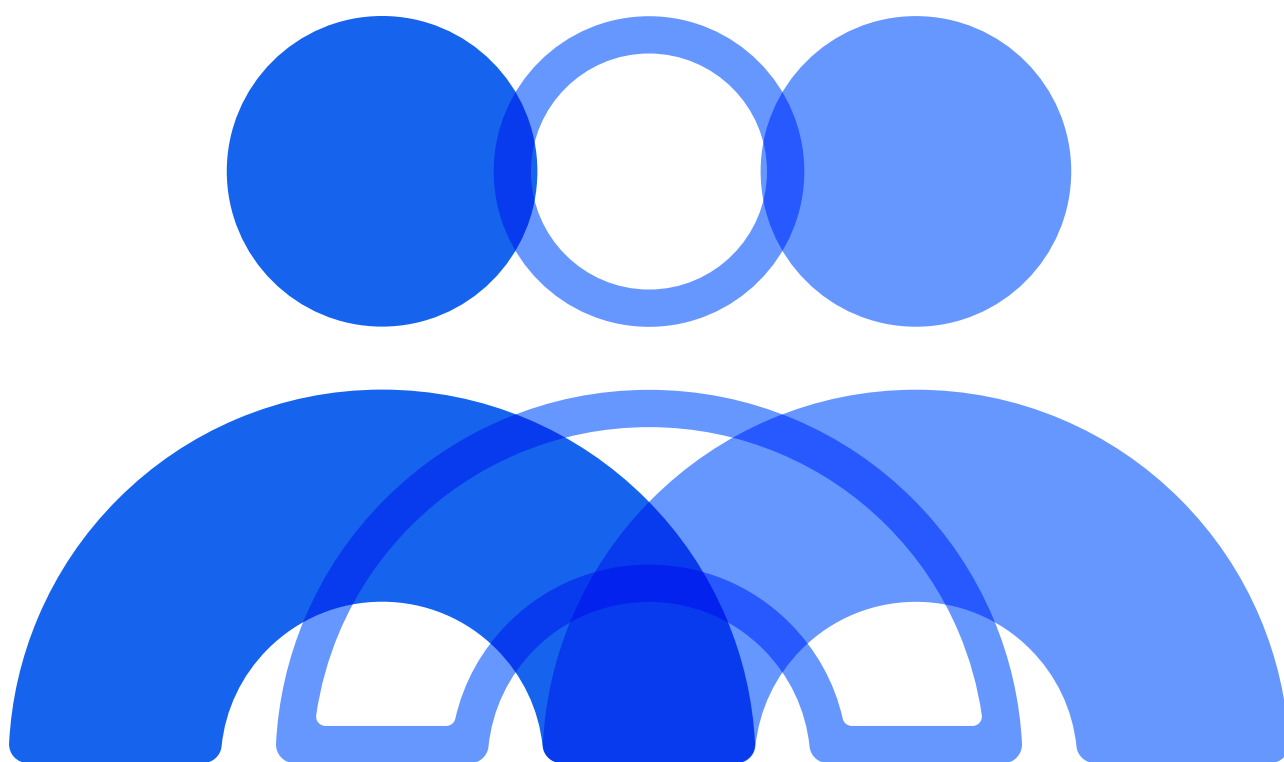


UD²⁴



LIVRO DE RESUMOS UD24: DESDOBRAMENTO DAS FRONTEIRAS DO DESIGN
11º ENCONTRO DE DOUTORAMENTOS EM DESIGN

BOOK OF ABSTRACTS UD24: UNFOLDING DESIGN BOUNDARIES
11º MEETING ON PHD DESIGN RESEARCH

UD24 DESIGN CONFERENCE
UNFOLDING DESIGN BOUNDARIES

04 & 05 OF JULY 2024
AVEIRO / PT

TÍTULO / TITLE

LIVRO DE RESUMOS UD24: DESDOBRAMENTO DAS
FRONTEIRAS DO DESIGN
11º ENCONTRO DE DOUTORAMENTOS EM DESIGN

BOOK OF ABSTRACTS UD24: UNFOLDING DESIGN
BOUNDARIES
11º MEETING ON PHD DESIGN RESEARCH

EDITORA / PUBLISHER

UA EDITORA – UNIVERSIDADE DE AVEIRO
1ª EDIÇÃO / 1ST EDITION – JULHO / JULY 2024

COORDINADORES / EDITORS

ARTHUR BRAGA
EDUARDO VANZELER
EMANUEL OLIVEIRA
MARCO BALSINHA
NUNO VIOLA
RUTE CARREIRA
VITOR AGOSTINHO
FRANCISCO PROVIDÊNCIA
HELENA BARBOSA
JOANA QUENTAL

DESIGN GRÁFICO / GRAPHIC DESIGN

EMANUEL OLIVEIRA

PAGINAÇÃO / PAGINATION

EMANUEL OLIVEIRA
MARCO BALSINHA
RUTE CARREIRA

ISBN

978-972-789-927-2

DOI

<https://doi.org/10.48528/3jav-wg12>

THE SOLE RESPONSIBILITY FOR THE CONTENT OF
THIS PUBLICATION LIES WITH THE AUTHORS. ©
AUTHORS.

THIS WORK IS LICENSED UNDER A CREATIVE COMMONS
ATTRIBUTION 4.0 INTERNATIONAL LICENSE

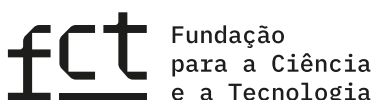
OS CONTEÚDOS APRESENTADOS SÃO DA
EXCLUSIVA RESPONSABILIDADE DOS RESPECTIVOS
AUTORES. © AUTORES
ESTA OBRA ENCONTRA-SE SOB A LICENÇA
INTERNACIONAL CREATIVE COMMONS ATRIBUIÇÃO 4.0.



ORGANIZAÇÃO / ORGANIZERS



PARCEIROS INSTITUCIONAIS / INSTITUTIONAL SPONSORS



This work was supported by FCT – Fundação para a Ciência e Tecnologia, I.P. by project reference UIDB/04057/2020 and DOI identifier <https://doi.org/10.54499/UI-DB/04057/2020>.

IN-BETWEEN
DESIGN AS INTERFACE

AUTHORS

Beatriz Bonilla Berrocal

Politecnico of Milan; Milan, Italy

Annalinda De Rosa

Politecnico of Milan; Milan, Italy

Valentina Auricchio

Politecnico of Milan; Milan, Italy

KEYWORDS

Design

Assessment

Social innovation

Italy

SME

Bridging management and design assessment: Exploring social innovation evaluation in Italian SMEs

ABSTRACT

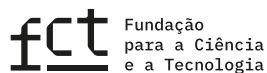
This paper discusses the function of design as a connecting factor among different fields of knowledge, with a specific focus on evaluating social innovation in small and medium enterprises in Italy. The doctoral research aims to comprehend how an approach centered on design can facilitate changes within organizations, encourage sustainability, and enhance business competitiveness for SMEs. Through the integration of design with management, sustainability, and social sciences, the study analyzes current assessment methods and seeks to establish strategies based on design principles such as participatory design. It emphasizes the significance of design in driving social innovation and underscores the value of interdisciplinary cooperation in tackling modern business challenges. This paper emphasizes how design has the potential to transform practices towards more socially responsible and sustainable business approaches within the Italian business sector.

THANK YOU!

ORGANIZERS



INSTITUTIONAL SPONSORS



PARTNERSHIPS



UNFOLDING DESIGN BOUNDARIES

UD24 DESIGN CONFERENCE - AVEIRO/PT