Service ecosystem: Weaving a sustainable future within textile artisans’ communities

This item was submitted to Loughborough University’s Institutional Repository by the/an author.


Additional Information:

- This is a presentation for the Conference PhD by Design: Researching Across Difference, Goldsmiths University, London, UK, 5th-6th November 2015

Metadata Record: [https://dspace.lboro.ac.uk/2134/20893](https://dspace.lboro.ac.uk/2134/20893)

Version: Published

Publisher: © The Author. Published by PhD by Design

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service design for the future of textile artisans’ communities: an enabling ecosystem towards sustainability & social innovation"
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- research...
  - problem
  - aim
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  - methodology
  - conclusions
research problem

the global crisis is leading to the end of a linear economy, while setting the ground for redistributed microproductions, based on new ethics of sustainability
the craft discourse is mainly based on individual making practices, overlooking their human and social dimension
it is missing a **strategic agenda**, which could create sustainable interconnections within this pachyty landscape.
research aim

to explore how **service design** can contribute to encourage textile artisans’ communities towards a **sustainable future**
Textiles

- Utilitarian
- Culturally meaningful
- Aesthetic

Why?
- Large availability of fibres
- High employment
- Wide applications
- Rising consumer trends
textile artisans’ communities are bottom-up, human-centred aggregations, using local fibres, managing the process of making culturally significant apparel, by hands or through digital tools.
service design can facilitate this holistic process:

1. artisans’ communities
2. collaborative services
3. enabling ecosystem
methodology

**PS:** TAC: Textile Artisans' Communities

**plan**
- map textile artisanal landscape

**reflect**
- set a strategic agenda for encouraging TAC towards a sustainable future

**plan**
- select TAC to involve in co-design

**reflect**
- evaluate whereas service design has met the theoretical framework

**plan**
- plan interconnections among TAC

**reflect**
- synthesize service design process into a theoretical framework

**act & observe**
- explore sustainable future trends for TAC

**act & observe**
- co-design collaborative services

**act & observe**
- outline an enabling ecosystem of services

**preliminary study**
- to develop theoretical framework for sustainable future for TAC

**main study**
- to co-design collaborative services for sustainable TAC

**evaluation**
- to outline an enabling ecosystem of sustainable TAC
discover
experts’ focus group shadowing

define
contextual interviews co-creation

develop
service blueprint

deliver
service ecosystem map
to explore the wide scope of application of service design and develop a flexible service model to be tailored on different contexts
textile artisans’ communities can contribute to **sustainable development** as they...

- rescue **cultural** heritage
- provide **social** engagement
- boost creative **economy**
- enhance resource **stewardship**
thank you!