics regarding co-habitation. The design demand is then to provide an extended check-list of these issues to be raised in the discussion between elderly and student. The agreement that should be reached on each of these issues is then private, between parties, therefore no list of possible options can be really pre-defined.

The key-point of a robust and durable agreement is that none of the issues touching co-habitation should remain unclear or not discussed. As there is a need for concrete conclusions of action and behaviour, mutually the most difficult thing to rise in conversation is the point of view of the other without preconception or a priori. And that's probably where matchmaking is tricky: the common social representation of such a co-habitation and of the related problems it may raise is often distorted and full of clichés: is the student trustable? Will he/she respect the place where he/she is hosted? Is the elderly not too invasive? Will he/she respect freedom of the student? etc...

Instead of options for each solution elements shown in the cards, it was proposed to show for each issue the point of view of both parts inducing a certain reciprocity, starting with simple things (i.e. the student "Doesn't smoke in the living room, the bathroom..." versus the elderly "Smokes in his/her room, the balcony...").

Lots of cards are focusing on daily chores, trying not to forget anything (i.e. "Carry the shopping", "Wash-up", "Organise collective spaces", "Share expenses", "Feeding the cat", etc...). Certain topics

«je nourris le chat...

...et moi, je fais la vaisselle ! »



are proposing related points of view without referring them explicitly to one of the parties (i.e. "Helping in the kitchen, for me, for both, when I feel like it" and "Prepare the meals time to time, as pleasure").

The concepts are chosen to already suggest a balanced agreement (i.e. the space should be kept between "Clean enough" and "Not too dirty"). An effort is made also to talk about all points (i.e. "Pick-up a drug at the pharmacy, time to time, helping out" "Alert the doctor if something goes wrong"), to avoid taboo (i.e. the question of behaving with boy/girlfriends, "Staying overnight", "Hosting the partner" is not only a matter for students but also for the elderly couples). Beyond questions of domestic chores and territories, emphasis is also made on feelings (i.e. "to rely on the other" and "to sympathise with the other") and mutual enrichment (i.e. "Transmit knowledge" and "Exchange know-how").

Each enabling card is printed on both sides picturing the duality of each issue presented: every idea has its contrary, each point of view has its opposite... It plays with the symbolic aspect of card games turning a card upside-down: it reveals something unexpected, challenging, a key-issue or a simple friendly wink... they are illustrated with pictures showing a student and an elderly character evolving in their shared household, pointing out details of private everyday life as well as social relationships with friends. Each situation is described with some key-words to clearly point out an issue but also playing with humour or irony. A blank space is available below the text to complete or customize it. Empty cards are also available for specific issues (i.e. "My expectations" "Your expectations"). The all set of cards displayed on a table give the impression of a sort of possible photo-story of a relationship between a student and an elderly person: it suggest a scenario of co-habitation full of love, attention and respect... (see figure 2).

All together, the set of cards tries to go beyond the social cliché and proposes a renewed image of both youth and old age, an image of a balanced co-habitation based on equity and collaboration between generations, a new kind of relationship half way between the warmth of a family and clear agreement between parties.



Fairel  
Omar

Vehicular

Amman, Jordan 14 Dec 2019 10:00 AM



Finally, when both parts have “played” enough with the cards, discarded some, overwritten others, bargained on expectations and agreed on a possible cohabitation, they conclude in a set of cards that anticipates their story of life together. They will keep them and maybe sometimes come back to them to discuss problems or misunderstandings. The cards therefore have a hole on top so they can be collected and attached, sealed together as sort of “visual contract” between the two parts, as a promising agreement.

A first set of 48 cards has been developed and fine-tuned by a group of 3 students (Linda Bayon L., Mathilde Jaloux and Virginie Willerval) within a workshop at ENSAD in Paris. The cards are currently being tested by the 3 mediators of Logement Intergénération.





## Conclusion

These on-going experiences show different characteristics and applications of strategic design to support diffusion of promising social innovation and the development of enabling solutions. In particular, the use of enabling cards allows supporting two steps of development of an existing initiative starting from the context of use where it currently develops into a new one.

First in the introduction of the initiative, the cards allow to present and give visibility to an enabling solution. Social initiatives as the ones described in this text, often reveal to be complex services. This complexity tends to disappear behind the informal setting of the solution, but going further into detail shows a subtle balance between flexible organization and social involvement, slowly evolving into experience embedded into the promoters' practice. Explaining properly the solution, showing its reliability and social qualities it activates, requires describing its complete panorama of characteristics. Enabling cards are very useful for that: they allow showing multiple facets of a solution, to present them progressively to any interlocutor entering into important details without threatening with too technical language.

Second in the fine-tuning of the initiative, the cards allow to support the strategic conversation between groups of participative promoters, to customise solutions to particular contexts of use, to set a temporary visual agreement between the actors involved, finally to discuss and organize progressive development stages of the initia-

tive from launch to a mature service. Within a dissemination action, it's important to question each dimension of the service using a set showing different option-cards to tease reflection amongst people with knowledge of local context. Then the physicality of enabling cards as building blocs, easy to manipulate, compose, and reorder, made them an ideal tool to empower people who are not accustomed to project thinking, to feel confident in composing a customized solution, and from there, to involve in implementing it.

To conclude, if we look now at these experiences from a broader point of view, we see the appearance of situations of co-creation both from the point of view of users; taking more and more part in ideation and implementation of products and services they use; and from the designers' task, evolving towards open design processes enabling these users to design their own daily living. An enabling solution in this context can assume different settings and scopes. Design teams working on facilitating the dissemination of a grass-roots initiative may choose to start from experiences as analysed above to develop an open solution, a package or toolkit containing all the material and immaterial elements such as guides, rules, programmes, specific products, dedicated software... to facilitate the construction of a new solution. This solution is open in the sense that all proposed instruments offered in the package may be used or not, up-graded and modified by new promoters or users of the solution. This flexibility allows the necessary adaptations to multiply the initial initiative in different contexts.

The experiences reported above suggests to go one step further and consider the interest of an open design process on top of the open solution. In both cases of VAP and Logements Intergénération, the definition of the enabling cards as one first tool toward the constitution of enabling solutions provoke important feed-back and re-definition of the solution itself. The contract initially used to prompt social conversation between elderly persons and students from Logement Intergénération expands into a much longer list of issues instantiated in the cards. The dissemination process of the VAP as Claire van Bellinghen stated after the initials meetings with the group of new promoters of the solution "taught me more about my



initiative than I am able to teach about it". The transposition process is a redesign process. New promoters 'rediscover' the recipe more than they 'apply' or 'interpret' it. The existence of enabling cards (or any other enabling tool) speed-up this redesign process, asking the key-design demands, guiding the development steps and suggesting sets of already generated ideas... And the result is even more promising both because the very nature of the 'ingredients' of the solution is deeply questioned at each transposition loop and because new promoters feel to be deeply empowered by the 'new' solutions they develop more as 'creative cooks' than 'recipe preparers'.



## Bibliography:

Jégou, F., Liberman, J. and Girardi, S. Design for Social Innovation, Enabling replication of shared mobility initiatives in Brussels, proceedings of the 2nd Conference of the Sustainable Consumption Research Exchange (SCORE!) Network, Brussels 10-11 March 2008.

F. Jégou & E. Manzini with essays by P. Bala, C. Cagnin, C. Cipolla, J. Green, T. van der Horst, B. de Leeuw, H. Luiten, I. Marras, A. Meroni, S. Rocchi, P. Strandbakken, E. Stø, J. Thakara, S. Un, E. Vadovics, P. Warnke, A. Zacarias, Edizioni Poli.design: Collaborative Services, Social Innovation and Design for Sustainability, Milan, to be published in 2008

Dees G., Battle Anderson B. and Wei-skillern J., "Scaling Social Impact, Strategies for spreading social innovations", Stanford Social Innovation Review, Spring 2004, 24-32

Tracey Paul & Jarvis Owen, "An Entreprising Failure, Why a promising social franchise collapsed", Stanford Social Innovation Review, Spring 2004, 66-70

A. Meroni with essays from P. Bala, P. Ciuccarelli, L. Collina, B. de Leeuw, F. Jégou, H. Luiten, E. Manzini, I. Marras, A. Meroni, E. Sto, P. Strandbakken et E. Vadovics, Creative communities, People inventing sustainable ways of living, Edizioni Poli.design, Milan, March 2007





**Strategic Design Scenarios**

[www.StrategicDesignScenarios.net](http://www.StrategicDesignScenarios.net)

contact: [Francois.Jegou@StrategicDesignScenarios.net](mailto:Francois.Jegou@StrategicDesignScenarios.net)

OTTIGNIES - LOU

Projet - Fusion - Réseau

