



SO/ES 330 STRATEGIES OF SOCIAL AND ENVIRONMENTAL SUSTAINABILITY

IES Abroad Milan

DESCRIPTION:

This course explores the emerging reality of social innovation, social production and social businesses and their ability to generate social impact efficiently, effectively, and sustainably. We will explore this global phenomenon through international case studies, with an emphasis on local Milanese cases. During this process the city of Milan will unfold itself through its many creative communities and its unique model of social change "all'italiana".

Milano has been for decades a breeding ground for numerous cases of social innovation especially in the fields of housing and food and in recent years it has established its place as a research hub on social innovation with prominent thinkers like Ezio Manzini, François Jégou and Anna Meroni of the Politecnico di Milano university.

CREDITS: 3

CONTACT HOURS: 45

LANGUAGE OF INSTRUCTION: English

INSTRUCTOR: Liat Rogel

PREREQUISITES: none

METHOD OF PRESENTATION:

Lectures, discussions, creative sessions, case studies, field studies, student presentations.

REQUIRED WORK AND FORM OF ASSESSMENT:

- Course participation - 10%
- Homework – 20%
- Final Exam – 35%
- Group Project and Oral Presentation – 35%

Course Participation

An important part of the learning will be done in class through discussions and presentation of case studies, students are expected to take an active part in these discussions and contribute to the learning from their own experience as well as from the assigned readings and homework and lecture material.

Final Exam

The exam is comprised of two open questions based on material considered in class, required readings as well as guest lecturer topics and discussion.

Group Project

Each group is asked to design a model for promoting a social cause of their choice based on one of the methods studied in class: a viral social media campaign, a social innovation initiative, a social business plan. The idea is to try and take a working model from one place and apply it in a different context making the necessary adaptations. The project includes two parts:

1. In the first part the students are asked to make a public presentation of their "cause, this is an issue they intend tackling.
2. In the final presentation students are asked to present their results and the documentation of their work, as will be explained in detail in class. Presentations will be done in front of the class.



Presentation

During the course students will be asked to present case studies, visions and critical analysis of phenomena, evaluation be made based on presentation style, content and critical capacity.

LEARNING OUTCOMES:

By the end of the course students will be able to:

- Gain an understanding of the role of social innovation in sustainable development
- Gain a deeper understanding of the different terms used to describe various aspects of social innovation
- Critically compare different approaches to social innovation
- Consider sustainability from many viewpoints, identify signals of promising cases of social innovation in contemporary society and project them into the future in order to see if they are sustainable in the long run
- Connect these single cases from different fields to larger trends in order to provide a clear and coherent vision of sustainable development

ATTENDANCE POLICY:

Regular class attendance is mandatory. Students are expected to attend classes each day.

IES Abroad Milano allows a maximum of TWO excused absences per semester to be used for emergencies related to health, family, religion. Each further absence will automatically result in a penalty of a half point off (0.5/100) on the final grade. Please note that this rule does not apply to exams: failure to attend your midterm and/or final exam will automatically result in an F grade on that paper/exam. Furthermore, absence on the date of scheduled tests, presentations or quizzes does not entitle to recover/reschedule such tests. If using absences for travel, students must be aware that they may remain with no excusable absence in case of illness.

CONTENT:

Present topic in a table with each row as a week, unit, or class, depending on course organization from instructor. Other columns could include topic/content, readings, assignments, field study, homework, etc.

Content within the cell can include ordered or bulleted lists. Bulleted lists are preferred for readings.

Week	Content	Assignments
1	<p>Course introduction + Creative session</p> <p>Framing the main contents of the course and exploring the student’s expectations.</p>	
2	<p>Innovation for a Sustainable Future?</p> <p>1. Defining the main course concepts and discussing the different visions</p>	<ul style="list-style-type: none"> • Finish you “Vision Scenario” and prepare to present it in class • Read <i>Small, Local, Open, and Connected</i> by Ezio Manzini (Article, 3 Pages) • Read from <i>Change by Design</i> by Tim Brown www.democracynow.org/2007/9/17/the_s_hock_doctrine_naomi_klein_on

3	<p style="text-align: center;">Consumer Culture</p> <p>1. Understanding consumer culture and its social and environmental consequences</p>	<ul style="list-style-type: none"> • Read <i>Consumerism, Self-Creation, and Prospects for a New Ecological Consciousness</i> by Clive Hamilton (Article, 5 Pages) & write a personal comment to read in class (500 words) • Watch the online lesson • Answer Quiz on Moodle
4	<p style="text-align: center;">Social Innovation</p> <p>1. Background (creative communities), trends, and definitions of social innovation</p>	<ul style="list-style-type: none"> • Read from <i>The Open Book of Social Innovation</i> by Robin Murray, Julie Caulier-Grice, and Geoff Mulgan (Pages 2-13) • Watch the online video • Follow the assignment on Moodle
5	<p style="text-align: center;">Course-Related Trip</p> <p>1. PIANO C: a co-working space dedicated to working mothers coping with the need for a flexible way of working.</p>	
6	<p style="text-align: center;">Innovation Impact + Group Project Launch</p> <p>1. Disruptive innovation</p>	
7	<p style="text-align: center;">New forms of Sharing, Collaboration, and Collective Action.</p> <p>1. Sharing Economy, makers, P2P, wikies, open source... people working together to create information culture and knowledge.</p>	<ul style="list-style-type: none"> • Read <i>Working Wikily</i> by Searce, Kasper, and McLeod Grand (Article, 9 Pages) • Read the introduction of <i>What's Mine is Yours: The Rise of Collaborative Consumption</i> by Rachel Botsman
8	<p style="text-align: center;">Course-Related Trip</p> <p>1. Visit to FabLab Milano: A place where open innovation takes place through 3d printing, laser cutting and other new technologies.</p>	
9	<p style="text-align: center;">Open is better?</p> <p>1. Cause presentation 2. Advantages and disadvantages of "open" production.</p>	<ul style="list-style-type: none"> • Read "Why is open hardware inherently sustainable" by Michel Bauwens • Read the introduction to <i>Against intellectual property</i> by Michele Boldrin and David K. Levine

10	Project Work and Project Question	
11	Create Communities & Project Review 1. When communities make it possible for innovation to happen	<ul style="list-style-type: none"> Read Introduction to <i>Creative Communities</i> (can be downloaded here) by Anna Meroni and Ezio Manzini (creative communities book introduction, Pages 9-16)
12	Midterm Exam *Written Exam	
13	Project Work 1. Developing the Project – Story Board	
14	Social Innovation in Collaborative Housing 1. Case studies of social innovation related to collaborative housing	<ul style="list-style-type: none"> Read <i>Concepts and Terminology</i> by Dick Urban Vestbro
15	Course-Related Trip 1. Visit to a collaborative housing case in Milan.	<ul style="list-style-type: none"> Read <i>Scarsellini Project</i> by Liat Rogel

16	<p align="center">Food Industry and Sustainability</p> <p>1. Problems related to our current food industry</p>	<ul style="list-style-type: none"> • Watch the movie <i>Food INC.</i> and complete the assignment • Read <i>Big Organic</i> by Michael Pollan, <i>The Omnivore's Dilemma</i> (Pages 5-28)
17	<p align="center">Course-Related Trip</p> <p>1. Visit to "Mercato in un cortile" – A farmer's market in the center of Milan and a conversation with the local producers.</p>	<ul style="list-style-type: none"> • Read <i>Slow Food Nation</i> by Carlo Petrini (Pages 5-28)
18	<p align="center">Social Innovation and Mobility Project + Project Review</p> <p>1. Sustainable mobility & project work in class</p>	
19	<p align="center">Corporate Social Responsibility + Group Work in Class/Feedback Session</p> <p>1. Case Studies of CSR: www.kiva.org</p>	<ul style="list-style-type: none"> • Ikea and the natural step
20	<p align="center">Sustainable Fashion + Project Work</p> <p>1. How the fashion industry may become more sustainable</p>	
21	<p align="center">The Emergence of Social Businesses and New Models of Philanthropy</p> <p>1. Case Studies: Grameen Bank, Kiva 2. Group work in class and feedback session</p>	<ul style="list-style-type: none"> • Read <i>Creating a World Without Poverty</i> by Muhammad Yunus (Part 1.2 Social Business: What it is and what it is not) (Pages 21-42)
22	<p align="center">Group Project Presentation</p>	

23	Final Exam	
	<p>*The final exam will take place during Finals Week; You will receive official notice of the exact date and time of the final exam as soon as all possible overlaps have been identified after the add/drop deadline.</p>	

COURSE-RELATED TRIPS:

*Please note that guest lectures and course-related trips are subject to change based on availability of lecturers or guides

- Piano C
- FabLab Milano
- Collaborative Housing: Milan
- Mercato in un cortile

REQUIRED READINGS:

- *Small, Local, Open, and Connected* by Ezio Manzini
- *Change by Design* by Tim Brown
- *Consumerism, Self-Creation, and Prospects for a New Ecological Consciousness* by Clive Hamilton
- *The Open Book of Social Innovation* by Robin Murray, Julie Caulier-Grice, and Geoff Mulgan
- *Working Wikily* by Searce, Kasper, and McLeod Grand
- *What's Mine is Yours: The Rise of Collaborative Consumption* by Rachel Botsman
- *Why is open hardware inherently sustainable* by Michel Bauwens
- *Against intellectual property* by Michele Boldrin and David K. Levine
- *Creative Communities* by Anna Meroni and Ezio Manzini, Edizioni POLIdesign 2007
- *Concepts and Terminology* by Dick Urban Vestbro
- *Scarsellini Project* by Liat Rogel
- *Big Organic, The Omnivore's Dilemma* by Michael Pollan
- *Slow Food Nation: Why Our Food Should Be Good, Clean, and Fair* by Carlo Petrini, Rizzoli Ex Libris (May 8, 2007)
- *Creating a World Without Poverty* by Muhammad Yunus

RECOMMENDED READINGS:

- *Here Comes Everybody: The Power of Organizing Without Organizations* by Clay Shirky, Penguin (Non-Classics); Reprint edition (February 24, 2009)
- *The Long Tail: Why the Future of Business Is Selling Less of More*, by Chris Anderson, Hiperion e Book (2006)
- *Good News for a Change: How Everyday People are Helping the Planet*, David Suzuki and Holly Dressel, Greystone Books (August 7, 2003)
- *Small is Beautiful: Economics as if People Mattered*, by E.F Schumacher, Harper & Row; First Thus edition (August 1975)
- *The Wealth of Networks: How Social Production Transforms Markets and Freedom*, by Yochai Benkler, Yale University Press (October 23, 2007)
- *Stolen Harvest: The Hijacking of the Global Food Supply*, by Vandana Shiva, South End Press (January 1, 2000)