A service ecosystem empowering textile artisans’ communities towards a sustainable future [Poster]

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A SERVICE ECOSYSTEM
empowering textile artisans’ communities towards a sustainable future

framework

material
textile
artisans’
communities

material
tool
making

artisan
community

local fibres: vegetable
animal
discarded

small scale
localised
diversified
flexible

quality
skilled control
personal identity
material culture

by hands
machinery
digital tools

craft clusters
circular economy

creative economy

happiness & wellbeing

social
innovation

sustainable
development

small scale
localised
diversified
flexible

material
artisan
community

large diffusion
wide applications
sustainability challenges

Textiles
utilitarian
culturally meaningful
aesthetic

textile
artisans’
communities

craft clusters

collaborative services

hybrid touchpoints

collaborative services
digital innovation

strategy
enabling ecosystem

sustainability challenges

research questions

1. What are the opportunities and boundaries for textile artisans’ communities to become sustainable?
2. How can service design drive specific textile artisans’ communities towards sustainable future scenarios?
3. How can an enabling ecosystem be co-designed to scale up innovation in textile artisans’ communities at global level?

area of study

The global economic and environmental crisis is leading to the end of a linear economy based on consumption and waste, while setting the ground for cutting-edge business opportunities, inspired by new ethics of sustainability. Textile artisanship is the human-centred economic activity of giving form and meaning to local natural fibres, by hands or by directly controlling mechanised and digital tools and managing the process of apparel making. Artisanship is an interesting opportunity for opening up flexible and redistributed micro-factories, while bridging local realities with global markets. It is a key contributor to sustainable development as it preserves cultural heritage, provides social employment, and boosts creative economies and environmental stewardship.

The aim of the research is to explore how service design can strategically drive textile artisans’ communities towards a sustainable future. This means empowering artisans’ creative assets and social bonds, co-designing collaborative services and scaling up glocal initiatives within an enabling ecosystem.

methodology

Data will be collected in situ through a qualitative and flexible process. The research will involve different stakeholders (each acknowledging multiple realities) and theory will be linked to practice (by interacting with participants).

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