



**POLITECNICO**  
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## **Supervisor Expression of Interest MSCA-IF Marie Sklodowska Curie Action-Individual Fellowship 2019**

<b>Supervisor name:</b>	Prof. Anna Meroni
Email address: Link pagina docente:	anna.meroni@polimi.it <a href="https://www4.ceda.polimi.it/manifesti/manifesti/controller/ricerche/RicercaPerDocentiPublic.do?EVN_ELENCO_DIDATTICA=evento&amp;lang=IT&amp;k_doc=107184&amp;aa=2018&amp;n_docente=meroni&amp;tab_ricerca=2&amp;jaf_currentWFID=main">https://www4.ceda.polimi.it/manifesti/manifesti/controller/ricerche/RicercaPerDocentiPublic.do?EVN_ELENCO_DIDATTICA=evento&amp;lang=IT&amp;k_doc=107184&amp;aa=2018&amp;n_docente=meroni&amp;tab_ricerca=2&amp;jaf_currentWFID=main</a>
Department Name: Research topic: ( <a href="https://www.polimi.it/en/scientific-research/research-at-the-politecnico/departments/">https://www.polimi.it/en/scientific-research/research-at-the-politecnico/departments/</a> )	Department of Design SH3_7 Social policies, welfare
MSCA-IF Research Area Panels	SOC_Social Sciences and Humanities
Politecnico di Milano Areas:	Smart Cities Territorial Fragilities
Brief description of the Department and Research Group (including URL if applicable):	<p>The Department of Design (<a href="http://www.dipartimentodesign.polimi.it/en/">http://www.dipartimentodesign.polimi.it/en/</a>) is home to concepts and ideas from different cultures, which meet, dialogue and find an environment in which they can express a shared approach and purpose. For this specific action, the competence areas of design for services, design for social innovation and co-design will be activated, through the POLIMI DESIS Lab, the team belonging to the international network 'Design for Social Innovation and Sustainability'.</p> <p>The POLIMI DESIS Lab (<a href="http://www.desis.polimi.it">http://www.desis.polimi.it</a>) is composed of a group of researchers adopting a strategic and systemic approach to design, with a specific focus on design for services and design activism. It has a background in service and product-service-system design for sustainability and investigates the way design can support and trigger social innovation, combining creativity and visioning with the capability of engaging in co-design processes.</p> <p>The Lab operates in multicultural and multidisciplinary contexts, integrating various competences in systemic projects, which require</p>



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	<p>contributions from service design, strategic design, user-centred design, design for territory and local development. Its objective is exploring how design can enable people, communities, enterprises and social actors to activate and manage innovation processes, aimed at experimenting with sustainable and collaborative behaviours and ways of living.</p>
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<p><b>Brief project description:</b> (max 1 page)</p>	<p>The project will explore the connection between service design and behavioural change, by investigating the potential of integrating a behavioural science perspective into the design of services, in order to trigger a transformation toward more sustainable ways of living and meet today's social challenges.</p> <p>Building upon the existing pioneering studies on this subject, the research will be aimed at bridging the theoretical gap between the need to influence and change user behaviours at individual and society level.</p> <p>Its fundamental assumption is that understanding the gaps in the existing services from behaviour change perspective and discovering the behaviour patterns would bring to identify and implement corrective design interventions. This would lead to an approach shared by service design and behaviour change, integrating the respective methods and tools into a joint process. It would guide the service conception, taking into account psychological mechanisms right in the core elements of a service.</p> <p>While the discourse about integrating these two disciplines is increasing in importance, there has so far been little experimentation of a joint approach. Therefore the project will move from the today research achievements on crafting behaviour change and persona ecosystem to fully understand the implication for service users, human touchpoints, organizations and other stakeholders which are directly or indirectly influenced by a service. It will enable the service constellation of various component services to increase the overall agility, reusability and configurability of services. It will finally provide a design framework for fostering impacting social innovation.</p> <p>The new approach has implications from integrative sustainability approach for activities related to economic, environmental, and social context. The final outcome will be a framework which will enable service designers to address the integrative sustainability issues in progressive manner by considering the sustained behaviour change in given situation.</p> <p>This framework will be applied in the smart city context where behaviour is rooted in a technological multi-actor ecosystem and focussed to address specific societal challenges.</p>
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