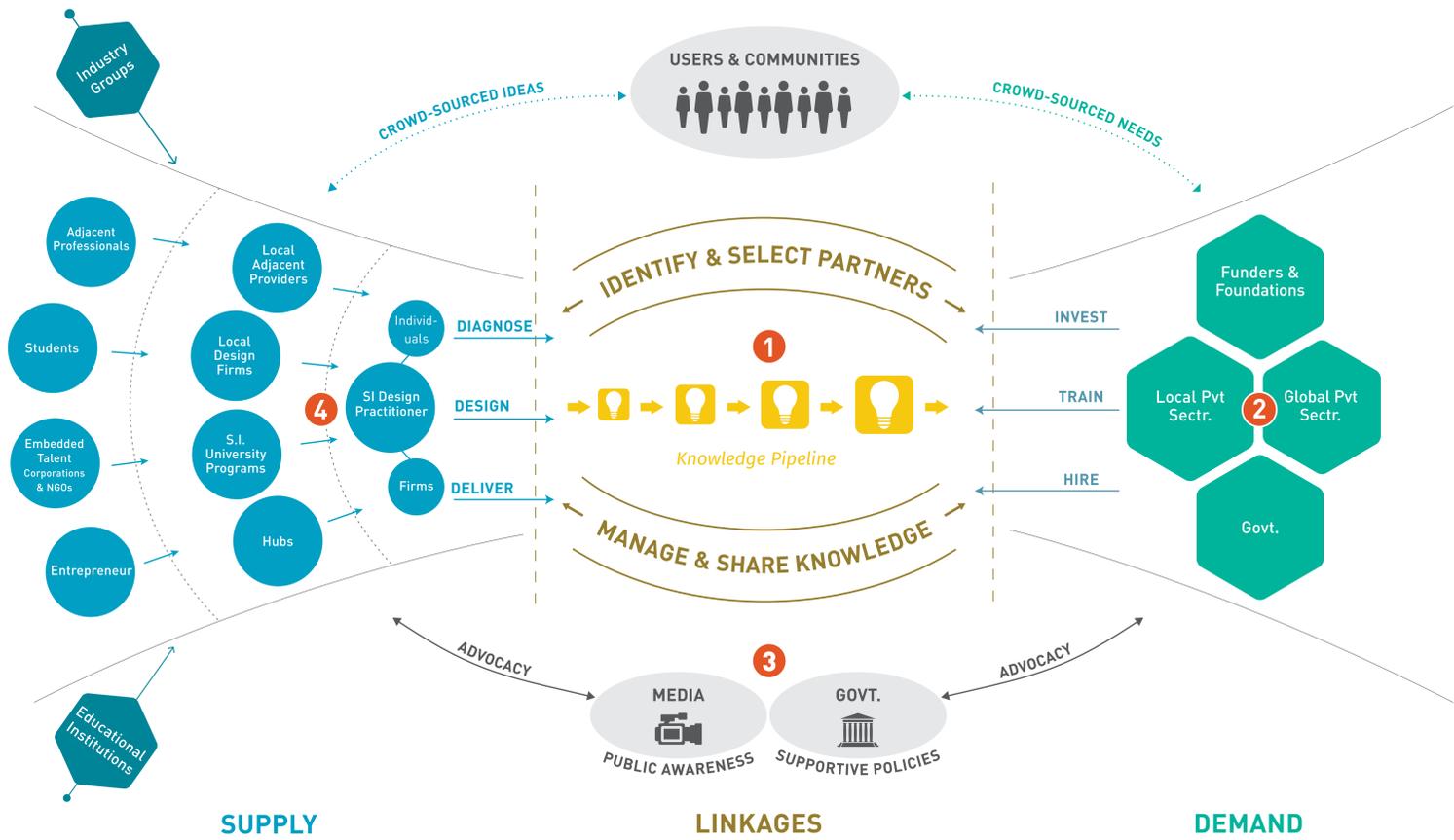


SOCIAL IMPACT DESIGN ECOSYSTEM

A mapping of the supply and demand players, and the relationships between them



EXISTING BARRIERS

- 1 Information asymmetries (e.g., no linking systems, no understanding of demand) & Lack of common tools / language
- 2 Limited understanding of value of HCD & Limited aggregation and signaling of demand
- 3 Lack of awareness & supportive policies
- 4 Insufficient local suppliers & low motivation to become a local supplier

DESIGN PLAYERS



INCREASE SUPPLY

STRENGTHEN & SCALE CAPACITY

Create toolkit and training to help designers work with development agencies

Train existing, nascent providers and project managers within these providers

Support local adjacent firms and local design firms to build SI design capacity

Cross-train adjacent practitioners such as community organizers

Support university programs to spin-out as providers

Incubate design disciplines in tech hubs

Create design hubs in target communities

Expand capacity of existing SI design practitioners

EDUCATE

Create university programs, training programs, and continuing ed. programs

Incorporate SI into existing design schools

IMPROVE LINKAGES

FACILITATE IDENTIFICATION AND SELECTION OF PROVIDERS

Develop networks and platforms to recruit and connect SI design practitioners

Credential via pre-qualification providers rosters and community touch-points

MANAGE AND SHARE KNOWLEDGE

Build toolkits for designers and development organizations to facilitate common language and understanding of value of design to development partners

Train and mentor project managers in development organizations in HCD

Identify and hire regional HCD coordinators to manage knowledge and maintain local relationships

Create platforms to share knowledge

INCREASE DEMAND

GENERATE DEMAND

Train executives within buyers to generate demand for HCD

Identify partners (e.g., development actors, private companies) with HCD demand

Capture and publish “design for development” success stories and metrics

SMOOTH GAPS IN DEMAND

Launch “retainer” model and support with steady pipeline of “rapid appraisals”

AGGREGATE DEMAND

Quantify and aggregate demand among development actors & private companies

SIGNAL DEMAND

Signal demand by committing large-scale funding to HCD

IMPROVE POLICY & INCREASE PUBLIC AWARENESS

Raise public awareness via media, education, case studies, etc.

Advocate to create more design-friendly policies in key markets

Convene and connect design community via industry groups, competitions, conferences, etc.