

Hello and welcome to our Good Place Podcast

that is run by good place innovators.

A team of researchers,

educators and student fellows passionate

about transforming communities with an

extra sensitive eye for our place local.

Context and through community needs.

Our goal is to inspire educators

to connect to their place and

transform their curriculum.

Enabling students grow into

responsible citizens with curious

mind and a greater sense of belonging.

My name is Rattan yutan.

I'm a senior teaching fellow in

strategy and innovation at Lancaster

University Management School.

I'm also an education service designer and

elite of good place innovators project.

Funded by the Enterprise Educators UK.

You may wonder why we talk about

good and not great.

Well, we believe that getting the

basics rights is probably the most

challenging aspect of innovation.

O good is good enough for us.

Good is also a nice word in

relation to doing good,  
and that's what's really nice  
and leading us to today's guest.

So in this episode I speak  
with Doctor David Perez,  
a lecturer and researcher at Lancaster  
University Institute of Art and Design  
whose research focuses on exploring.

Place in social entrepreneurs and  
their use of design in their business.

He also looks at how design is connected  
to the entrepreneurial context.

So the topic of good in the  
society is very appropriate.

Today David welcome it's exciting for  
us to switch our perspective to the  
domain of design and we are really  
pleased to have you with us today.

Could you perhaps start by  
explaining what you mean by design in  
entrepreneurial concept in your research?

Thank you Ratka and thank you  
first of all for having me here.

It's a pleasure to be part of this podcast.

Well, a little bit of background.

I did my PhD in something related to  
design and social entrepreneurship,

so I was looking at particularly  
how design management was used  
by social entrepreneurs.  
And then I realized that.  
In in this group of participants,  
actually the group of people  
that I was working with,  
they didn't have any type of management  
because they were starting their business.  
OI turned the research a little  
bit more into what type of design  
they were using and what it means.  
Design from an entrepreneurial perspective,  
which is quite different to what we  
normally see in entrepreneurial studies.  
Looking at how design thinking,  
for instance,  
can be adopted in the entrepreneurial  
context here was looking at  
particularly how design somehow.  
Art from an entrepreneurial action.  
So from that respect actually I  
was looking more about those kind  
of silent uses of design.  
That kind of unconscious use of design  
that was very interesting for me.  
So it was beyond of the practice

of a graphic design.

For instead of a product design.

But that was also looking at

when design was used.

So to process or the sort of strategy,

and when that appears in the

entrepreneurial process and your

research takes place in Chile so.

I'm just wondering whether this

was intentional, or is it a sort

of a place of significance to you?

Personally, it's very significant

for me because I'm from there.

I'm from Chile and so yeah,

I I did my research based on my culture,

so that was kind of one of the

reason why I did it there,

not necessarily because of the personal

attachment I had with the country,

but also because I could

understand the context better.

So that was very important for me.

I didn't want to do a research.

I also wanted to use actually my

experience to understand what happened.

There and one of the reasons why I

did it with this particular group

of entrepreneurs that they were not  
kind of traditional entrepreneur but  
social entrepreneurs because my my  
interest as well is in how to use  
design for social good for social  
purposes and social entrepreneurs.

In a way we're doing aim to  
do something in that line.

Too brilliant and it was probably  
very nice to return home as well  
and explore how the place changed.

Yeah, it's it was interesting because it was.

My first time to be there as a  
researcher and a researcher from the UK.

So it was this kind of paradox of being  
kind of an insider because I'm from there.

But at the same time,  
outsiders.

So it's like changing that  
hats all the time was quite.

Interesting experience for me.

Great and really just looking through  
your data and through your research.

I was very interested.

You know to learn that even though these  
entrepreneurs that you interacted with  
they they still saw the value of design.

They saw it almost like a knowledge that they needed to learn 1st and it sort of didn't seem to be a priority for them.

So what did they understand?

This design?

I don't know if he wasn't kind of the IT wasn't a priority.

For them,

but well,

the the reason was focusing on nascent entrepreneurs and they were part of an incubation program and I think in a way when they are part of an incubation program that are different type of topics that they need to go through and in a way, it's kind of process of learning.

It's like learning about,

for instance,

they have modules about service design, learning how to do networking, learning all the finances.

So every single thing that they were doing was a kind of learning process and they didn't have in that program kind of something specific about design.

So I think they were quite respectful to.

Talk about design with property.

I don't know if that's the right

word because they didn't have any

kind of process of learning of that,

but in a way they were doing design

from their own perspective of O when

they were talking about design.

Initially they were pretty much

connecting design to those concepts.

Disciplinary concepts,

like for instance cannot do

graphics because I'm

bad at drawing so I cannot do design

because I cannot draw basically,

but in a way they were using creativity.

They were using this kind of.

Design mindset to solve some

problem that they were emerging

in their in their processes.

So yeah, it was interesting,

but at the same time a little bit kind of.

I know it's sad to see that they

were not acknowledging themselves

or encouraging or enhancing their

own kind of capacity of being able

to design because they didn't

have the job title as a designer,

but in a way they were doing design.

And it's interesting that you speak.

About that stuff.

Definition of design.

When we you know in the management education when we hear the word design, we imagine graphic design or you know we always think this is something not for us.

So in stuff design is a process or design is a maybe way of looking at problem solving with a bit of a creativity in a different way.

That's probably something that we would like to introduce into that stuff entrepreneurial.

Learning and the value of it.

Do you think there is a place for it in in management learning?

Yeah, and I think, well,

I'm about that book that everybody can design.

And from that point of view, yeah, definitely.

An entrepreneurial learning is is very important.

One of the most creative person that I know is my sister and she's not a designer.

But whenever we talk about anything,  
she's really,  
really creative.

But whenever I ask her,  
I do creative which is,  
I know another creative person.

Because that is kind of part of the domain  
of creative disciplines like design,  
but I do believe that entrepreneurs  
are very creative as well and they  
use a lot of design principles.

And because it's all about  
looking for opportunities,  
chasing the opportunities,  
implementing and making things  
happen to change something in,  
hopefully in a good way.

And basically that's the  
same principle of design.

So I think the conversation would be easier  
if we don't use the word design, maybe.

And that might open up the the space  
to to to be kind of more creative and.

Using those kind of design bases,  
yeah it will be.

It will be really useful to come up  
with an alternative and we have tried,

but I think it's you've mentioned  
the word creativity.

Then again people imagine drawing  
or you know,  
creating something with material  
which is not necessarily that, is it?

So it's it's a good challenge,  
isn't it?

To come up with a with a new concept?

Well can I?

Can I just come back to your  
research and just ask you about  
the concept of code design?

So we've spoken about design?

Now you know this is yet  
even another concept.

So what is Co design and you know how?

How do you think entrepreneurs  
can apply code design to create  
a compelling value proposition?

Now I know what you're asking me because  
from the research that I did for my PhD  
in social entrepreneurship and design,  
I moved to the area of Co design and so  
now I'm lecturer in radical codesign.

And codesign what they call?

It has different type of

definitions is about collaboration.

Is about collective is about of  
any other kind of comparative.

It could be.

I like to use the collaborative  
so working together.

And for a design purpose.

So basically the difference  
between designing and Co.

Designing is that designing  
has a focus of youth design.

Something for someone for example.

Whereas in Codesign you design with people,  
so you as a designer or in  
this case as an entrepreneur.

Maybe you design with the people  
that you are going to be or are  
going to be affected by the decision  
that you are taking or all the  
solutions that you are trying to.

To create so that is very  
relevant as well for,

I think for a better society  
to be more inclusive to be more  
engaged with the actual challenges  
and not creating things for the  
sake of creating and profiting.

But creating things that are really meaningful for the communities that we live in.

And with that stuff concept of code designing with.

Do those people that you Co design with do they need to be aware of what is what design is?

Do they need to have some education in design?

Again,

from the perspective that I believe that everybody designs the perspective or designing here works acts more like a sort of process to prompt the creation of solutions.

So the most thinking here or the most valuable thinking here is not the capacity of.

Being a designer,

but being able to bring your own lived experience in a particular situation and also being able to share that and to collaborate with others to create kind of common solution that benefited everybody in the room.

So yeah again if we take off the  
word design I think it makes more.

It makes it easy to understand.

It's bringing people together to  
create something meaningful for  
them that to achieve a better.

They ought to change a future in a good way,  
and that was really nicely portrayed  
in one of your case studies.

I I really enjoyed reading the case  
about renewable energy startup and  
how their business model changed  
thanks to Codesign and I wonder  
whether these entrepreneurs this  
specific group, whether they knew.

Did they know how to codesign  
or where they sort of guided  
through the process?

Something really interesting in  
this business incubator that it was?

He had a a strong social focus,  
so the one of the the members of the  
team had job called Social mentor  
and this person was a community  
leader with a lot of experience in  
kind of leading community projects,  
community lab projects and also

connecting with other community leaders.

And actually now he has a program

in university to

educate community leaders and that person

uses a lot of this concept of Co creation.

Co. Creating with communities that basically

is a kind of sibling term in the educational.

Sorry in the University on research we

talk a lot about Co production as well,

so they had a module with him a couple

of words with him about Co creation and

importance of listening to people and

it was fundamental for particularly for

these entrepreneurs because what they

tried to break in there is that sometimes

you might have a really good idea.

You might not really,

well some techniques.

There might be an expert on computer

sciences or engineering or whatever.

And you might believe that that solution

or that idea that you have in mind

is going to solve everything would

problem are going to be successful,

but not listening too much how it's

going to be received and whether

it makes sense to to other people.

So this concept of Co creation for them,  
it was really important in a social  
entrepreneur content because basically  
you are trying to solve problems  
and you're not trying to add more  
complexity to the life of people that  
are already having other issues.

So it's all about for instance.

Listening whether the problem they are  
trying to tackle are actual problems or not,  
whether the problem they are trying  
to tackle in all the way that that  
tackle that problem and not causing  
other problems and so on.

So that was somehow the idea of  
those workshops that they had,  
and that was the basis for them to go  
there and to run this kind of this workshops.

But again, if I asked them,  
did you do codesign?

They might say no.

We just run some work too,  
but they were using it at the same time.

Prototyping in the they were using a  
lot of dialogue with the communities  
they were remaking sense of their own  
business idea by talking with them,

understanding the resources and the capabilities that the Community had already there and designing something with them that really fit to their context.

So that is how.

Based on that,

they they they changed the business model to something that it was from installing something in there a technology to implementing or to develop some capacity in there for to empower the Community to create their own solutions.

In this case the collectors and we discussed the similar topic at our last podcast as well about how can you understand the sensitivity of the place?

How do you as an entrepreneur know what the community needs and you know is it even possible?

Because it you're you're entrepreneurs were also from the place so where they known to the community when we talk about places,

I would say that yeah,

for instance,

I'm also from tile,

but I didn't know this communities

and I was from a different city,  
different context so I didn't know  
the issue either.

So I think there is an stage in  
the entrepreneurship process that.

It has to be this kind of sense making  
by getting involved or getting engaging  
with the conversation of the communities.

So in this case, although the  
entrepreneurs were from tile actually in,  
particularly in that company or that case,  
there was a guy from France French exchange  
student that he started company where  
they didn't know that well the context.

So having this kind of stages  
of go there talking with people  
understanding what they are facing,  
I think is really really relevant.

To break some assumptions and to create  
something that again is meaningful,  
this is like a total immersion  
in the context, isn't it?

And and your research focuses mainly  
on social entrepreneurs and I was  
wondering whether you think that that's  
the value of design and Co design can  
be transferred to simply any business.

Any organization.

I would say it's also it could

be public sector we have.

Quite a lot in imagination that is the  
area and the design department here and  
at the university with the City Council.

So yeah there is.

There is value in design or using  
design in different contexts.

For me design is all about.

You know there is an old definition  
of design.

Is that change in the situation  
and she prefers one or futures into  
prefers one and it's all these kind of  
concept of changing changing things.

So being creative using the resources  
that you have available using the  
different type of capabilities and  
identifying some problem and trying  
to create change positive change.

Ideally we want a positive world.

I think what a brilliant way too.

And today's episode.

The design as a change for good.

Thank you David and we're really

coming to the end and there is so much.

We could talk about what's your next research about.

What can we look forward to?

Oh,

I'm very much interested in the the use of social practices in in design and how somehow design is performative act, and basically that builds some capabilities and new practices in people to keep generate that change.

So I'm very much interested in what happened when we talk about design without designers involved there.

Welcome and talk to us anytime.

And we will share the links to your papers and to your research on the portal of our podcast.

So thank you so much for your time and that's all for today.

I hope you enjoyed our design lens and insights about the value of design in entrepreneurship.

Our project explores this very topic and we're experimenting with our students to see how we might adapt the design principles to management and business paradigm.

Feel free to drop us a message,  
comment or recommendation of a resource,  
initiative or idea for our.  
Project and until next time take care.