Service design for the future of textile artisans’ communities [Poster]

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Textile artisanship is an interesting opportunity for opening up flexible and redistributed micro-enterprises, while bridging local realities with global markets. It is a key contributor to sustainable development as it catalyses cultural heritage, provides social employment, boosts creative economies and enhances environmental stewardship.

This PhD aims to explore how service design can strategically contribute to encourage textile artisans’ communities towards a sustainable future. This means empowering artisans’ creative assets and social bonds, codesigning collaborative services and scaling up initiatives within an enabling ecosystem at a glocal level.

**research questions**

1. What are the barriers and enablers for textile artisans’ communities to become sustainable?
2. How can service design be used to encourage such communities toward a sustainable future?
3. How can an enabling ecosystem be codesigned to scale up innovation at a glocal level?

**methodology**

- **ontology**: different stakeholders acknowledge multiple realities
- **research paradigm**: constructivism, participatory action research
- **epistemology**: interaction with participants influences the research
- **discovery**: experts’ focus group, shadowing, contextual interviews
- **define**: service blueprint, co-creation
- **develop**: service ecosystem map
- **deliver**: qualitative and flexible process of in situ data collection

**area of study**

The global economic and environmental crisis is leading to the transition from a linear economy based on consumption and waste, towards new ethics of sustainability and cutting-edge business opportunities.

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