

REDESIGN BELONGING

WEBINAR

HOW TO APPLY TO THE OPEN CALL

20 FEBRUARY, 4 AND 7 MARCH 2025



Funded by
the European Union





ROSA KIEFT

Head of Innovation Programme

WHAT DESIGN CAN DO (NL)





**HOW CAN DESIGN
FOSTER BELONGING?**

WHO IS BEHIND REDESIGN BELONGING?



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PROGRAMME TODAY

1. Introduction to Redesign Belonging

A general introduction to why we are doing this project and who are the project partners

2. Findings of the Redesign Belonging research labs

Share the most important insights of our research labs that took place in Amsterdam, Helsinki and Granada

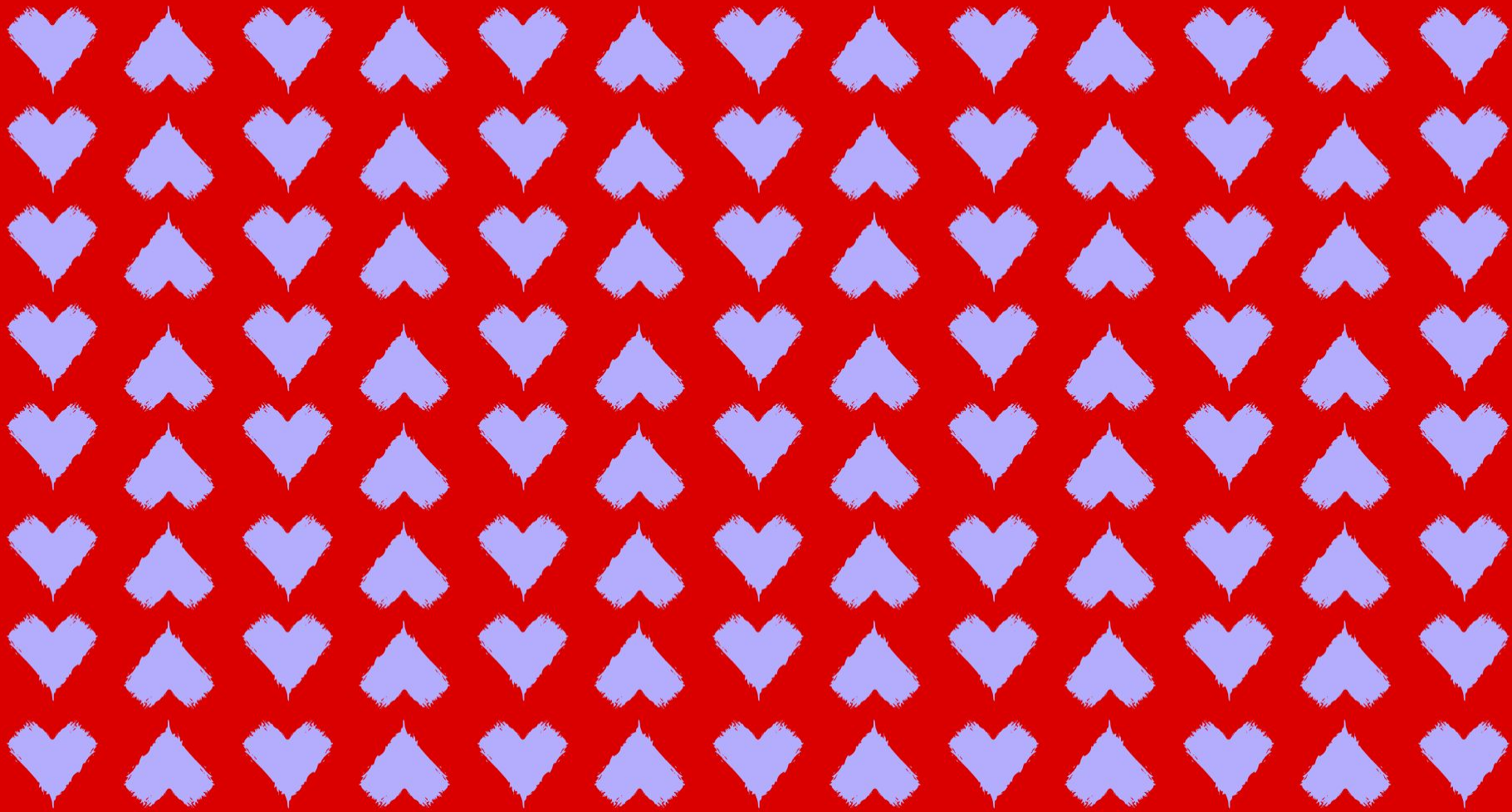
3. Q&A with an expert on belonging and co-creation

Possibility to ask questions to Karen Hough (FUNDEA), Magdalena Kosova (VISIO) and Salla Kuuluvainen, (LAUREA University of Applied Sciences)

4. Q&A about applications

Ask all your burning questions in order to prepare your application





INTRODUCTION

In 2024 & 2025 **WDCD, LAUREA, VISIO & FUNDEA** will run the **REDESIGN BELONGING** project, supported by the EU CERV (stands for Citizens, Equality and Value programme).

The core of the project is to **address the solidarity related challenges of our society through service design and co-creative models.**

Why belonging and why migrant women?

Project image: <https://www.insideoutproject.net/en/>



REDESIGN BELONGING TIMELINE



REDESIGN BELONGING

TIMELINE

PEER-TO-PEER

April - Sep 2025

Peer meet-up sessions online, and learning webinars for Creative Collective members (about once a month)

CO-CREATION

April 2025

Co-create and get feedback for your solution from different target groups - immigrant communities, NGOs, active citizens, policymakers etc. in Netherlands, Spain and Finland

TESTING & PILOTING

May 2025

Testing and piloting workshops and events in Finland, the Netherlands and Spain

PRESENT AT WDCD LIVE

June 2025

Solutions presented in WDCD Live Event in Amsterdam

WHAT CAN YOU WIN?

BE PART OF A COLLECTIVE

The selected projects (5) will be part of the Creative Collective:

Peer-to-peer support and coaching – regular meet-ups during the Collective process.

Understand service design methods and tools in developing your solution further – we offer sessions on common design methods and how to prepare for the co-creation sessions.

GET THE CHANCE TO CO-CREATE WITH YOUR TARGET AUDIENCE

Co-create and get feedback for your solution from different target groups – immigrant communities, NGOs, active citizens, policymakers etc. workshop hosted in the Netherlands, Finland, or Spain to refine your ideas together with communities, designers and policy makers.

TEST, PILOT AND PITCH THROUGH THE PROJECT PARTNERS NETWORK

Pilot your ideas with experts and gather real-world feedback. Present your project to key stakeholders and expand your network at high-profile events like Suomi Areena and World Village Festival in Finland.



WHAT CAN YOU WIN?

VISIBILITY AND PUBLICITY

Gain visibility through What Design Can Do's platform and the project partners Laurea University, Educational Centre Visio and Euro-Arab Foundation Fundea.

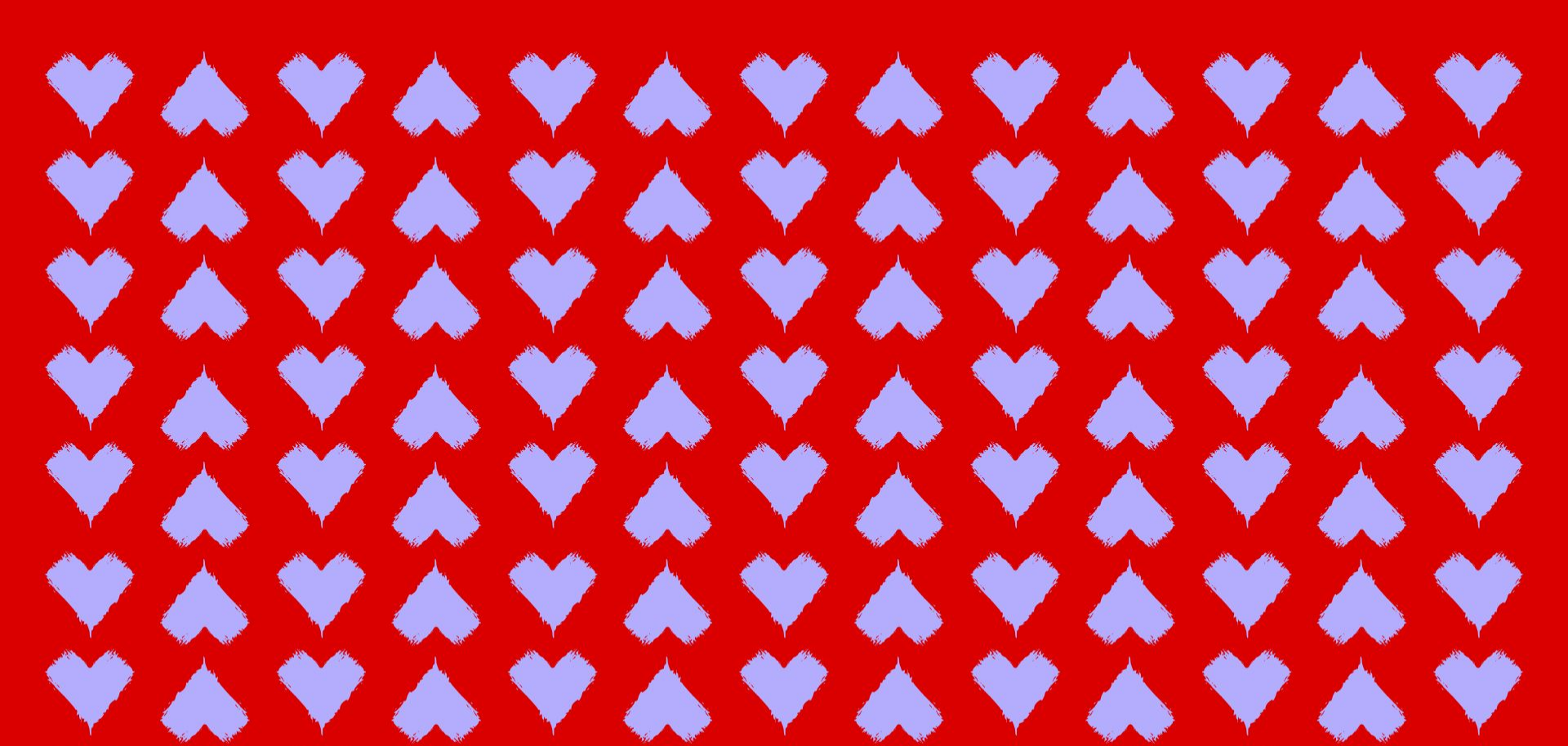
SHOWCASE YOUR WORK AT WHAT DESIGN CAN DO FESTIVAL 2-6 JUNE 2025

Showcase your project at the renowned WDCD Live event in Amsterdam in June 2025, Including all access to the festival.

WIN €1000 AND A TRAVEL BUDGET TO VISIT AMSTERDAM

Winning projects will be awarded €1000. Travel and accommodation expenses will be covered to attend the WDCD event in Amsterdam. Travel of up to 400 EUR and accommodation in affordable local lodging (hostels or rental apartments) of up to 100 EUR per night for a maximum of 3 nights will be reimbursed for a maximum of 2 people per team.





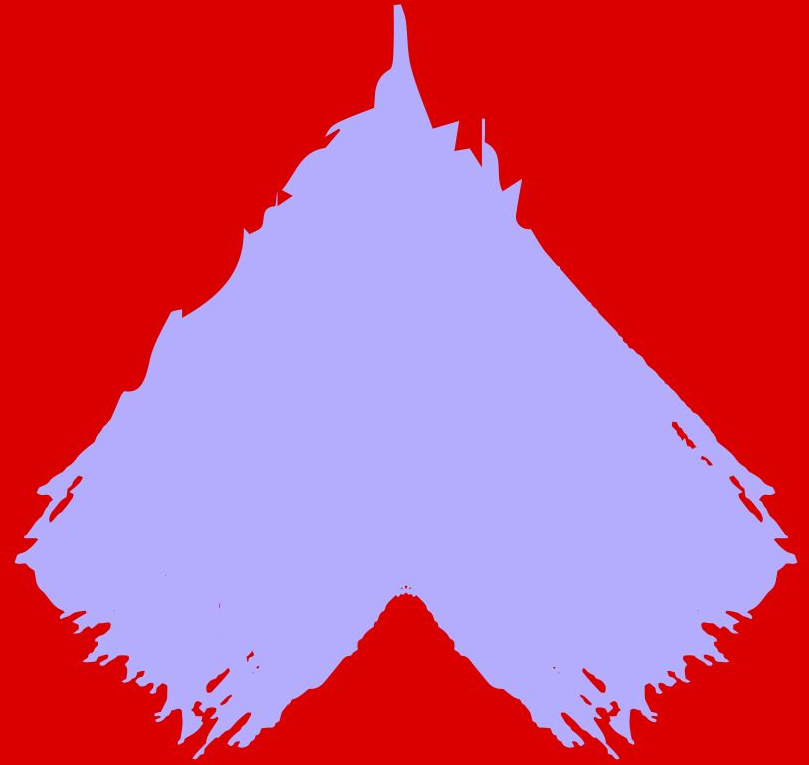
RESEARCH

FINDINGS



INSIGHTS AND SHARING EXPERIENCES

- **Research labs with over 250 women in Finland, Spain, and the Netherlands who shared their experiences and challenges in adapting to life in a new country.**
- **Insights were created by the results of the workshops using for example 'journey' maps, but also smaller talking groups and noting down shared experiences.**
- **These insights can help with developing a proposal or a project, but you are not limited to them. They can function as references for further co-creation.**



WHAT DO PEOPLE MEAN BY "BELONGING"



WHAT "BELONGING CHALLENGES" DO PEOPLE FACE

 **SOCIAL ISOLATION/MARGINALISATION**

JOB SECURITY 

 **UNCERTAINTY**

 **ADMINISTRATIVE STRUGGLES**

 **CULTURAL MISUNDERSTANDINGS**

 **DISCRIMINATION**

 **PUBLIC SERVICE INACCESSIBILITY**

KNOWLEDGE GAPS 

“ I feel safe, but insecure. ”



Illustrations by Aleksandra Davydenko
(Quotes from research participants)



“ The beginning was hard... Now I can help the newcomers who are in the same situation like me years ago. ”



Illustrations by Aleksandra Davydenko
(Quotes from research participants)

“ True belonging never asks us
to change who we are. ”



Illustrations by Aleksandra Davydenko
(Quotes from research participants)

**So, how can design, creativity or
a good idea contribute?**

MULTIFORM

In an era of division, **Gabriel Fontana** effectively uses design to influence social interactions. His methods provide a playful way for people to explore and understand the norms of identity, community, and inclusion, fostering meaningful change. He sees sport as a metaphor for society, where the idea of playing 'against each other' is usually the norm. In this context, Gabriel develops alternative team sports games that deconstruct group dynamics and promote empathy.



“Design can create spaces to test alternative ways of being together in society”

NANSEN MAGAZINE

Nansen Magazine aims to connect and celebrate migrants of all kinds. The magazine focuses on one migrant per issue, believing everyone has a story worth telling. It is looking to redefine and reclaim the word migrant and, in their own words, 'expand the way each of us sees migrants and the way we, as migrants, see ourselves'.

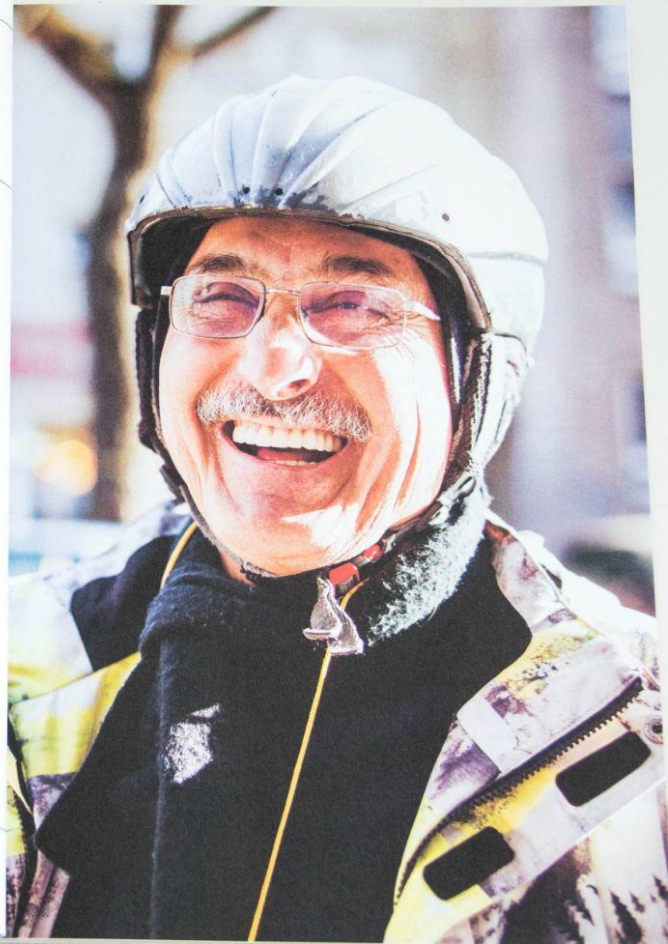
The project is a great example of fostering cultural dialogue & awareness & provide opportunity for self-fulfilment.

THE BEST MAN ON BIKE

...t people get on
bike because
re going some-
e. But AYDIN
rides his bike
use he wants
you to see him.

08

Words Vanessa Ellingham
Photography Olga Baczynska



UNITED REPAIR

The project began as Maker's Unite, with the upcycling of migrant travel vests. The travel products were handcrafted by new migrants in Amsterdam, empowering them towards employment and transforming the vests into a symbol of hope. Excitedly the company has now expanded into United Repair which is looking more widely at making a more inclusive, circular fashion industry.

The project is a great example of a service that upskills migrants which in turn makes integration easier and fosters a sense of community.



KAREN HOUGH
RESEARCHER
FUNDEA (SPAIN)





SALLA KUULUVAINEN

**LAUREA UNIVERSITY OF APPLIED
SCIENCES
HELSINKI, FINLAND**





MAGDALENA KOSOVA

**OPINTOTKESKUS
VISIO (FINLAND)**





1 **LESSONS FROM THE DIALOGUE WORKSHOPS: DIALOGUE AS A METHOD OF INQUIRY**

- Ethnographic fieldwork is always **co-produced** (Silverman, 2016)
- The role of the researcher (facilitator, designer...) **remains key...**

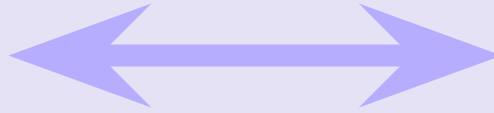
LESSONS FROM THE DIALOGUE WORKSHOPS: CO-CREATION, DEMOCRACY AND PARTICIPATION

"The real meaning of co-creation and participatory processes is not listening to more opinions and fine-tuning the outcomes accordingly but honestly open-ended deliberation and distributed decision-making on things that matter to us."

Outi Kuittinen, Demos Helsinki

There is no one definition of co-creation or participative design.
Instead, let's think of it as a scale:

data collection, consultation,
finetuning of the results



target group actively
included in all stages of
the research/design

During co-creation we strive to understand what is emerging from the bottom and from the top, and operate in the **middle space** in translating and capturing ideas and possibilities, and facilitating **dialogue**.

- choosing the right **methods**
- (permanent) channels, processes and structures for **incorporating** the participants' input
- what will the target group **get out of participating?** (applied results, reimbursement)



LESSONS FROM THE DIALOGUE WORKSHOPS: THE WORKSHOPS' INTRINSIC VALUE

- **The workshops created spaces for sharing, connecting, problem solving, choice of topic, switching roles: empowerment**
 - One-off, liminal spaces...
 - ... or strengthening the established group through members bonding
- **Much more than just discussions**
 - Emotions, peer support, solutions on the spot, collective action
 - Some contexts were more favourable than others...
 - grounds for migration, length of stay in Finland, age (time!), language, fear (?), cultural aspects (?), misunderstandings (?)...
 - Vary of our (facilitators') position
- **“First time someone asked me these questions...”**
 - How can we collect feedback on integration measures?

- **Overlooked in scholarly literature and handbooks on design thinking/co-creation/participatory design**
 - One-off, liminal spaces
 - strengthening the established group through members bonding
- **Dialogue workshop: model for identifying pressing issues, creating connections, empowering the individuals within a group**
 - **trust** is key: gatekeepers, sensitivity (also in analysis), relationship, safety (data protection, personal integrity, safer space rules, etc.)
 - democratic: stripped of hierarchies
 - empowerment
 - ways for incorporating the results

● **Co-creation fundamentals and mainstreaming of participatory design, design thinking, etc. is worth pursuing...**

- the “only” way of designing policy, societal measures, etc. :)
- important to be aware of the levels of co-creation! If we are
- stuck on data collection and feedbacking, we are not doing it right.
- a certain hierarchy and power relations are probably inevitable
- benefit and compensation for the target group
- permanent structures for co-creation

THANK YOU!

[magdalena.kosova@opintokeskusvisio.fi](mailto:magdalen.kosova@opintokeskusvisio.fi)

How to Apply

What do I need to provide?

- Your details
- Project proposal

What is included in a project proposal?

- **Title & description**
- **Answer a few questions to help you describe your project**

1. Problem your project addresses & impact

2. Your target audience

3. Future development plans and how it would benefit from being part of the creative collective

How should I format my application?

- Max 5 page document with 3 key images (pdf)
- Submitted in English
(but don't worry too much about spelling/grammar)

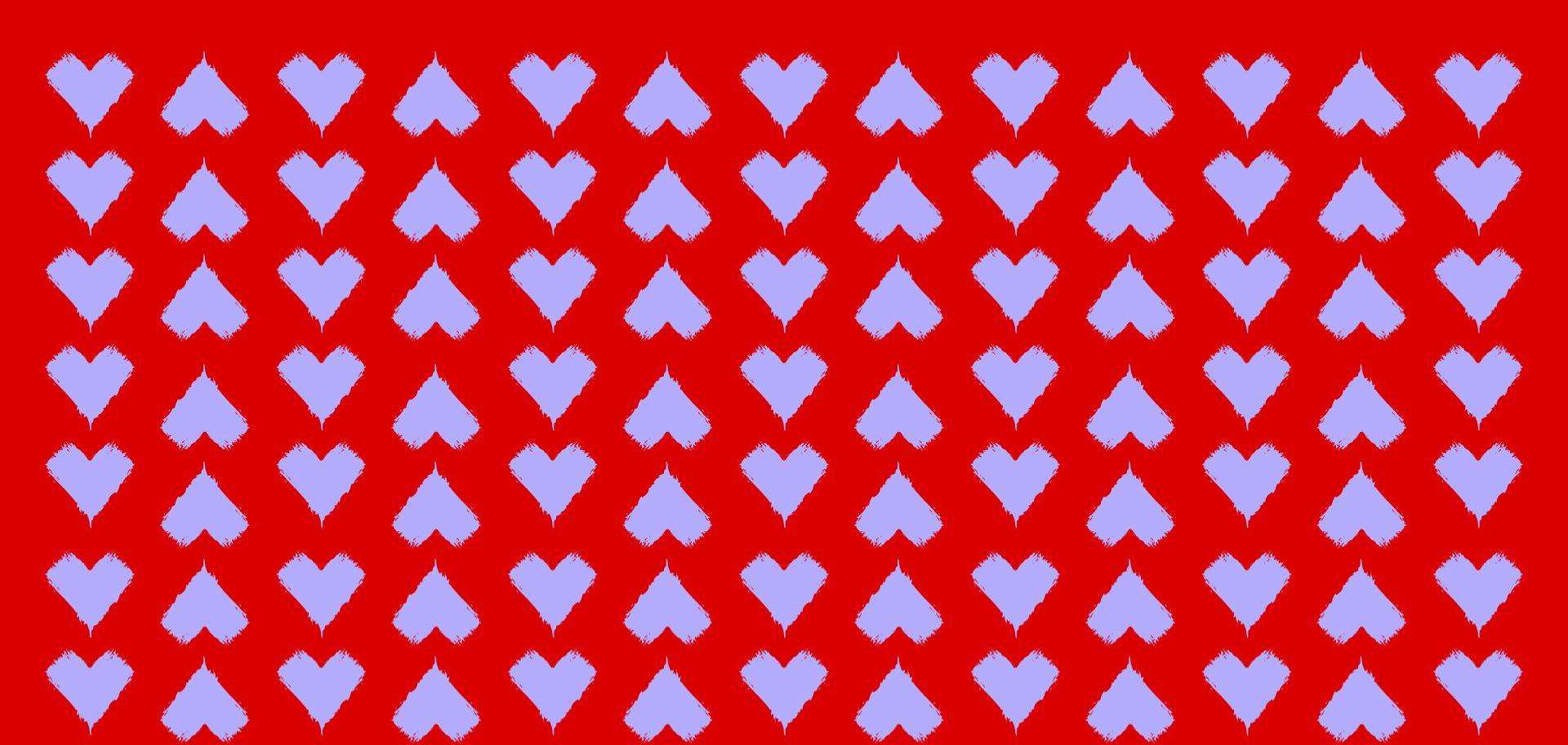
Ready?

Submit your project to
rebel@whatdesigncando.com



Application form & more details:

www.redesignbelonging.eu/wp-content/uploads/2025/01/Application-form.pdf



Q&A

**We are very excited to read your
application! Best of luck!**

Any questions? Contact: rebel@whatdesigncando.com