



OPENING ARGUMENTS

Al-Yassini, Renna (Adaptive Path)

My guiding life motto is: It's better to beg for forgiveness than to ask for permission.

Alden, Deborah (The Comradery)

Instead of isolating social innovation as a separate practice for do-gooders, let's encourage and empower all design practice to be filled with active listening, loving, learning and applied doing in service of the complex systems and communities of all who share this earth.

Alexander, Danny (IDEO.org)

The language of design is often abstract and obtuse, dividing "us" from "them." Let's rethink the language we use to better connect with and inspire new audiences.

Alvarado, Barb (NESsT)

The work we do will not matter if it is not sustainable in the long-term. To do this, we must work very closely with communities to instill local capacities.

Asal, Elaine (Gensler)

Due to scale and impact, architecture is uniquely poised to connect the private sector with the social mission sector. How can emerging architects, planners and designers better facilitate systemic change through bridging these two sectors? How can we as leaders in the space continue to make a better argument for connecting the two?

Bailey, Dave (ACDC)

Against our modernist roots and the quantifying juggernaut of the present, we are asking what, and who, might be generated by a curriculum founded upon experiential learning, co-evolutionary ecologies, and geographical specificity.

Barlow, Joan (Robert Wood Johnson)

Seasoned designers—in addition to their professional training—often bring valuable personal experience and insight in approaching design solutions that can contribute to social innovation—skills and experiences that young designers may not yet possess. How can we best prepare and nurture the next generation of designers to encourage and develop experiences outside of traditional design practices—and for what types of roles—and how do we create demand and communicate the value of design as a necessary investment in social change efforts?

Bellali, Safir (Vans)

As today's creative problem solvers, we designers have the moral duty to leverage our skills and knowledge to help solve some of the most pressing humanitarian challenges.

Bhalla, Radhika (Facebook)

The biggest challenge we face when we design for social innovation is how to change human behavior. I believe that we can start small - if you can help make a difference with even just one person, that can help lay the foundation for a larger cultural change.

Blakley, Johanna (Norman Lear Center, USC)

Designers play a special role in the attention economy. With their power to reflect and remake the world comes a tremendous social responsibility to make things worthy of the valuable human attention that will be spent on them.

Boylston, Scott (SCAD)

Changes in behavior follow shifts in perception, and designers possess an understanding of what propels both. Because design is an act of redefining the possible, the ways in which individuals transcend the recalcitrance of entrenched norms is a rich area of exploration.

Brancasi, Jacob (ACDC)

Social design represents the people it serves in extremely unethical ways. We need more equitable approaches to communicate our work that create greater impact for both communities and designers.

Bravo, Leonardo (The Music Center/Big City Forum)

I believe that the arts and creativity are critical tools to reinvent our public education system and that design based thinking can help students gain a perspective on how to view, make, reshape, and understand their place in the world.

Brew, Emily (Nike Foundation)

Hey YOU, who grew up in a connected world: I want BIG change, driven by tribes of believers. Show me how it's done.

Brink, Gaby (Tomorrow Partners)

To make meaningful contributions to the social impact economy, we need to think and behave like social entrepreneurs in our own rights. Market-based solutions are the only sustainable solutions and they require strategic partnerships across sectors and disciplines—design holds a powerful seat at that table.

Brooks, Sarah (HOTSTUDIO)

What are viable career pathways for students coming out of social design-minded academic programs? I see a tsunami of interest and a dearth of options for those that don't want to become founders. I'd like to help change that.

Brush, Jason (POSSIBLE)

Society's challenges and people's needs are better served by design practices that do not make a hard distinction between the shaping of communication, and the shaping of objects, spaces and services that provide utile value.

Burdick, Anne (ACDC)

If design is to get serious about social impact, good intentions alone are not enough—specific expertise is required; photos of use are not enough—change is manifold; products and services are not enough—the market alone cannot address the social and political dimensions of complex problems. Preparing designers for this high stakes work requires a radical reworking of design education—and with it, a reworking of design itself.

Bwarie, John (USGS)

With connections and relationships, changing the world is simple. The difficult part is the cultivation of meaningful interaction.

Canales, Kate (SMU)

It is not enough to educate our engineers to be technically proficient. Human-centered design and creative confidence are layers that allow engineers - or anyone with a core skill set - to interface with the world with the meaning, purpose and curiosity that will lead to much needed solutions.

Canales, Rodrigo (Yale)

"We desperately need to bring design thinking into organizations. We also desperately need to bring organizational thinking into design."

Cannon, Charlie (RISD)

Midway through *The Design of Possibilities* Ralph Caplan bluntly asks if “are designers equal to the task” of redesigning the American situation?

If we are going to be, we must expand its repertoire to include: working in interdisciplinary teams, evaluating cultural complexity, framing problems, and discovering opportunity.

Caplowe, Casey (GOOD)

Create. Impact.

Cerminaro, Deirdre (IDEO)

How might we validate and communicate the value of design in the social sector so that existing organizations shift their methodologies and hire more designers?

Clevenger, Philip (Adobe)

Design Thinking = Strategic Naiveté.

Collins, Elizabeth (ACDC)

There's no growth in comfort

Curry, Ian (heavy-meta)

Tools like ridesharing show the potential to unlock and distribute value in an existing real-world system. How can we understand the potential for micro-work within communities and unleash other similar forms of latent value?

Danzico, Liz (SVA)

How do we create creators who are fundamentally concerned with taking responsibility for the products, services, objects, bits and bobs they release into the world?

De Blasis, Tom (Nike Foundation)

I'm a Tool. We are all Tools. So What are we Doing?

Destandau, Nathalie (Tomorrow Partners)

Listen.

Donahue, Sean (Art Center)

"In order to appropriately address the issues and opportunities of the Human Condition in the 21st Century design needs to move beyond a product and service orientation and develop a language and understanding of how to participate in and contribute to the politics, scale and sustainability of power, authority and access across multiple social agendas and positions."

Dye, Laura (Nike)

Design can benefit from learning the history, theory, and practice of making change. Fields versed in change, like Organization Development, can provide Design with a rich perspective on systems thinking, group dynamics, organizational behavior, and diversity--increasing Design's ability to implement their visions for the future sustainably and successfully.

Ewald, David (Uncorked Studios)

It's never done.

Fein, Jon (Filmmaker)

I want to give back for the air I breathe and the food I eat (by helping improve the lives of other people).

Finkelstein, Russ (Clearly Next)

It takes just one person of standing in a community to be available to others and give them the confidence to feel like their goals are worthy and achievable. What prevents more people in the field from doing that frequently?

Gaitonde, Divya (ACDC)

Future forecasting and strategy development is as important in the social sector as commercial.

Galloway, Tyler (Kansas City Art Institute)

Communications initiatives and actions should come from the people who will be most affected by, and engaged in, the discussion and action, not put upon them from those in positions of authority.

Gin, Elizabeth (Art Center)

Socially inclusive design demands oscillation between working from the field, with its actual people and constraints, and studio, with its tools, history, and critique. Each mode comes with a disparate set of methods, imaginaries, and expectations, and by strategically using these modes to critique and build off one another, designers produce work that would have been unimaginable if pursued through only one mode.

Grange, Roger (Filmmaker)

Our hyper-capitalist culture has no taste for the common good, but what I know to be true is, what is good for everyone is good for the doubting capitalist as well.

Greco, David (Nonprofit Finance Fund)

Given the magnitude of the cuts we are seeing in the social sector, there is no way philanthropy will be able to respond on a dollar-for-dollar basis. So our options are to either accept less impact and more people being denied access to services, or we can new ways of driving capital to achieve social good.

Grefé, Ric (AIGA)

Creativity can defeat habit.

Hall, Jeff (Art Center College of Design)

Informal systems and their unique affordances represent an untapped context for design. Exploring these informal systems through Design can offer a new understanding of large scale social problems and point towards radical new solutions.

Heller, Cheryl (School of Visual Arts)

We need to create a respected place in the world for generalists and cross-disciplinary problem solvers.

Hendershot, Zach (CauseLabs)

The world can be changed with technology, but we need designers courageous enough to shed stereotypes, expand skills and invest in amazing ideas

Hendrie, Maggie (Art Center)

The process of social innovation often creates as much meaningful change as the solutions it develops. How do we make these new relationships, skills and projects resilient and sustainable?

Hennen, Alexandre (Continuum)

Most social-minded efforts focus on non-profit and government sectors, while 90% of our society's activities are devoted to the private, commercial sector. The best way for designers to impact society is to influence traditional business.

Huang, Bill (City of Pasadena)

Creative thinking and design is too crucial to be wasted on today's tsunami of self-expression when our society's most intractable problems, by definition, require creative solutions.

Hughes, Kristin (Carnegie Mellon University)

My understanding of how design can be used to leverage social innovation includes: collaboration, creativity, intuition, and courage. I also believe that social innovation happens when solutions can be scaled-up in an affordable, efficient, and sustainable manor. Areas of opportunities I would like to see evolve is the designers role in helping to evaluate effectiveness, facilitate discussion on how and why objectives were met and measured, and be key players in the development of an evidence-based approach to measure social innovation.

Irwin, Terry (Carnegie Mellon University)

The social world is always situated within the natural world (environment). The interrelationships and interdependencies between the two can be powerful leverage points for positive change

Johnson, Debera (Pratt)

Live life 15% beyond your comfort zone.

Jones, Lucile (U.S. Geological Survey)

My mission statement. I am dedicated to innovating the application of hazards science to protect the safety, security and economic well-being of the Nation, and that innovation requires more effective communication between scientists and potential users through effective design.

Jukes-Hudson, River (Big City Forum)

I want to open a physical space for social gatherings that keeps people engaged in the here and now through discussion, storytelling, music, and the act of making.

Kalven, Betsy (ACDC)

To improve people's eating habits we must actively engage with the social and relational ecosystems in which the act of eating is embedded

Karry, Cathy (ACDC)

I am eager to learn more about how artists and designers can contribute in the space of human-centered design for social innovation. I want to gain insights that help me support their curiosity, and explore ways in which they can apply their skills and knowledge.

Kher, Reunka (The Tipping Point)

Poverty is getting in the way of us reaching our potential as a global community. Given the abundance of resources and human ingenuity in the world, why is it taking so long to eradicate?

Kim, Marina (Ashoka U)

Humans are compelled to create. But if we create as a professional endeavor we must do so responsibly -- with quality, attentive listening, adaptive design throughout the process, and an engine of financial sustainability

Kolko, Jon (MyEdu/Austin Center of Design)

While designers are typically well-intentioned, many lack an ethical framework to guide their practice. The result is an industry of practitioners focused on the most insignificant problems, making decisions that manipulate and coerce, with little regard or responsibility for the consequences of their actions.

Lee, Kipum (Weatherhead School of Management)

In a similar way that behavior has become a central material for interaction design and information for service design, if there is to be a discipline of social design, we might consider moral or custom a central material. Ethics is a form of designing where the designer is a moral agent seeking to devise ethical course of actions.

Lee, Panthea (Reboot)

Design is easy, implementation is tough.

Liang, Jenny (Continuum)

Continuum's Differentiator in the Social Innovation Arena: Most social-minded efforts focus on non-profit and government sectors—only 10% of our society. Since businesses comprise 90% of our society, Continuum's focus on business amplifies our potential for impact.

Continuum's Social Innovation Pitch to Businesses: When done cleverly and intentionally, designing for underserved groups can make you money and help your business grow. Backed by extensive research and successful case studies, Continuum has the proven expertise in business and systems thinking to do this.

Lidgus, Sarah (IDEO)

Totally ripping off/inspired by what artist Candy Chang wants on her grave: "She did what she could with what she had." Real constraints always make for the most creative kinds of design.

Manos, Matthew (verynice)

Social enterprise, as a practice, needs a clearer definition that provides more accountability. My greatest fear is to see the green-wash dilemma of environmentalism replicate itself across social entrepreneurship.

Maqubela, Kanyi (Collaborative Fund)

The biggest challenge in the social impact space today is alignment. The best profit-producing, aligned companies only have exit opportunities into incumbent industry, or public markets: two highly sub-optimal pathways. So there's no liquidity, therefore no investors, therefore no industry. How can we resolve this?

McKinnon, Bob (GALEWiLL)

"Start where you are, use what you have, do what you can" - Arthur Ashe

Meron, Gilad

Millennials don't want career paths laid out for them; they want the education and skills to forge new paths for themselves. Creating new career pathways for social impact design means creating more fellowships and immersive learning experiences that allow young designers to gain the skills, knowledge and confidence to forge their own paths.

Narezo, Gala (What Moves You?)

activism + design + mindfulness + community = synergistic problem solving methodology that needs to be taught in K-12

Neil, Cora (ACDC)

Bark is a community space focused on reducing animal shelter populations and pet homeless that empowers people by connecting them to resources and tools to be successful pet guardians.

Nerenberg, Sami (Design for America)

The demand for social impact careers is ever increasing, yet the supply is not growing at the same rate. How can we transform the current supply to meet the demand or enable those demanding to create their own supply?

Noe, Maureen (United Way)

Social issues prevent people from being at their best costing society/communities millions of dollars and yet we continue to plan, review, discuss and plan again without an urgency for implementation. How can emerging career pathways for design in the social innovation space impact this dilemma?

Pastor, Elizabeth (Humantific)

Before Change Happens, New Seeing Happens, New Understanding Happens, New Thinking Happens.

Paz, Tanya (MASS Architecture)

What if we use our resources to confront sites and contexts considered inhospitable to design — situations characterized by urgency, isolation, and paucity of resources? Moreover, what if we use these contexts to establish new latitudes and alternative models for our very own practice, producing stronger products and processes that invest in the people for whom we design.

Penin, Lara (The New School)

Design can be a catalyst for social change by increasing the interface of grassroots sustainable social innovations with the general public and augmenting their value as tangible references for alternative ways of living. What is the new matrix of design education that corresponds to this aspiration of design?

Perry, Sue (U.S. Geological Survey)

Here in the 21st century, too few people understand science or other technical information. Design can make all the difference when it comes to improved understanding.

Peterson, John (Public Architecture)

Mission statement - Improving communities by providing the network and knowledge necessary to leverage the design of the built environment as a tool for social gain.

Posko, Henry (Humanim)

That the definition of social design be focused on the "social" aspect as developing solutions to the world's critical social problems. The next iteration would be embedding "social design" as a core subject along with math, reading and science in middle and high schools.

Pulik, Linda (Bao Design Lab)

The path that Design as a discipline has taken over its relatively short history in the social sector points to the need to develop a new design process for this arena that is fundamentally different from existing ones which were developed for business. For that to happen, designers must accept that they are usually not the right people to lead social sector projects, and that their contribution borrows from and coexists with social service, community organizing, development, business practice and sometimes charitable work.

Ratinam, Mathan (The New School)

I've found that the most challenging participant in the Design + Social Innovation space is the design school. How do we steer universities and colleges to be more innovative about Social Innovation... as they once used to be?

Reed, Amber (Adaptive Path)

How might designers better partner with people, businesses and governments to tackle complex challenges facing our communities?

Ross, Lorna (Mayo Clinic)

1. We need to move from a title that describes what we do, **design**, to one that describes the value we bring **complex systems architecture/ human asset engineer**
2. Design has been industry's '*bitch*' for 200 years...
3. Design is cannibalizing itself
4. The design community is so distracted with being misunderstood that it is missing the bigger threat of being irrelevant.
5. We need more rigor and accountability from those who control design education.

6. If design is so good at fixing problems...why are we all here in this room?
7. The best way to integrate design thinking into an organization is to hire designers!

Scharpf, Elizabeth (SHE)

Every designer should be involved in the implementation of projects along their career so that they incorporate implementation practicality, product/service uptake, and financial sustainability into their recommended solutions.

Shea, Andrew (Design Observer)

Small, informed design changes can change behavior.

Sherwin, David (frog)

Would rethinking our personal identities as 'designers' lead us to identify newer, deeper opportunities (and careers) for those with design skills to empower communities worldwide?

Sigg, Stephanie

My mission statement: When you're curious, you find lots of interesting things to do. - [Walt Disney](#).

Silva, Jeff (Johnson & Johnson)

Learning to be a better human being makes me a stronger designer.

Slogeris, Becky (Maryland Institute College of Art)

How can social designers move from frivolous to essential in high-stakes, low-budget city bureaucracies and non-profits?

Somma, Mariana (ACDC)

Living through a disaster can be a life-changing event, and the range of what people have left varies greatly. What can we do to make the transition to survival and rebuilding as comfortable as possible? How can we design to make sure basic needs are met?

Sosa, Suzi (Verb, Inc.)

The relationship between innovation and entrepreneurship is analogous to that between a football and the plays – if you've got one without the other, you're not going to score.

Staszowski, Eduardo (The New School)

"What are the roles design can play in building bridges between government and people that can create new forms of political participation and effect new kinds of social innovation in the provision of services for the public good?"

Stewart, Lea (Newell Rubbermaid)

To be truly visionary, you have to make some people uncomfortable.

Toretti, Judy (Art Center)

Design has the potential to open up spaces for sensitive, complicated and often unspoken conversations that can lead to community action and self-advocacy. I believe this is an exciting and fruitful opportunity for design, especially when contrasted against the surface-level, band-aid and scalable solutions that often fail.

Trowbridge, Tacy (Adobe)

To address our current and future challenges, we must prepare the next generation to be thinkers, to be designers, and to be creators.

Tyson, Richard (Makerbot Foundation)

Design is forgetting. What and how you choose to forget is a design strategy.

Wartofsky, Gabriel (Conscious Commuter Corporation)

My goal as a designer is two-fold: to shape the future of mobility and to re-acquaint people with the hidden joys of the daily commute. Movement is magic and we should always be aware of this gift.

Weil, Denis (McDonalds)

Design for social is the highest and most complex level for Design to add value to solve hairy problems in our communities. Design thinking and processes have now been broadly adopted by business - governments, NGO's, social service agencies and foundations are the next frontier.

West, Terence (Steelcase, Inc.)

How might we enable socially and economically marginalized populations by rethinking the complex system of social, spatial and informational interactions as an opportunity for growing individual and societal well-being?

Whipple, Ansley (Design Ignites Change)

At *Design Ignites Change* we strongly believe in the power of partnerships—combining resources with fellow champions of social impact design to elevate the output of creatives in communities.

Whitaker, Amy (SupportEd Fellows Mentor)

There are two kinds of creativity: writing the letter -- making the object itself -- and designing the envelope -- creating the system in which the work can exist. Business is the art form of the envelope maker.