

REDESIGN BELONGING

WINNER SHOWCASE

30 OCTOBER 2025



Funded by
the European Union

LAU
REA



VISIO
education

WHAT
DESIGN
CAN DO



ROSA KIEFT

Head of Innovation Programme

WHAT DESIGN CAN DO (NL)

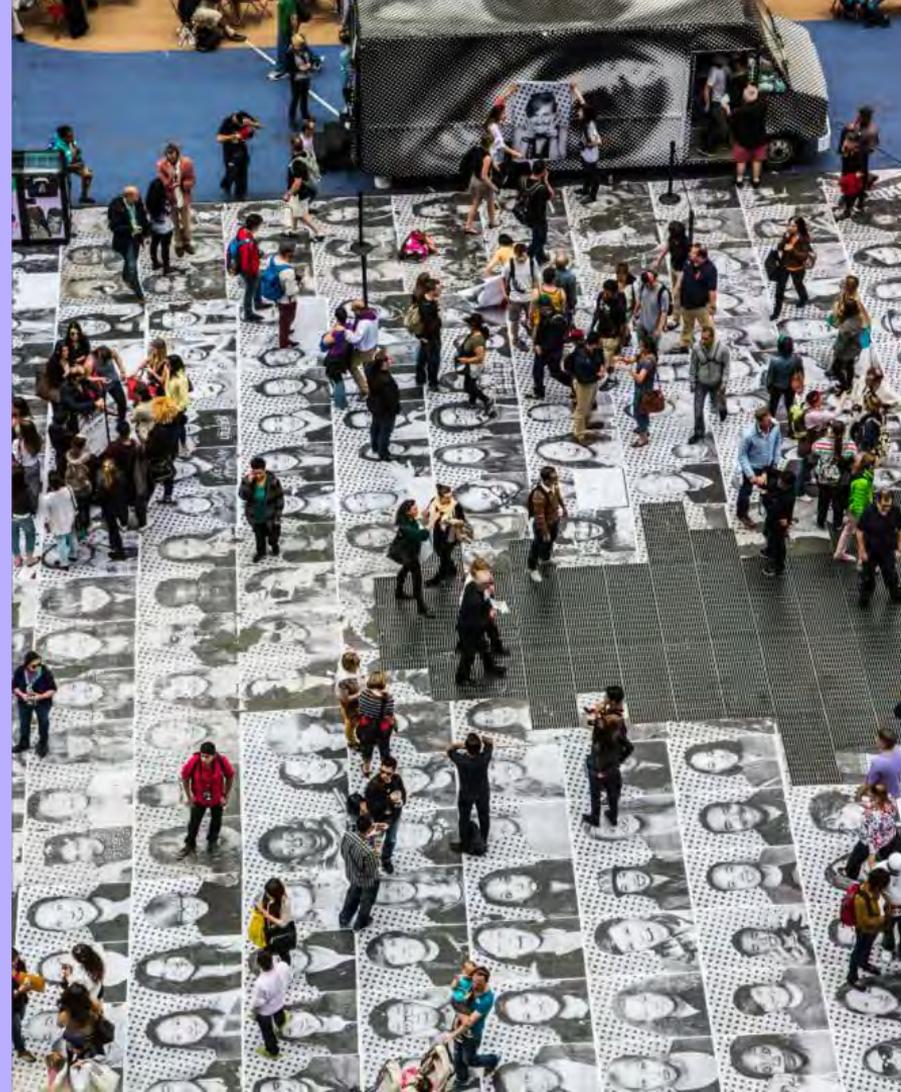


INTRODUCTION

During 2024 & 2025 **LAUREA, WDCD, VISIO & FUNDEA** will run the **REDESIGN BELONGING** project, supported by the EU Citizens, Equality, Rights 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.**

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



WHO IS BEHIND REDESIGN BELONGING?



Funded by
the European Union

REDESIGN BELONGING

TIMELINE

PROJECT LAUNCH

June 2024



Launch of the project during WDCD Live in 2024

RESEARCH LABS

Sept - Dec 2024



Research workshops with migrant women in Finland, the Netherlands and Spain

OPEN CALL

Jan - March 2025



During the open call we will reach out to anyone with a potential project to submit to the Open Call

SELECTION

March - April 2025



A jury of experts in migration and design and creativity will select 5 proposals with the highest potential

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



**HOW CAN DESIGN
FOSTER BELONGING?**

ONE 4 ALL - ALL 4 ONE

Community and nature are interconnected. This project explores the ways in which community and nature are intertwined, and how they can be used to create a more sustainable and equitable world.

COMMUNITY & NATURE

MIGRANTS IN FOCUS: DIGITAL STORYTELLING

This project explores the ways in which digital storytelling can be used to tell the stories of migrants and refugees, and how it can be used to create a more inclusive and equitable world.

DIGITAL STORYTELLING

CULTIVATED: WHERE WOMEN'S STORIES TAKE ROOT

This project explores the ways in which women's stories can be used to create a more sustainable and equitable world, and how they can be used to create a more inclusive and equitable world.

WOMEN'S STORIES

SPACES OF SOMATIC AND CREATIVE PROCESSES

This project explores the ways in which somatic and creative processes can be used to create a more sustainable and equitable world, and how they can be used to create a more inclusive and equitable world.

SOMATIC AND CREATIVE PROCESSES

PATTERNS OF BELONGING

This project explores the ways in which patterns of belonging can be used to create a more sustainable and equitable world, and how they can be used to create a more inclusive and equitable world.

PATTERNS OF BELONGING

SENSE OF COMMUNITY IN PODCASTS

This project explores the ways in which podcasts can be used to create a sense of community, and how they can be used to create a more inclusive and equitable world.

COMMUNITY IN PODCASTS

FUSION COLLECTIVE

This project explores the ways in which a fusion collective can be used to create a more sustainable and equitable world, and how it can be used to create a more inclusive and equitable world.

FUSION COLLECTIVE

BELONGING THROUGH STORY WEAVING

This project explores the ways in which story weaving can be used to create a sense of belonging, and how it can be used to create a more inclusive and equitable world.

STORY WEAVING

HANDKNITTING

This project explores the ways in which handknitting can be used to create a more sustainable and equitable world, and how it can be used to create a more inclusive and equitable world.

HANDKNITTING

COMMUNITY BLOCK

This project explores the ways in which a community block can be used to create a more sustainable and equitable world, and how it can be used to create a more inclusive and equitable world.

COMMUNITY BLOCK

MAKE EAT MEET

This project explores the ways in which a 'Make Eat Meet' event can be used to create a more sustainable and equitable world, and how it can be used to create a more inclusive and equitable world.

MAKE EAT MEET

STAPLES

This project explores the ways in which staples can be used to create a more sustainable and equitable world, and how they can be used to create a more inclusive and equitable world.

STAPLES

FINDING HOME- STORIES OF BELONGING

This project explores the ways in which stories of belonging can be used to create a sense of home, and how they can be used to create a more inclusive and equitable world.

STORIES OF BELONGING

KULTURSPÅRET

This project explores the ways in which Kulturspåret can be used to create a more sustainable and equitable world, and how it can be used to create a more inclusive and equitable world.

KULTURSPÅRET

THE INVISIBLE TICK BOX

This project explores the ways in which 'The Invisible Tick Box' can be used to create a more sustainable and equitable world, and how it can be used to create a more inclusive and equitable world.

THE INVISIBLE TICK BOX

Read in detail about our winning Creative Collective projects here: <https://www.whatdesigncando.com/stories/redesign-belonging-stories-of-co-creation-and-connection/>





WINADILL

**Tamara Mezina
Clarissa Soares**

Tamara Mezina & Clarissa Soares



winadill

Uselessness

Need for
belonging

Loneliness

Rebuilding

Need for
contribution

Female unemployment in Finland in 2020

28%



Finnish women



Immigrant women

60%

Winadill is a platform where immigrant women can promote their skills and offer micro-services



Bakers,
hairstylists, baby
and pet sitters,
photographers,
personal trainers,
musicians,
language tutors,
professional
mentors and
more



Illustrations: Tamara Mezina

Our mission

Highlight talents and skills of immigrant women

Our vision

Increase sense of belonging

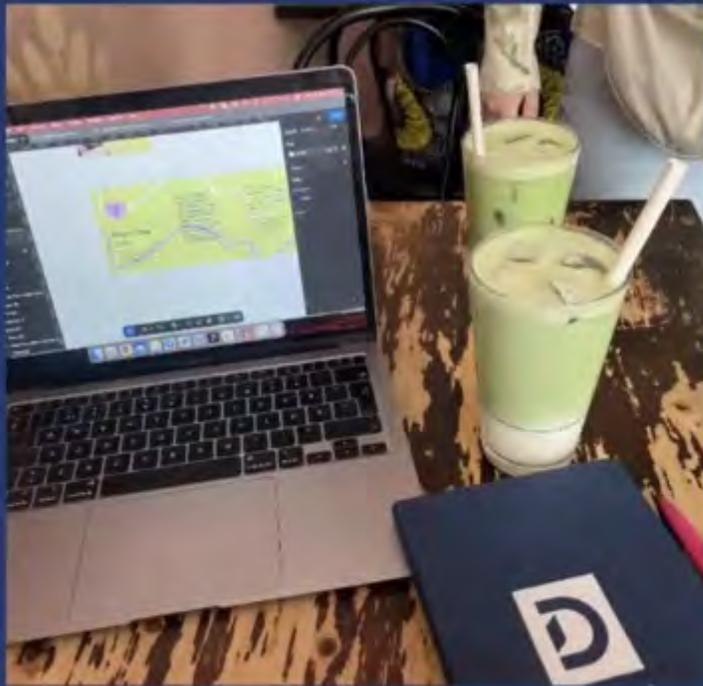
Our goal

Bridge between immigrating and full time employment



15

deep interviews



200+

Google form responses



3

co-creation workshops



Key findings



Apply their skills



Bridge between
immigrating and
integrating



First attempt
at business

We presented Winadill in different events and pitched it in WDCD 2025 in Amsterdam





What is happening now?



Situation in 2025

YLE, Finnish Broadcasting Company

Helsingin Sanomat, the largest
subscription newspaper in Finland
and the Nordic countries



Etusivu

Venäjän hyökkäys

Pentulive

Sanapyramidi

News

Top stories

Latest

About us

More

Survey: Many immigrant women feel Finland's societal climate has deteriorated

Some who said the societal climate situation had worsened blamed government policies as well as "exclusionary attitudes in the labour market".

Immigration | According to a recent survey, many highly educated immigrant women feel that the social climate in Finland has deteriorated due to, among other things, the poor employment situation and stricter immigration policy.

For subscribers



The background is a solid light pink color. It features several white circles of varying sizes. A thick, bright green line with a wavy, undulating path runs across the bottom half of the image. The text is positioned on the left side, within the white circles.

How does the platform look?

How can I download it?

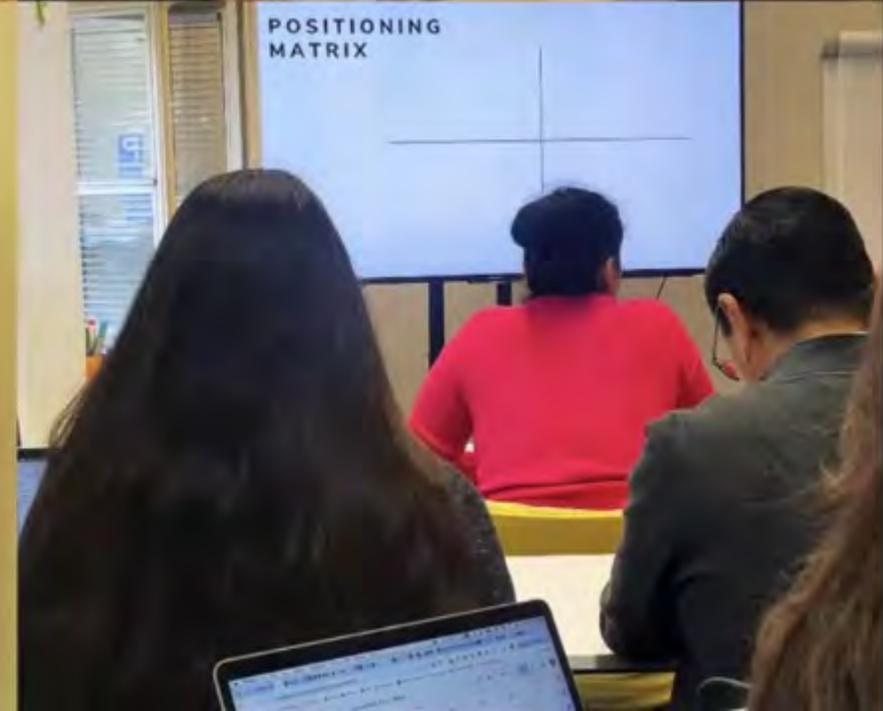
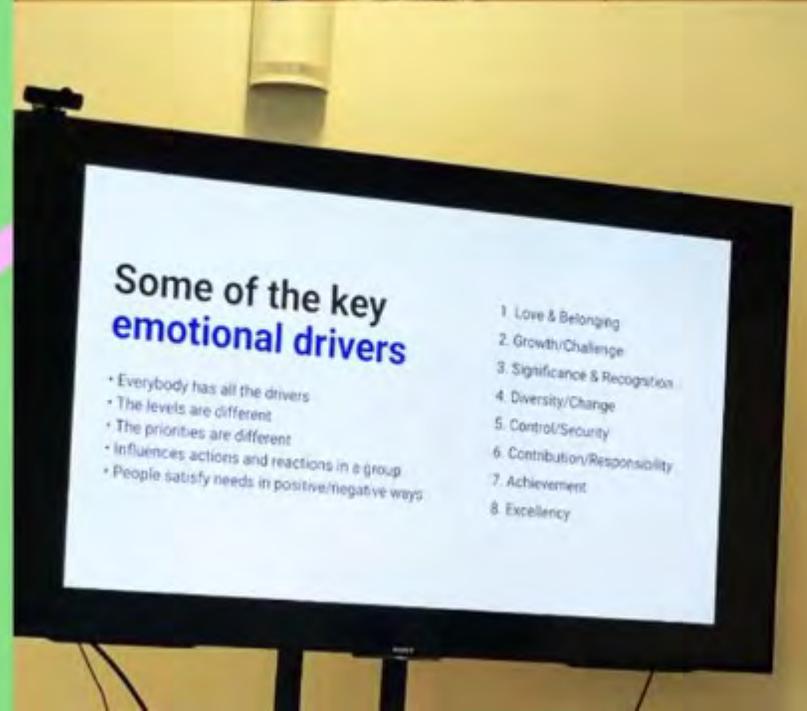
How do I register?

How.....

How.....

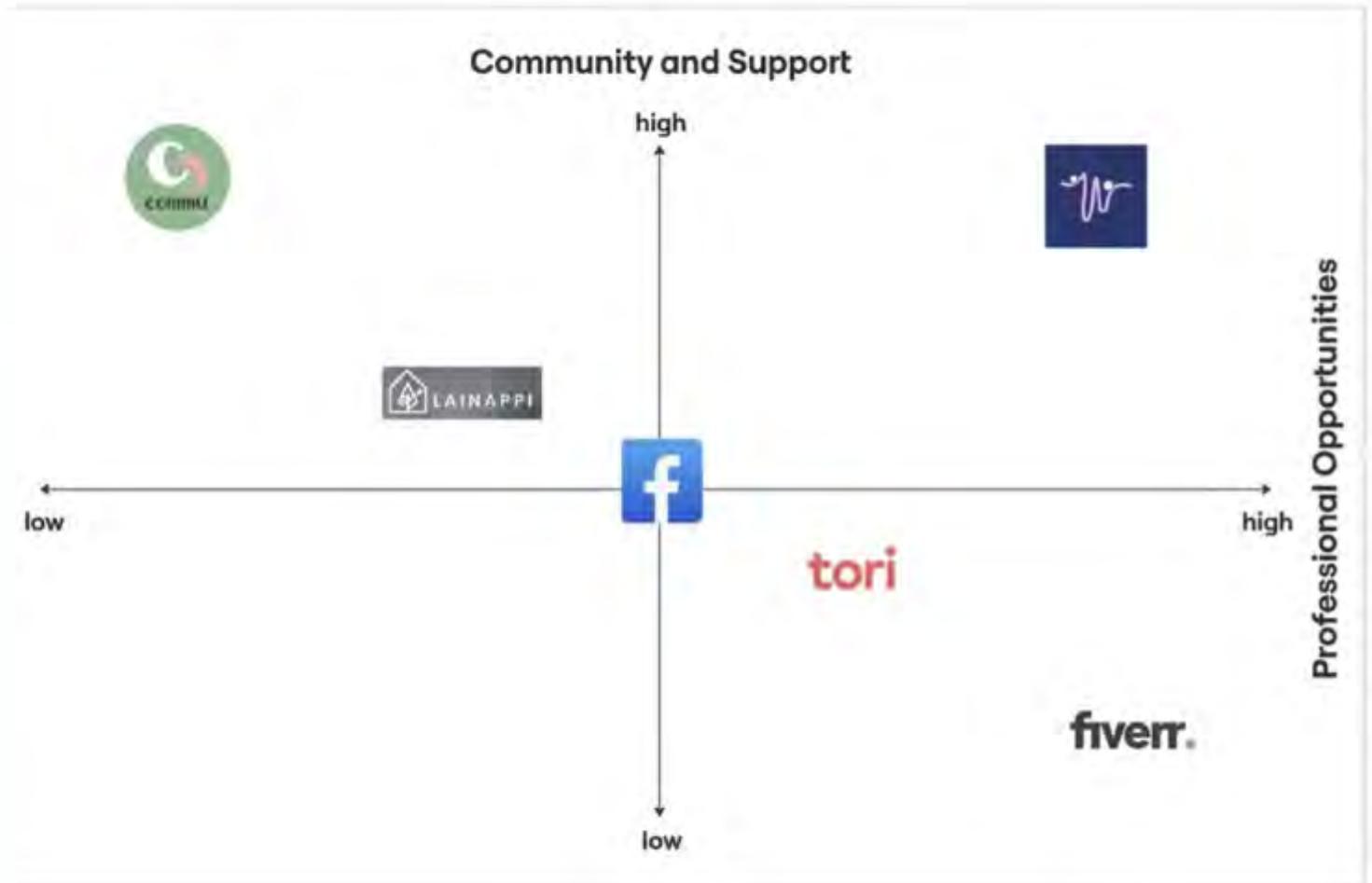
How.....

The Leading Entrepreneurship Course for Female & Non-binary Founders



Positioning Matrix

Winadill has a significant opportunity to capture market share and drive customer loyalty by focusing on community and support, and professional opportunities





“Bureaucracy obliges unemployment office workers to investigate every freelance case. But that doesn't mean freelancing is impossible. In your case, you need to explain this to women. It could be a workshop promoting the platform or an e-book.”

Dušica, career coach, former unemployment office employee

We are now
looking for
developers,
investors, and
collaborators,
who believe in our
mission and want
to bring Winadill
to life



Special thanks to

WHAT DESIGN CAN DO



REDESIGN BELONGING



You connect. You earn. You thrive.



@WINADILL

Thank you



HOMELORE

Riddhi Varma

HOMELORE







*Where are
the women?*





GERAÇÃO E

“Não havia mulheres nas ruas,
apenas homens”: Elas estão num
coletivo de artesãs imigrantes que
junta técnicas da Ásia à cultura
lisboeta



Imigrantes fazem artesanato no Impact Hub da Penha de França, em Lisboa
António Pedro Ferreira

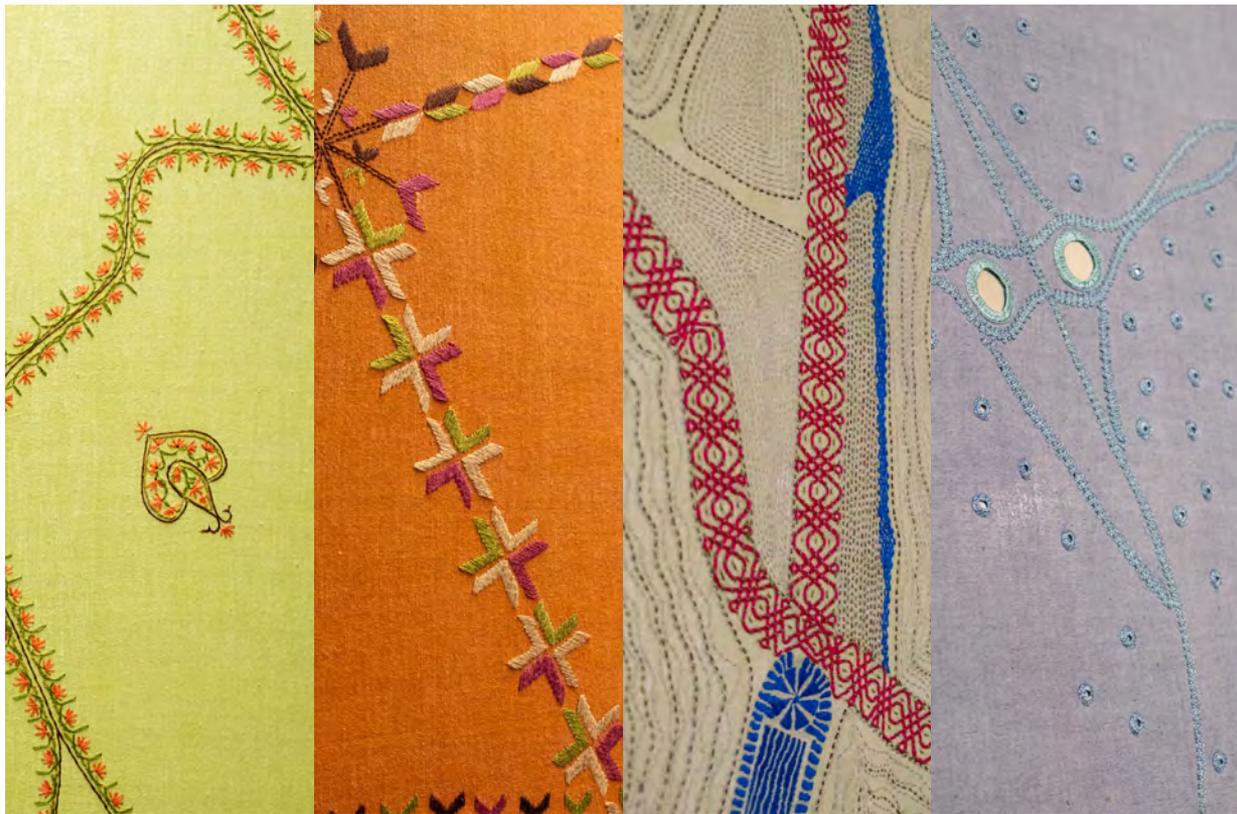
Aliam-se a arte e a investigação, ao mesmo tempo
que se cria um “sentimento de pertença”. De um
workshop experimental a um coletivo de artesãs
imigrantes, o Projeto Homelore quer poder, no
futuro, trazer outras culturas e criações para cima
da mesa “ ”

02/10/2020 09:00



Mariana Ramos
Loureiro

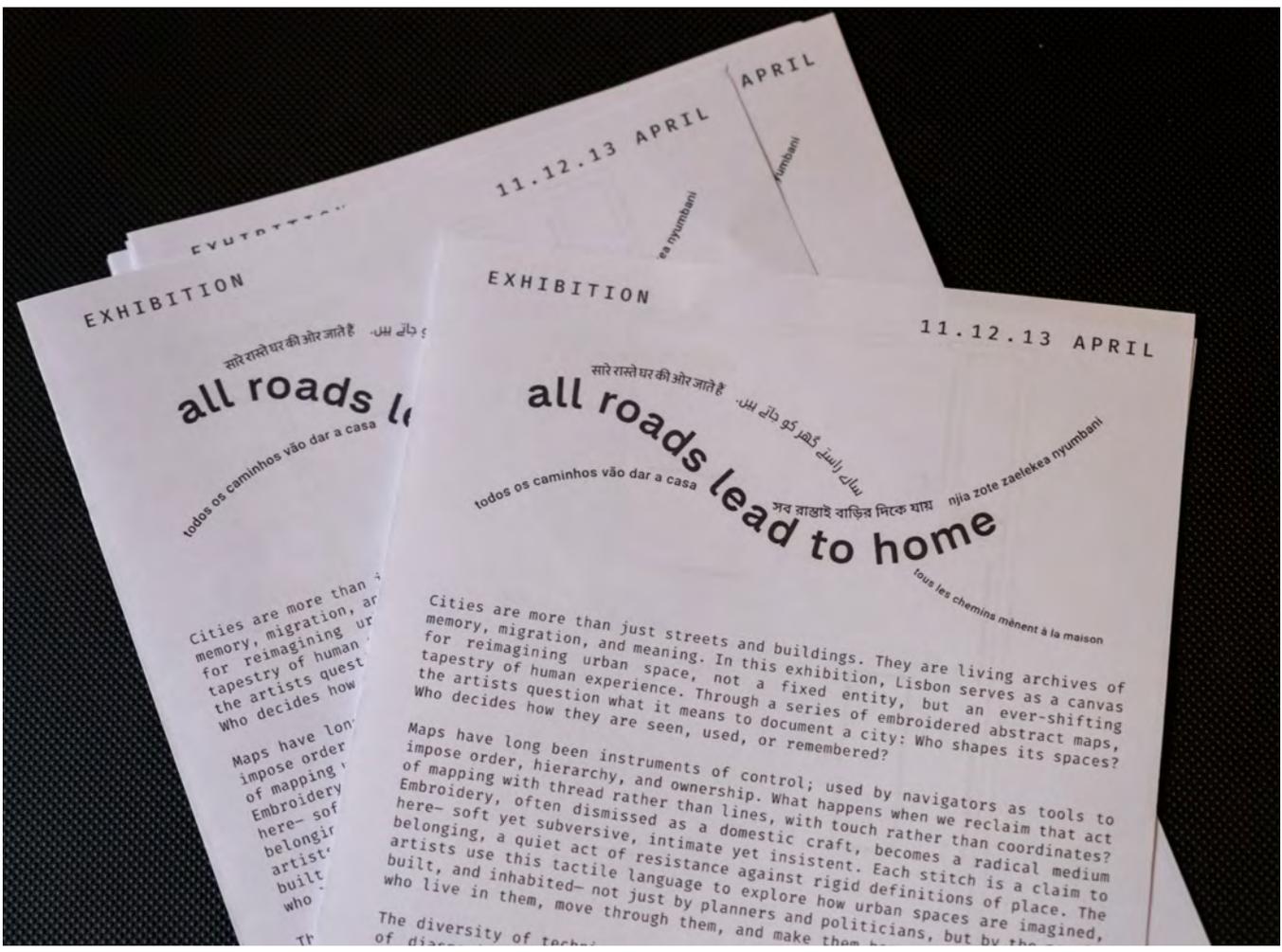
* 35k views



*How do we use our crafts
to tell our stories?*







EXHIBITION

11.12.13 APRIL

APRIL

सारे रास्ते घर की ओर जाते हैं
all roads lead to home

todos os caminhos vão dar a casa

EXHIBITION

11.12.13 APRIL

सारे रास्ते घर की ओर जाते हैं
all roads lead to home

todos os caminhos vão dar a casa

Cities are more than just streets and buildings. They are living archives of memory, migration, and meaning. In this exhibition, Lisbon serves as a canvas for reimagining urban space, not a fixed entity, but an ever-shifting tapestry of human experience. Through a series of embroidered abstract maps, the artists question what it means to document a city: Who shapes its spaces? Who decides how they are seen, used, or remembered?

Maps have long been instruments of control; used by navigators as tools to impose order, hierarchy, and ownership. What happens when we reclaim that act of mapping with thread rather than lines, with touch rather than coordinates? Embroidery, often dismissed as a domestic craft, becomes a radical medium here—soft yet subversive, intimate yet insistent. Each stitch is a claim to belonging, a quiet act of resistance against rigid definitions of place. The artists use this tactile language to explore how urban spaces are imagined, built, and inhabited—not just by planners and politicians, but by the people who live in them, move through them, and make them their own.

The diversity of techniques used in the exhibition reflects the diverse ways in which urban spaces are experienced and documented. Through their work, the artists invite us to reconsider the ways we see, use, and remember our cities.





HOMELORE

A shelter for **stories**, **craft** and **community**





*How can you be a
part of Homelore?*



HOMELORE

A shelter for **stories**, **craft** and **community**

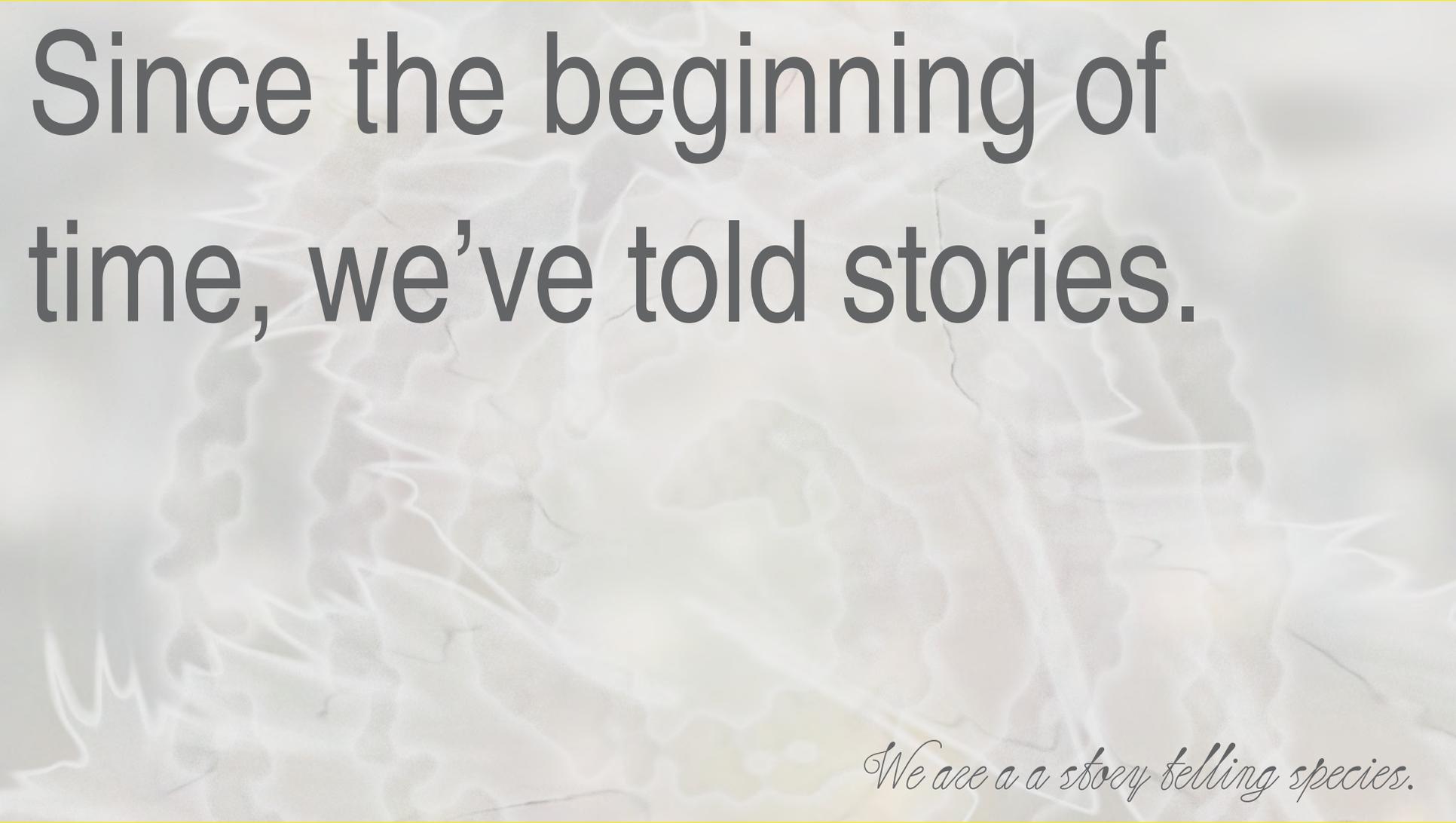
hellohomelore@gmail.com



A stylized map of the world is shown in the background. The landmasses are colored in a vibrant red, while the oceans are a deep blue. The map is centered and occupies most of the frame.

**YOU TOO ARE
A WANDERER**

Carla Sanfratello Marco



Since the beginning of
time, we've told stories.

We are a story telling species.

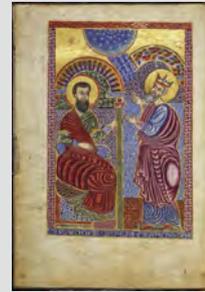
You Too Are a Wanderer

An immersive art installation born from participatory workshops, using myth-making, sound, and drawing to reimagine migration as a shared and transformative journey.

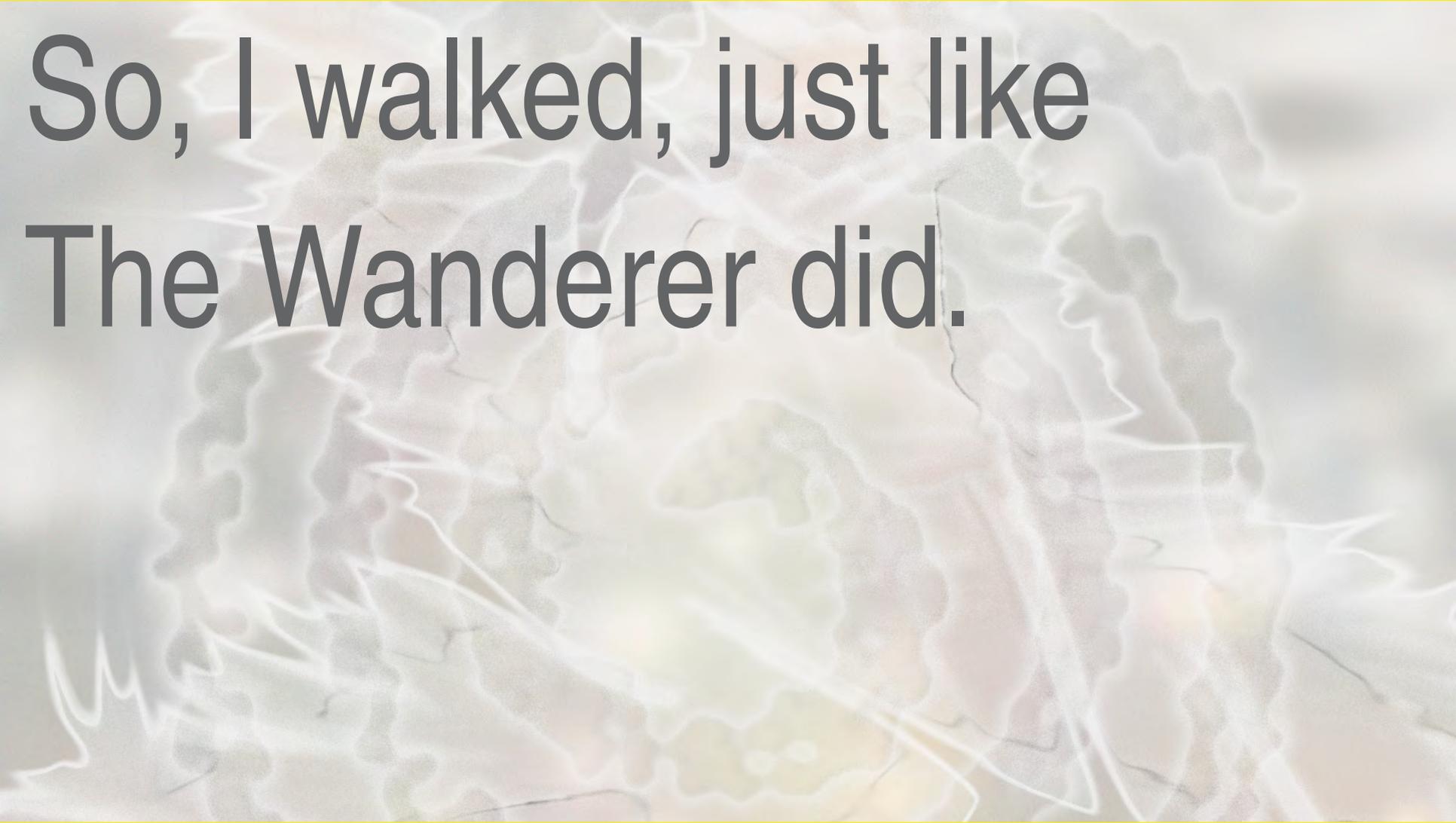


Ai Weiwei imitating the lifeless body of Syrian toddler Alan Kurdi on the Greek Island of Lesbos via The Washington Post



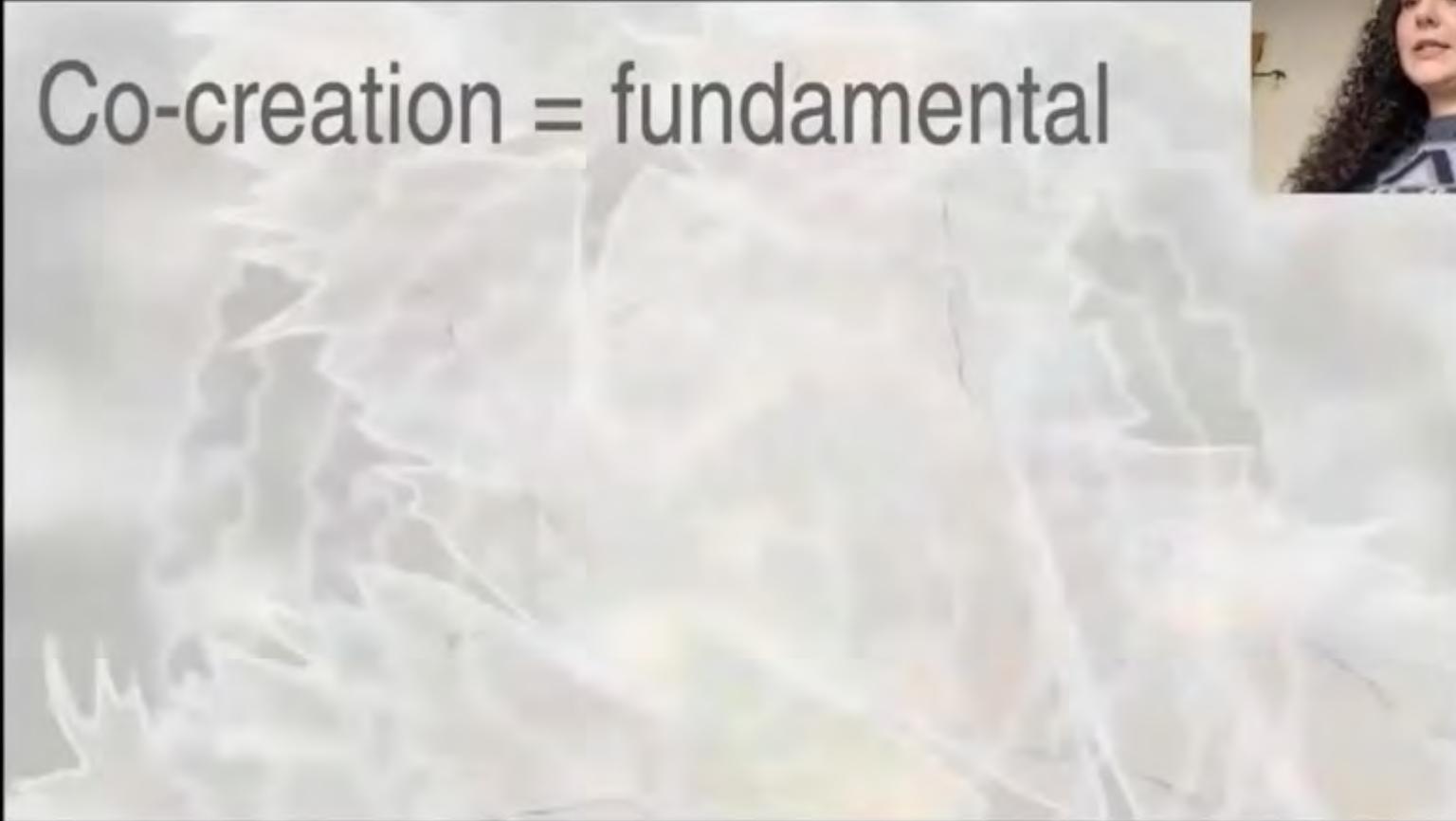


Myth(-making) --> critical-thinking tool



So, I walked, just like
The Wanderer did.

Co-creation = fundamental





Myth-telling Workshops

The Archive



You Too - Are a Wanderer

Music flows through world building story telling, and the feeling.

You Too Are a Wanderer is an artistic research project that explores how myth-making and storytelling can offer new ways to represent migration in contemporary art.

Through participatory workshops, where myths are shared and responded to with sound-making and drawing, I created a space for exchange and belonging between migrants and non-migrants. These workshops are part of the myth of *The Wanderer*, which will be presented through an art installation.

The workshop design, which you can find here, invites us as an open-sourced for interaction in creating their own myths and collaborative networks, exploring how migration is represented in contemporary art, issues and thus moving away from dominant narratives that are often limited or one-dimensional.

Format: Online / In-person / Open Source / Participatory Design

Who? A group of min. 2 and max. of 6

The group should be culturally diverse; every single participant should be from a different cultural background.

Where?

In order to show hospitality, the setting of the workshop should be a safe space, in which people feel comfortable and invited to share aspects of their culture and trust themselves.

Needed objects:

- Sound recording device
- Printed photos
- Pens
- Big sheets of paper
- Sound-making devices (get creative: build your own instruments)

How?

Preparation before: A before chosen participant should come prepared with a story from their own culture. Ideally and if possible, this could be a story that links themes of migration or identity.

The Archive

You Too are a Wanderer

Notes, Research through world building, story telling and world maps.

2012/2013 - The Winter Palace

Parasomnia

Libraries are open.

▶ 1000 1000

▶ 1000 1000

▶ 1000 1000

▶ 1000 1000

You Too are a Wanderer - <https://youtooareawanderer-archive.cargo.site/>



*Artist receives open-source
workshop format.*

*Artist organizes their
own workshop.*

crafting belonging

*Participants share myths
and create art together.*

*Artist crafts a way to
visualize the myth.*

*Artist uses workshop results
to craft their own myth.*

*New artwork about
migration is crafted
and shared.*

*More representation and
belonging of migrants is
created!!!*





Next Steps?

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@les.shapesifters





UNWRITTEN RECIPES

Meriç Çukurova

unwritten recipies

Participatory art project on
food, memory & belonging.



Nazlı Meriç Çukurova,
The Netherlands

Who Am I?



Meriç

Multidisciplinary designer & artist

based in Tilburg

from Istanbul

dance, performance, embodied practices

User research

over time

What fascinated me most

The Question I'm Exploring

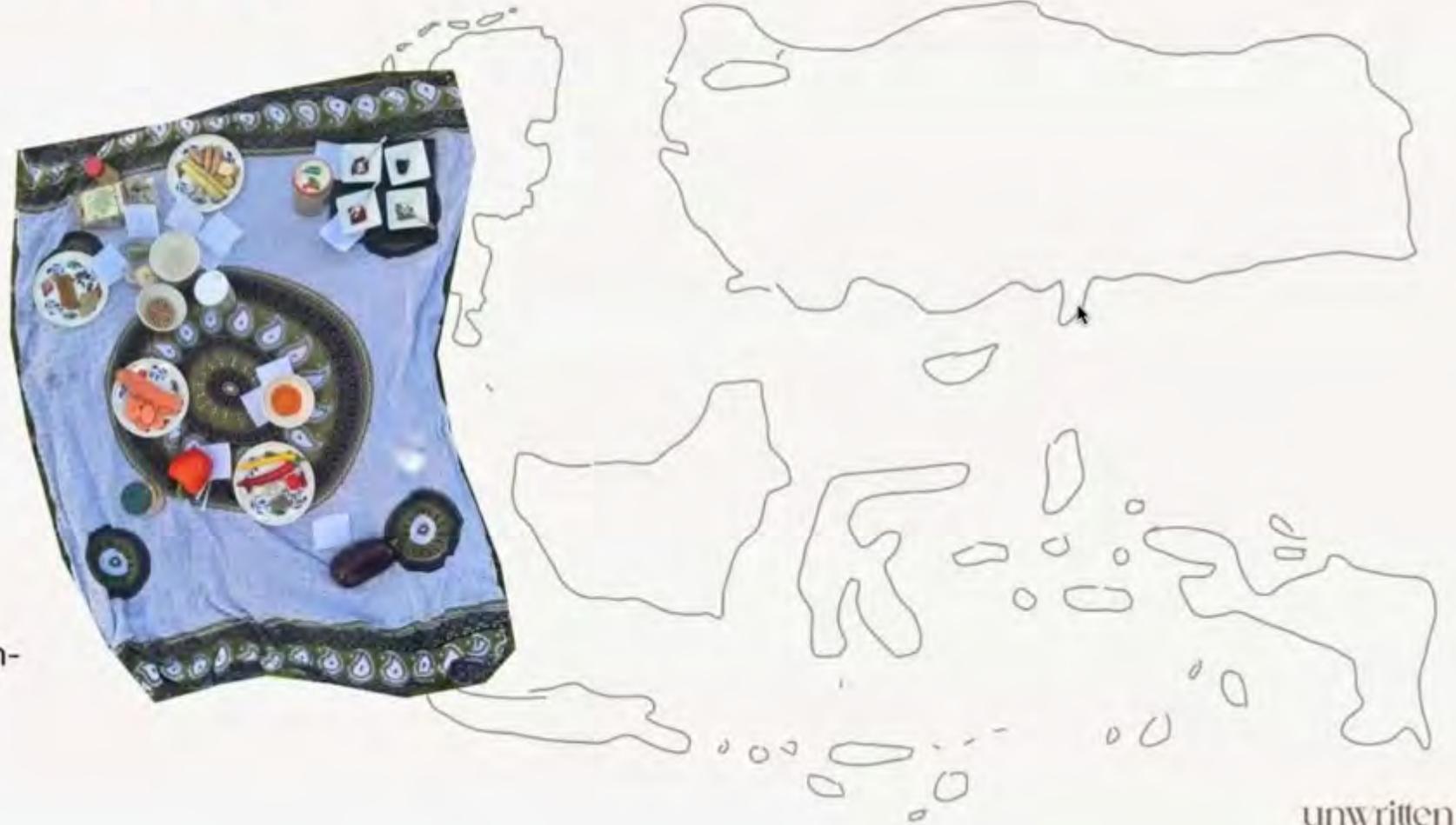
Migration: More Than Moving



Transforming identity, memory,
and belonging.

The Question I'm Exploring

Migration: More Than Moving



||

This project began from a Turkish-Indonesian perspective.

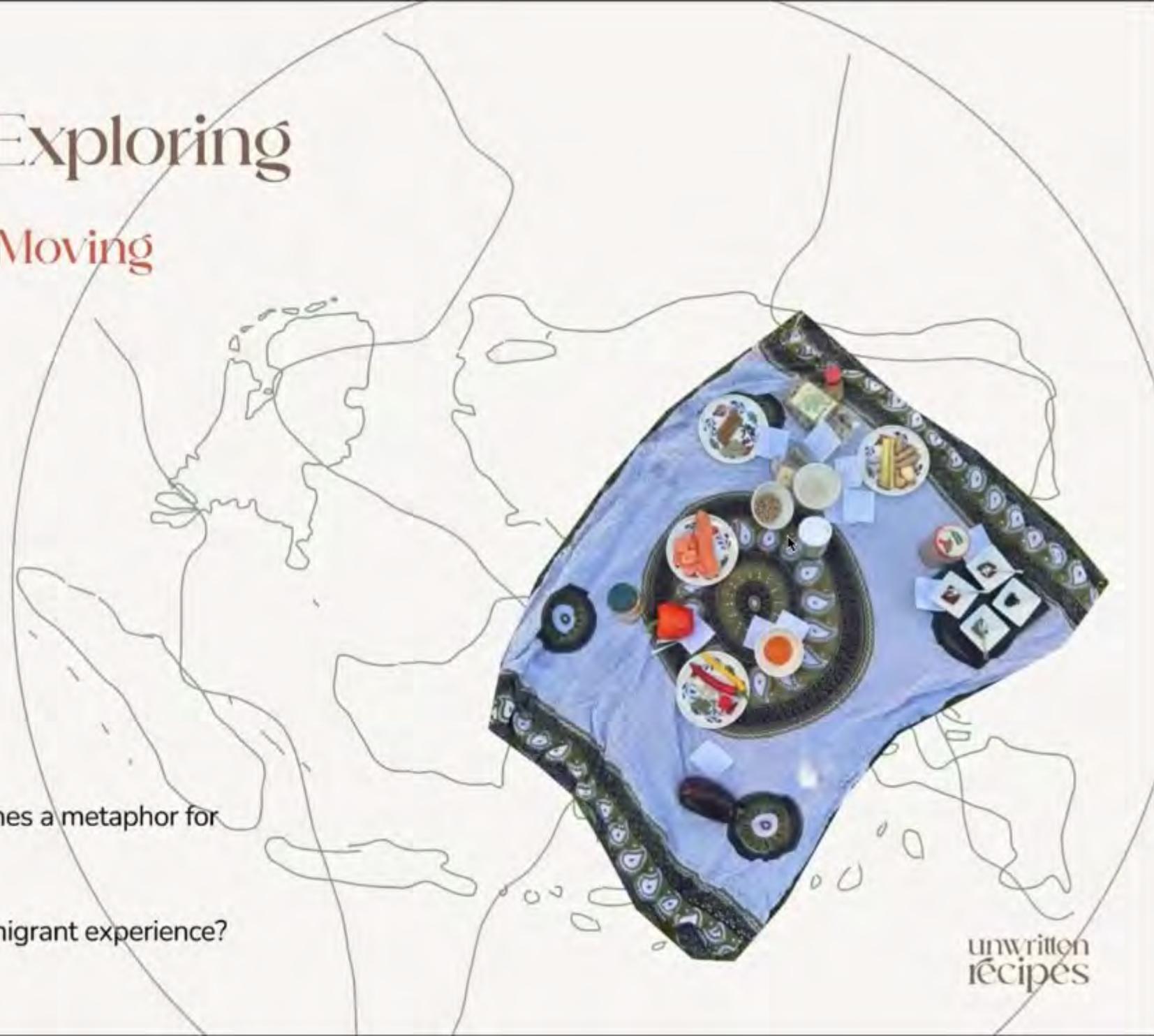
The Question I'm Exploring

Migration: More Than Moving



Food itself migrates, adapts, and becomes a metaphor for our own transformation.

How does food adaptation reflect the migrant experience?



What Is Unwritten Recipes?

... is a collective exploration.



First gathering with ingredients workshop, sensory exploration through ingredients and collective discussion.

What Is Unwritten Recipes?

... is an intergenerational care.



Older women who carry traditional culinary knowledge...



Younger generations navigating hybrid identities...

The kitchen becomes a space where knowledge, memory, and emotion are passed hand to hand from one generation to the next.

Gatherings

1. Ingredients:

Memory & Encounter

Participants reflect on personal food memories and explore ingredients through sensory exercises.



2. Cooking:

Adaptation & Co-creation

In small groups, participants brainstorm how their traditional dishes might merge into a shared creation.

3. Recipes:

Sharing & Reflection

Groups present their dishes and share what emerged from their choices, memories, and surprises.

Cooking Trials: Insights & Reflections

Shopping List



sweet potato



merging the dishes

parallel adaptation

Cooking Trials: Insights & Reflections

Cooking

cooking workshop trial 1



- **The moment:** Spices became their shared language, navigating taste and difference
- **Cultural overlap:** Sofunne's stewed eggs echoed Turkish menemen
- **A sweet-savory mix:** mashed vegan meatballs in tomato sauce, layered between slices of roasted sweet potato like a mini burger

cooking workshop trial 2



- **The moment:** Stirring the béchamel together, rhythm, patience, and quiet trust
- **Cultural overlap:** Shared childhood and cultural food memories.
- **A vegetarian gratin:** sweet potatoes, broccoli, red onions, garlic, roasted tofu, béchamel sauce, and cheese

Unwritten Recipes Are Still Cooking



1
Jan-Feb

Kick-off with
Ronde Tafelhuis

3
May-Jun

Public Sharing

2
Mar-Apr

Workshops



community archive of
care and belonging

Being In Redesigning Belonging Program



strengthen my identity
as a social designer



connect with stakeholders
and other creatives



find clarity and
focus in my ideas



see how these participatory
processes bring well-being and
connection to others

unwritten
recipés

Food is not only nourishment.
In Unwritten Recipes, it becomes
an act of belonging.



A Space To Honor Identity Shifts In The Kitchen.
They're Recipes Not Written Down.
They're: Stories, Gestures, Substitutions.

unwritten
recipés

Thank You!



[@unwritten.recipes](https://www.instagram.com/unwritten.recipes)



mcukurova.da@gmail.com



<https://nazlimericcukurova.webflow.io/>



scan me
to connect!



**HOME? BELONGING
SHORT STORIES**

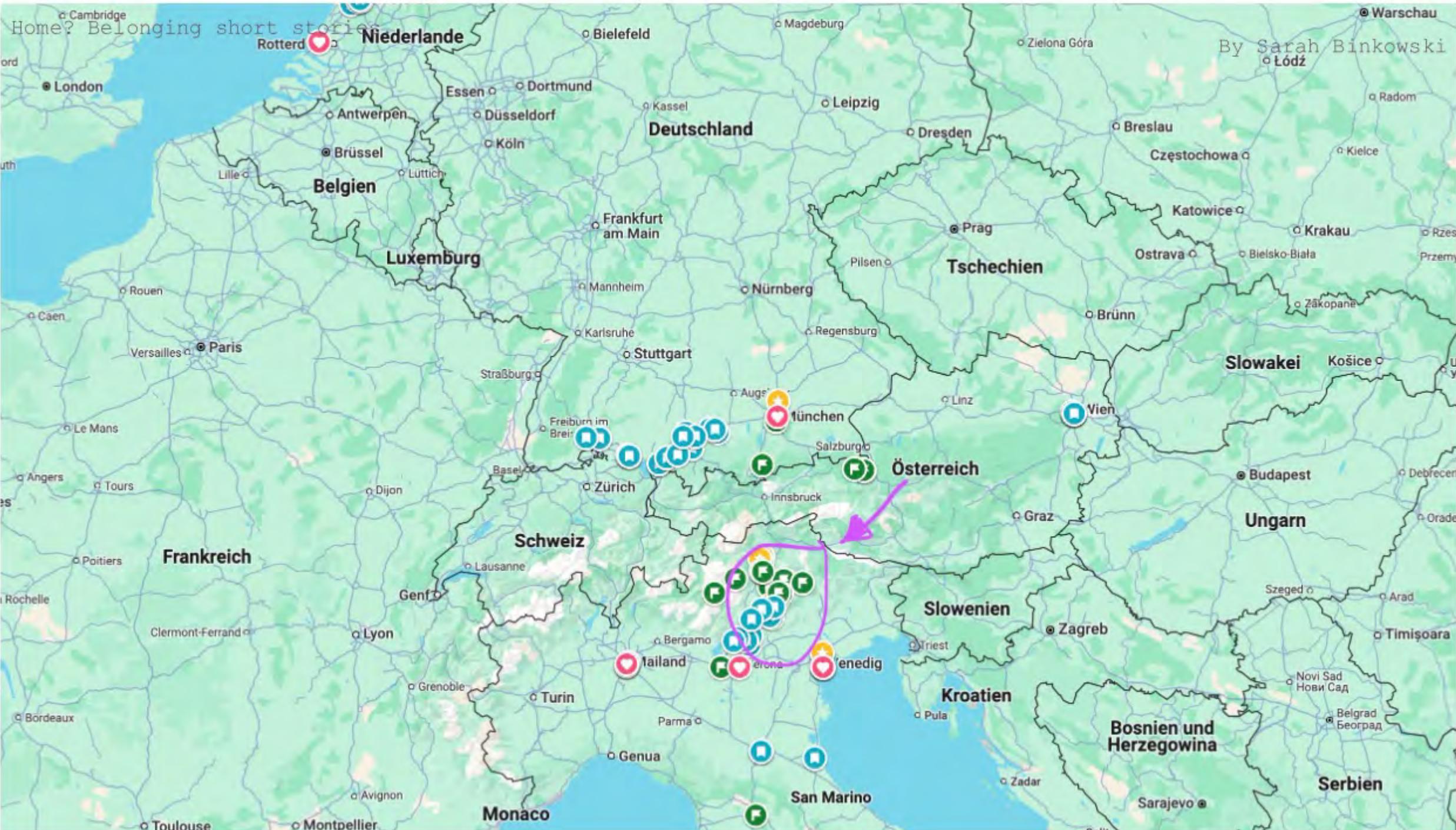
Sarah Binkowski

A wooden table is covered with various national flags, including the Turkish flag, the Swedish flag, the Union Jack, the Norwegian flag, and the Malaysian flag. A glowing blue orb is positioned on the table, casting a bright light. A white cylindrical object, possibly a light fixture, is also visible on the table. The scene is set in a dimly lit room with a wooden floor and a wooden wall in the background.

Homer

BELONGING SHORTSTORIES.





Home? Belonging short stories

By Sarah Binkowski

Schlägerei im Herzen der Stadt

STADTZENTRUM: 2 Zwischenfälle an einem Tag – Prügelei zwischen 2 Gruppen junger Männer – Alkohol im Spiel – 2 Leichtverletzte

VON LUISE MALFERTHEINER

MERAN. Tätliche Gewalt mitten im Meraner Stadtzentrum, und das nicht bei nachtschlafender Zeit, sondern zuerst am helllichten Vormittag am Rennweg, dann am frühen Abend an der Ecke Lauben/Galileistraße. Die Sicherheitskräfte mussten am Montag gleich 2-mal ausrücken, um Streithänsel einzufangen.

Wahl Nummer 1 war am Montagmorgen gegen 9 Uhr am Rennweg. Ein minderjähriger Wanderer war ohne Maske unterwegs. Als er von Passanten aufgefordert wurde, eine Maske zu verwenden, wurde der Bursche handgreiflich und begann die Leute zu schubsen und zu stoßen. Das Geschrei war bis in die Lauben hinauf zu hören. Stadtpolizei und Carabinieri die unterwegs waren, brachten den jungen Mann zur Raison und nahmen seine Personalfen auf. Damit war aber noch nicht Ruhe in der Stadt eingekehrt. Am frühen Abend gegen 18.35 Uhr



Verstärkende Gewaltszenen am Montagabend mitten in der Stadt vor der Athesia-Buchhandlung: Junge Männer waren aneinander geraten, bis die Fäuste flogen.

waren sich 2 Gruppen junger Männer, allesamt in Meran wohnhaft, mitten in der Stadt – Kreuzung Galileistraße/Lauben – in die Haare geraten. Unter den konstemierten Blicken von Passanten gingen die jungen Männer mit den Fäusten aufeinander los. Mindestens einer der jungen

Männer war stark alkoholisiert. Zunächst versuchten 2 Stadtpolizisten, die als Zivilstreife üblich zu Drogenkontrollen unterwegs waren, die Streithähne zu trennen. Es mussten aber 2 weitere Stadtpolizisten zu Hilfe gerufen werden. Im Zuge der Schlägerei wurden ein Raufbold und ein



Der Stadtpolizei gelang es, der aufgeheizten Situation Herr zu werden. Ein Polizist und ein am Streit Beteiligter mussten ins Spital gebracht werden.

Polizist verletzt und ins Meraner Spital gebracht. Schließlich konnte der junge Mann, Jahrgang 2002, der für die Verletzungen der beiden Opfer verantwortlich sein soll, dingfest gemacht werden. Er wurde der Staatsanwaltschaft gemeldet. Ihm werden u.a. Körperverletzung und Widerstand gegen eine Amtsperson zur Last gelegt.

BILDER auf [abo.dolomiten.it](#)

VIDEO auf [abo.dolomiten.it](#)

...gen
...är im
...delt wer-
...ist noch of-
...mit seine An-

Meraner verprügelt

Meraner in Meinhardstraße angegriffen und verletzt



Stadtzentrum. greifer, er nennt sie aber nicht. Meistens gibt es zwischen Angreifer und Opfer eine Verbindung“, sagt Coassin. Zudem sei der Nordafrikaner betrunken gewesen.

...orgen 3 Jugendliche – 14, 15 und 17 – einen Polizeieinsatz. Das maskierte Trio ...Frau mit einer täuschend echten Pistole und ...ie auf, ihnen ihr gesamtes Bargeld zu übergeben. Die ...utige Frau schlägt die Täter aber in die Flucht.
• Seite 17



OUTCOMES



2 TALK



1 LISTEN



3 GIVE VOICE

ETHNOGRAPHIC DIARY

WEEK 12
PERCHE SIAMO
TUTTO DIVERSI.

Date: 20.11 - 27.11.2024
Weather: cold
Mood: good & excited

OBSERVATION:

I feel more confident and natural at Casella, making it easier to connect with the group.

NEW FINDINGS:

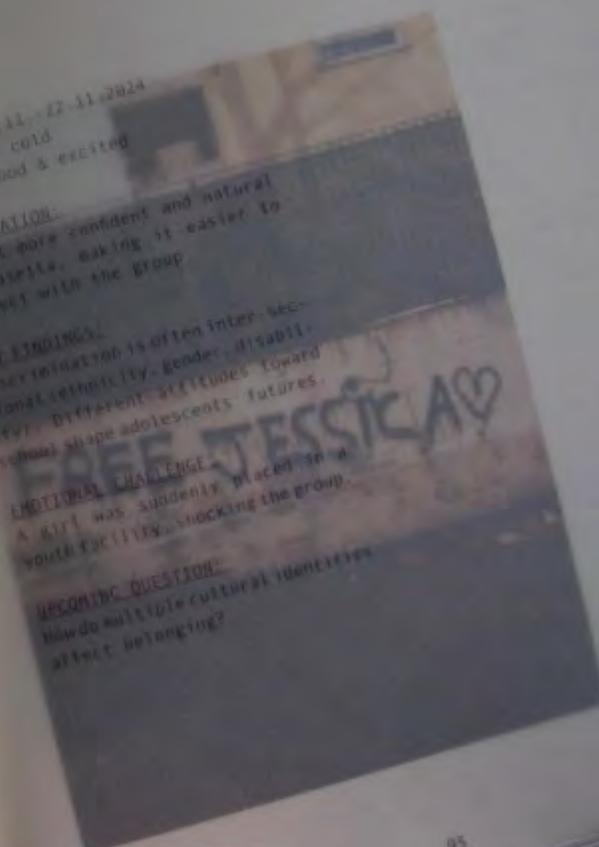
Discrimination is often inter-sectional (ethnicity, gender, disability). Different attitudes toward school shape adolescents' futures.

EMOTIONAL CHALLENGE:

A girl was suddenly placed in a youth facility, shocking the group.

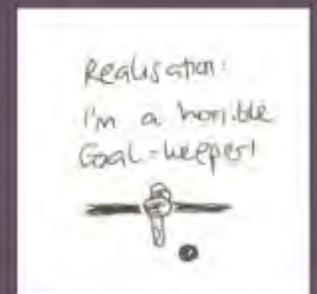
RESEARCH QUESTION:

How do multiple cultural identities affect belonging?

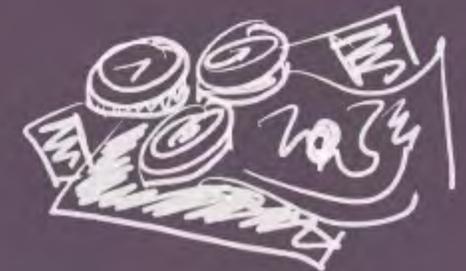


Home? Belonging short stories.

By Sarah Binkowski



REAL TALK



Home? Belonging short stories.

By Sarah Binkowski



3 AWARENESS POSTERS



Giovani stranieri sospetti alla stazione
...aspettano il treno per la scuola.

train station

Tutti i giovani sono uguali.



...ma alcuni sono più uguali di altri.

Hanno detto che l'istruzione è la chiave del successo.
...poi hanno cambiato la scrittura.

Wir sollen die Zukunft sein.
...aber nicht mitreden dürfen.

Parlo perfettamente tedesco e italiano.
Eppure, ancora non mi capiti.

Das System behandelt alle gleich.
...trotzdem nur zafiti immer da tunnen.

CANDIDATURE DI LAVORO IN ALTO ADIGE



I speak perfect German and Italian.

Mi chiamo Hassan Shaikh.

Dolomiten
Jugendbünden vertreten immer ihre Angst und Schrecken
Generalvertreterin in Grossen St. Jakob



**Verdächtige
Ausländische
Jugendliche
am Bahnhof**

...warten auf den Zug
zur Berufsschule.

**Alle Jugendlichen
sind gleich.**



...manche sind gleicher.

**Sie sagten,
Bildung ist
der Schlüssel
zum Erfolg.**

...dann haben sie das
Schloss ausgetauscht.

**Ich spreche
perfekt
Deutsch und
Italienisch.**

**Sie versteht mich
trotzdem nicht.**

**BEWERBUNGEN
IN SÜDTIROL!**



**Mein Name
ist Hassan
Shaikh.**

**Falscher Name,
Ende der Bewerbung.**

Home? Belonging short stories.

By Sarah Binkowski

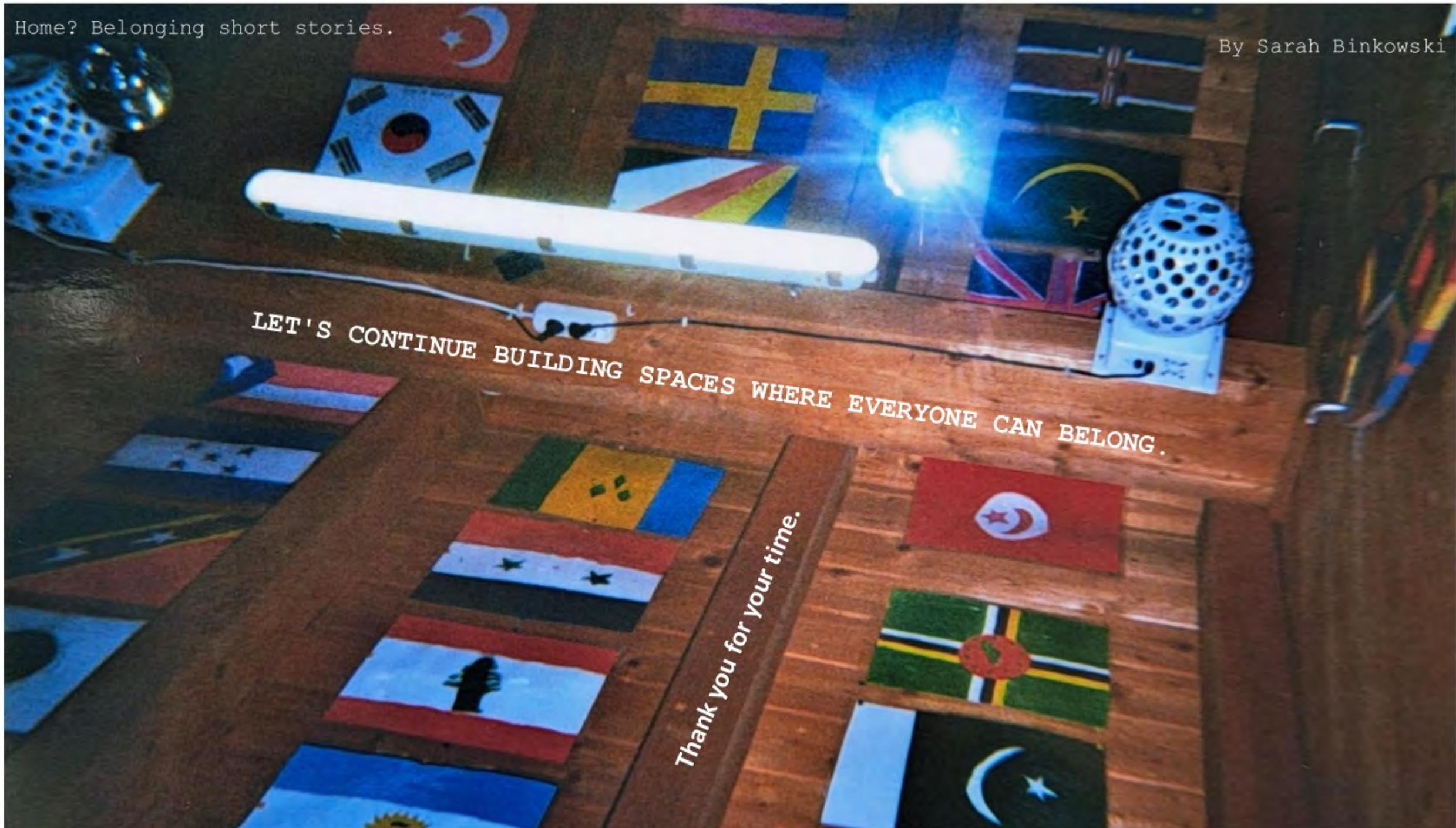


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LET'S CONTINUE BUILDING SPACES WHERE EVERYONE CAN BELONG.

Thank you for your time.



Attendee survey

Project information asked in the form:

- Reference of the project: 101146813
- Type of activity: awareness raising activity
- Title of the event (optional): e.g. Creative Collective Online Showcase
- Date of the event (optional): 30 Oct 2025

The survey is anonymous and no respondent can be identified based on their submission.

Survey link:

https://ec.europa.eu/eusurvey/runner/CERV_2021-2027





THANK YOU

