

DESIGN TO STEER LOCAL COMMUNITIES TOWARDS SUSTAINABILITY: A PSS
DESIGN TO ENCOURAGE WOMEN IN OLIVE OIL SOAP PRODUCTION IN
SEFERİHİSAR

A THESIS SUBMITTED TO
THE GRADUATE SCHOOL OF SOCIAL SCIENCES
OF
IZMIR UNIVERSITY OF ECONOMICS

BY

EDA KÖSE

IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR
THE DEGREE OF MASTER OF DESIGN
IN
THE GRADUATE SCHOOL OF SOCIAL SCIENCES

JUNE 2011

Approval of the Graduate School of Social Sciences

.....

Prof. Dr. Cengiz Erol
Director

I certify that this thesis satisfies all the requirements as a thesis for the degree of Master of Design.

.....

Prof. Dr. Tevfik Balçiođlu
Head of Department

This is to certify that we have read this thesis and that in our opinion it is fully adequate, in scope and quality, as a thesis for the degree of Master of Design.

.....

Asst. Prof. Dr. Mine Ovacık Dörtbař
Supervisor

Examining Committee Members
(Title and Name in alphabetical order of last name)

Prof. Dr. Murat Günaydın

Asst. Prof. Dr. Mine Ovacık Dörtbař

Asst. Prof. Dr. A. Can Özcan

ABSTRACT

DESIGN TO STEER LOCAL COMMUNITIES TOWARDS SUSTAINABILITY: A PSS DESIGN TO ENCOURAGE WOMEN IN OLIVE OIL SOAP PRODUCTION IN SEFERİHİSAR

Köse, Eda

MDes, Department of Design Studies

Supervisor: Asst. Prof. Dr. Mine Ovacık Dörtbaşı

June 2011, 81 pages

The aim of this thesis, supported with a collaborative study and a PSS (Product-Service System) design project, is to explore the promising collaborative design approach between local communities and designer/s for the transformation towards a sustainable future. The core of the thesis is the need for local-based network-structured initiatives for new consumption models and the role of design in this process. Firstly, the theoretical study investigates emerging local transformations and potential contribution of designer/s to these promising cases. Secondly, with the objective of experiencing such collaboration, the field research condenses the thesis into the exploration of a particular local community formed by entrepreneur housewives who mostly produce and sell handcrafts in Cittaslow Seferihisar, Turkey. At this stage, in the light of the theoretical information, a map of the existing situation of this community is drawn; their strong aspects and weaknesses are considered. According to the gap discovered from the field research, a couple of workshops have been held with a focus group within the community with the aim of providing product innovation in addition to the social innovation they possess. In these workshops, creative sessions generated concepts that aim to diffuse the use of 'natural olive oil soap' that will be produced by the women, as a sustainable product regarding public health and environmental sustainability. Lastly, by using the proper tools, the PSS design of the product is provided, aiming at strengthening the women's enterprise in order to communicate sustainability, use local resources efficiently and maintain social equity in long term.

Keywords: Sustainable Local Development, Cittaslow, Creative Communities, Women and Sustainability, Product-Service System Design.

ÖZ

YEREL TOPLULUKLARI SÜRDÜRÜLEBİLİRLİĞE YÖNLENDİRMEK İÇİN TASARIM: SEFERİHISARLI ÜRETİCİ KADINLARI ZEYTİNYAĞI SABUNU ÜRETİMİNE TEŞVİK ETMEK İÇİN ÜRÜN-SERVİS SİSTEM TASARIMI

Köse, Eda

MDes, Tasarım Çalışmaları Bölümü

Danışman: Yrd. Doç. Dr. Mine Ovacık Dörtbaşı

June 2011, 81 sayfa

Bir işbirliği çalışması ve Ürün-Servis Sistem tasarımı projesi ile desteklenen bu tezin amacı, sürdürülebilir bir geleceğe giden değişim yolunda, tasarımcılar ve yerel topluluklar arasında var olabilecek umut verici işbirlik yaklaşımını araştırmaktır. Bu tezin temelini, yeni tüketim modellerinin oluşmasını sağlayacak olan, yerel tabanlı, ağ-yapılı girişimlerin gerekliliği ve bu geçiş sürecinde tasarımın alacağı yer oluşturmaktadır. Öncelikle, teorik çalışma bu yerel değişimleri ve tasarımcıların bu süreçte sağlayabilecekleri olası faydaları inceler. İkinci olarak, bahsedilen işbirliğini deneyimlemek amacı ile, alan çalışması, Türkiye'nin Cittaslow başkenti olan Seferihisar'da, genellikle el işi ürünler üreten satan ev hanımlarının oluşturduğu bir topluluğun incelenmesine yoğunlaşır. Bu aşamada, teorik bilginin ışığında, bu topluluğa ait var olan koşullar değerlendirilmiş, ilgi çekici yönlerinin altı çizilmiş ve zayıf yönleri incelenmiştir. Bu araştırmadan çıkarılan boşluk doğrultusunda, topluluk içerisinde belirli kadınlar ile, başlattıkları sosyal yeniliği, ürün yeniliği ile desteklemek amacıyla bir dizi atölye çalışması gerçekleştirilmiştir. Bu atölye çalışmalarında, çevre ve insan sağlığı gibi konularda sürdürülebilirlik ile ilişkisi olan bir ürün olarak, kadın üretimi 'doğal zeytin yağı sabunu'nun kullanımını arttırmayı amaçlayan fikirler geliştirilmiştir. Son olarak, sürdürülebilirlik bilincini aktarmayı, yerel kaynakların verimli bir şekilde kullanılmasını ve sosyal eşitlik doğrultusunda kadın topluluğunun girişiminin sağlanmasına katkıda bulunmayı ön gören bu ürüne ait ürün-servis sistem tasarımı sunulmuştur.

Anahtar Sözcükler: Sürdürülebilir Yerel Kalkınma, Cittaslow, Yaratıcı Topluluklar, Kadın ve Sürdürülebilirlik, Ürün-Servis Sistem Tasarımı.

ACKNOWLEDGEMENTS

I would like to express my deepest gratitude to Asst. Prof. Dr. Mine Ovacık Dörtbaşı for her limitless advice, encouragement and patience throughout this thesis, not only as a great thesis supervisor but also as a friend.

I would especially like to thank Seferihisar Municipality and the citizens for enabling me to hold the practical study of this thesis with their helpful and honest attitudes.

I have to thank my department and my friends for their supports which helped me to overcome all obstacles in the process.

The last and the most valuable thank is to my mother and father for their indispensable love and belief in me.

TABLE OF CONTENTS

ABSTRACT	iii
ÖZ	iv
ACKNOWLEDGEMENTS	v
TABLE OF CONTENTS	vi
LIST OF FIGURES	viii
CHAPTER	
1. INTRODUCTION	1
1.1. Introduction to the Problem Area.....	1
1.2. Problem Definition.....	2
1.3. Aim of the Thesis.....	4
1.4. Structure of the Thesis	5
2. SUSTAINABLE LOCAL DEVELOPMENT	6
2.1. Recent Sustainability Discourse.....	6
2.1.1. Brief History of Sustainable Development.....	8
2.1.2. Transition to Design for Sustainability.....	9
2.2. Local Change for Sustainability.....	11
2.2.1. Cittaslow Movement.....	12
2.3. Community-based Sustainable Local Development.....	13
2.3.1. Creative Communities.....	15
2.4. The Role of Design in Community-based Sustainable Local Development.....	16
2.4.1. Collaboration between Creative Communities and Designers.....	18
2.4.2. A New Role for Designers.....	19
3. FIELD RESEARCH: WOMEN'S ENTERPRISE IN SEFERİHİSAR	21
3.1. Cittaslow Seferihisar.....	21
3.1.1. County Profile.....	22
3.1.2. Cittaslow History.....	23
3.1.3. Community-based Projects.....	24
3.2. Empowering Women Community.....	27
3.2.1. Drawing a Map of the Situation.....	30

3.2.2. Personas of the Community.....	35
3.2.3. A Gap and Involvement of Design.....	37
4. PROJECT: KÖPÜKÖPÜK.....	39
4.1. Project Summary.....	39
4.2. Preparation Phase.....	41
4.2.1. Objectives and Intentions.....	42
4.2.2. Current Life-cycle scheme.....	43
4.2.3. Main Sustainability Impacts Identification.....	43
4.2.4. Identification of Macro-trends.....	44
4.3. Workshop Process.....	46
4.3.1. Creative Sessions.....	47
4.3.2. Clustering and Organization.....	52
4.3.4. Description of Characteristics.....	53
4.4. The Product.....	54
4.5. Design Plan.....	58
4.5.1. Poster Advertisement.....	59
4.5.2. System Map.....	60
4.5.3. Interaction Storyboard.....	61
4.5.4. Stakeholders Motivation Matrix.....	62
5. CONCLUSION.....	64
5.1. Overview of the Study.....	64
5.2. Opportunities for Future Studies.....	66
REFERENCES.....	68
APPENDICES.....	72
A. Design for Sustainability Guidelines.....	72
B. Cittaslow Charter.....	74
C. Case Studies of Creative Communities.....	78

LIST OF FIGURES

FIGURE

2.1 The Key Elements of Sustainability.....	10
2.2 The Collaboration between Creative Community and Designer/s.....	18
3.1 A sight from Seferihisar.....	21
3.2 Captures from Transformed Former Municipality Building.....	25
3.3 Captures from Sığacık.....	26
3.4 Captures from Women’s Enterprise in Seferihisar.....	28
3.5 Captures from the Public Park Donated to Women.....	29
3.6 Captures from the Breakfast Cafe of Doğanbey Women Labour House.....	30
3.7 System Map of Women’s Enterprise in Seferihisar.....	32
3.8 Matrix Presenting the Products Offered by Women in Seferihisar.....	34
3.9 Personas of the Community-Image 1.....	35
3.10 Personas of the Community-Image 2.....	37
4.1 Current Life-cycle Scheme.....	43
4.2 Main Sustainability Impacts Identification.....	44
4.3 Identification of Macro-trends.....	45
4.4 Workshop Process with Ulamış Women Labour House.....	48
4.5 Creative Sessions - Concept 1: The Soap Tree.....	49
4.6 Creative Sessions - Concept 2: Acele Bacı.....	50
4.7 Creative Sessions - Concept 3: One Soap to Save One Fish.....	51
4.8 Creative Sessions - Concept 4: Köpüköpük.....	51
4.9 Clustering and Organization.....	52
4.10 Description of Characteristics.....	53
4.11 The Product.....	55
4.12 Product Interaction with the Final User.....	56
4.13 Communication of the Product.....	58
4.14 Poster Advertisement.....	59
4.15 System Map.....	60
4.16 Interaction Storyboard.....	61
4.17 Stakeholders Motivation Matrix.....	63

CHAPTER 1

INTRODUCTION

1.1. Introduction to the Problem Area

During the last decade, our current production and consumption habits have started to be widely interrogated. The potential scenarios for the irreversible future are on the agenda of many decision organs including producers, designers and politicians. The significance and urgency of the issue is clearly stated by The United Nations Environment Program (UNEP). UNEP Medium-Term Strategy 2010-2013 adopted by the Global Ministerial Environment Forum in February 2008, underlines that current economic growth and development patterns cannot be sustained without a significant shift in global production and consumption trends.

The issue is consisted of two poles that have to be considered and regulated; *production* and *consumption*. While new strategic tools are being developed by specialists from various areas for production with a more sustainable approach, the other pole of the issue requires significant behavioural changes by the society. About the responsibility that is charged to the society, in *Design for Sustainability: A Step-by-Step Approach*, Crul and Diehl (2009) explains that the need for *lighter* patterns of consumption, particularly in industrialized countries is widely recognized as an initial step towards a more sustainable future.

On the way towards the transformation for new consumption patterns, firstly, we have to reconsider our current well-being definition that is dependent on material consumption in our mass consumption era. Accordingly, Manzini and Vezzoli (2008) suggests that we must enable ourselves to move from a society where well-being and economic health are measured in terms of growth in production and material consumption, to a society where

we are able to live better consuming far less, and to develop the economy reducing the production of material products.

In this new context, to achieve these goals, alternative living concepts are emerging. Individually, people have started to pay attention to the recycling of their waste, the amount of energy or the water they use, use organic products or rearrange their daily routines towards a more meaningful living. With a more organized approach, some governmental actions have started to take place. New urbanisation models such as 'Cittaslow Movement' have been presented where the citizens are conscious to lessen their footprints for the next generations while they enjoy living in meaningful ways.

With similar purposes, some people have started to take a more activist step by coming together to create groups of 'Creative Communities'. They are groups of innovative citizens organizing themselves to solve a problem or to open a new possibility and doing as a positive step in the social learning process towards social and environmental sustainability with concepts such as home nursery playgroups, car-sharing, producer markets, self-help groups for the elderly, shared gardens, eco-sustainable villages, co-housing, home restaurants, tool exchange etc. (Meroni 2007).

While the efforts have started to take place by some initiatives, in this new context, it is agreed that design can work as a catalyser (Cipolla and Villari 2004, Manzini and Meroni 2007, Vezzoli 2007). In this process, designers can apply their skills as connectors, facilitators, quality producers, visualizers and visionaries, future builders or co-producers. With the certain design-specific skills, they can turn this social innovation into product and service innovation for sustainable solutions.

1.2. Problem Definition

Seferihisar is a county of İzmir in Turkey. The reason why Seferihisar is the subject of this thesis is that this county is a member of Cittaslow Network since November 2009 and with the subscription to this new form of sustainable local development, significant

changes towards sustainability have occurred in many areas of the county and local communities came together to act towards the change.

Cittaslow Movement is a network of towns sharing the same vision, which are in search of the creation of high quality of living for its citizens and visitors by creating a sustainable future and being inspired by the past as well (Cittaslow Association 2009). While following a charter to fulfil the proposed requirements for sustainable local development in environmental, social and economical aspects, every Cittaslow town is required to create its own slowness concept. For instance, while Italian towns valorise wine production, German towns invest in development and promotion of renewable energy.

In this context, Seferihisar has created a version that the slow philosophy is highly internalized by the citizens and local communities are highly involved for the production of high quality local products. To valorise the good quality local products, local bazaars have been structured by the municipality and especially local women have been encouraged to participate in production. Eventually, these women easily constructed a community who produce and sell mostly home-made food that is special to the area and handicrafts such as knitting-works and accessories. Accordingly, they have started to gain their economical independence for social equity in long term.

However, according to the field research outcomes, the differences in product innovation between the members of the community are significant. While some members have strong product concepts, the majority of the community is lacking the product innovation to be unique and strong to create sustainable solutions. The reason is that their products are limited in variety as a result of materials and production methods. Mostly, they use ready-made and accessible material within the home concept which can be reproduced easily.

To conclude, while the current situation has turned into a big profit for some women who developed creative product concepts, the others are weaker to survive in the competition due to the lack of product innovation that should support the social innovation.

1.3. Aim of the Study

'Design is a process that makes connections. The design process has the proven ability to unlock solutions, forge connections between people and organizations and address change. Designers can visualize and make tangible new ideas and solutions.' (Cottam and Leadbeater 2004)

Within this perspective, the aim of this study is to experience the collaborative design approach between designer/s and local / creative communities, regarding the solution-oriented skills that design can provide in the local transformation process towards a sustainable future. In more detail, the focus is to experience that a designer can become a member of the community who internalizes the system properly and provides solutions to their problems by using proper design tools. With these purposes, the field research held with the local women community in Seferihisar and PSS design project that is shaped according to their needs, aims to support the argument as evidence.

Aim of the Project

In the light of the field research, the project intends to provide product and service innovation to support a focus group inside the creative women community to strengthen their enterprise and to steer their efforts for the creation of more sustainable product / service ideas by creating the communication that people have a role to play in sustainable development and invest on the efficient use of territorial capital.

Within this frame, as initialized with the product concepts developed during creative sessions in the workshops held with a focus group of women, the PSS design project aims to diffuse the use of 'natural liquid olive oil soap' that will be produced by the women with their own resources from their fields and consumed in public areas such as schools public institutions etc., with the aim of creating awareness against the harmful effects of mainstream cleaning products and using local resources efficiently for local needs.

1.4. Structure of the Thesis

This study is composed of three parts; theoretical study, field research and a collaborative design project.

In the next chapter, the theoretical study introduces firstly the recent sustainability discourse and 'design for sustainability' approach which goes beyond designing a 'green product' and covers the social and economical impacts of production and consumption cycle. Afterwards, emerging sustainable local development contexts with a bottom-up approach, local communities as initiatives of social innovation and the role of design within these contexts are discussed.

In Chapter 3, the field research is presented starting with the analysis of the territory; Cittaslow Seferihisar as a county investing in sustainable local development. The chapter goes on with the research done with the local women community in Seferihisar who act to create equilibrium for social cohesion by producing to be economically independent. In this research, an analysis is made to highlight the strong aspects of the community and to consider their weaknesses.

In Chapter 4, regarding the outcomes of the field research, firstly, a collaborative project is presented that is consisted of a couple of workshops held with a group of women within this community in search of product innovation with the purpose of experiencing the collaborative approach proposed in the first chapter. In addition to the workshops held, a PSS design is provided to diffuse the solution to more members of the community and create a network of stakeholders for the production and the use of the final outcome.

Note on practice-based research methodology

In this research, the role of the practice is a part of the methodology. In that sense, the project has a functional role for the final argument – as evidence to support the argument and as a mean of embodying knowledge more efficiently than through text alone.

CHAPTER 2

SUSTAINABLE LOCAL DEVELOPMENT

This chapter discusses the emerging sustainable localization contexts, the power of individuals and local communities in these contexts and the role that can be played by design to strengthen the promising cases.

Firstly, to create a background, the recent sustainability discourse has been introduced. The issue has been held in two aspects; *production* and *consumption*. From the production point of view, the transition from concepts such as 'Green Product Design' to 'Design for Sustainability' is discussed. From the consumption point of view, the behavioural changes that are needed and have started to be initiated by individuals and local communities are considered; sustainable localization contexts such as 'Cittaslow Movement' that encourage and empower these communities for sustainable scenarios have been presented.

Lately, the opportunities for designers in these emerging sustainable local development contexts and the potential collaborative design approach between local communities and designer/s have been discussed.

2.1. Recent Sustainability Discourse

With industrialization, the combined development of science and technology brought human-beings the possibility of materializing complex services in form of products and the possibility of democratising access to them, producing them in increasing qualities at decreasing prices (Manzini and Vezzoli 2008). In this sense, with the increasing opportunity of possessing and consuming, the world has been surrounded by an extraordinary speed of production and consumption.

The picture is getting more and more complicated day by day due to the economic growth in developing countries. In *Design for Sustainability: A Step-by-Step Approach*, Crul and Diehl (2009) explain that acceleration processes of globalisation and trade liberalisation, supported by information technologies, have resulted in economies around the world becoming increasingly interconnected with developing economies playing a more and more important role in economic growth (i.e. China, India, Mexico, Brazil and Russia). Accordingly, as a result of this constant growth and global competition, everyday new products are being launched in the market with the competitive strategies of the companies to offer products in 'increasing quantities at decreasing prices'.

While we are supporting this system at this high speed, some of the facts on the costs and consequences of the consumer culture has been gathered by Annie Leonard in *Story of Stuff Project* (2007) as follows;

- In 2003, humanity's footprint exceeded Earth's biological capacity by over 25 %.
- In the past 3 decades alone, 1/3 of the planet's natural resources have been consumed.
- 80 % of the planet's original forests are gone.
- In the Amazon alone, we are losing 2000 trees in a minute. That is seven football fields in a minute.
- 75 % of the major marine fish stocks are either depleted, overexploited or being fished at their biological limit.
- There are over 100.000 chemicals in commerce today. Only a handful of these have been tested for human health impacts.
- 20 % of the world's population – mostly living in the industrialized nations – consume 86 % of the world's goods.
- Today, over half the world's population lives on less than U.S. \$ 2.00 a day.
- Globally, 200.000 people a day are moving from environments that have sustained them for generations, into cities many to live in slums, looking for work, no matter how toxic that work may be.

Regarding the facts given and many more that has not been stated here, it is evident that current economic growth and development patterns cannot be sustained without significant innovation in both the supply (production) and demand (consumption) sides of the market (Crul and Diehl 2009). In this sense, as introduced in late '80s, with gaining more and more importance today due to the rate of information-material flow, sustainability discourse broadens everyday with new tools being developed to steer companies, designers, governments and communities for development models with less negative environmental and social impacts.

2.1.1. Brief History of Sustainable Development

In 1987, the World Commission for Environment and Development (WCED) presented the document titled *Our Common Future*. It was the first occasion on which 'sustainable development' was introduced. The definition of the day says the following;

'Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.'

Following this document, the United Nations Conference on Environment and Development held in Rio de Janeiro in 1992 and the World Summit on Sustainable Development held in 2002 had been milestones for the development of the concept.

In time, with gaining more and more importance day by day with research and institutional work being held, when compared with the first definition above, the context of the subject has also been extended with new objectives and actions as can be exemplified with the definition of European Union Commission in the report titled *A Sustainable Europe for a Better World: A European Union Strategy for Sustainable Development* (2001);

'The European Sustainable Development Strategy sets out objectives and actions under seven priority areas including climate change and clean energy, sustainable transport, sustainable consumption and production, conservation and

management of natural resources, public health, social inclusion and global poverty and development issues.'

Today, the term sustainable development has its stable place in official language and documents of all international organizations, all social actors, economic and institutional ones (Manzini and Vezzoli 2008). Eventually, it is considered within a broad discourse which has close relationship with many fields such as economy, politics, *design etc.*

2.1.2. Transition to Design for Sustainability

In the 90s, concepts such as 'Green Design' and 'Ecodesign' were introduced as strategies that companies could benefit to reduce environmental impacts regarding their production processes. These two concepts were the first globally recognised attempts for the integration of design in sustainable development process.

Over the time, Green Design followed by Ecodesign, has evolved to Sustainable Design which encompass broader issues such as the social component of sustainability. The transition process from Ecodesign to Sustainable Design is defined by Dewberry and Goggin (1995) at that time;

'Whereas Ecodesign can be applied to all products and used as a sustainable guide for designing at product level, the concept of Sustainable Design, however, is much more complex and moves the interface of design outwards toward societal conditions, development and ethics.'

Today, these concerns are held under the concept titled 'Design for Sustainability (D4S)'. D4S goes beyond how to make a 'green' product and questions how to best meet consumer needs on a social, economic, and environmental level. This does not only include the individual product, but also the system of products and related services to fulfil consumer needs more efficiently and with a higher value for both companies and consumers. The 3 key elements of sustainability – social, environmental, and economic –

also referred as *people*, *planet*, and *profit* are fundamental components for product innovation (Crul and Diehl 2009).

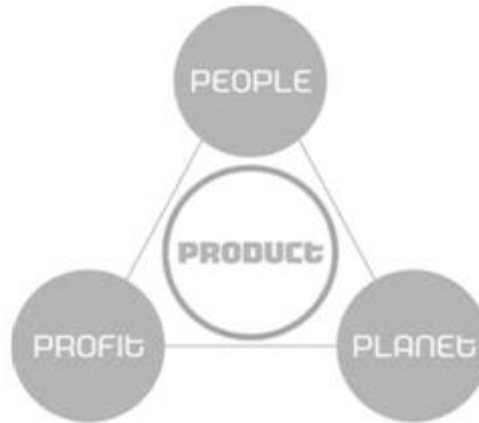


Figure 2.1: The Key Elements of Sustainability

As defined above, D4S proposes tools not only to evaluate individual products within their life-cycles, but more to evaluate the total of products and services for the fulfilment of a need in relationship with their environmental, social and economic impacts. In *Design for Sustainability: a Step-by-Step Approach*, Crul and Diehl (2009) propose a set of guidelines under these 3 categories;

- *Planet*: Fit within the carrying capacity of supporting ecosystems.
- *People*: Create opportunities to meet social and equity requirements.
- *Profit*: Create equitable value for customers and stakeholders along the global value chain (See Appendix A for Design for Sustainability Guidelines).

While tools are being developed by professionals for the regulation of the current production trends, as proposed in Design for Sustainability, another approach to achieve the sustainable future is the *smooth* transitions on local scale that has to be prepared by generating a variety of local discontinuities and by creating a multiplicity of manageable sustainable socio-technical systems (Manzini, Collina and Evans 2004, Manzini and Jégou 2003 and Manzini and Vezzoli 2002).

2.2. Local Change for Sustainability

As a solution that can bring results in short term, a return to localization with smaller and more manageable systems is needed for environmental, social and economic sustainability. The return to localization can be considered in two dimensions;

- Its relation to the current state of business models; *the production*
- Its relation to the current state of user behaviours; *the consumption*

In the new localization contexts, with the point of view from *the production* side, a new industrialization model is being proposed. This model moves from the traditional idea of product-oriented linear production to a new idea of service-oriented network production where the main results are services and where the production system is socio-technical system built by variety of actors with a bottom-up approach rather than the traditional top-down one (Manzini 2006).

In this sense, if this direction will be taken, a new form of industrialization will appear which includes different players from different levels of the society to collaborate for the production of sustainable systems. Eventually, the involvement of the local actors will increase with new opportunities.

Considering the second dimension, with the point of view from *the consumption* side, this new localization scenario proposes a new idea of well-being which is *context-based well-being*;

'The background idea here is that we can reduce consumption and mobility if the context in which we live is healthy, nice, and friendly and connected; if there is good air and water, enough greenery, a lively neighbourhood community.'
(Manzini and Jégou 2003)

In this new form of well-being which depends on the context of the lifestyle instead of being a mainstream product-based one, people can live in better living concepts while they reduce the negative impacts of their activities on the environment. While this transition requires individual commitment and action for the creation of successful

systems, the power of co-creation is essential (Manzini 2008). Such systems should be fed with different members of the communities that come together for the same purposes.

Lastly, in this transition, in addition to the individual commitment and co-creations, the structure needs to be established by the governance models to raise awareness, encourage and involve citizens for the creation of successful scenarios. With these purposes, around the world, while some governments adopt some certain guidelines into their current systems for the change, some governments are being involved in proposed models such as Cittaslow Movement which internalizes the transition with a systematic and innovative approach.

2.2.1. Cittaslow Movement

Cittaslow Movement is a model for local sustainable development that aims to create a network of towns sharing the same vision, which are in search of the creation of high quality of living while creating a sustainable future and being inspired by the past as well. Within this context, Cittaslow Movement is a strong example of local change for sustainability. It can be regarded as a smooth transition in a manageable size to achieve the requirements of environmental, social and economic sustainability.

The movement has been initiated nearly a decade ago by a group of people who have decided to take a stand against the dominancy of the global forces which are turning us into passive consumers who consume, eat and live within the same daily experiences in our mass consumption era. The first action has been taken with the protest of the opening of the first 'McDonalds' restaurant in the historical centre of Rome, on Piazza di Spanga in 1989. Later, this occasion created the movement *Slow Food*, as an action against the force of fast food culture which standardizes the society by destroying local tastes and identities. Soon, Slow Food Movement has been followed by other slow practices; 'Slow Living' and 'Cittaslow Movement'. As Slow Living transformed the concept into a context-based well-being philosophy, Cittaslow Movement expanded the idea into governance model.

Towards the change, the members of Cittaslow Movement agree to create less polluted physical environments for their citizens, make them aware of the value of more leisurely rhythms of life, preserve local traditions, crafts and cuisine and encourage the inhabitants for the reproduction of local distinctiveness (Mayer and Knox 2010). After being enrolled to the network, each town has to follow the guidelines of *Cittaslow Charter* that are proposed by the Cittaslow Association (See Appendix B for Cittaslow Charter).

To conclude, as previously explained, while the guidelines of Design for Sustainability create a framework for the regulation of existing products or services or the creation of new sustainable ones, the guidelines of Cittaslow aim to create a framework for sustainable urban development with the same intentions.

2.3. Community-based Sustainable Local Development

While tools are being developed for production with a more sustainable approach and new localization scenarios are being proposed at the urban scale for smooth transitions, an important requirement to achieve sustainability is the involvement and commitment of individuals and communities for the change.

Surely, everybody has the power to act for the change. However Manzini and Vezzoli (2008) explain that the commitment of the people towards the change should be move forward than switching off the lights after leaving the room and putting the garbage into the right can. They suggest changing the way we live, reconsidering our definition of well-being, appreciating some positive manners that today are considered indifferently such as going on foot, eating home-grown fruits, being aware of seasons, caring about things and places, speaking with the neighbours, committing oneself to the neighbourhood, admiring a sunset etc.

For the proliferation and diffusion such manners and their transformation into systems for the benefit of more people, the change should be driven by 'Social Innovations';

'Social Innovations are changes in the way individuals or communities act to obtain results (to solve a problem or to generate new opportunities). These innovations are driven by behavioural changes (more than technology or market changes) which typically emerge from bottom-up processes rather than top-down ones.' (EMUDE 2006)

Accordingly social innovations can be held in two aspects; *by individuals* and *by communities*.

The Innovations driven *by individuals* are rooted from the own awareness and commitment of the individual. To be a volunteer who commit him/herself to adopt attitudes and practices towards sustainability mostly in industrially developed countries, 'responsible consumption' guidelines are suggested by Craig-Lees and Hill (2002) as an alternative to 'regular consumption' and 'regular living' in the contemporary society;

- Limiting consumption in terms of the volume and quantity of products purchased.
- Choosing more socially and ecologically sound products and/or services, including more local products.
- Using product-service systems.
- Repairing, exchanging and creating products.
- Investing in their communities.
- Favouring living in rural areas rather than suburbs.
- Placing less volume or importance on work as an activity while still wishing to have a meaningful and interesting job and/or reduced work hours.
- Practicing low environmental impact leisure activities.

In addition to the social innovation driven by individuals, for the generation of more diffused living systems, social innovation driven *by communities* is also essential.

Firstly, social innovations driven by communities can be structured within the guidance of local governments. In this sense, 'Agenda 21' (1995) recommends that each local authority should enter into a dialogue with its citizens, local organizations, and private

enterprises and adopt a local 'agenda 21'. Many organizations and groups already exist in any local authority area. These can form a basis for involving the entire community in the consultation process, they may include;

- Resident's associations
- Youth clubs, senior citizen's groups
- Environment / conservation organizations
- Women's associations and groups
- Sport clubs, activity / hobby societies
- Chambers of commerce, other business organizations
- Local Magazines / papers, communicating radio
- Schools, adult education / training groups
- Local heritage / historical societies

While these innovations can be generated by individuals or guided by local governance models to steer communities, they can be also generated by groups of independent innovative citizens who come together to open new possibilities towards sustainability as called 'creative communities'.

2.3.1. Creative Communities

Driven by social innovation, in the new form of localization, some people are taking an activist step by coming together to create 'Creative Communities'. They are groups of innovative citizens organizing themselves to solve a problem or to open a new possibility and doing as a positive step in the social learning process towards social and environmental sustainability with concepts such as car-sharing, home nursery playgroups, ethical purchasing groups, producer markets, self-help groups for the elderly, shared gardens, eco-sustainable villages, vegetable gardens in parks, co-housing, neighbourhood self management, home restaurants, local micro-logistics, community supported agriculture, tool exchange, elective communities, small producer networks etc. (Meroni 2007).

Their act can be described as a bottom-up process which underlines that creation of alternative ways of sustainable living is possible. It is not a process of waiting for a revolutionary change in the system; it is the process of revalorizing current potentials to create something new. It is a local, modest but beneficial way of action.

To be involved in this small-scale entrepreneurial model, the members usually have special project skills with specific objectives that are usually driven from their experiences related to the condition of their inhabitancies. They are deeply rooted in this place, they make good use of local sources and, directly or indirectly, they promote the new ways of social change (Manzini 2007).

In the meantime, they support something intrinsic in human; the feeling of togetherness to create something good. Such pleasure in doing and togetherness are able to create emotional satisfaction and a healthier psychology bringing social cohesion in long term (See Appendix C for the examples of case studies of creative communities).

As discussed deeply, emerging sustainable development models and the role of communities in these cases are important elements of the change towards the sustainable future. In addition to these, the value that can be added by design is another important aspect of the issue to be considered.

2.4. The Role of Design in Community-based Sustainable Local Development

In 70's, the movement of 'Social Design' had started to interrogate the current design perception of market-oriented limitless production of goods. As a pioneer in the field, Papanek in *Design for the Real World: Human Ecology and Social Design* (1972) stated that '[t]here are professions more harmful than industrial design, but only a very few of them'. In this sense, he had drawn the attention on moving design from the continuous production – newness-for-the-sake-of-newness as he defines - of stylish furniture, automobiles, electronics etc. to the true needs of people such as aged, poor, disabled or

people in developing countries. For the change, he proposed a new model of design process;

'Design must be an innovative, highly creative, cross-disciplinary tool responsive to the true needs of men. It must be more research-oriented, and we must stop defiling the earth itself with poorly-designed objects and structures.'
(Papanek 1972)

In this sense, regarding the current environmental, social and economical sustainability problems that we face today, the contribution of design with these capabilities is more essential than before for the production of sustainable products / services.

Previously, community-based local development models for the transition towards the sustainable future have been discussed. Within these models, the involvement of design introduces a set of new skills and competencies that are potentially useful towards sustainability (Cipolla and Villari 2004). These skills and competencies of the new form of design are proposed by Vezzoli (2007);

'Firstly, design must learn to develop environmentally sustainable products and services together. Then, an issue somewhat new today's design culture and practice, design must learn to promote and facilitate new configurations (interaction / partnership) between different 'stakeholders' to find innovative solutions able to lead to a convergence of economic and environmental interests. Finally, it must learn the ability to operate / facilitate a participatory process among entrepreneurs, users, NGO, institutions, etc.'

In this sense, design can construct collaborations between different actors in the new localization scenarios. With same purposes, for the development of more concrete locally-driven sustainable scenarios, collaborations between designers and creative communities are suggested as well.

2.4.1. Collaboration between Creative Communities and Designers

At this point, it is essential to ask this question: How designer/s can collaborate with creative communities? With the step taken towards a more sustainable way of living, creative communities possess the social innovation for the creation of new ideas. However, the people who take these promising cases as initial step and provide technological and institutional innovation for the creation of product and service innovation come out of the design community (see Figure 2.2). With the provided technological and institutional innovation, the system can work more efficiently, the community can communicate in a more effective manner not to be isolated and to institute the ideas and spread them for further implementations.

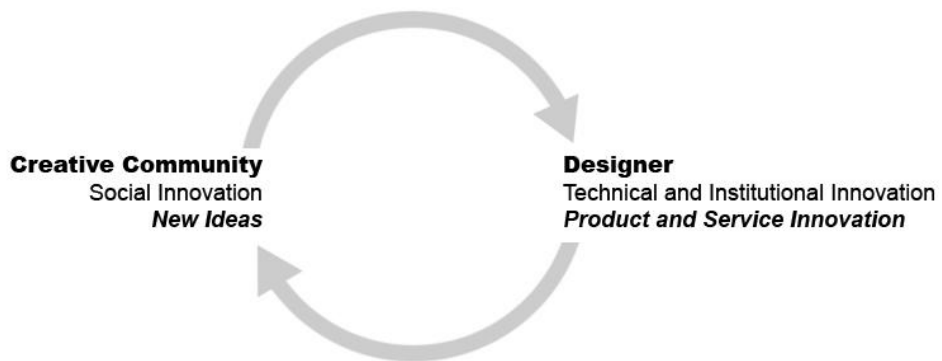


Figure 2.2: The Collaboration between Creative Community and Designer/s

Through the process, from the beginning to the achievement of goals, design can work as a solution provider which highlights the positive sides of the act and provides solutions to problems, weaknesses or deficiencies. At this point, as a framework, the role that can be played by design is defined by Manzini (2007) step-by-step. In this process, design can use design-specific skills to;

- Give visibility to promising cases.
- Highlight their most interesting aspects.
- Draw up a map of the existing state-of-things.
- Build scenarios of potential futures.
- Interpret the questions which arise from promising cases.

- Conceive and develop systems of products, services and information to increase their efficiency and accessibility.

2.4.2. A New Role for Designers

While considering what design can provide to new localisation scenarios, it is also possible to discuss that to which directions these emerging contexts will lead design discipline. Today, it should be accepted that design is not only executed in design studios, but everywhere. In this situation, designers can still continue to play their specific role as 'design professionals' with greater importance in society (Manzini 2007) as;

'[a] 'solution provider' contributing their specificities, such as their capacity to produce visions of what is possible (i.e. the ability to imagine something that does not exist but could potentially exist) and set in motion strategies to help them materialize (i.e. concrete steps to transform potential visions into real solutions).'

Eventually, regarding the need for design for sustainability and new localization scenarios, in these promising collaborations, designers can work as connectors and facilitators, quality producers, visualizers and visionaries, future builders or co-producers. Designers can be the promoters of new business models. Designers can be the catalysers of change as stated in *the Proceedings of Changing the Change Conference* (2008).

In particular, what designers can provide in these processes is to generate collaborations among diverse social actors (companies, local governments, local communities etc.), participating in the construction of scenarios and co-design systems of products, services and information. In more detail, designers can provide competence in the fields of;

- *Landscape Design*: promoting convergence among players for a shared vision.
- *Strategic Design*: developing this shared vision in various practicable initiatives
- *Service Design*: designing the derived services interfacing.

- *Communication Design*: promoting and developing an effective communication within the process. (Manzini 2005)

To conclude, in these new localization scenarios, while designers contribute to the creation or development of new sustainable scenarios, new opportunities for themselves appear as well.

Within these perspectives, with the aim of embodying knowledge more efficiently than through text alone, the next two chapters support the theory with practice. Firstly, the next chapter proposes the research done on a local women community in Cittaslow County in Turkey who participate in local production as a benefit for the social cohesion and local economy. Later, Chapter 4 presents a collaborative project held with some members of this community with the aim of experiencing the collaboration between local communities and designers as discussed throughout this chapter.

CHAPTER 3

FIELD RESEARCH: WOMEN'S ENTERPRISE IN SEFERİHİSAR

Previously, for the achievement of the sustainable future, emerging localization contexts as smooth transitions, the role of communities in these cases and the value that can be added by design are discussed. To strengthen the argument, this chapter presents a case study on a local women community who reside in Cittaslow Seferihisar, Turkey and support the local economy with the same purposes discussed earlier. The chapter begins with the introduction to the county and projects held within Cittaslow membership, later, the local women community is analyzed by highlighting their motivations and addressing their weaknesses and problems to create the basis for the collaborative design project that aims to provide solutions to these problems as will be presented in the next chapter.

3.1. Cittaslow Seferihisar

Seferihisar is a county located in south-west of İzmir in Aegean Region, Turkey. The economy of the county mostly depends on the agricultural and touristic activities. As being stated by the Seferihisar Municipality, strong values of Seferihisar are its branded mandarin; sun, geothermal and wind power resources and historical heritage.



Figure 3.1: A sight from Seferihisar (source: panoramio.com 2010)

Seferihisar is subscribed to the network of Cittaslow Movement in 2009. Ever since, many projects are being held fulfilling the requirements of the movement. Eventually, one more characteristic can be added to the list of strong characteristics of Seferihisar; the strong involvement and commitment of its citizens, especially women, for the transition towards sustainability.

3.1.1. County Profile

The information on the demographics, economic situation and facilities regarding the aim of this research project are stated below retrieved from *Seferihisar County Report* by İZKA (2007);

- According to the data of the national census in 2000, the population of the county is 34.761. While 17.526 of the population reside in the centre, 17.235 reside in the rural regions.
- While men's population is 18.319, women's is 16.442. The ratio is 0.8.
- The %29 of the population is graduated from primary school, % 60 from secondary school and % 10 from university or higher education.
- The local economy depends on agriculture with the ratio of % 80 and the agriculture mostly depends on olive production. Olive production is followed by citrus fruits and artichoke production. In addition, stock raising, fishery and tourism are other fields of income.
- The surface measurement of olive production area is 5.900 hectares. Citrus fruits production area follows olive production area with 1.242 hectares.
- The number of the olive trees is 674.000. In 2002, the county produced 100 tons of olive and 17.000 tons of olive oil. There are 11 olive oil production plants implemented.
- There are 20 primary schools, 4 secondary schools and 1 high school. The number of the students that continue education is 4215.

- There are 4 associations regarding the education and solidarity of women; 2 woman labour houses in Ulamış and Doğanbey (Ulamış ve Doğanbey Kadın Emeği Evleri) established by the municipality, 1 fraternal association (Seferihisar Kadın Yardımlaşma Derneği) and 1 association regarding the needs of productive women (Seferihisar Üretici Kadınları Koruma Derneği).

3.1.2. Cittaslow History

Seferihisar is a member of the Cittaslow network since November 2009. The county is also regarded as the 'Turkey's Cittaslow Capital' due to being the first member of the network in Turkey. After being enrolled to the network, with the leadership of the municipality and the commitment of the citizens, many projects have started to be held to fulfil the requirements of this sustainable development model. Due to the information gather from the Seferihisar Municipality's databases, the most recognisable projects initiated and held can be listed in categories as follows;

Projects held for the use of clean and renewable resources and energy saving

- Solar powered bicycle project
- Tram project using renewable energy resources
- Workshops and seminars for energy efficiency

Projects held for safe transportation and traffic

- Bicycle paths connecting schools to each other

Projects held for safeguarding autochthonous production

- Use of organic and locally produced food in restaurants
- Establishment of integrated plants for mandarin and artichoke production
- Encouragement of the production of Satsuma mandarin marmalade production

Projects held for the refinement of landscape architecture

- Restoration activities in Siğacık Area
- Programs and promotions for growing local plants and flowers

- Regulations for advertisement signs, boards and traffic signals
- Establishment of trash boxes coherent with the environment

Projects held for the valorisation of cultural heritage

- Renovation of Siğacık Castle
- Initiation of the archaeological research in Teos antique area
- Renovation of historical baths (hamam) in Ulamış and Seferihisar

Projects held for creation of awareness

- Projects for full internalization of Slow Living philosophy by the inhabitants
- Vegetable and fruit growing at school gardens

In addition to projects stated above, the community-based projects can be analyzed separately due to the amount of effort and emphasize given both by the municipality and the citizens.

3.1.3. Community-based Projects

One of the strongest sides of Seferihisar during the transition to sustainable development has been the successful collaboration between the local government and the community. Two of the projects held with the local community are important to mention as they initiated the influence on a vast scale for high recognition and involvement of the local community;¹

Transformation of Former Municipality Building: Commercial Centre for the Production and Sale of Local Products

With the subscription to Cittaslow network, the first recognisable project has been the transformation of former municipality building into a commercial centre to safeguard local production. After the construction of a new municipality building in 2009, the former building and its exterior space has been donated to the citizens and transformed into a

¹ The information stated here has been gained on the field and from the interviews done with the department related to the community-based projects in Seferihisar Municipality.

facility that they can form enterprises. The facility serves two areas to the citizens; the interior and exterior space of building.



Figure 3.2: Captures from Transformed Former Municipality Building

The interior space of the building has been donated to some citizens with particular skills to form their enterprises while being excluded from the charge of any rent or tax payments. At the moment, on the first floor a citizen produces sculptures and ceramic works; on the second floor women produce paintings, handcrafts, accessories etc. A woman entrepreneur who produces toys out of non-toxic recyclable materials on the second floor is worth to mention. She is a remarkable example of entrepreneurship driven by creativity. This facility serves local products to the citizens and visitors 6 days in a week.

In addition, the exterior space of the building is donated to local farmers / producers coming from different villages to establish a local bazaar on every Tuesday in order to sell high quality / organic products. The bazaar involves 120 producers who reside in 9 villages of Seferihisar. The producers are not in charge of any rent or tax payments. However, there are some rules to be followed. The farmers who do not reside inside the borders of Seferihisar are not allowed to take place in this enterprise. Moreover, the producers have to be qualified with organic agriculture certificate and the quality of the products has to be analysed periodically by professionals who work in collaboration with the municipality. In addition, the producers are not allowed to use plastic bags; instead the municipality provides non-toxic recyclable paper bags with a very acceptable price.

Transformation of Sığacık: Local Bazaar and House Cafes

Sığacık can be regarded as the 'slowest' part of Seferihisar. The unique preserved architecture, fishery boats and the relaxed atmosphere are enough to attract visitors. It is a place distant from the speed of the city. In this respect, with the management of community power, Sığacık has been transformed into a place that people can spend their weekends in a relaxed mood while being informed about the local culture and experiencing local tastes.



Figure 3.3: Captures from Sığacık

Every Sunday, a local bazaar is being established by the citizens to sell local products such as organic farm products, home-made food, handcrafts etc. In addition to the local bazaar, during the day local tastes are being offered to the visitors from the inhabitants of Sığacık who transformed the garden of their houses into cafes.

At this point, it is important to mention that these two projects; transformation of former municipality building and transformation of Sığacık have been considerable steps for the creation of awareness on sustainability issues by the citizens as they became more enthusiastic towards the change due to the local profit gained.

3.2. Empowering Women Community

Cittaslow Movement encourages the development of locally-oriented responses and actions aimed at preserving the uniqueness of a place (Knox and Mayer 2008). Eventually, each town can become known for *one type of project* or *a set of projects* which form its 'slowness version' and serve as a resource for other towns interested in pursuing similar efforts.

In this sense, for instance, while German towns place a greater emphasis on improving environmental aspects such as waste management, eliminating light pollution, Italian towns emphasizes the promotion of local products, food and nutritional education etc. and these towns share their knowledge with each other.

The slowness version of a town depends on the particular resources and potentials that are embedded in the town. Within this perspective, Seferihisar discovered the potential value that can be added by the local women community which soon created the slowness version of the town. With the local products that they offer in different contexts, the members of the women community who are mostly unemployed housewives are taking a step to gain their economic independency to achieve social equity in long term while strengthening the local economy.

The direction of change in Seferihisar to encourage the women community can be discussed by taking the socio-economic situation of Turkey into consideration. According to the data stated by the Statistics Institute of Turkey (2011), only 24 % of the whole woman population is employed. While the ratio can differ from region to region, in the general picture, due to the impacts of unemployment in long term, the social equity has not sustained yet fully in any region. In this respect, Seferihisar is providing a model for achieving social equity and local economic development with the involvement of the women community.



Figure 3.4: Captures from Women's Enterprise in Seferihisar

Within this perspective, it is important to highlight the relationship between the women and sustainable development shortly. There are two aspects of the issue; firstly, the ethical aspect of sustainable development requires full involvement of women with equal rights for social cohesion. Increasing women's rights improves their health and well-being and that of families, and also slows the pace of population growth as well (UNFPA 2002).

Secondly, women are able to create a closer relationship with their environment for sustainability issues. In Gender 21, women are identified as a 'major group' critically important to achieving sustainable development. Women worldwide are fundamental to the management of local resources and the sustaining of local economies due to the reasons that;

- Women's indigenous knowledge of ecological linkages and ecosystem management are the main labour force for subsistence production.
- Women are more likely to be around, more stable part of the population and they are more likely to make a long term commitment and investment in their communities. (UNFPA 2002)

To return back to Seferihisar, the model provided by the municipality for the involvement of the women community cannot be totally summarized as providing space to the women to offer their products; furthermore, in the background, more activities are being held by the municipality to enable women to gain abilities for the involvement. It is important to mention the function of 'Women Labour Houses' in Doğanbey and Ulamiş villages, which are two facilities that women come together to share and improve their abilities and attend workshops to learn the production methods of local products.

As discussed previously, the successful involvement of the women community in the first two projects created a high enthusiasm for both sides of the collaboration; the women community and the municipality. In that sense, lately other two projects are announced by the municipality to empower the women community;

Transformation of a Public Park: Food Production Field

As being initiated on World Farmer's Day, the project encourages the women of Seferihisar to for organic food production. With this aim, the public park in the centre belonging to the municipality has been donated to the women of Seferihisar in order to be transformed into an organic food field. 10 women who are in charge of the field are determined among the applicants by drawing lots. These women are expected to grow and sell this organic fresh food in Sığacık Bazaar. The advantage of the project is that while the field provides income to the women, it is also another step emphasizing the value of high quality and healthy local products.



Figure 3.5: Captures from the Public Park Donated to Women

Transformation of the Garden of Doğanbey Women Labour House: Breakfast Cafe

Another project to empower the local women community is the transformation of the garden of Doğanbey Women Labour House into a breakfast cafe where all the ingredients of the menu are produced and prepared by the members of this house. While vegetables such as tomatoes, cucumbers etc. are grown in the garden of the labour house, bread, eggs etc. are cooked in the kitchen. The advantages of the project presented previously are also valid for the women and the local community in this project.



Figure 3.6: Captures from the Breakfast Cafe of Doğanbey Women Labour House

3.2.1. Drawing a Map of the Situation

In this part, to draw a map of the situation, firstly the system is evaluated regarding the three aspects of sustainability. Later, actors, their roles and products offered by the women are presented.

Evaluation Regarding the 3 Aspects of Sustainability

Benefits for the Society: Enterprises of women contribute to the improvement of the social status of women in Seferihisar by enabling them to be productive and valuing their efforts.

Benefits for the Environment: Benefits for the environment vary in different products. However, the general intention is to steer women to produce local products which are respectful to the environment and the human body.

Benefits for the Economy: The encouragement of local communities invests in the generation of 'Distributed Economies'. Distributed economies present a model for the generation of more effective local economies. In more detail, in socio-economic sense, they generate and maintain local wealth and occupations; therefore, they reinforce the social fabric and generate a ground to beneficial use of social resources. In environmental sense, distributed economies bring the production nearer to both local resources and final users; they permit to reduce the average transport intensity of its activities, and therefore to reduce congestion and pollution. And finally in political sense, distributed economies bring the power of decision nearer to facilitate democratic discussions and choices (Manzini 2006).

Actors

To understand the operation of the system of women's enterprise in Seferihisar, it is important to analyze the interactions between actors. The system is consisted of 4 main actors interacting with each other; *Municipality of Seferihisar, Council of Women, Women Labour Houses* and *Local Women Community*. The system map² depicts the interactions between the actors (See Figure 3.7).

In more detail, the roles of the actors with reference to each other can be explained as follows;

Municipality of Seferihisar: The municipality as the organiser provides the general strategy, facilities including expenses and logistics to provoke productivity.

² The system map is formulated according to the methodology stated by Jégou, Manzini and Meroni (2009) in Design Oriented Scenarios in *Design for Sustainability: A Step-by-Step Approach*.

Council of Women: Being elected from the members of the community, council of women determines short term strategy periodically. They offer a list of suggestions on subjects related to the involvement of the women.

Woman Labour Houses: Women Labour Houses provide help, education, courses for gaining abilities to the women and organizes the events of the women community.

Local Women Community: Women are the source of community power with their motivation and enthusiasm.

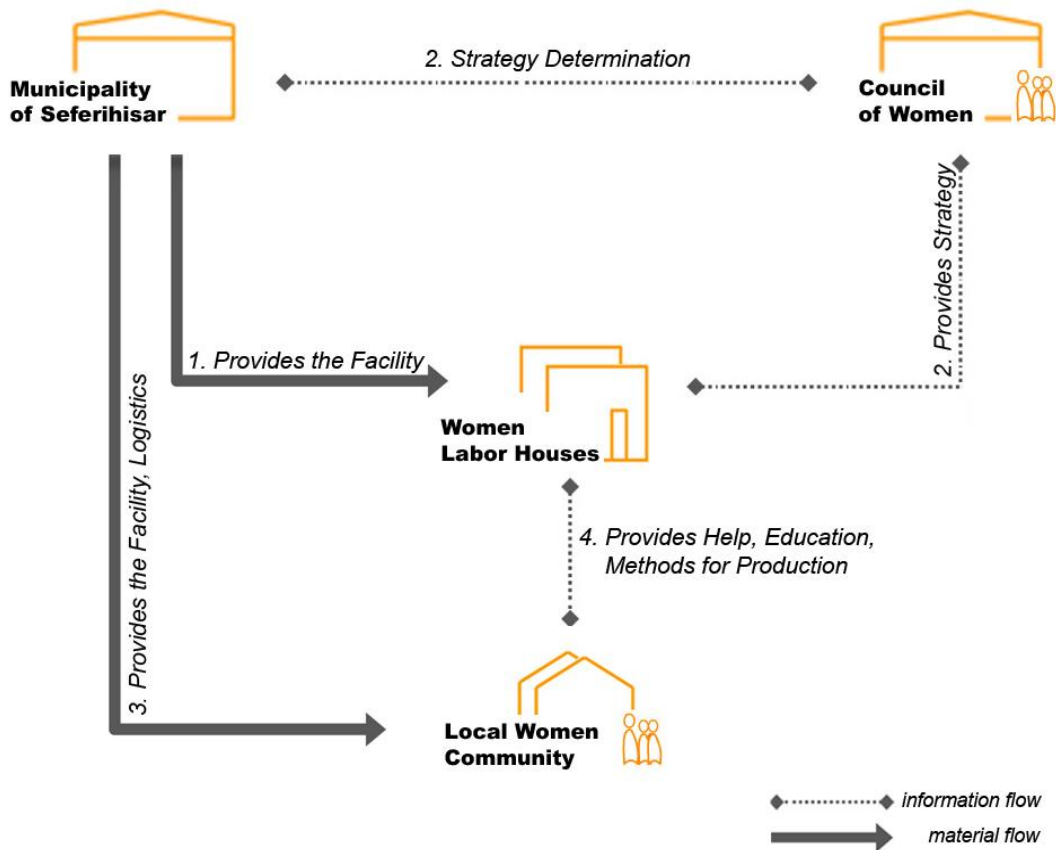


Figure 3.7: System Map of Women's Enterprise in Seferihisar

Products

Women in Seferihisar offer a variety of products and the common feature of these products is that they are mostly produced within the home conditions with the capabilities of the women.

At this point, it is possible to make a general categorization of the products offered (See Figure 3.8). The first category is *natural food products* that are unique to the county regarding the resources of the region. In this category, firstly, fresh natural / organic vegetables and fruits are offered by the women who are mostly the producers / farmers residing in the villages of Seferihisar. Secondly, olive oil as the main resource of the area depending on the size of the production field are bottled and offered by the women in local bazaars. Some women decorate these glass bottles with their motives as well. Thirdly, marmalade production is common and the most significant marmalade type is the mandarin marmalade depending on the resources in the region. In addition, mandarin production is encouraged by the municipality as well to turn the product into a unique branded product of Seferihisar. Lastly, it is possible to come across frequently with honey and homemade pasta.

The second category is *cooked food* that the women offer due to the demand of the visitors to fulfil their needs during their visits and to experience the local tastes at the same time. In this sense, various tastes of Turkish cuisine are prepared by the women with the ingredients that are special to the area. In this category, 'Gözleme' as a kind of bakery, grilled on a tin plate over fire, is the most common food product which can be considered as a fast food of Turkish cuisine.

And the last category is *handcrafts*. Depending on their abilities and capabilities within the home conditions as mentioned earlier, commonly women produce a variety of handmade products. Knitting and sewing works, accessories, cotton string bags as alternatives to plastic shopping bags, felt works and non-toxic toys can be the examples of this category.

Natural Food
 Fuits / Vegatables
 Bottled Olive Oil
 'Erişte' (pasta)
 Honey
 Marmalade
 Mandarin Mar.



Cooked Food
 A variety from
 Turkish Kitchen:
 'Gözleme'
 'Baklava'
 'Borek'



Hand crafts
 Knitting-works
 Sewing-works
 Accessories
 String bags
 Felt-works
 Toys



Figure 3.8: Matrix Presenting the Products Offered by Women in Seferihisar

3.2.2. Personas of the Community

At this point, with the aim of drawing a map of the existing situation, in addition the analysis of the products another analysis can be done to highlight the differences between abilities of the members of the women community. According to the data gained from the field research, the community is consisted of members with different levels of abilities.

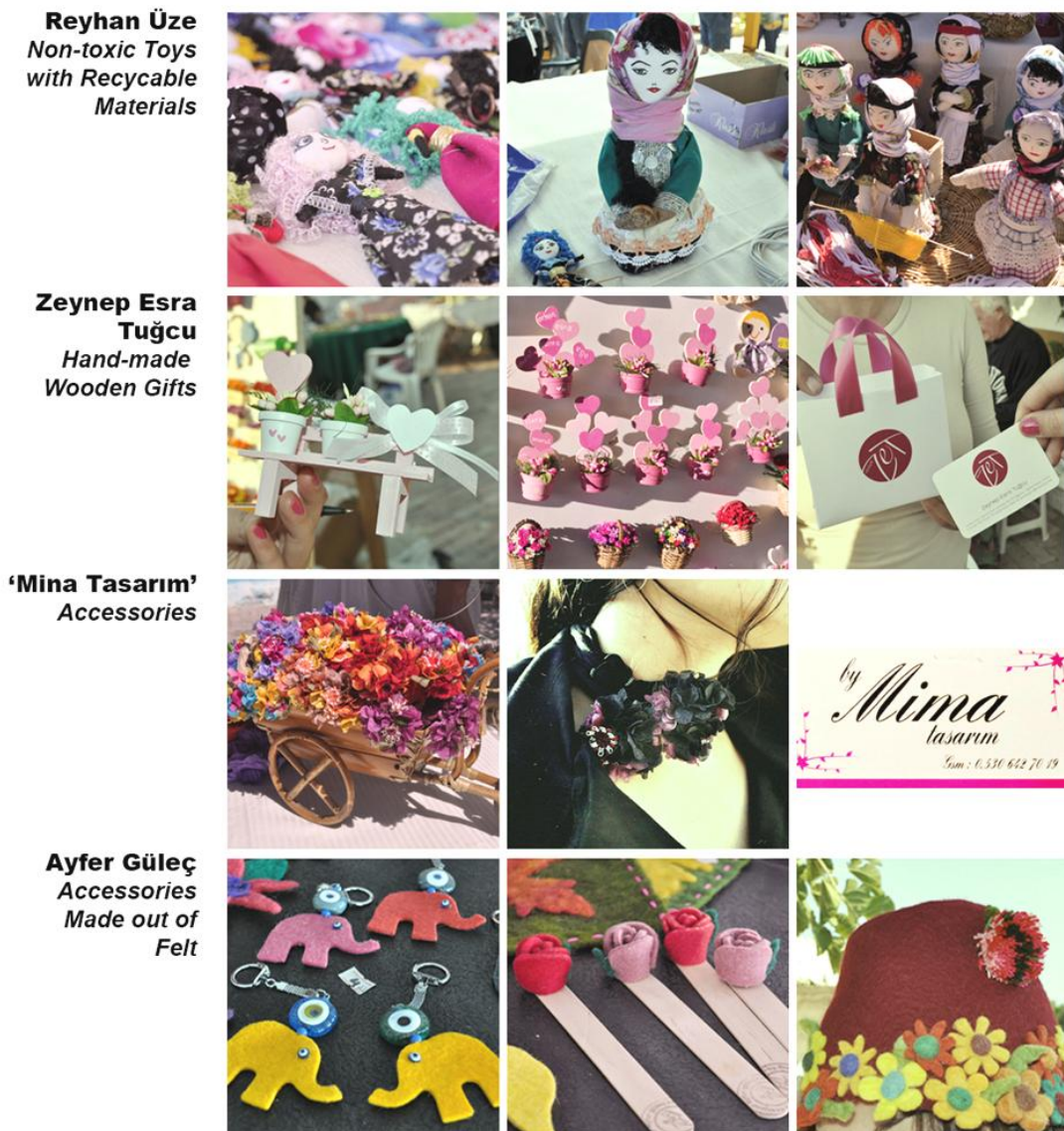


Figure 3.9: Personas of the Community-Image 1

Within this respect, the first category to be presented is the members who differentiate easily with their product concepts and the attention that they pay to turn their enterprise into a recognised brand (See Figure 3.9). As presented below, four of the women are significant among the other members of the community with the higher level of skill and effort they possess in terms of product design.

Reyhan Üze is one of the significant members of the community with the cotton toys that she offers in Sığacık bazaar on Sundays and the former municipality building during the other days of the week. In the environmental sense, her products are offering a non-toxic safe alternative to the children instead of mass-produced toxic plastic toys. In the cultural sense, as being the re-design of historical villager baby dolls, the products are revitalizing the historical culture in this field. The consciousness of Reyhan Üze to turn her enterprise into a recognisable brand is also worth to mention. She names her enterprise in two languages; 'Gülen Bebekler' in Turkish and 'Smile Babies' in English. The business card and Facebook fan page that she presents her latest works and events that she attends are other examples regarding this effort.

Another significant name, as a former teacher, *Zeynep Esra Tuğcu* offers magnets and gifts in local bazaar made out of wood which are quite attractive. All the pieces of the products are cut and coloured by her. The same efforts to create her brand can be mentioned for her due the branded packaging and business card she provides.

Another name, as a former teacher as well, *Mina Tasarım (Mina Design)* offers cotton accessories to the women. This enterprise is recognisable for including *design* within the brand name.

Lastly, *Ayfer Güleç*, who produces various accessories, magnets and gifts made out of felt material, shares the same purposes with the other significant names stated below. The brand name '*By Designer Ayfer Güleç*' attached to the products can be the example in this sense.

As benefiting from the common methods of branding and marketing in their enterprises, these women create the first category of personas in Seferihisar. Thus, the second

category involves the rest of the community who has not taken a step yet to use the common methods in product design, marketing etc. and whose products are more intuitive, naive and domestic. This part of the community is consisted of independent members who produce do-it-yourself products and groups of women who come together in 'Women Labour Houses' facilitated by the municipality to offer products with the name of the association. In general, the products that are offered by this part of the community are limited by materials, production techniques, their abilities and habits. They mostly offer food products or knitted garments and accessories made out of ready-made materials (See Figure 3.10).

**Women Labour
Houses**
*Food Products
Knitting Works
Handcrafts*

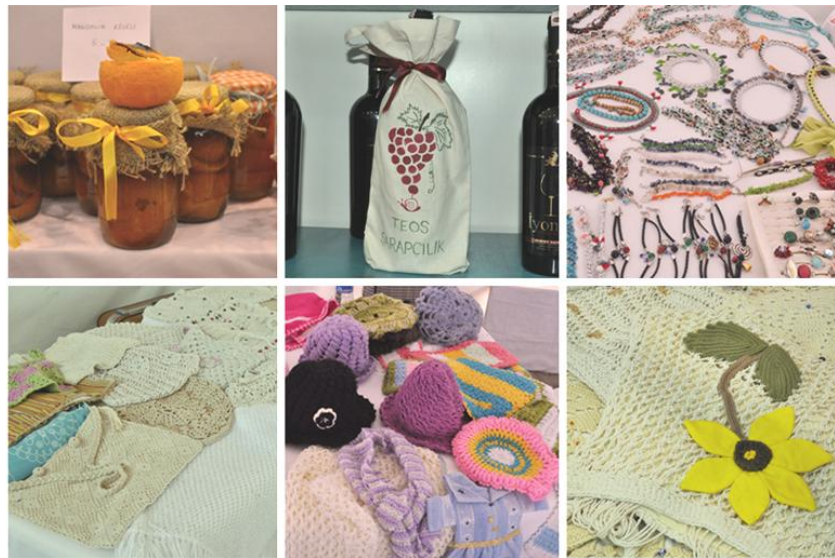


Figure 3.10: Personas of the Community-Image 2

3.2.3. A Gap and Involvement of Design

The contribution of the women community to the local production in Seferihisar brings out many advantages in several aspects both influencing the women and the local economy as discussed in detail earlier.

According to the current picture, with the emergence of successful enterprises initiated by the individuals or with the successful projects held by the government, both the community and municipality are highly motivated to sustain and improve the current

system. In this sense, for the improvement of the system, design can be used as a tool to provide solutions to the current gap of the system.

A Gap

According to the research outcomes of the current situation, the differences in product innovation between the members of the community are significant. While some members have strong product concepts that offer sustainable solutions as in Smile Babies example, the majority of the community is lacking the product innovation to be unique and strong to create sustainable solutions.

In this case, the reason of the lack of product innovation can be related to the skills of the women which are manipulated by the *Do-It-Yourself (DIY)* activity as an action that serves solutions to the own problems of the creator;

In DIY activity, the person creates solutions to his / her particular problems with accessible materials. Therefore, the outcomes of DIY activity cannot be related to the concerns of design, production, marketing or management issues. (Ertan (Ovacık Dörtbaşı) 2002)

In this sense, the women who are offering mainstream do-it-yourself products that lack concerns such as design and marketing are staying a step behind when compared with the more innovative enterprises.

Involvement of Design

As discussed in detail earlier, in such cases driven by social innovations, design can work as a catalyser by providing technical competence to turn the promising cases to concrete enterprises. The collaboration between local /creative communities and designers can provide sustainable products and services. With such collaborations, enterprises can strengthen. In this sense, to experience such collaboration, the next chapter proposes a collaborative project resulting with a product-service system design, held with the members of Ulamış Women Labour House that can benefit from the collaboration while being involved in the production of more sustainable products / services.

CHAPTER 4

PROJECT: KÖPÜKÖPÜK

Previously, women's enterprise in Cittaslow Seferihisar as an example of community involvement for sustainable local development has been analyzed. The strengths and the weaknesses of the community have been discussed. Within this perspective, this chapter presents a collaborative project resulting with a product-service system design which is held with the Ulamiş Women Labour House with the aim of experiencing the collaborative design approach between the designers and creative / local communities for the creation of sustainable products / services.

4.1. Project Summary

The field research presented previously has been beneficial for the aim of this thesis in two ways; firstly, the research has provided data for the collaborative project and secondly determined the focus group to hold the project. To experience the collaborative project, an agreement has been done with Ulamiş Women Labour House.

Subsequently, five workshops in five weeks have been held with the members of the labour house. The first workshop enabled the designer to be integrated to the community, the second and third workshops generated the product concepts and at the last 2 workshops the final concept has been produced and tested.

The product type to be developed has been determined during the discussions on the abilities and capabilities of the women. It is discovered that some of the women are capable of producing olive oil in their own fields and a workshop for the production of *natural olive oil soap* has already been held. However, this product has not achieved to

be a successful item in their product range without any significant difference than the products that exist in the market.

Here, it is important to mention the reason why natural olive oil soap has been determined as the product type to be developed in this project. The reason is the relationship between the product and sustainability in many aspects such as efficient use of local resources, respect to human health and the environment as will be explained in more detail later.

At this point, this question has been asked; 'How is it possible to diffuse the use of natural olive oil soap with the help of design?'

During the creative sessions held, three different product concepts and one product-service system idea have been generated to differentiate the product with the aim of answering the question asked. While, some concepts have emphasized the relationship between the use of natural olive oil soap and the environment, others have emphasized the value of the women production and cultural heritage.

However, as maximum diffusion of the product has been aimed, the strongest concept has been the product-service system idea that offers the liquefied version of natural olive oil soap to be distributed for the consumption in public areas. Here, the system scenario is that each woman who already produces olive oil in her own field provides the natural olive oil soap of one public school, institution or association.

The benefit of the product-service system, when compared with the product concepts to be sold in the local bazaar, is that the system enables the product to reach more people for consumption and communication of its message. At the same time, with such system, the women who produce the products by using their own resources gain equal profit without being involved in a competitive situation.

In addition, the product-service system provides benefits to many stakeholders with different roles in the process starting from the encouragement of the women community

by the women labour house to the distribution of the products by the municipality to the lavatories of public areas such as schools, public institutions and local associations.

Methodology of the Project Presentation

Before entering to the presentation of the project, it is essential to mention the methodology. To explain the process and the system in a clear and systematic way³, the information has been divided into four sections; *Preparation Phase*, *Workshop Process*, *the Product* and *Design Plan*.

Preparation Phase section states the objectives and intentions of the project; the weaknesses of the current product supply-consumption and the motivations for the change.

Workshop Process section presents the creative sessions held with the members of Ulamiş Women Labour House; product concepts as the outcomes of these sessions and the evaluation of these concepts with reference to each other for the determination of the final concept.

The Product section presents the final product; the interaction of the product with the user and the communication of the product.

Lastly, *Design Plan* section deepens the product-service system by explaining the production, delivery and usage scenarios with tools such as system map and storyboard, and finally, describes the roles and motivations of the actors.

4.2. Preparation Phase

This section provides the background information divided under these subsections; *Objectives and Intentions* gather all the various motivations to start an innovation

³ The structure and the tools (including definitions) used throughout the whole chapter, has been adopted from the methodology stated by Jégou, Manzini and Meroni (2009) in Design Oriented Scenarios in *Design for Sustainability: A Step-by-Step Approach*.

process, *Current Life-cycle Scheme* presents actors and flow of the current product-service system, *Main Sustainability Impacts Identification* highlights the main impacts for sustainability dimensions with link to detailed descriptions, *Identification of Macro-trends* shows a list of macro-trends potentially influencing the current system of products and services.

4.2.1. Objectives and Intentions

The *Fundamental Objective* of the project is to create a system which will encourage the members of the women community in Seferihisar, who produce olive oil in their fields, to come together in labour houses for the production of natural liquid soap to be consumed in schools, public institutions, local associations etc.

In this respect, *the Intentions* of the project are;

- To create a new branch for the women to support their enterprise as an independent stand towards social equity,
- To sustain local domestic woman production and transfer this cultural habit into a local business model of women,
- To fulfil the soap need of public areas governed by the municipality without long distance activities,
- To propose natural liquid olive oil soap as an alternative to current cleaning products that includes chemicals that are harmful to the human body and the environment,
- To propose the use of local resources and labour in an efficient way,
- To create awareness against harmful cleaning products with the consumption in public areas, especially in schools targeting at the young generation, aiming at behavioural change in long term.

4.2.2. Current Life-cycle Scheme

Current Life-cycle Scheme presents the current supply and consumption of the mainstream soap in the public areas that are targeted in this project.

Accordingly, the current system proposes the model which the products are produced by the Cleaning Products Industry, transported into the secondary stakeholders and lastly transported to be consumed in public institutions, schools and local associations.

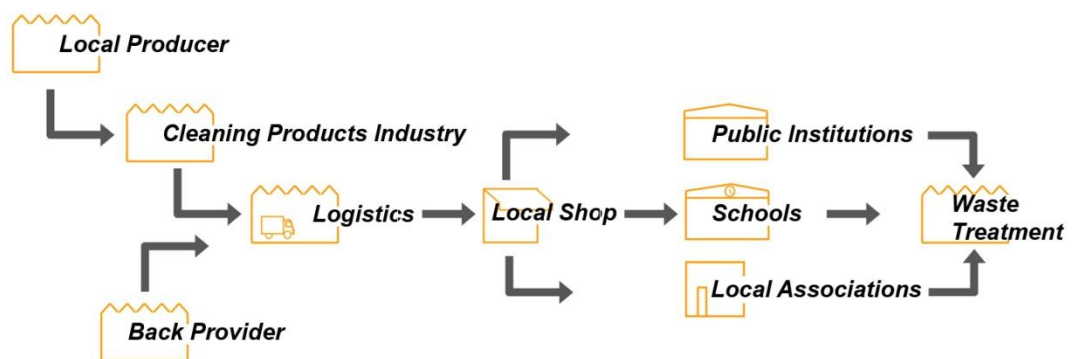


Figure 4.1: Current Life-cycle Scheme

4.2.3. Main Sustainability Impacts Identification

Main Sustainability Impacts Identification highlights the main impacts of the current system regarding the sustainability dimensions with giving links to the parts which need to be regulated. As presented below, 3 links can be given in the current system regarding sustainability aspects.

Firstly, *toxicity reduction* is needed for the substances that are harmful for the human health and the environment before the products produced. Secondly, *mobility reduction* is needed in the transportation of the products. It is necessary to bring the production nearer to both local resources and final users to reduce congestion and pollution of the

transportation process by the means of environmental sustainability. Lastly, in the economical sense, a new system for the partnership to strengthen the local economy is needed.

Regarding these aspects, the system being proposed which encourages the local women community for the production of natural non-toxic olive oil soap fulfils these requirements by reducing the toxicity, using local resources, reducing long distance activities and supporting the local economy.

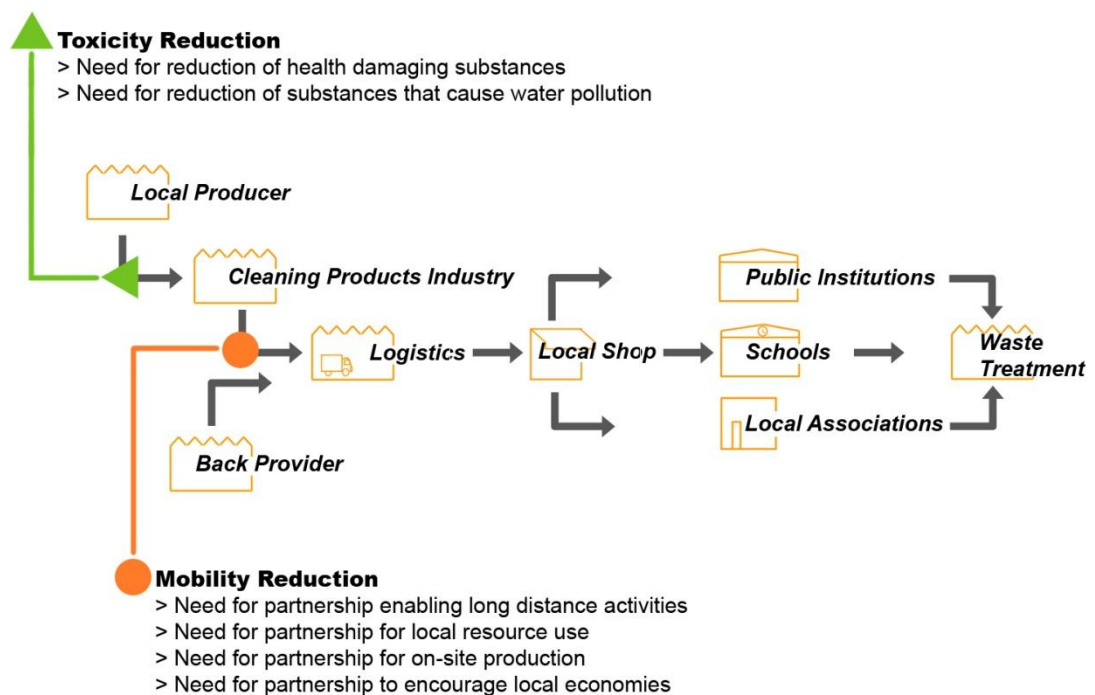


Figure 4.2: Main Sustainability Impacts Identification

4.2.4. Identification of Macro-trends

Identification of Macro-trends shows a list of macro-trends potentially influencing the current system of products and services. Accordingly, the macro-trends relating to the context of this project can be presented as follows;

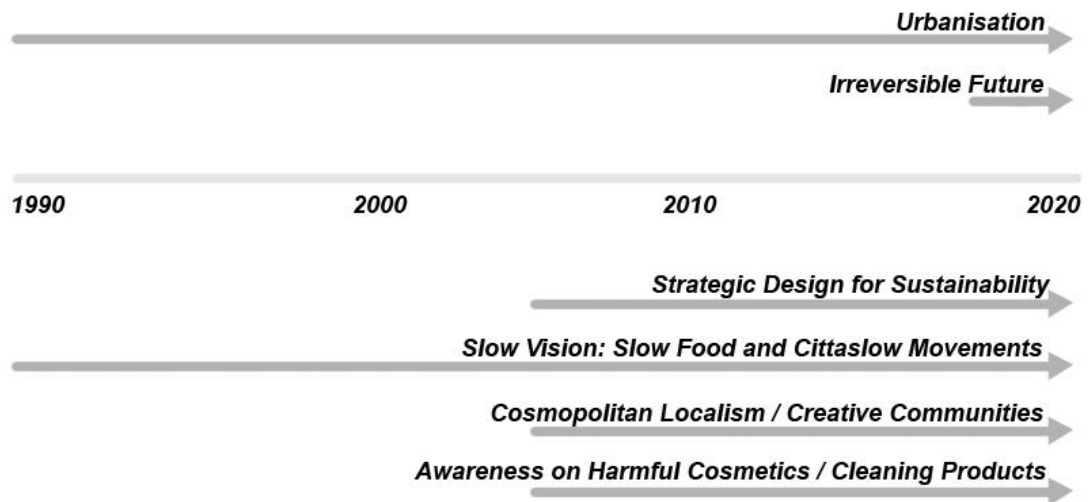


Figure 4.3: Identification of Macro-trends

In the previous chapters, the state of *urbanization* in our era, the potential *irreversible future* that is connected to the current production and consumption habits of this urbanization model, the concepts and tools that are being created for the change towards the sustainable future such as *Strategic Design for Sustainability*, *Slow Philosophy*, emerging localization scenarios of *Cosmopolitan Localism* and *Creative Communities* has been discussed deeply. These concepts have been the major trends that guided the study towards the field research on the productive women community in Seferihisar and the collaboration with Ulamış Women Labour Houses.

At this point, according to the outcomes of the collaborative study, another macro-trend, *Awareness on Harmful Cosmetics / Cleaning Products* can be added to the list that has influence on the project.

The harmful effects of cosmetics and cleaning products are recently being highlighted within the sustainability discourse. The issue is related to sustainability in two aspects; the damage on human health and the environment. The facts on these damages have been stated in *Story of Cosmetics* (Leonard 2007) and *Toxic Beauty* (Epstein 2009) as follows;

- Cosmetics and cleaning products today constitute our single largest but generally unrecognised class of avoidable exposure to toxic ingredients and their health damages.
- The sum of exposure to small amounts of many toxins and cancer causing agents may be just as harmful as exposure to a high amount of a single toxin.
- Not only cosmetics and cleaning products damage our skin, but as we wash all of the left over chemicals down the tub, the worst things happen for us in the big picture, killing fish and plants, making our environment more and more unsustainable.

In this sense, the production of non-toxic natural alternatives and creation of awareness in the society against harmful cosmetics and cleaning products become important.

Up until here, under preparation phase, the intentions and objectives of the project have been presented; the lifecycle of the current production and delivery of mainstream chemical soap to local schools and institutions in Seferihisar has drawn; the weaknesses regarding sustainability concerns has been determined; and major trends that influence the project has been discussed.

The next section Workshop Process presents the early steps of the project evolution. In this phase, product concepts has been generated and evaluated for the final concept.

4.3. Workshop Process

This section presents the collaborative project held with Ulamiş Women Labour House, the concepts generated during the workshops and the evaluation of these concepts with reference to each other. This information is provided under these subsections; *Creative Sessions* generate spontaneous tentative solutions, *Clustering and Organization* of the tentative solutions on a map show promising directions different than the current system of product and services, *Description of Characteristics* expresses the characteristics of the ideas generated on the map to make an evaluation with reference to each other.

4.3.1. Creative Sessions

With the agreement done with Ulamış Women Labour House to experience the collaborative design approach between designers and local / creative communities, five workshops in five weeks have been held with the members of the house for the creation of sustainable product / service ideas that can strengthen their local business.

The first meeting, *Workshop 0*, has been a step for the integration with the community. Here it is important to highlight the motivation of the designers in such collaborations;

'During the collaborative process, to be able to carry out the steps defined above, in addition to be able to apply design-specific skills, it is important that the designer can become a member of the community who share the same purposes with the same point of view, who is ready to act, simply who is one of them to analyze and internalize the system more properly.' (Manzini 2007)

With this aim, the meeting has been held with a sincere attitude that even the religious ceremony which they repeat on Fridays by cooking and prying has been participated (See Figure 4.4, Workshop 0).

In addition, in Workshop 0, the members of the community and structure of the facility have been observed. The abilities and capabilities of the women have been discussed. During the conversations, it is discovered that some of the women are capable of producing olive oil in their own fields. Moreover, a workshop for the production of *natural olive oil soap* has already been held. However, for the women, this product has not turned into a successful item to be motivated for its production. They have not anticipated the olive oil soap as a product that can be differentiated with product innovation. However, with the collaborative point of view, it has been recognised that the product has potential with the advantage of its strong link to sustainability.

With these purposes, *in Workshop 1*, firstly, the earlier version of soaps, which have been produced in the previous soap making workshop, have been analyzed. It was significant that they didn't have any characteristic quality. They were pieces cut out of a big block

with a simple form; even they did not have any colour, texture or smell that can differentiate the product among the alternatives (See Figure 4.4, Workshop 1-2).

Subsequently, *In Workshop 1 and 2 (creative sessions)*, four different concepts have been generated by sharing ideas and these ideas have been visualized by the designer. These concepts will be explained in detail below.



Figure 4.4: Workshop Process with Ulamiş Women Labour House

In *Workshop 3*, soap making has been experimented to understand the production and quality of the product. In this experiment, olive oil has been provided by one member who already owns an olive oil field. In addition, natural colours and fragrances have been added to the mixture to experience the minor difference that can be made.

Lastly, in *Workshop 4*, the soaps which are produced in the previous workshop are experimented to be liquefied with a simple technique according to the final concept that is elected among the four concepts.

Below, these 3 product concepts and 1 product-service system concept generated during the collaborative creative sessions are presented;

Concept 1 - The Soap Tree: A Spirit Coming from the Nature

The starting point of the concept is the question of 'how to differentiate natural olive oil soap apart from mainstream wooden packaged olive oil soap to give rise to its consumption?' With this particular aim, the metaphor between olive oil soap, olive oil tree and nature has been used. Besides the functional use, the soaps are proposed to be hanged as presentational elements on the recycled cardboard tree for the creation of an emotional connection between the product and the consumer. In addition, they have been varied with the help of natural fragrances and colours for the creation of a product family.



Figure 4.5: Creative Sessions - Concept 1: The Soap Tree

Concept 2 - Acele Bacı: Hand-made Natural Olive Oil Soap

The product concept has been generated after a conversation with an old woman member, who has been living in Seferihisar for 80 years. According to her memories, nearly 50 years ago, women in Seferihisar used to produce natural olive oil soap at home conditions, and give random shapes to the soaps with their hands. By benefiting from the conversation, this cultural heritage has been transformed to satisfy the user needs of our generation. The product set is consisted of olive oil soap formed by hand, loofah scrubby and an informative packaging about the village where it has been produced and the women who have the fingerprints on the soaps. Lastly, the name of the concept is derived from the name of a religious ritual that they repeat on Friday afternoons to pray for wishes.



Figure 4.6: Creative Sessions - Concept 2: Acele Bacı

Concept 3 - One Soap to Save One Fish: A Harmless Cleaning Alternative

The background of the concept is the relationship between harmful effects of mainstream cleaning products and environmental sustainability. The input for the idea is derived from Mediterranean Action Plan Report published by United Nations Environment Program (UNEP). The report states that domestic wastewater is one of the main pollutants of Mediterranean Sea that cause species to extinct or have genetic transformations. In this sense, if what goes down the drains is considered, a list of cosmetics and cleaning products with toxic ingredients can be made. With this strong statement, the product concept aims to encourage people to consume natural olive oil soap instead of

mainstream cleaning alternatives. To communicate the idea, origami fish has been used as the symbol of the concept.



Fig 4.7: Creative Sessions - Concept 3: One Soap to Save One Fish

Concept 4 - Köpüköpük (Bubble & Bubble): Natural Liquid Olive Oil Soap

The concept *Köpüköpük*, compared with the other 3 concepts that offer the re-design of natural olive oil soap to be sold in the local bazaar, proposes a product-service system for the use of natural liquid olive oil soap in public areas.

In this concept, besides the form and the communication of the product, the fundamental property of the product has been considered. As the rise of the consumption of liquid soap in public areas has been taken as an input, the concept offers the liquefied version of natural olive oil soap. As has been experimented during the workshops with Ulaşım Woman Labour House, the liquid soap can be simply produced from the bar olive oil soap by grinding and adding water into the grinded pieces. The detailed information on the product will be provided later under *the Product* section.



Fig 4.8: Creative Sessions - Concept 4: Köpüköpük

4.3.2. Clustering and Organization

Clustering and Organization of the product concepts on a map show promising directions different than the current system of product and services.

In this sense, for the evaluation of the product concepts with reference to each other and to the alternatives in the market, the concepts are clustered on a map regarding two dimensions; innovation they provide for environment sustainability and innovation they provide for social sustainability.

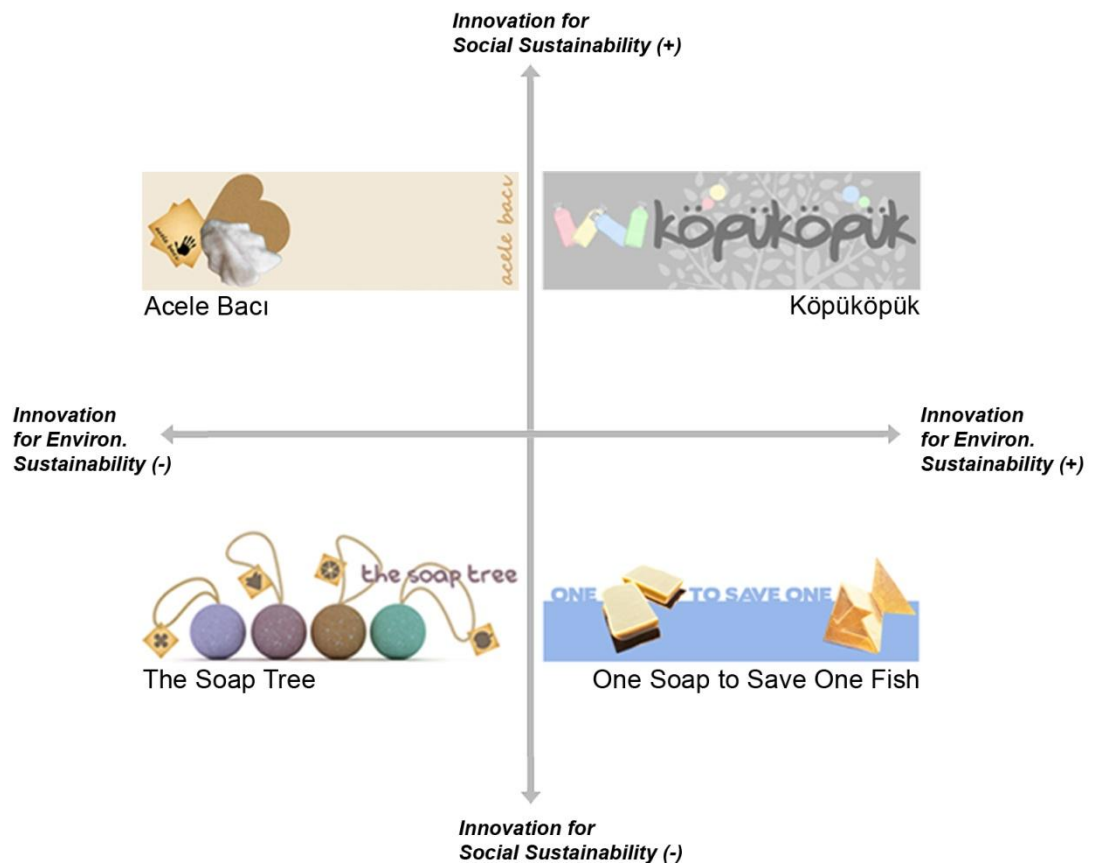


Figure 4.9: Clustering and Organization

4.3.4. Description of Characteristics

In addition to Clustering and Organization of the concepts, *Description of Characteristics* expresses the characteristics of the concepts to explain the reasons why they are placed in these particular directions of the map. (See Figure 4.10)

Accordingly, the map below presents the evaluation of the concepts regarding the innovation they propose in environmental and social sustainability aspects. As explained in more detail on the map, the concept which has less contribution to these aspects is *The Soap Tree*. Secondly, *One Soap to Save One Fish* creates a strong communication with the user in the environmental sense; however, it lacks the social aspects of the issue. On the contrary, while *Acele Bacı* can be regarded as an innovative concept in the social sense, it doesn't emphasize the environmental sustainability in a strong sense. Thus, *Köpüköpük* is the strongest concept with its strong relation to both of the aspects.

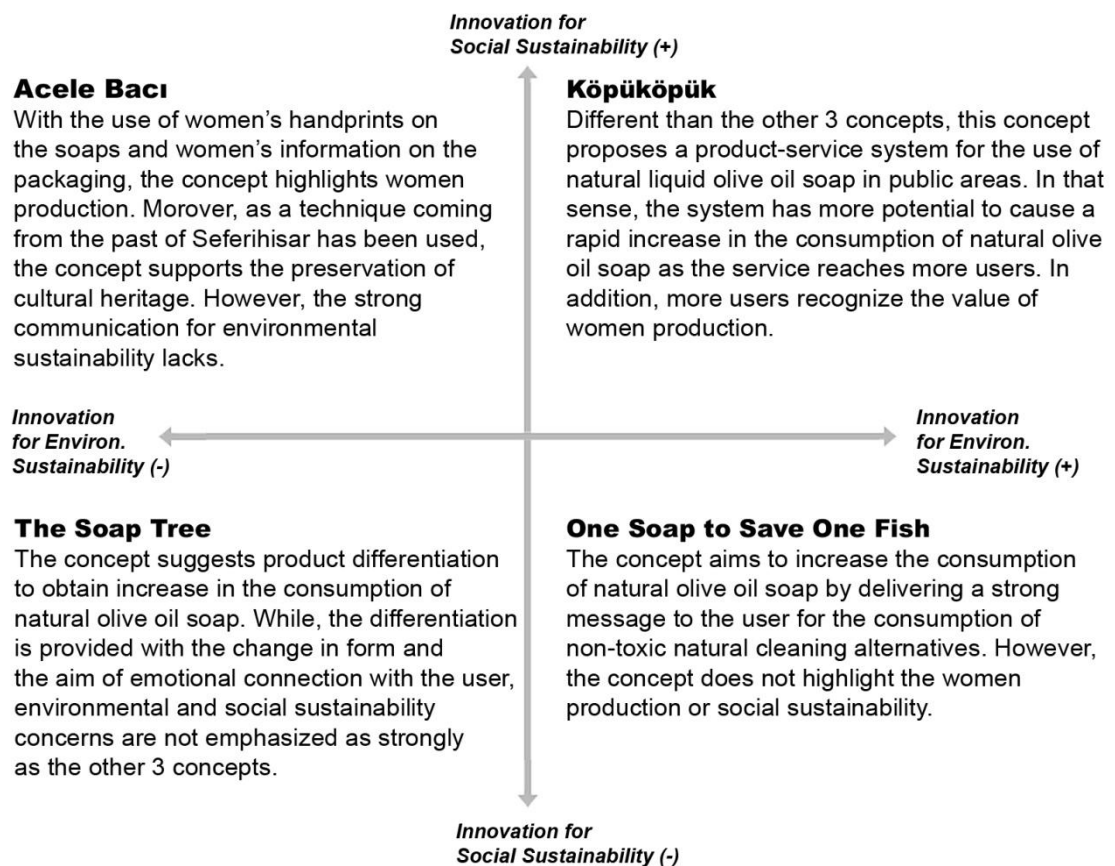


Figure 4.10: Description of Characteristics

According to the evaluation of concepts with reference to each other, as being the strongest concept, Köpüköpük, has been determined as the final concept to be developed at the end of the creative sessions held with Ulamiş Women Labour House. During the development of the product, two more workshops have been held with the labour house to experience the production and quality of the product. Later, the design plan of the service has been developed by the designer.

In this respect, the next section, *The Product* presents the properties of the product, the production method and the interaction of the product with the user. Afterwards, the *Design Plan* will construct the production, delivery and usage scenario and the roles of the actors in these processes.

4.4. The Product

The product that is offered in Köpüköpük product-service system is the liquefied version of natural olive oil soap. The motivation to liquefy the product is the recent increase in the use of liquid soap in public areas due to the ease of use and common-sense that it is more hygienic when compared with the bar soap.

To experiment the production of natural liquid olive oil soap, two workshops has been held with Ulamiş Women Labour House. In the first workshop, the bar soap has been produced with the olive oil provided by one of the members. Soap production has been an activity that the women had already experienced however in this workshop it has been experienced to differentiate the product with adding colour and fragrance.

The next workshop has been held to experiment the liquefaction of the product. The technique for the liquefaction, which appeared as a suggestion during the creative sessions has been experimented to realize the quality of the liquefied soap. In this process, the bar soaps which have been produced beforehand have been grinded with a simple technique, water has been added and the mixture has been left for homogenization for a night. The final product has been satisfactory to fulfil the cleaning

need. However, in case of the implementation of the project, specialists from chemistry field can state opinion and suggest alternative methods that women can benefit for the liquefaction process.



Figure 4.11: The Product

At this point, it is important to highlight the relationship between Seferihisar and olive oil as the main ingredient of the product. As stated earlier, the local economy of Seferihisar mostly depends on agricultural activities and olive oil production is the primary activity with the production amount of 17.000 tons per year. However, not all of the produced olive oil is suitable to be consumed as a food. After the amount of high quality olive oil is bottled to be consumed in our kitchens, the rest remains available for olive oil soap production. In this sense, the revitalization of olive oil soap becomes important for the efficient use of local resources.

In addition, in this system, the main ingredient olive oil for the production of soaps can be provided to the Women Labour Houses by the women themselves. As these labour houses are located in the villages of Seferihisar, the members are mostly the villager women who are already producing olive oil in their field.

Product Interaction with the Final User

In this system scenario, the liquid olive soap is proposed for the use in local public areas such as schools, public institutions, local associations etc. In this sense, the system brings advantages in two ways; while the local women gain profit by using their own resources, the soap need for public areas is being supplied.

As will be explained in the storyboard later, with the delivery by the municipality, the product reaches the users in the lavatories of public areas. Here, the soap dispenser is used as a medium to deliver the message of the product. (See Figure 4.12) The stickers to be attached to soap dispensers provide the information of the product and the context of the project. Delivering the context of the project with the use of these stickers is important that all the people who interact with the dispensers become acquainted with the aim of the project and the message it delivers.



Figure 4.12: Product Interaction with the Final User

On these stickers, the feature of the product as being useful for the human skin and harmless for the environment is emphasized. This information is equally important as the use of product. The information that is provided here can be the step for the creation of awareness for the use of natural non-toxic cleaning alternatives, especially for the young generation as the product is proposed to be used in schools as well.

In addition, on these stickers the information of by whom the product has been produced is stated. For instance, the image below states that the product is produced by the women in Seferihisar Ulamiş Women Labour House to highlight the labour of the women. With the same purpose, the other Women Labour Houses who hold the project can state their names on these stickers.

In addition, lastly the information of the webpage of the project that will be prepared for the communication of the product and delivery of the message in a more detailed way is stated on these stickers as well.

Communication of the Product

As stated above, in addition to the use of the product, the communication to reach the maximum number of people for the creation of awareness towards the use of natural non-toxic cleaning alternatives is quite important. In this sense, this communication can be provided via internet to deliver the message and create the connection between the members of the community.

As a tool of communication regarding the common use nowadays, *Facebook* can be used as the medium (See Figure 4.13). On the page that will be created with the name of Köpüköpük, the context and aim of the project, further information on the harmful effects of mainstream cleaning products and the information on the workshops that will be held with the women can be published.



Figure 4.13: Communication of the Product

4.5. Design Plan

Up until here, in the *Preparation Phase* section the motivations that guide the project has been discussed; the *Workshop Process* presented the creative process ending with the decision of the final concept, and *The Product* presented the production and usage scenario of the product. Following, this section will explain the product-service design in detail with the following tools;

- *Poster Advertisement* is a way in which the new offer could be well presented.
- *System Map* shows the necessary organization between the partners.
- *Interaction Storyboard* depicts the proposed solution along a horizontal timeline.
- *Stakeholders Motivation Matrix* is filled in to show the actors and their intentions, their motivations for being involved, their potential contribution to the partnership and expected benefits from it.

4.4.1. Poster Advertisement

Poster Advertisement presents the product / service to the users to discover. In this sense, the advertisement below firstly, gives the core information on the harmful effects of mainstream cleaning products; states the solution of revitalizing the natural olive oil soap and invites the women who have olive oil resources to take part in the production of natural olive oil soap by contacting the Women Labour Houses.



Figure 4.14: Poster Advertisement (See the translation⁴)

⁴ *Why?* Even though they became an indispensable part of our lives, do you know that cleaning and personal-care products contain the blend of various harmful chemicals as a big cancer treat for us and especially for our children? Do you know that one of the main pollutants of our seas is domestic wastewater?

Solution: To give rise to the revival of natural olive oil soap that is beneficial for our skin and biodegradable in our environment; to expand its area of use.

How? Seferihisar is inviting the women who produce olive oil to produce natural liquid olive oil soap to be used in public areas. Detailed information is at Women Labor Houses.

4.4.2. System Map

System Map shows all the necessary organization between the partners who have contribution to the system. In this sense, the actions of the partners starting with the strategy determination between the municipality and the design consultancy (the study of a graduate thesis in this case) till the feedback to be provided by the institutions that benefit from the system are presented below. In the map, the continuous bold rows depict the material flow, and the dotted lines depict the flow of information between the partners.

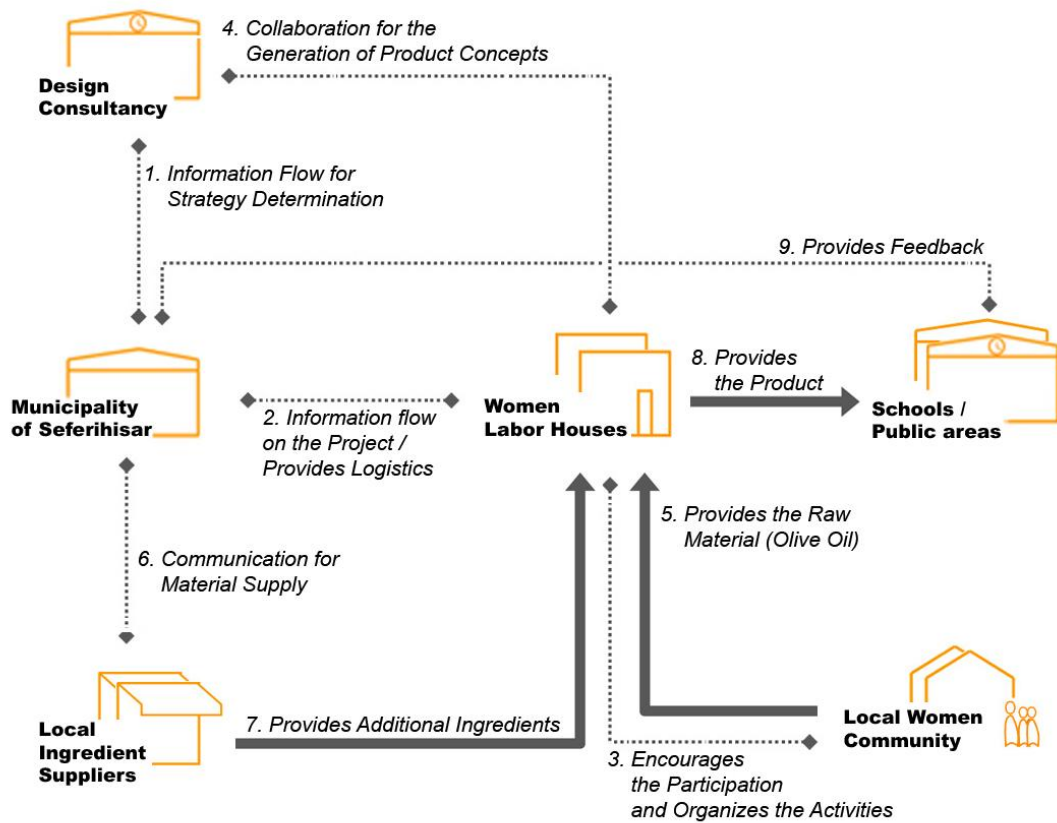


Figure 4.15: System Map

4.4.3. Interaction Storyboard

Interaction Storyboard depicts the system along a horizontal timeline. As presented below, with the explanations provided in sequence, the storyboard explains itself. However, the selection of the women for production needs further explanation. In this system, as the raw material, olive oil is foreseen to be provided by the villager members of the women labour houses. After the presentation of the project via internet and with leaflets to be distributed, the number of the women who want to attend the project has to be equal to the need. For instance, as the number of the schools in Seferihisar is 20, accordingly the number of the women who provide soap to schools has to be 20. If the applications are more than the need, the selection can be made by drawing lots as in the example of *Transformation of a Public Park: Food Production Field* (pg.26).

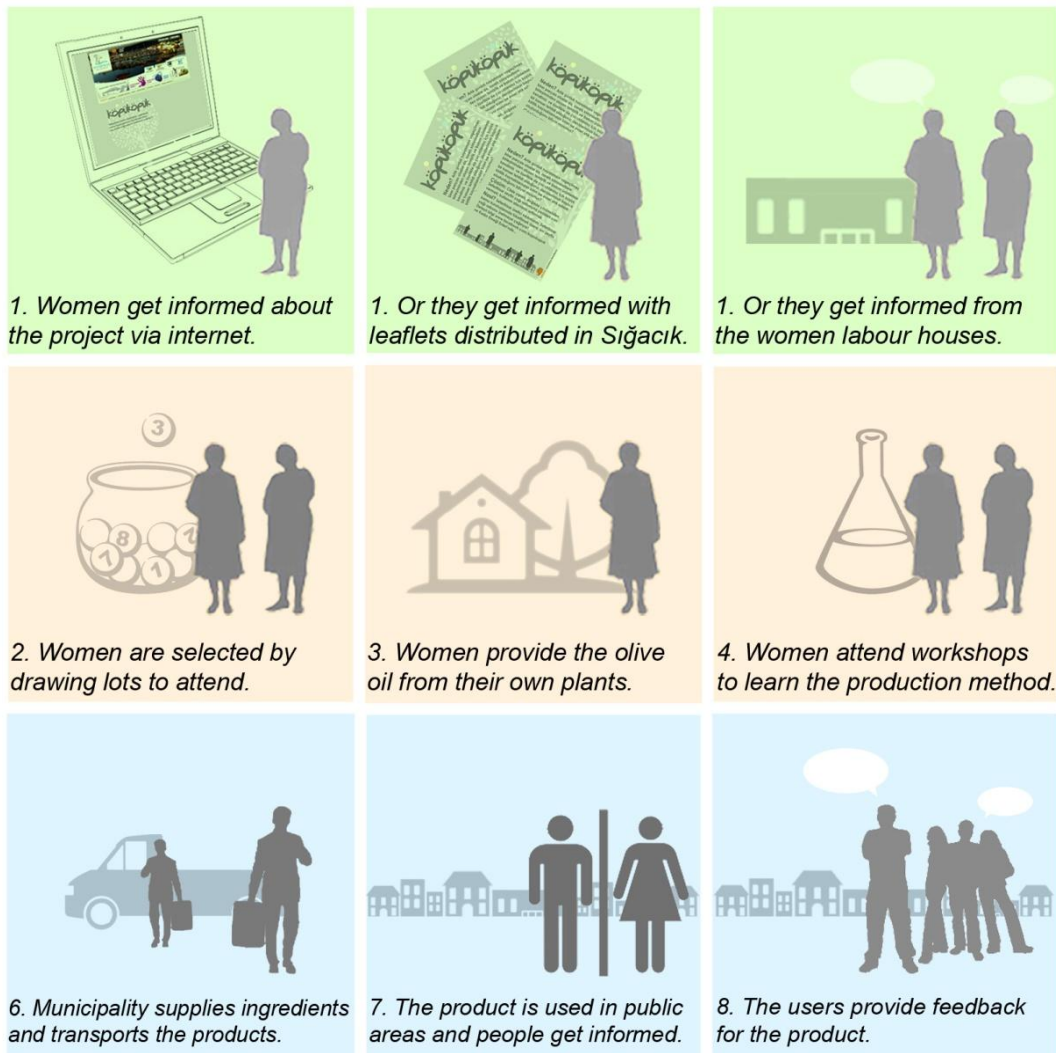


Figure 4.16: Interaction Storyboard

4.4.4. Stakeholders Motivation Matrix

Stakeholders Motivation Matrix shows all the actors who participate in the system, their intentions and motivations for being involved, their potential contribution to the system and expected benefits from it. The matrix states this information of the actors in relation to each other. In that sense, the actors have primary roles and relative roles depending on the other actors in the system. Their primary roles can be considered as follows;

Design Consultancy: In partnership with the municipality, the designer/s collaborates with the local women community to highlight their problems, consider weaknesses and provide sustainable product / service solutions accordingly.

Municipality of Seferihisar: The municipality, as the organizer, facilitates the communication between all actors with the purpose of making investment on a project for raising the awareness among citizens for a sustainable product and involving local women community towards sustainable local development.

Women Labour Houses: The encouragement of the women community and the knowledge required for the production is provided by the women labour houses.

Local Women Community: While providing an income for themselves, the women community provides the main labour for a sustainable product-service system for the maintenance of social cohesion in long term.

Local Ingredient Suppliers: While providing necessary raw materials for production, they are involved in a system that is beneficial for their local enterprise at the same time.

Schools / Public Areas: As creating the platform for the delivery of the product and the message, they invest in the creation of awareness in the citizens against harmful cleaning products.

In addition to the primary roles of the actors stated above, as the last step of the *design plan* for the development of the product-service system design, the stakeholder motivation explains their roles in relation to each other as follows.









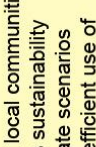




	 Design Consultancy	 Municipality of Seferihisar (Organiser)	 Women Labor Houses (Workshops)	 Local Women Community	 Local Ingredient Suppliers	 Schools / Public areas
 gives to...	 Design Consultancy	 Municipality of Seferihisar (Organiser)	 Women Labor Houses (Workshops)	 Local Women Community	 Local Ingredient Suppliers	 Schools / Public areas
	<ul style="list-style-type: none"> - to create scenarios to steer local communities towards sustainability - to create scenarios for the efficient use of local resources 	<ul style="list-style-type: none"> - design and development of ideas for sustainable local development 	<ul style="list-style-type: none"> - design and development of ideas to add value to their portfolio 	<ul style="list-style-type: none"> - design and development of ideas to strengthen their enterprise 	<ul style="list-style-type: none"> - design and development of ideas to facilitate entry into a new business 	<ul style="list-style-type: none"> - design and development of ideas towards the use of natural locally-produced products
	<ul style="list-style-type: none"> - inputs - new perspectives for local collaborations towards a sustainable future 	<ul style="list-style-type: none"> - to facilitate communication between all stakeholders - to provide logistics 	<ul style="list-style-type: none"> - logistics and communication with other supplier for the transfer of goods 	<ul style="list-style-type: none"> - to strengthen their enterprise 	<ul style="list-style-type: none"> - to facilitate entry into a new business 	<ul style="list-style-type: none"> - the product to be used for creation of awareness towards the use of natural locally-produced products
	<ul style="list-style-type: none"> - inputs - new perspectives for local collaborations towards a sustainable future 	<ul style="list-style-type: none"> - competence in integration of women community for social cohesion and sustainable development 	<ul style="list-style-type: none"> - to encourage the community to be involved - to provide the specific knowledge for production 	<ul style="list-style-type: none"> - the specific knowledge for production -knowledge to increase awareness on harmful cleaning products 	<ul style="list-style-type: none"> - feedback about the materials provided (other necessary ingredients for soap production) 	
	<ul style="list-style-type: none"> - inputs - new perspectives to collaborate with local communities 	<ul style="list-style-type: none"> - to take part in action towards social cohesion and sustainability 	<ul style="list-style-type: none"> - labor for production - the raw material (Olive Oil) 	<ul style="list-style-type: none"> - to be involved in community-based sustainable local development 		
			<ul style="list-style-type: none"> - raw materials for production (other necessary ingredients for soap production) 		<ul style="list-style-type: none"> - to provide other necessary raw materials for production 	
		<ul style="list-style-type: none"> - feedback about the product 				<ul style="list-style-type: none"> - to be 'involved' for the use of natural cleaning alternatives - to collect feedback about the system

Figure 4.17: Stakeholders Motivation Matrix

CHAPTER 5

CONCLUSION

In this final chapter, after a brief overview of the study, opportunities for future studies will be stated.

5.1. Overview of the Study

Starting with the discussion of recent sustainability discourse, emerging localization contexts, the role of social innovations in these contexts and the potential contribution of design to these cases, this thesis has presented a collaborative design project ending with a product-service design with the aim of supporting these arguments as evidence.

After an introduction to the study in the first chapter, the second chapter firstly concluded that with the aim of achieving a sustainable future, the current production and consumption patterns need to be regulated in two directions. From the production point of view, a new industrialization model has to be established which moves the traditional idea of product-oriented linear production to a new idea of service-oriented with a bottom-up approach (Manzini 2007) and from the consumption point of view, a new form of well-being which depends on the context of the lifestyle instead of being a mainstream product-based one has to be created (Manzini 2008). Secondly, emerging localization models such as Cittaslow Movement and social innovations created by communities have been regarded as smooth transitions to achieve these goals. Lastly, in these transitions, design has been proposed as a catalyser for the development of sustainable product / service solutions and the collaborative design approach in partnership with local governments and communities has been considered essential.

The third chapter has presented a field research conducted in Cittaslow Seferihisar, Turkey, as a county investing in these emerging practices, specifically encouraging the

local women community to be involved in the sustainable development by being productive. In this sense, the projects held by the government to encourage women for the generation of local products, the products offered by the women in these systems and women profiles regarding their abilities have been analysed. According to the data gained from this research, it has been concluded that the community is consisted of members with different levels of abilities. Within this respect, the members who differentiate with their product concepts and the attention that they pay to turn their enterprise into a recognised brand are regarded as the strong members of the community and design collaboration has been suggested for the members who lack the innovation knowledge to propose unique and strong enterprises.

With the aim of experiencing the collaborative design approach discussed in the theoretical study, the fourth chapter has presented a collaborative design project ending with a product-service design held with a women community consisted of villager women who come together in Ulamiş Women Labour House. This project has aimed at creating sustainable product / service ideas that can strengthen these women's enterprise.

During the collaborative study held with the women, natural olive oil soap has been discovered as a product that has potential to be developed depending on its relation to human health and environmental sustainability, then, four different product concepts has been generated to revitalize this product.

Compared with the first three concepts which offer only product differentiation for the sale of the product in local bazaars, the fourth concept, Köpüköpük has been determined as the final concept which is a product-service system for the diffusion of natural liquid olive oil soap to be produced by the women and consumed in public areas. The proposed system aimed at creating a new possibility to the women, use of olive oil resources in an efficient way and communicating the harmful effects of mainstream cleaning products.

In conclusion, this study has highlighted the role of locally-driven network structured initiatives for a sustainable future and the new solution-oriented role that can be played by designers in the contemporary society which everybody designs, in addition, the

project has proposed an example for the collaborative design approach for further studies.

5.2. Opportunities for Future Studies

This study as an example of the collaborative design approach between a local women community and designer can create the background for a further study that focuses on the management of the local women community power as women communities are regarded as 'major group' critically important to achieving sustainable development in *Gender 21*.

The motivation for hold this topic is that women are fundamental to the management of local resources and the sustaining of local economies. Yet all over the planet, they are the poorest members of the society; hopelessly under represented at all levels of authority and often without the power even decide their own personal destiny (UNFPA 2002). In that sense, the labour force of local women communities can be contributory for developing local economies especially in low in-come contexts where social equity has to be provided, while leading to generation of eco-efficient products/service solutions to local problems.

With these purpose of creating solutions regarding the women, lately there has been a rapid growth of enterprises by women communities at local level which are either individual efforts or attempts managed by local governments or NGOs. The most successful enterprises are located in emerging localization contexts where women are encouraged for the production of high quality local products while valuing local resources as presented in Seferihisar case throughout this thesis. However, not every initiative is successful regarding the lack of being able to generate innovative product/service solutions which are necessary and feasible at local scale like exemplified within this thesis.

In this sense, in a further study, the innovation and impact of the products that are already offered by local women communities (either independent creative groups or associations managed by NGOs/local governments) can be researched regarding three dimensions; the environmental aspect, the promotion of social equity and the added value for local economy. And ultimately, perspectives and strategies to NGOs, local governments and designers to collaborate with local women communities especially in contexts where social equity has to be provided, for the discovery of their abilities and capabilities for sustainable local solutions can be provided.

REFERENCES

Conference Proceedings

Background Documents. 2008. Proceedings of Changing the Change Conference.

[Internet] Available from:

www.changingthechange.org/papers/ctc.pdf [Accessed: 13 May, 2011]

Publications

Craig-Lees, M. Hill, C. 2002. Understanding Voluntary Simplifiers. *Psychology and Marketing*, Vol.19, No.2, 187–210.

Crul, M. Diehl, J.C. 2009. *Design for Sustainability: A Step-by-Step Approach*, UNEP in partnership with Delft University of Technology.

Dewberry, E. Goggin, P. 1994. *Ecodesign & Beyond: Steps towards 'Sustainability'*. Open University in partnership with Nottingham Trent University, 7-8.

Epstein, S. Fitzgerald, R. 2009. *Toxic Beauty: How Cosmetics and Personal-Care Products Endanger Your Health and What You Can Do about It*. Ben Bella Books: Dallas.

İZKA. 2007. Seferihisar İlçe Raporu (Seferihisar County Report).

Knox, P. Mayer, H. 2010. Small-town Sustainability. *European Planning Studies*, Vol.18, No.10, 1554.

Manzini, E. Collina, L. Evans, E. 2004. *Solution Oriented Partnership: How to Design Industrialised*, Cranfield University: Bedfordshire.

Manzini, E. Jégou, F. 2003. *Sustainable Everyday*. Edizioni Ambiente: Milano.

Manzini, E. Vezzoli, C. 2002. *Product-service Systems and Sustainability: Opportunities for Sustainable Solutions*, UNEP: Paris.

Manzini, E. Vezzoli, C. 2008. *Design for Environmental Sustainability*, Springer: London, 5-16.

Meroni, A. 2007. *Creative Communities: People Inventing Sustainable Ways of Living*. Edizioni Poli.design: Milano, 9-12.

Ovacık Dortbaşı (Ertan), M. 2002. *Study of Do-It-Yourself Activity Being Transformed into a Method of Industrial Design Focused on User Participation*. Doctorate Thesis Submitted to Mimar Sinan University Industrial Design Department, 77-85.

Papanek, V. 1985. *Design For the Real World: Human Ecology and Social Change*. Academy Chicago.

Seferihisar Municipality. 2009. Sakin Şehir Seferihisar (Brochure).

Reports

European Commission. 2001. A Sustainable Europe for a Better World: A European Union Strategy for Sustainable Development.

[Internet] Available from:

ec.europa.eu/sustainable/sds2001/index_en.htm [Accessed: 10 May, 2011]

UNCED. 1992. Local Agenda 21. Earth Summit in Rio de Janeiro.

[Internet] Available from:

www.environ.ie/en/Environment/LocalAgenda21/ [Accessed: 11 May, 2011]

UNEP. 2008. Mediterranean Action Plan Report.

[Internet] Available from:

195.97.36.231/acrobatfiles/MTSAcrobatfiles/mts169.pdf

[Accessed: 24 May, 2011]

UNFPA. 2002. Women and Sustainability: Linking Environment, Women and Population, Promoting Reproductive Health and Saving Women's Lives.

[Internet] Available from:

www.planetwire.org/files.fcgi/3196_women.pdf [Accessed: 16 May, 2011]

World Commission on Environment and Development. 1987. Our Common Future.

[Internet] Available from:

www.un-documents.net/wced-ocf.htm [Accessed: 09 May, 2011]

Web-based Articles

Biography of Cemil İpekçi.

[Internet] Available from:

www.kimkimdir.gen.tr/kimkimdir.php?id=3147 [Accessed: 13 May, 2011]

Cemil İpekçi Mardinde Tasarımcı Yetiştirecek. 2009. *Star Gazetesi*.

[Internet] Available from:

www.stargazete.com/guncel/cemil-ipekci-mardinde-tasarimci-yetistirecek-164010.htm

[Accessed: 13 May, 2011]

Cipolla, C. 2004. Tourist or Guest - Designing Tourism Experiences or Hospitality

Relations? In Manzini. 2006. Design, Ethics and Sustainability: Guidelines for a Transition Phase.

[Internet] Available from:

www.sustainable-everyday.net/manzini/ [Accessed: 11 May, 2011]

Cittaslow Association. 2009. CittàSlow Charter.

[Internet] Available from:

www.cittaslow.net/download/DocumentiUfficiali/2009/newcharter%5B1%5D.pdf

[Accessed: 04 May, 2011]

Cottam, H. Leadbeater, C. 2004. Open Welfare: Designs on the Public Good.

[Internet] Available from:

www.designcouncil.info/mt/red/archives/ [Accessed: 04 May, 2011]

Leonard, A. 2007. Referenced and Annotated Script. Story of Stuff.

[Internet] Available from:

www.storyofstuff.com/ [Accessed: 09 May, 2011]

Leonard, A. 2007. Referenced and Annotated Script. Story of Cosmetics.

[Internet] Available from:

www.storyofcosmetics.com/ [Accessed: 09 May, 2011]

Manzini, E. 2005. A cosmopolitan Localism: Prospects for a Sustainable Development and the Possible Role of Design.

[Internet] Available from:

www.sustainable-everyday.net/manzini/ [Accessed: 11 May, 2011]

Manzini, E. 2006. Creative Communities, Collaborative Networks and Distributed Economies: Promising Signals for a Sustainable Development.

[Internet] Available from:

www.sustainable-everyday.net/manzini/ [Accessed: 11 May, 2011]

Seferihisar Municipality. 2011. Belediye Parkı Bayanlara Gelir Kapısı Oldu.

[Internet] Available from:

www.seferihisar.bel.tr/index.php?option=com_content&view=article&id=483:belediye-parki-bayanlara-gelir-kapisi-odu&catid=3:seferihisar-haber

[Accessed: 22 May, 2011]

Seferihisar Municipality. 2011. Kadın Emeği ile Kahvaltıya Buyurun.

[Internet] Available from:

www.seferihisar.bel.tr/index.php?option=com_content&view=article&id=482:kadin-emeqiyle-kahvaltiya-buyrun-&catid=3:seferihisar-haber

[Accessed: 22 May, 2011]

APPENDIX A: DESIGN FOR SUSTAINABILITY GUIDELINES

Appendix A provides the set of guidelines regarding the 3 key elements of sustainability – social, environmental, and economic – also referred to as *people, planet and profit* as stated in *Design for Sustainability: A Step-by-Step Approach*, by Crul and Diehl (2009). The guidelines which are related to the context and scope of the Köpüköpük project are highlighted as follows;

People: Create opportunities to meet social and equity requirements

- Reduce urban and minority unemployment
- Improve working conditions, safety, and well-being
- Acceptance and integration of minorities
- Reduce income inequity
- Enhance number of skilled workers
- Abolish child labour
- Reduce illiteracy
- Provide basic health services
- Provide clean drinking water
- Reduce population growth
- Improve status of women
- Adopt international employment standards
- Increase social opportunities and community interaction
- Abolish large scale dislocation of people

Planet: Fit within the carrying capacity of supporting ecosystems

- Reduce fossil fuel energy use
- Use of renewable energy
- Increase energy efficiency
- Reduce use of toxics
- Clean contaminated sites

- Improve level of waste prevention, recycling, and reuse
- Reduce and treat industrial emissions
- Reduce quantity of waste water and promote treatment
- Stop overexploitation of renewable resources and water
- Stop deforestation, soil loss, erosion, and ecosystem destruction
- Reduce dung and wood burning

Profit: Create equitable value for customers and stakeholders along the global value chain

- Value for company and stakeholders
- Value for customers
- Fair business model
- Fair share of and linkage to global value chains
- Linkage of small and medium sized enterprises in developing countries to large transnational companies
- Fair price for commodities and raw materials
- Ownership and credit opportunities for entrepreneurs

APPENDIX B: CITTASLOW CHARTER

Appendix B provides the set of guidelines stated as *Cittaslow Charter* (2009). The guidelines which are related to the context and scope of the Köpüköpük project are highlighted as follows;

Environmental Policies

- Verification of the quality of the air, of water, of the soil within the parameters established by law.
- Plans for the promotion and dissemination of differentiated refuse collection including urban refuse and special wastes.
- Dissemination and promotion of industrial and domestic composting.
- Existence of a purification plant for urban or cooperative sewage.
- Municipal plan for saving energy, with reference particularly to the use of alternative sources of energy (renewable sources, green hydrogen, mini hydroelectric power plant) and producing heat from RSU and biomasses.
- Ban on the use of O.G.M. in agriculture.
- Municipal plan for the regulation of commercial art and traffic signs.
- Systems for controlling electromagnetic pollution.
- Program for controlling and reducing noise pollution.
- Systems and programs for controlling light pollution.
- Adoption of systems of environmental management (EMAS and ECOLABEL or ISO 9001; ISO 14000, SA 8000 and participation in Agenda 21 projects).

Infrastructure policies

- Plans for improving and for the reclamation of historical centres and/or works of cultural or historical value.
- Plans for safe mobility and traffic.
- Bicycle tracks connecting schools and public buildings.

- Plans favouring alternative mobility over private transportation and for the integration of traffic with public means of transportation and pedestrian areas.
- Verification of Infrastructures to guarantee that public places and those of public interest are accessible for the disabled and the removal of architectural barriers and access to technologies aimed at creating bonds between school and family, assistance, including home assistance for the elderly and chronically ill.
- Centre for medical assistance.
- Quality green areas and service infrastructures.
- Plan for the distribution of merchandise and the creation of commercial centres for natural products.
- Agreement with the shopkeepers with regards to the reception and assistance to citizens in trouble: “friendly shops”.
- Redevelopment of deteriorating urban areas and projects for the reutilization of the city.
- Program for an urban restyling and upgrading.
- Integration of the U.R.P. functions, with Slow City information windows.

Technologies and facilities for Urban Quality

- Window for bio-architecture and programs for the training of personnel assigned to the information project for the promotion of bioarchitecture.
- Equipping the city with cables for optical fibre and wireless systems.
- Adoption of systems for monitoring electromagnetic fields.
- Providing refuse containers in keeping with the environment and the landscape and removal according to established timetables.
- Programs and promotion for planting public and private places with important environmentally suitable plants, preferably autochthonous in line with criteria of landscape gardening.
- Plans for providing services for the citizens (Dissemination of municipal services via internet and plans for creating and educating the citizens in the use of an internet-based civic network).

- Plan for controlling noise in specifically noisy areas.
- Plan concerning colours.
- Promotion of telework.

Safeguarding autochthonous production

- Plans for the development of organic farming.
- Certification of the quality of artisan produced products and objects and artistic crafts.
- Programs for the safeguarding of artisan and/or artistic craft products in danger of extinction.
- Safeguarding traditional methods of work and professions at a risk of extinction.
- Use of organic products and/or those produced in the territory and the preservation of local traditions in restaurants, protected structures, and school cafeterias).
- Programs for educating taste and nutrition in schools in collaboration with Slow Food.
- Favouring the activities of wine and gastronomic Slow Food Presidia for species and preparations risking extinction.
- Census of the typical products of the territory and support of their commercialization (updating of markets for local products).
- Census of trees in the city and enhancing the value of large trees or “historical trees”.
- Promoting and preserving local cultural events.
- Promoting “urban” and school gardens for autochthonous cultures grown with traditional methods.

Hospitality

- Training courses for tourist information and quality hospitality.
- Using international signs in the tourist signs of the historical centres with guided tourist itineraries.

- Reception policies and plans to facilitate the approach of the visitors to the city and access to information and services (parking, extension/elasticity of opening hours of public offices, etc.) with particular regards to scheduled events.
- Preparation of “slow” itineraries of the city (brochures, websites etc.).
- Making the tourist operators and storekeepers aware of the need for a transparency of prices and the exhibition of rates outside the business establishments.

Awareness

- Campaign to provide the citizens with information on the aims and procedures of what a Slow City is, preceded by information of the intentions of the administration to become a Slow City.
- Programs to involve the social fabric in acquiring the “slow” philosophy and the application of Slow City projects and in particular: educational gardens and parks, book facilities, adhesion to the project of the germ plasma bank.
- Programs for the dissemination of the Slow City and Slow Food activities.

APPENDIX C: CASE STUDIES OF CREATIVE COMMUNITIES

Appendix C provides two case studies of creative communities and one case study as an example of the collaboration between the creative communities and designers. The first two case studies are scenarios created in different countries as retrieved from the research that has been held under the program of research activities called EMUDE in *Creative Communities: People Inventing Sustainable Ways of Living* (Meroni 2007). Lastly, the third case study is an example of the collaborative design approach between the creative communities and designers as a project that has been held in a low-income region of Turkey with a women community by a foremost Turkish fashion designer.

Case Study 1

Gemüsekiye (Vegetable Box), Cologne, Germany: Fresh, organically grown, reasonably priced vegetables delivered to the door, together with recipes, and opportunities to visit the farm.



Captures from 'Gemüsekiye'

It is quite difficult to buy fresh, organic vegetables and fruits for a reasonable price in big cities. The company delivers a box of local vegetables and fruits to its customers weekly. The products are fresh and seasonal, and grown locally. A list of recipes is provided as well to the customers who are not familiar with the vegetables.

Benefits for the Society: The service fosters awareness of tradition, taste and natural seasonal availability, and has made people realise that organic food can be affordable. The company also helps to spread knowledge of organic farming and its importance for sustainable development by inviting primary schools for visiting the farm.

Benefits for the Environment: The production of organic food, avoiding the use of genetically modified seeds and pesticides reduces pollution, preserves the landscape and safeguards biodiversity. As all the food is grown locally, the reduction of food transportation radically reduces the environmental impact of the food chain and reduces the need of energy for cooling and freezing.

Benefits for the Economy: The case study demonstrates that ecological production can be economically sustainable. The company is the only one in the village who had survived in the last 30 years, thanks to the high quality of the products and creation of a direct, innovative link to consumers.

Case Study 2

Orti del Parco Nord (Parco Nord Vegetable Gardens), Italy: People over 60 raise vegetables and fruit in town, spend time together, and enjoy the open air.



Captures from 'Orti del Parco Nord'

Vegetable Gardens is a service provided by a consortium of six local authorities around Parco Nord Park in the Milanese suburbs. Under the Vegetable Gardens participants can rent an allotment very close to residential areas to grow their own fruit and vegetables. The service is open to pensioners, housewives and the unemployed over 60, and gives them the chance to socialize and enjoy outdoor activities. Users can grow whatever they wish, but have to maintain their part of the garden and look after common spaces. Once in a while they are asked to participate to meetings and training seminars. Rent, on a six-year renewable contract, includes a storage chest, concrete tiles for paths, water, and disposal of non-compostable waste.

Benefits for the Society: Caring for their own garden gives participants entertainment, improved family finances and the opportunity to remain active and be useful. The social advantages are re-vitalisation of the city, by introducing new day-to-day activities, and regeneration of public space.

Benefits for the Environment: It creates a well-kept area of parkland near the city, and by producing some vegetables for local consumption reduces the demand for food from further away. It encourages the use of organic home waste as compost and promotes a culture of natural food.

Benefits for the Economy: It improves and maintains the quality of a green area for low cost, and may stimulate small-scale local enterprise: gardening shops, selling or rental of gardening tools, or co-operatives of professional gardeners.

Case Study 3

Project held by Fashion Designer Cemil İpekçi, Turkey: A case on the collaboration between creative communities and designers



Captures from the project held by Fashion Designer Cemil İpekçi

Born in 1948, graduated from Royal Academy of Art, UK, Cemil İpekçi is a foremost Turkish fashion designer. With many achievements in his career, he has been mostly appreciated for representing / regenerating historical Anatolian motives and figures in his design works. Initiated with 40 women in 2009, the collaborative project held by the designer and ÇATOM (Çok Amaçlı Toplum Merkezi – Community Centre for Various Goals) aims to enable groups of women with low-income in Mardin to produce local garments and accessories, thus, give them opportunity to have an income. The role of the designer in this case is important to highlight; in the workshops, he guides the women

for the use of local patterns and figures which are regarded as cultural heritage and especially he encourages the women for the transformation of pieces of second-hand local garments into new designs.

Benefits for the Society: The project contributes to improvement of the social status of women in Mardin as a place where gender is a reason of inequity by enabling them to be productive and valuing their works. In addition, by the use of local historical patterns in design works, the project contributes to the preservation of Mardin's rich cultural heritage.

Benefits for the Environment: With the encouragement of the designer, by benefiting from second-hand local garments, the lifespan of the products gets lengthened.

Benefits for the Economy: By involving different actors in production, the local economy gets stronger.