CALL NO. 023/2020 OF THE COMPARATIVE ASSESSMENT PROCEDURE FOR GRANTING AN AUTONOMOUS COLLABORATION ASSIGNMENT AT THE DEPARTMENT OF DESIGN FOR THE ACTIVITY OF SENIOR RESIDENT RESEARCHERS

THE HEAD OF THE DEPARTMENT OF DESIGN

Considering Italian Law 7 August 1990, no. 241, “New regulations on administrative procedure and right to access administrative documents” as amended and supplemented;
Considering Italian Presidential Decree 28 December 2000, no. 445, “Consolidated Law of legislative and regulatory provisions on administrative documentation (Text A)”, as amended and supplemented;
Considering Italian Legislative Decree 30 March 2001, no. 165, “General rules on the system of work under the employ of public administrations” as amended and supplemented and, in particular, Art. 7, paragraph 6;
Considering Italian Legislative Decree 30 June 2003, no. 196, “Privacy Code”, as amended and supplemented;
Considering the GDPR-EU no. 679/2016, “Regulation on the processing of personal data and free movement”;
Considering Italian Law 6.11.2012, no. 190 on “Rules for the prevention and repression of corruption and illegality in the public administration”;
Considering Italian Law 30.12.2010 no. 240 laying down “Rules on the organization of universities, academic staff and recruitment, authorizing the Government to incentivize the quality and efficiency of the university system” and, in particular, Art. 18;
Considering the current legislation in the subject;
Considering Regional Decree 828/AG of 14 March 2014, laying down “Regulation for Administration, Finance and Accounting” of the Politecnico di Milano, and, in particular, Articles 27 and 84 as amended and supplemented;
Considering Managerial Decree no. 9754 of 19 December 2019, laying down “Regulation for the governance of comparative procedures for granting individual collaboration assignments of autonomous nature”;
Having identified the need to apply a comparative procedure for granting an individual collaboration assignment of autonomous nature;
Considering the Code of Ethics and Conduct of the Politecnico di Milano in effect;
Considering the resolution adopted by the Department Board at the meeting on 02/13/2020;
Having considered that the conduct of the aforementioned activities falls within the powers attributed by the legal system to the Politecnico di Milano and is deemed necessary in order to address a temporary requirement;
Having regard to the MIUR note n. 192 dated 08.01.2018 "Departments of Excellence - outcome of the evaluation and publication of the Departments receiving the financing pursuant to L. 232/2016, article 1, paragraphs 314-337";
Provided the financial availability: DDK8ECLZ01-I/STAT - PROGETTO DIPARTIMENTO DI ECCELLENZA (ART.1 COMMI 314-337 L.232/2016 ASSEGNAZIONE MIUR 2018-2022), AU20INTZ01 - Fondi per Faculty Internazionale


**Art. 1**

**Subject, duration and fee**

The comparative procedure is called with the aim of granting an individual collaboration assignment for the activity of 9 Senior Resident Researchers to be implemented by entering into a private law contract, concerning one of the following research domains:

- Design for Advanced Manufacturing;
- Design for New Business & Entrepreneurship;
- Design for Social & Public Sector Innovation;
- Design for Cultural & Creative Industries.

The general objectives to be achieved as part of the collaboration will be:

1) Increasing the understanding of the selected research topic conducting “evidence-based” research activities (no pure theoretical research);
2) Publishing research outcomes and findings on relevant international design (or other related domains) journals;
3) Opening up new alliances and partnerships with internationally recognized Universities or research institutions operating in the selected research area.

The specific objectives to be achieved are described in the research proposals, attached as an integral part of this call (Annex 3 and 4).

The performance under the contract will have the duration of 6 months commencing from the date of signature of the contract/letter of assignment.

The collaboration will take place at the Department of Design – Politecnico di Milano.

Due to the COVID-19 emergency, and the possibility of restrictions limiting travels abroad or access to the premises of the Department, part of the research could be developed from the home country of the successful candidate, in coordination with the Scientific Coordinator of the project.

The fee scheduled for the conduction of the activities under the contract to be signed is fixed at € 15.000,00 gross of tax withholdings, social security and welfare contributions, which are borne both by the collaborator and by the University, in accordance with legal provisions, and gross of VAT and social security contributions, where required.

The collaboration will be carried out personally by the selected individual, in full autonomy, without ties of subordination, on a non-exclusive basis, using the premises and equipment made available by the structure and in coordination with it.

Regarding the dissemination and publication of results: ref. art.8.

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**Art. 2**

**Participation requirements**

In order to participate to the selection procedure, candidates must already hold an academic position as provided in Annex 2 (Ministerial Decree No. 662/2016), or hold a position in The European Commission Joint Research Centre (JRC).
For the academic position, only positions listed under Grade a, b and c will be taken into consideration. For the positions at the JRC, trainees will be excluded. Candidates must have obtained the required academic qualification by the deadline indicated in Article 5, in order to be admitted to the selection.

Those who have a familial or kinship relationship, up to the 4th degree included, with a professor of the Department of Design, with the Rector, with the Director General or with a member of the Board of Governors of the Politecnico di Milano may not participate in the selection procedure, in accordance with the provisions of the Art. 18 paragraph 1 letter c) of Italian Law 240/2010.

Art. 3
Selection Commission

The selection will be made by a Commission appointed by the Head of the Department.

Art. 4
Assessment criteria

The assessment of each application will be based upon the qualifications and experience of the candidate, and the coherence between the candidate’s profile and the selected research proposal.

The awarding Commission has 100 points available, distributed as follows:
- Qualifications and experience of the candidate up to 60 points
- Coherence between the candidate’s profile and the selected research proposal up to 40 points

The selection is passed if the candidate obtains an overall assessment of no less than 70 points.

Art. 5
Application for participation

To participate in the selection, candidates must send by email as pdf attachments to the address visiting-design@polimi.it, under penalty of exclusion:
   a) the application form (see Annex 1 to this call), duly compiled and signed;
   b) the educational and professional curriculum vitae with the authorization to process personal data and for publication on the University website;
   c) the photocopy of a valid identity document.

In the application form, candidates must identify only one research proposal, selected from the list at Annex 3. Details of the proposals: ref. Annex 4.

The applications must be received by September/15th/2020, 10.00 a.m. (Rome local time).

Candidates whose applications are received beyond the deadline will be automatically excluded from the selection procedure. Qualifications achieved in Italy required for the purposes of admission to this selection (Art. 2 above) are declared directly in the application for admission, which constitutes a declaration in lieu of certification and affidavit in accordance with the Articles 46 and 47 of Italian Presidential Decree 445/2000.
In accordance with the Art. 15, paragraph 1 of Italian Legislative Decree 33/2013, in the phase of granting the assignment to the successful candidate, the candidate’s CV will be published on the University website in the section Transparent Administration - Consultants and Collaborators.

Candidates are admitted to the selection with reserve. The exclusion from the selection may be ordered at any time, by an email from visiting-design@polimi.it, for the following reasons:
- submission of the application for admission beyond the mandatory deadline indicated above;
- failure to submit and sign the application for admission;
- failure to submit the curriculum vitae;
- absence of the photocopy of a valid identity document: identity card, passport or driving license;
- absence of the requirements indicated in the Art. 2 of this call.

If the reasons that determine the exclusion are ascertained after the conduct of the selection, any right consequent to participation in the selection itself may be forfeited; the forfeiture is also ordered for candidates making an untrue declaration for the purposes of the application for admission to the selection or for untrue declarations rendered in accordance with Italian Presidential Decree 445/2000.

Art. 6
Merit ranking

The merit ranking is provided by the Commission, indicating in decreasing order the scores achieved by the candidates, based upon the assessment criteria indicated in Art. 4
The final score is produced by the sum of scores achieved through the assessment of the qualifications and experience of the candidate, and of the coherence between the candidate’s profile and the selected research proposal.
If there are equal scores, the youngest candidate is given precedence in the ranking.
The approval decree bearing the names of the successful candidates will be published on the Register of the Politecnico di Milano on the website www.polimi.it and on the website of the Department of Design www.design.polimi.it

Art. 7
Stipulation and effectiveness of contract

The successful candidate will be invited to sign the contract/engagement letter, in conformity with existing rules, subject to submitting the declaration relating to his/her tax and social security position.

The assignee, where required by the requested performance, will have the right to access the premises of the Department of Design and to use the services existing therein for the purposes of carrying out the activity. In that case, he/she must comply with the regulations and safety rules in force in the Structure as well as respect the logistic requirements of the same.

The successful candidates will be invited to sign the contract/engagement letter, for the finalization of which they must provide the following documents:
a) Official documentation issued by his/her University attesting the candidate’s academic position;
b) After signing the contract, the Collaborator will be required to obtain the certificate of participation on the online Basic Safety Course, with the terms and conditions that will be communicated. The certificate will officially record that the training has been completed, as required by the Articles 36 and 37 of Italian Legislative Decree 81/2008 as amended and supplemented.
Any failure by the successful candidate to appear within the set timescales (ten days from the communication of convocation) will be considered a waiver.

Candidates who are citizens of states not belonging to the European Union who, at the date of submitting the application for admission, are in possession of the permit to stay in Italy or the receipt of the application for the permit to stay in Italy, if they are successful in the selection, must submit to the Head of the Administrative Procedure (HPA), by and not beyond the date fixed for signing the contract, the permit to stay (or the receipt of the application for the permit to stay) in original. Any failure to submit the document involves the automatic forfeiture of the right to enter into the contract.

Candidates who are citizens of states not belonging to the European Union who, at the date of submitting the application for admission, are not yet in possession of the permit to stay in Italy, if they are successful in the selection, must necessarily obtain clearance from the Prefecture, required to request the entry visa. The activity may only be commenced after submitting the aforementioned visa to the Head of the Administrative Procedure (HPA). Up to two months might be necessary for obtaining the entry visa. Any failure to submit the document will prevent the activity from being commenced.

Art. 8
Publication and dissemination of results

The Department of Design could request a joint publication of results, in cooperation with the Scientific Coordinator of the research. In this case, the successful candidate must necessarily reference in the publication that the research has taken place at the Politecnico di Milano, specifying the period spent in Milan.

Art. 9
Privacy

In accordance with Regulation EU no. 679/2016, candidates are informed that the processing of personal data provided by them will take place, on paper or electronically, for the sole purposes of this procedure and any establishment of the working relationship and for purposes related to its management.

The processing will take place by persons in charge of the procedure, as well as by the Commission, using procedures, including electronic, in the methods and within the limits necessary to pursue the aforementioned purposes, even in the case of any communication to third parties. The provision of those data is necessary for the assessment and for the verification of the participation requirements and actual possession of the declared qualifications. Any failure to provide the data may prevent those fulfilments and, in the cases provided by the call, may have as a consequence the exclusion from the selection procedure. Additional data may be requested from candidates for the sole purposes indicated above.

The data collected may be communicated to any persons entitled in accordance with Law no. 241/1990, Italian Legislative Decree 33/2013 as amended and supplemented.

The data will be stored, in conformity with the provisions of the regulations in force in that regard, for a period of time not exceeding that necessary to achieve the purposes for which they are processed. In accordance with the GDPR 2016/679, the Politecnico di Milano may publish on the University Website the Curriculum Vitae provided as an attachment to the application for participation of the successful candidates for institutional purposes and in compliance with Italian Legislative Decree no. 33 dated 14
March 2013 (Transparency Decree) as amended by Italian Legislative Decree 97 of 2016. In addition to the full Curriculum Vitae, a specific Curriculum Vitae, not containing personal data, may be provided for the sole purposes of publication on the University website.

Candidates are granted the rights indicated in the third chapter of Regulation EU no. 679/2016, in particular, the right to access their personal data, to request its rectification, update and erasure, if incomplete, inaccurate or collected in violation of the law, as well as to object to their processing for legitimate reasons. Additional information is available on the University website [www.polimi.it/privacy](http://www.polimi.it/privacy).

A complaint may be lodged by making a specific request to the Data Protection Officer, contact point: [privacy@polimi.it](mailto:privacy@polimi.it).

**Art. 10**

The Head of the Procedure

In accordance with the provisions of the Art. 5 of Italian Law 7 August 1990 no. 241 as amended and supplemented, the Head of the Procedure indicated in this call is Maria Grazia Comini, phone n. +39.0223997231, e-mail: [visiting-design@polimi.it](mailto:visiting-design@polimi.it).

**Art. 11**

Publicity of the call

This call will be made public by being affixed to the official register of the University, on the website [www.polimi.it](http://www.polimi.it) and on the website of the Department of Design [www.design.polimi.it](http://www.design.polimi.it)

The Head of the Department

Prof. Alessandro Deserti

Signed digitally in accordance with the CAD – Italian Legislative Decree 82/2005 as amended and supplemented
ANNEX 1. Application form

### Personal data
- Name(s) as on passport
- Surname
- Gender
- Birth date
- Birth country
- Birth town
- Citizenship
- Passport/ID number *
- Passport/ID issued by
- Passport/ID valid until
- Italian fiscal ID/codice fiscale (if you already have it)

### Contacts and address
- Home address
- Home town
- Home country
- Email address
- Phone number
- Skype contact

### Studies and present academic position
- Highest study degree (title) **
- Awarded by
- Date (day-month-year)
- University of origin (current employer)
- University address
- Academic position

### Publications
[List a maximum of 10 most relevant publications]
* Mandatory
** For example: master of science/phd in ...

### Title of the selected research proposal
[Indicate the title of only one research proposal, selected from Annex 3. List of the research proposals]

I authorize the processing of data pursuant to GDPR 2016/679 of 27 April 2016 (European Regulation concerning the protection of individuals with regard to the processing of personal data).

Date ............................  Signature  .................................

PRIVACY POLICY IN ACCORDANCE TO ARTICLE 13 OF EU REGULATION 2016/679
## ANNEX 2. Equivalence of international academic position (Ministerial Decree No. 662/2016)

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<td>Maître de Conference*</td>
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ANNEX 3. List of the research proposals

1. Design for Meaning Framework for Autonomous Vehicles
2. Design from Within. A study for endogenous design processes through the lens of material innovation
3. Designing Design Methods: exploring past and present methods development to face emerging practices and unstable futures
4. Developing Adaptive Environments based on innovative paradigms for Human-Machine Interaction and Design-to-Robotic-Production and -Operation Principles
5. Embedding Design in Public Sector Organizations: design practice and organizational change
6. Impact through Design: assessing the impact of design and making activities, organizations and networks
7. Meta-design. A study on meta-environments and their role in the development of regenerative business models
8. Spatial and Service Design as contributions to contemporary complexities and emergencies in small and remote areas
9. Translation design and ethics: the destiny of the contents between truth and falsification
ANNEX 4. Details of the research proposals

Research proposal addressed to Senior Resident Researchers

Scientific Tutor: Prof. Marco Ajovalasit

Research line of the Department of Excellence Research project addressed by the following research proposal: Design for new Business and Entrepreneurship

Title of the research proposal

Design For Meaning Framework For autonomous Vehicles

A) Research objectives, questions and relevance

The emerging field of autonomous mobility is characterised by technological challenges (AI, mapping, guidance systems and roadway infrastructure) and human centred design challenges (ergonomics, inclusivity and ethics). While substantial resources are currently being dedicated to progressing the technical tools, less effort is being made to identify the human centred design parameters.

The proposed research will address matters which lie within the human centred design space, with particular focus on the issue of meaning. There is currently little information available to designers which clarifies what is meaningful to people in relation to autonomous mobility, and even less information regarding how those meanings translate into values which can be designed for.

The research will build upon a preliminary framework of “design for meaning” which was established by Giacomin in 2017 and further developed by Ajovalasit and Giacomin in 2019, applying the three-category-model to examples of autonomous mobility and then using the findings to expand the approach into a design tool. The research will produce valuable empirical data relative to how the public views autonomous mobility systems, and will define new categories of meaning which are specific to autonomous mobility systems. The empirical data and the new categories of meaning will be brought together in the form of a design tool (framework or canvas).

The research is fundamental to the design of successful forms of autonomous mobility, whether in relation to the vehicle hardware, the service characteristics or the business model involved. Further, tools for identifying “meanings” will prove valuable to public planners and to governmental agencies tasked with the work of adapting cities to the needs of the 21st century public. As autonomous mobility systems gradually begin to meet the needs of the public in terms of safety, experience and ethics, there will be a residual priority area of “meaning” which will still need to be understood and addressed.

B) Research Methodology

Existing stakeholder models of autonomous mobility will be used to select target groups for ethnographic research. The research will be sensitive to the needs of special users, but will focus on the most statistically frequent themes which emerge from the analysis, i.e. on the general trends which span a large portion of the general public. Meanings which might be highly specific to small specialist user groups may, potentially, not be fully captured by the programme of research.

The research will involve ethnographic activity in the form of interviews and online questionnaires which will be analysed by means of thematic analysis. The results of the thematic analysis will provide candidate elements for the categories of autonomous mobility, and the thematic codes themselves will
provide material of use in developing the final design framework or design canvass.

The key data and key categories identified by the programme of ethnographic research will be summarised, at the end of the project, by means of a design framework or design canvas. The framework or canvas will follow traditional design sector logic and format, in the manner of the well-known tools produced by IDEO, Lumen, Arup and other agencies. The objective will be to develop a design tool which can be used by many professionals, and to test out the tool with potential users in order to simplify and fine tune its structure.

Whether the research results turn out to be best summarised in the manner of a framework, or instead that of a canvas, the objective will be to end the programme of research with a useable tool which can be distributed widely. The intention is to distribute the tool widely such that it is used by other research and design teams internationally, leading to a multiplying effect, as additional individuals deploy the tool and document their findings.

C) Expected results

New codes, categories and interrelationships will be identified in relation to the meanings which members of the general public associate with the various forms of autonomous mobility. Useful new data will be gathered and analysed which will help to clarify the meanings associated with autonomous mobility systems, and this information will assist in understanding how people may wish to interact with the new autonomous mobility systems.

The research will culminate in the definition of a systematic framework or design canvas. The design tool will provide a means for identifying the key meanings which individuals and/or groups assign to autonomous mobility systems, and for setting the design targets for use in the strategic planning and development of autonomous mobility systems. It is anticipated that the design tool will prove useful to vehicle designers, service designers, mobility entrepreneurs and to public planners.

D) Dissemination and exploitation

Dissemination will of course occur by means of traditional conference papers and journal papers, with the further possibility of adding the research findings to an existing book project which is dealing with the topic of the human centred design of autonomous vehicles.

The research findings will also be disseminated and exploited by citing the key results during the various ongoing discussions with the UK Department For Transport (DfT), the British Standards Institute (BSI) and within the context of the continuing support of the UK Catapults and the Meridian Initiative.

Finally, it is expected that the nature of the research, which focuses on what can be considered to be part of the “product design specification” of autonomous mobility systems, might help towards expanding the discussions, interactions and collaborations of the various PoliMi engineering and design teams and of the Italian Design Society (SID) which share a common interest in autonomous mobility.
Research proposal addressed to Senior Resident Researchers

Scientific Tutor: Prof. Valentina Rognoli

Research line of the Department of Excellence Research project addressed by the following research proposal: Design for cultural and creative industries

Title of the research proposal

Design From Within. A study for endogenous design processes through the lens of material innovation

A) Research objectives, questions and relevance

Design form Within is a research project that focuses on design products and activities which can be seen as the result of endemic and/or endogenous processes. Starting from a material culture studies’ theoretical framework, in which anthropology intertwine with artefacts’ social life, the research wants to investigate the possibility to think of designed objects as a direct and pure representation of humans’ activities (=endogenous), and rooted in specific geographical and cultural contexts (=endemic). Speculations on post-industrial and autarkic design societies will define the research narrative, while materials and tools exploration will open a window on alternative production methods and DIY-Materials creation.

Natural wine-making is one of the research subjects proposed for this research project and natural wine producers’ reality will be adopted as a case study to analyse and reflect on endogenous/endemic design structures. Part of this work will explore the possibility to use wine production’s waste as raw material for the manufacturing of tools and accessories necessary in the maintenance of the vineyard and for the various aspects of the wine production activities’ ecosystem. For example, one of the possible areas of investigation is the creation of bio-plastic based products from grapes’ skin to manufacture barrels and vessels for the wine’s aging process. At the moment, has been set in place a preliminary reach-out to members of the natural wine community and started a promising conversation with a couple of wine-makers across Liguria and Toscana for a possible collaboration.

Design from Within wants to contribute to the conversation of the future of design in new societal contexts, distant from one-size-fits all models and mass production through sustainable thinking and making.

B) Research Methodology

The methodological approach planned for this research project is based on the overlapping of materials and tools innovation, speculative design practices, and life cycle assessment studies. The study will develop throughout three main phases:

Phase 1: New Materials and Tools
Looking at closed and circular design systems, do-it-yourself approaches and short-range resources management, the first phase will focus on new and experimental materials. This will translate into material experimentation with bio-plastic, and bio-materials at large, and the exploration of tools and machineries able to process those products. Especially focusing on the wine-making industry, we will study how endogenous and endemic elements can imply and suggest the creation of new materials and
new production habits.

Phase 2: Speculative and Critical Scenarios
After the exploration of alternative materials, we will start from the analysis of possible implications and consequences of close-cycle design processes. Future thinking and critical practices will help construct the framework within which the research will be defined and developed. Post-industrial societies and the idea of autarkic systems will form the landscape of reference offering alternatives to the present reality to be analysed and discussed.
A series of “speculative materials” on-line workshops will be offered to students to foster a dialogue on how the adoption of new means of production could influence the way we think about the future of our society.

Phase 3: Life Cycle Assessment
Once the ground research will be concluded, and a cycle of activities and products will be created, we will proceed with the understanding of how endemic/endogenous design alternatives perform within the larger spectrum of sustainable practices. The analysis of collected data will give us an opportunity to run a LCA study and converge the initial speculations towards a more tangible evaluation of the research outcomes. To achieve the goals of this phase we are planning to take advantage of the competences and skills of the LENS platform together with the didactical support of the course on Design for sustainability Prof. Rognoli will run for the next academic year.

C) Expected results
We are expecting different outcomes for this project, mostly qualitative analysis and pragmatic reflexions on the research topic. Following a list of potential deliveries:

- Collection of material drafts representing tangible examples of endogenous/endemic design principles.
- Documentation of the research process and means.
- Draft of an academic compendium to be later developed into articles or other written publication forms.

D) Dissemination and exploitation
Due to the multifaceted nature of the project, Design From Within will have the potential to be communicated through an array of dissemination platforms. Its theoretical contents could be presented in design conferences and submitted to design journals and press of adjacent sectors. In addition, the part related to a more tangible and objects-based exploration will be developed with the opportunity in mind to be displayed in international design events and galleries. Moreover, we are not excluding the possibility that the investigation of new uses for bio-based DIY-Materials could bring us to product design proposals appealing to various stakeholders capable of developing and scaling up the material drafts created during the research, fostering the passage from speculative proposals to concrete applications. To conclude, we will also count on the joint efforts from both Institutions’ communication channels, Politecnico di Milano and Rhode Island School of Design, for promoting the results of this investigation in the respective countries.
Research proposal addressed to Senior Resident Researchers

Scientific Tutor: Dr. Valentina Auricchio

Research line of the Department of Excellence Research project addressed by the following research proposal: Design for cultural and creative industries

Title of the research proposal

**Designing Design Methods: exploring past and present methods development to face emerging practices and unstable futures**

A) Research objectives, questions and relevance

The development of methods has been central to design ever since its emergence over a hundred years ago. Much has been said and studied in regard to design methods and design processes, in design research as well as in commercial design. Over the past 20 years there has been a proliferation of design methods around the world, bringing design into new areas and contexts that have called for new ways of designing. Building on established design practices, methods have been developed to handle changing contexts. However, the history of how design methods have come about in response to societal change and shifting complexities remains fairly unexplored.

The international discourse around design methods finds its roots in the first discussions around the relationship between art and science, between applied arts and art, between design and other disciplines, with the aim to develop a specific project culture focused mainly on the development of industrial artifacts. However, since then, the discipline has evolved enlarging its fields of intervention, and so has the discourse around design methods, and more recently, the transfer of such methods to other sectors. Emerging practices aim for new ways of designing that can address issues of sustainability and changing sociopolitical dynamics, as well as new economic structures and altered business logics.

The objective of this study is to investigate aspects of the historical emergence of design methods in relation to societal challenges, to build a deeper understanding of the nature of design methods in order to allow their evolution in time. Looking to the future of the discipline and at emerging issues within the Creative Industries (CCI) sector, there is a need for a deeper reflection on the evolution of methods linked to the specific cultures and contexts from which they emerge, also understanding the cross-overs and historical interrelations between these.

B) Research Methodology

The research themes will integrate methodologies stemming from design studies research practices building on formats and methods with roots in the humanities and social sciences (i.e. historical archival analysis, ethnographically informed interviews, and observations, etc.) with methodologies pertaining to practice-based research through design (i.e. prototyping, participatory workshops, etc.). While research will be conducted in an integrated manner, the diverse themes of the study can be summarized as follows.

1. Literature reviews and archival studies to understand the history of design methods as documented by scholars and by design professionals within books, journals, but also within non-
academic and unconventional media products. The aim of this research is to lay the foundations for a collaborative building of the history of methods, an open platform for international contribution.

2. Research through interviews to experts, professionals, and academics that have experienced the transformation of design methods in time and hence have a strong understanding of their evolution within the profession as well as in academia. The aim of this research is to grasp the history of design methods from real testimonies of the past.

3. Think allowed protocols to professional designers that are operating in different sectors. The aim of this research is to grasp the state of the art of the use of methods in the profession today. In particular it aims to focus on how the so defined creative industries are emerging also thanks to the methods applied in this sector and its capability to face uncertainty and future challenges.

4. Prototyping ways of investigating both collaborative ways of doing histories of methods (together with designers) and ways of making methods to handle emerging situations - bringing histories, presents, and futures together.

C) Expected results

Today, other professions and industries look at design to grasp tools and processes that have been recognized as particularly useful and effective in dealing with the complexity of global challenges. Creative Industries, at large, are seen as a key player for the future and as such we need to build a stronger awareness of which are the key methodologies that can contribute and how they can be transfered.

The research intends to lay the foundations for future contributions from the international community within the design discipline. It intends to build a first historical map of design methods identifying their relationship to enable a deeper understanding of their evolution in time. From the mapping, the research intends to identify possible future trajectories of evolution in order to allow the profession to have a more conscious understanding of methods and their adaptability to the changing world we live in.

The scope is also to prototype collaborative formats for investigating the historicity of design methods, in order to critically engage designers and researchers together in exploring limits and possibilities in existing and emerging design processes and practices.

D) Dissemination and exploitation

Research output will initially take the form of conference papers and/or workshops to be presented in relevant design research contexts, such as for example the upcoming DRS, RtD and PDC conferences.

These contributions will form the basis for journal articles, aimed for publication in for example Design Issues, Design Culture, Co-Design and Journal of Design History.

In educational contexts, the research and prototyping practices will be explored in relevant courses or workshops together with students, and in a longer perspective playing in as contributions to curriculum development processes.

Aiming for connecting to professional practitioners in commercial and cultural design contexts, other potential contributions might take the form of specific talks or workshops in relation to e.g. Fuorisalone activities in Milan, or similar design week arrangements in other European venues.
Research proposal addressed to Senior Resident Researchers

Scientific Tutor: Prof. Margherita Pillan

Research line of the Department of Excellence Research project addressed by the following research proposal: 
Design for cultural and creative industries

Title of the research proposal

| Developing Adaptive Environments based on innovative paradigms for Human-Machine Interaction and Design-to-Robotic-Production and - Operation Principles |

A) Research objectives, questions and relevance

The development of Adaptive Environments (AE) has been one of the foci of research implemented at Robotic Building (RB), Technical University Delft (TUD) for about a decade. Recent knowledge exchange with the Interaction and Experience Design (IEXD) at Politecnico Milano and Architectural Robotics Lab (ARL) at Cornell has framed new research questions involving the insight that Human-Machine Interaction (HMI) is expanding its reach beyond displays and objects to its next frontier: The built environment. This involves not only known visions of ubiquitous computing but also Wireless Sensor-Actuator Networks (WSAN) and the Internet of Things and People (IoTP). More than and including these systems, AE render the built environment as a Cyber-physical Systems (CPS) aiming to address urgent challenges such as aging and mass-urbanized populations, climate change, etc. Embedding computation, including robotics, into the physical fabric of buildings redefines the borders between types of spaces, the affordances and meanings of environments, and the sense of presence (Fig. 1). Unlike a conventional space that has a limited range of responses to dynamic, changing conditions, AE are intimately interconnected with users and local as well as global conditions.

Fig. 1: Interactive façade using sensor-actuators
The questions to be answered involve the design of bio-cyber-physical systems, which requires integration of natural, physical, and virtual architectures with digital systems and social organizations. In designing interactions between humans and cyber-physical environments, the collection and use of personal data, the framing of HMI protocols with integrated Artificial Intelligence (AI) i.e. Machine Learning (ML), the structure and the management of the multi-layered design approach involving the integration of various Design-to-Production and -Operation (D2RP&O) aspects into a coherent multi-scale and multi-domain working method require further definition. The proposed research will focus on the integration of various D2RP&O aspects into a working method for designing AE.

B) Research Methodology

The proposed methodology builds up on expertise in D2RP&O developed at RB, TUD and it takes advantage of input from IEXD and ARL and it involves IEXD and ARL in discussions, reviews, and dissemination. Until now D2RP&O has integrated D2RP with D2RO by designing and prototyping architectural projects with MSc and PhD students/Researchers from TUD (Fig. 1-4) that employed on some level robotic devices. Notable examples are projects such as Robotically-driven Construction of Buildings, Scalable Porosity, Variable Stiffness, Hybrid Componentiality, and 100 Year Bauhaus Pavilion.¹

Fig. 2: Aggregation of drones for building temporary pavilions and 1:1 prototyping ²

In the proposed research by design, a similar approach will be investigated also considering the social impact on the final outputs and on the design process. The research implies the development of a design conceptual framework aimed at the integration/convergence of D2RP&O with the approaches developed in the realm of service design.


² [http://ex25.hyperbody.nl/index.php/Msc1G3-Student1](http://ex25.hyperbody.nl/index.php/Msc1G3-Student1)
Beyond the publishing activities that are already going on in collaboration between IEX and TUD, the research will implement two workshops involving MSc and PhD students/researchers from TUD and Politecnico Milano. The workshops will focus on the development of a pavilion for the Floriade exhibit 2020 (https://floriade.com/en/participate/) as an AE and will combine low- and high-tech material systems. It will differentiate itself from predecessors by:

+ Employing computational approaches for form-finding based on D2RP&O;
+ Embedding sensor-actuators in the built environment and employing HMI (for openings to open up or close, lights to turn on/off, change intensity, color in response to people’s movement and changing environmental needs, etc.) and hosting in it an interactive exhibit;
+ Robotically prototyping with recycled wood and/or upcycled plastic.

Emphasis will be put on the integration of various D2RP&O aspects into a working method for designing AE by:

+ Identifying performances of the pavilion, as for instance, material- and energy efficiency, physical and sensorial adaption to humans and indoor/outdoor environment, etc.;
+ Applying a multi-scale and multi-domain working approach;
+ Employing a Multi Criteria Decision Making (MCDM) framework.

**C) Expected results**

The main expected results are quantitative and qualitative in nature. The integration of various D2RP&O aspects into a working method for designing AE will produce:

+ Parametric and computational design, interaction design, service design, and robotic production and operation models, scripts, and procedures, which involve numerical data;
+ Conceptual design involving qualitative aspects relating to principles of digital morphogenesis, interactive/neo-futurist/sustainable architecture;
+ Final design and prototype are the embodiment of both integrated qualitative and quantitative results of the working method for designing AE (Fig. 3 and 4);
+ Final design will be submitted for consideration to be built on the Floriade site.

**Fig 3: Upcycled plastics pavilion**

3 [http://100ybp.roboticbuilding.eu/index.php/project10:Main](http://100ybp.roboticbuilding.eu/index.php/project10:Main)
D) Dissemination and exploitation

Research findings will be disseminated in the scientific community and beyond by:

+ Presenting results at conferences and symposia;
+ Sharing results on websites of involved institutions and on social media;
+ Exhibiting results at Dutch Design Week 2020, Milan Design Week, and other appropriate venues.

Furthermore, research findings will be exploited for future activities and initiatives as follows:

+ Submitting pavilion design to the Almere municipality to be considered for building it on the Floriade site;
+ Expand the already established international network Adaptive Environments ([www.adaptive-environments.eu](http://www.adaptive-environments.eu)) by organizing a symposium/workshop where existing and potential new partners are invited, who are creating interactive technologies for the built environment, to present and discuss theoretical and practical foundations of this research-by-design domain;
+ Sharing and discussing concepts and prototypes that have been designed in this research-by-design domain;
+ Develop proposals for future collaborative projects;
+ Develop joint applications for acquiring funding.
Research proposal addressed to Senior Resident Researchers

Scientific Tutor: Prof. Francesca Rizzo

Research line of the Department of Excellence Research project addressed by the following research proposal: Design for social and public sector innovation

Title of the research proposal

Embedding Design in Public Sector Organizations: design practice and organizational change

A) Research objectives, questions and relevance

In the 21st century governments are struggling with ‘wicked’ and emergent problems, with high levels of interdependency and no tried and tested solutions. Public managers are asked to chart new courses in a context of competing governance paradigms: each exerting its own culture, tradition and ways of doing things. At the same time, a transversal quest for a holistic and participative approach that relies on the contribution of multiple actors is sustaining the emergence of the co-creation and co-design paradigms. In this backdrop, design methods and tools are being integrated to help innovate the public sector and a growing number of design-led government innovation labs are surging. Many co-design experiments in the public sector are occurring, but often done outside organizational contexts in ‘safe’ spaces and often in the front-end of policy. Service and policy design have been connected along a continuum, in which design approaches, methodologies and tools are being tested in new fields and with reference to unprecedented objectives.

The research aims at investigating these experiments, to better understand the role of design and the transformations that it triggers or those that are needed to better integrate it into public organizations.

Core research questions are:

How can design advance the innovation capacity of public sector organizations?

What is the relationship between design practice and organizational change in public sector organizations?

B) Research Methodology

The research will combine two complementary processes:
- a review of literature in the field of design and beyond;
- a multi-faceted analysis and interpretation of diverse cases across Europe and beyond.

The two research streams will be executed in a sequential process (literature review will inform the selection of cases and help refine the research questions) but also in parallel (cases will be discussed against literature).

The methodology used for the cases will be based on triangulating results of desk and field research processes (interviews, workshops etc.).

A comparative analysis will be conducted, to draw similarities, differences and patterns across cases and produce generalizations. The comparative analysis will adopt qualitative methods, and will be particularly focused on understanding how different contexts may influence the ways in which results are or can be achieved.
C) Expected results

The research will produce a report (expected final deliverable), with the results of the literature review, the case studies and their qualitative comparative analysis. The results will shed light on an emergent topic, for which research and new knowledge are needed. Moreover, the research will contribute to the exploration of new opportunities for design, both in a scientific and in a practical perspective.

D) Dissemination and exploitation

The research will aim at publishing results in conference papers and journal articles. An international seminar to present and discuss the research results will be organized. Other opportunities of common interest will be evaluated during the research activity.
Research proposal addressed to Senior Resident Researchers

Scientific Tutor: Prof. Stefano Maffei

Research line of the Department of Excellence Research project addressed by the following research proposal: **Design for advanced manufacturing**

**Title of the research proposal**

| Impact through Design: Assessing the impact of design and making activities, organizations and networks |

**A) Research objectives, questions and relevance**

In the recent years the potential of design has been widely promoted both in terms of economic value and of social value. However, such values have been rarely assessed and often even statistics about the number of designers and design students are missing or incomplete. Informal design practices such as the Maker Movement have also been promoted as a driver of innovation in design, but its promises and impact have not been assessed yet. The extension, distribution and impact of design activities, their organizations and networks are largely unexplored, both for single cases and at large scale. Understanding how to assess the economic, social and environmental impact of design activities is therefore a strategic direction for design research and for promoting further the strategic role of design in private, public and social initiatives.

The objective of this research is to define a comprehensive framework and a set of related design research tools and software for assessing the impact of design and making activities, organizations and networks. Such framework will be built on top of existing approaches, methods, indicators, tools and datasets that focus on Sustainable Development Goals (SDGs), social impact assessment, demographic and market statistics, resilience, well-being and so on. A special focus will be dedicated to empowering design actors in understanding how to assess their own impact with custom tools or digital platforms. Following the Open Science approach, this research will release outcomes openly in order to promote its validation, evolution, distribution and adoption.

Assessing the impact of design activities and networks is a task that can be applied to many contexts: the practical context of this research could be the distributed design and making initiatives developed by the Maker Movement in order to provide support to healthcare services during the COVID-19 crisis, especially in Milan and Barcelona.

**B) Research Methodology**

The methodology of this research is based on the development of a comprehensive framework developed on top of existing literature review and tested and refined on cases with mixed methods (surveys, interviews, data mining of social media activities, network analysis, and so on). The research will unfold in four phases:

1. Literature review & framework development
   Several contributions address the topic of impact assessment, from different disciplines and different perspectives, goals and methods. This phase aims at elaborating an overview of such contributions, finding their common points, pros and cons and potentialities. Furthermore, this phase will focus on creating a
2. Research tools & software development
During this phase the framework will be the starting point for the development of prototypes and first version of research design tools and software for adopting the framework in research tasks: surveys, questionnaires, toolkits, software, and so on.

3. Assessment: data gathering and mining
During this phase the researcher will adopt the framework and its research design tools and software in order to analyze a selection of cases locally situated through both qualitative and quantitative methods such as interviews and data analysis of social media interactions.

4. Analysis: from data to insights
This phase will elaborate insights and journal article submissions based on the framework, its research design tools and software and the data and insights elaborated so far.

C) Expected results

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<th>The expected results comprise of a set of tools and outcomes for first exploratory assessment of the impact of design and making activities and networks:</th>
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<td>- <strong>Impact through Design framework</strong>: a comprehensive model that describes the developed approach for impact assessment and details the guidelines for its adoption and further development.</td>
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<td>- <strong>Design research tools</strong>: a set of research tools for adopting the framework in qualitative and quantitative ways such as surveys, questionnaires, toolkits, workshop facilitation artifacts, and so on, released as Open Content / Open Design.</td>
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<td>- <strong>Research software</strong>: complementary to the research tools, a set of software for supporting research activities and data analysis, release as Open Source software.</td>
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<td>- <strong>Exploratory datasets</strong>: first exploratory datasets obtained with the research tools and software, released as Open Data.</td>
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The above results will be developed in drafts of journal articles in order to present the Impact through Design framework and its tools and the first exploratory insights developed during the research.

D) Dissemination and exploitation

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<th>In terms of dissemination, this research (both its process and results) will be disseminated in a series of scientific journal articles. More accessible communication for a wider audience will be also published in terms of social media posts or longer blog posts; dissemination will be supported by both the sending and the hosting institution, and will especially see the engagement of the Maker Movement, of which the researcher has been an active member for more than 10 years. Public events will be organized in order to promote the research and related initiatives to both design actors and the general public in both Milan and Barcelona, and video recordings will be shared online. Furthermore, following an Open Science approach, the process and all the results will be openly documented and published online in several social media platforms and repositories.</th>
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<td>In terms of exploitation, the research will be developed always considering how it could provide the foundation for future a) adoption by other researchers b) adoption by designers and makers c) implementation on digital platforms in order to make it more accessible to a wider audience and in order to connect it with more tools and larger datasets. Furthermore, as the topic of impact assessment is</td>
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complex, large and highly multidisciplinary and based on multiple stakeholders, the research will also develop strategies for future development through grant writing.
Research proposal addressed to Senior Resident Researchers

Scientific Tutor: Prof. Alessandro Biamonti

Research line of the Department of Excellence Research project addressed by the following research proposal: Design for new business and entrepreneurship

Title of the research proposal

Meta-design. A study on meta-environments and their role in the development of regenerative business models

A) Research objectives, questions and relevance

The main OBJECTIVE of the research is to develop a conceptual meta-environment model aimed to foster regenerative business models in SME’s.

Climate change demands bold action and creative leadership from society. The shift from a linear make-use-dispose economy to a circular economy is one of the biggest creative challenges of our time. We need to rethink the way we live, consume, and do business. Cities are the hotbeds for circular transformations, in which loops are closed and where consumer behavior nurtures innovation and change. Creative leadership is needed to tackle current city pressures & complex challenges. How can design help incorporate circularity into everyday public life?

It is widely accepted that, for a business to exist and function in circular design, sense and natural systems need to be considered as ideal models. Natural ecosystem mimicking can be adopted to develop a design process (meta-model) that helps in organizing our built environments in the way they help the daily business activities to close the loops. In nature, no gaps exist between the natural attributes. Instead, within human-built environments and systems, gaps appear, which generate obstacles for human-made environments to mimic natural ecosystems.

These limitations suggest that there is much work to be done in the area of understanding the connections between the built environment, nature, user behaviors, technology, and new business models. Each of these issues challenges the convention of focusing on mainstream issues such as function, aesthetics, and immediate context. The scale of the changes suggests a move to a new meta-design paradigm.

To date, circular design practices are getting popular in the forging circular economy model. Nevertheless, it is studied more at the product level; meanwhile, in the level of built environments, it is less explored. Few tools such as circular design models, circular design strategies exist, guiding businesses to more circular and integral product development. The same tools could be studies in the level of built environments, thus giving a more comprehensive insight and conceptual modeling of the new meta-environment model for the development of regenerative business models, which take into consideration the circular networks.

The study will focus on meta-(in the middle – meso – meta) design dimension. Types of gaps addressed:

- The scale of built environments. The built environment puts significant pressure on the natural environment; its role in transitioning from linear to a circular economy (CE) is therefore fundamental. However, current CE research tends to focus either on the macro-scale, such as eco-parks, or the micro-scale, such as manufactured products, with the risk of ignoring the
additional impacts and potentials at the meso-scale of individual small business built environments. The built environment in meso-scale is one of the essential components within business models among small & medium enterprises e.g., the decisions made within built environments can profoundly impact also the circularity of the business models among SMEs.

- **Design in between the physical and digital environments.** With the accelerating AI, the role of built environments changes. Well-designed connections between physical and digital forms can help to form new meta-environments supporting new human (consumer) behaviors, as well as closing the loops within small businesses.

- **Meta-design:** design in between products-environments-new business models (services).

### B) Research Methodology

The project will apply the qualitative research strategy, including a comprehensive literature review and at least 3 case studies, with at least 12 interviews with experts from selected industry SME’s and their users, environmental agencies or other related entities to reflect the views of different stakeholders. The interviews will implement the following key activities: data collection, open coding, axial coding, theoretical knowledge development.

The main OBJECTIVE of the research is to develop a conceptual meta-environment model aimed to foster regenerative business models in SME’s. The objective will be achieved in delivering three tasks:

**Task1 (M1-2):** a literature review on the role of circular design and its strategies in designing environments for regenerative business models; tendencies of built environments in the era of AI; relation of physical ad digital environments in building smart meta-environments for regenerative business models.

**Task2 (M2-5):** Case studies. Analysis of the built environment cases in meso-scale (selected Italian SME’s) on their integration of physical built environment and digital environment attributes for business circularity. The analysis is based on the circular design models, strategies, circular design strategies, and taking into consideration circular networks.

**Task3 (M5-6):** Design of the conceptual meta-environment model fostering regenerative business models that can be later applied in business practice.

### C) Expected results

The research project will deliver the following outputs:

- Literature review report;
- Case studies report;
- Conceptual meta-environment model for regenerative business models.

At the end of the project, at least 2 publications in international conference proceedings and at least 1 paper in the design journal will be prepared. Targeted Journals (WOS, Scopus): Design Issues, Design Studies, Design Principles & Practices Journal Collection;

### D) Dissemination and exploitation

Dissemination. The project results will be presented in international research conferences and published
in a highly ranked international design journal. Other dissemination activities on a conceptual model developed targeted to business, policymakers, and the general public: publications in media/social networks, presentations in international design events, business-related events, and talks are foreseen. We will collaborate between Politecnico di Milano and the Kaunas University of Technology in disseminating the research results through the communication channels present in both academic communities; We would also plan to organize a presentation and a small exhibition visualizing the process and results of the research project in Kaunas, Lithuania in the occasion of Kaunas2022 capital of culture events. Moreover, we will seek to prepare a Horizon project application for the development of further research and innovation activities, building upon the results of the project. Experimental workshops might be organized with different stakeholders of the circular business scheme during the 4D – Designing Developing, Developing Design – a biennial international conference on the role of design in combining social, technological, and business development, co-chaired by the applicant and the research tutor.

Exploitation. The conceptual meta-environment model can be exploited in further research in testing the model empirically among SMEs and can be applied to businesses in designing better environments enabling regenerative business strategies.
Research proposal addressed to Senior Resident Researchers

Scientific Tutor: Prof. Davide Fassi

Research line of the Department of Excellence Research project addressed by the following research proposal: **Design for social and public sector innovation**

Title of the research proposal

| Spatial and Service Design as contributions to contemporary complexities and emergencies in small and remote areas |

A) Research objectives, questions and relevance

The challenges faced by contemporary society demand a shift on how problems are addressed in the area of architecture and design. Notwithstanding the existing challenges, there are also those derived from environmental catastrophes (flood, fire, rain, overflow), health issues (global spreading diseases) and security (violence). How can design research, education and practice contribute to improving people’s lives after these situations and help them rebuilt spaces and their way of living (or to create alternative lifestyle/well-being responses)? How can designers and architects cooperate with society to overcome tragedies and to nourish solutions to these space related defies? Which sort of experiments can be developed from the hidden opportunities and possibilities brought by territorial fragilities at small and remote areas?

SD relations towards spaces lack deeper understanding and demand further research (ServDes, 2018). Since space is not simply a container for a service, but an important tangible evidence that should be considered and/or designed at the genesis of the service itself, this research proposal intends to fill the gap in the acknowledgment of **Spatial + Service Design (S+SD)** relationship by exploring and investigating the aspects that could interconnect space and service design approaches, in order to mature a possible framework of instruments, methods and metrics applied to spatial design, especially towards how small businesses can co-create different realities with the community.

Therefore, it is our belief that design research, education and practice can play an important role concerning practical applications that can benefit people and their communities, as well as the **(S+SD) integration can respond with tangible and visible results, incorporating and updating behavioral and cultural changes on disaster stricken communities. Increasing contemporary complexities urge for innovative and systemic approaches to create a relational, resilient and collaborative resignified sustainable future at remote and peripheral places in order to design the future reality of territories.

And this should include acknowledging contemporary issues, increasing complexities, interdisciplinarity research and practice, and the need to boost innovation at remote and peripheral places in order to design the future reality of territories.
B) Research Methodology

Due to the lack of a large collection of research on the relationships between service design and architecture/spatial design, this research will be important for developing an exploratory study and choosing a descriptive and qualitative research methodology for practical purposes. In order to reach the objectives, set forth above, we will adopt as methodology:

1. **Literature review**: as a strategy to disclosure the relations between Service Design and Architecture/Spatial Design through the binomial concepts: Design thinking / Conception Methodologies; Deployment space / Physical space; User / Customer; Stakeholders / Multidisciplinary design teams; User Journey Map / Sector Diagrams; Visual records of ideas / Spatialization of results;

2. **Mapping Space in Service Design**: If Space is being considered in SD practices, how is that relationship being approached? It is necessary to map Service Design practices and case studies to distinguish those that deal with Space as a relevant touchpoint;

3. **Analysis and selection of methodologies** that highlight the approach Service and Spatial Design from the selected practices and case studies;

4. **Comparison board** to display the preliminary findings, methodologies and practices developed at the selected case studies;

5. **Cross-analysis** between the initial binomial concepts, the methodologies discovered at research to determine the relevant instruments, abilities and methods needed to design and develop all necessary components of the space and service system;

6. **Workshops**: will contribute to verify the preliminary findings and to apply Service Design Research Methods to collect results (tools like personas, stakeholders map, journey map, storyboard and others will be used);

7. **Practical application**: The previous framework of methods of spatial & service design will be tested and put to practice at small and remote places to later be put to a iterative process (verification and analysis of the findings and discoveries).

8. **Framework of methods and metrics**: The previous steps will potentiate the building of a framework of methods and metrics derived from Service Design applied to spatial problems/situations/contexts applied to small and remote places when dealing with territorial fragilities.

C) Expected results

In practice, space and service are inseparable instances and the development of a framework of methods and metrics derived from Service Design applied to spatial problems/situations/contexts applied to small and remote places when dealing with territorial fragilities and emergencies could directly benefit, for instance, local and small businesses that are the first to be stricken at a crisis period - therefore they suffer more deeply and are constantly at risk of non-existing afterwards. At the same time, these businesses have
traditionally supported local work, economy and families by providing services at their spaces. Spatial + Service Design could collaborate on research and innovation strategies for the creation of emerging disruptive solutions, recognizing and developing existing local potentials to redesign these cities and their spaces. It is expected not only to contribute to the expansion of discoveries of this emerging field and to the ongoing research of Politecnico di Milano/Department of Design/Polimi DESIS Lab, but also to widening the knowledge of Service Design in Brazil, launching a new area of investigation and shifting the practice for more integrated and multidisciplinary solutions. It is also expected to contribute to the beginning of a debate with researchers and practitioners of both areas, as well as for the constitution of innovative references for service design research that will integrate space as an inception component of services. This theme can provide dialogue with other research groups and institutions abroad, with contributions from the joint production of articles and research, expanding the results and expected impacts beyond the geographic proximity to other centers of practice and studies.

D) Dissemination and exploitation

The development of an analytical framework with the findings of the research that will serve as support for creating an innovative method for spatial design approach may be patented later on, published at scientific conferences and publications, disseminated and communicated at service design and spatial design/architecture schools around the world. Also it includes expanding a research network with international schools and researchers for future exchanges, collaboration and publications, including peripheral contexts in Brazil and Latin America. Finally, an overall result of this research is directly related to the contribution to the studies on Service Design, in particular, to disseminating the possibilities brought by its contents, knowledge, practices and research. An article for a journal belonging to “Class A” rate will be submitted after the end of the exchange.

This project will allow us to develop an efficient triple "i" dimension regarding:

1) international mobility and collaboration between my current university (UFJF/Brazil) and the Department/School of Design (Polimi), enhancing internationalisation, bilateral agreements and research cooperation benefiting supervisors, students and community;

2) interdisciplinarity, by encouraging the research on space and service design applications to architecture and urban planning at small and remote places;

3) intersectoral collaboration and interaction between research teams and societal stakeholders of the study location. This collaboration can contribute not only to increase international and intersectoral mobility by connecting two different continents and cultures, opening new doors for establishing two-way collaborations, but also by raising resources and funds for research at international foundations and allowing to undertake several local projects connecting students, professors, researchers and community to respond to contemporary challenges with spatial and service design methodologies and practices.

The senior resident researcher could benefit from the “Off campus Nolo”, a neighbourhood living lab that will be open by September 2020 and coordinated by the Polimi DESIS Lab within the Polisocial strategy.
Research proposal addressed to Senior Resident Researchers

Scientific Tutor: Prof. Elena Caratti

Research line of the Department of Excellence Research project addressed by the following research proposal: **Design for cultural and creative industries**

**Title of the research proposal**

**Translation design and ethics: the destiny of the contents between truth and falsification.**

**A) Research objectives, questions and relevance**

We live surrounded by a multitude of analogue and digital texts, (said in other words artefacts), that empirically and culturally condition our lives, our behaviors and our memory. Each text has an internal heterogeneity that presupposes continuous semiotic exchange with the external context, this takes place through intra-lingual, inter-lingual, intertextual, inter-semiotic, or intermedia translations (Baule, Caratti, 2016). We can consider translation at the basis of all human activity: through transfer processes our culture is shared, transformed, diversified, metabolized, conserved, recycled or falsified. From this perspective, the responsibilities of the communication designer, as a translator, are not only linguistic or expressive, but also ethical because all cultural manifestations (verbal, visual, auditory...), can be intentionally or not intentionally, lost, rhetorically manipulated, or falsified.

The translation designer needs to have a remarkable, critical, interpretative sensitivity to overcome the risk of betraying the meaning of the content, of producing fallacious arguments or cliché (Pinzini, Zingale, 2018, but in particular Hamblin, 1970, Walton 1998, Boniolo, Vidali, 2011), of disseminating mis- or dis-information (Quattrociocchi, Vicini, 2016).

This is particularly evident in the contemporary phenomenon of media fakery (Chiluva, Samoilenko, 2019), or in the set of cultural, rhetorical and media practices that led to today's concept of post-verity (Lorusso, 2018).

We recognize the need and the urgency to deepen the issues related to the phenomenology of translation, but at the same time to reflect on the risks and consequences related to processes of misinterpretations or content falsifications. The debunking practices finalized to unmask false information are not enough, we need to consider the problem at the root, what are the peculiarities of the contents, how we can translate them and what kind of difficulties we have to face to make the contents clear and understandable beyond homologation or any form of cultural simplification or falsification.

**B) Research Methodology**

At the basis of the research there is the will to provide a critical contribution and an empirical experimental work that helps to understand the complexity of the themes and methodological perspectives or consequences, that accompany the act of translating and/or manipulating contents within the communication design area with particular reference to the publishing sector.

It presupposes methodologically:

1. the expansion of the research context in relation to what has already been done by the research
group DET Design e traduzione (det.polimi.it);
2. the identification of a specific reference sector as an observation point (editorial design) and codification of the different typologies of contents (verbal, iconic, auditory, multimedia, mixed...), in other words: what are the characteristics of texts and how are they structured?
3. a taxonomy of the multiple translation typologies (mental, intralinguistic, interlinguistic, intersemiotic, metatextual, intertextual, intermedia....) within the reference sector;
4. the identification of recurrent forms of manipulation and falsification of contents according to a phenomenological observation;
5. the construction of possible critical tools for orienting and supporting designers in the selection, in the production and in the divulgation of contents beyond conative and manipulative forms of communication.

C) Expected results

Creation of a multidisciplinary and international network of experts around the themes of translation/contents manipulation (media fakery, translation fallacy) and the ethics of communication. Documentation of the research process, collection of case studies, collection of references. Documentation of the designing of critical tools that may result in a publication and design articles. Designing of a system of critical tools finalized to help designers and users to understand, review, reread or mediate the discernment and selection of contents shared by media and publishing sector.

D) Dissemination and exploitation

The research can converge in a book and design articles or conference papers, but in particular in the organization of a public seminar open to the design community at national and international level where the research results can be presented and discussed.