

A woman with dark hair tied back is sitting at a desk in a design studio. She is looking down at papers on her desk. The background wall is covered with various sticky notes, diagrams, and sketches. There are several potted plants on the desk. The overall scene is a creative workspace.

# Enhancing a diverse and responsible mindset through Design

Jane Vita  
Design Matters' 2022

“Working ethically is a skill, and it’s a skill that needs to be taught and then developed. It’s not easy to tell the CEO of a Fortune 500 company that the product they just asked you to design is harmful. It takes more than guts. It takes knowing what questions to ask. It takes knowing how to test the effects of the product. It takes knowing how to build a good argument. And it takes seeing yourself as an equal stakeholder in the product. It takes seeing yourself as a gatekeeper. And frankly, it takes some designers who’ve come from backgrounds and experiences that were harmed by the products of Fortune 500 companies. It takes a lot.”

– *Mike Monteiro*

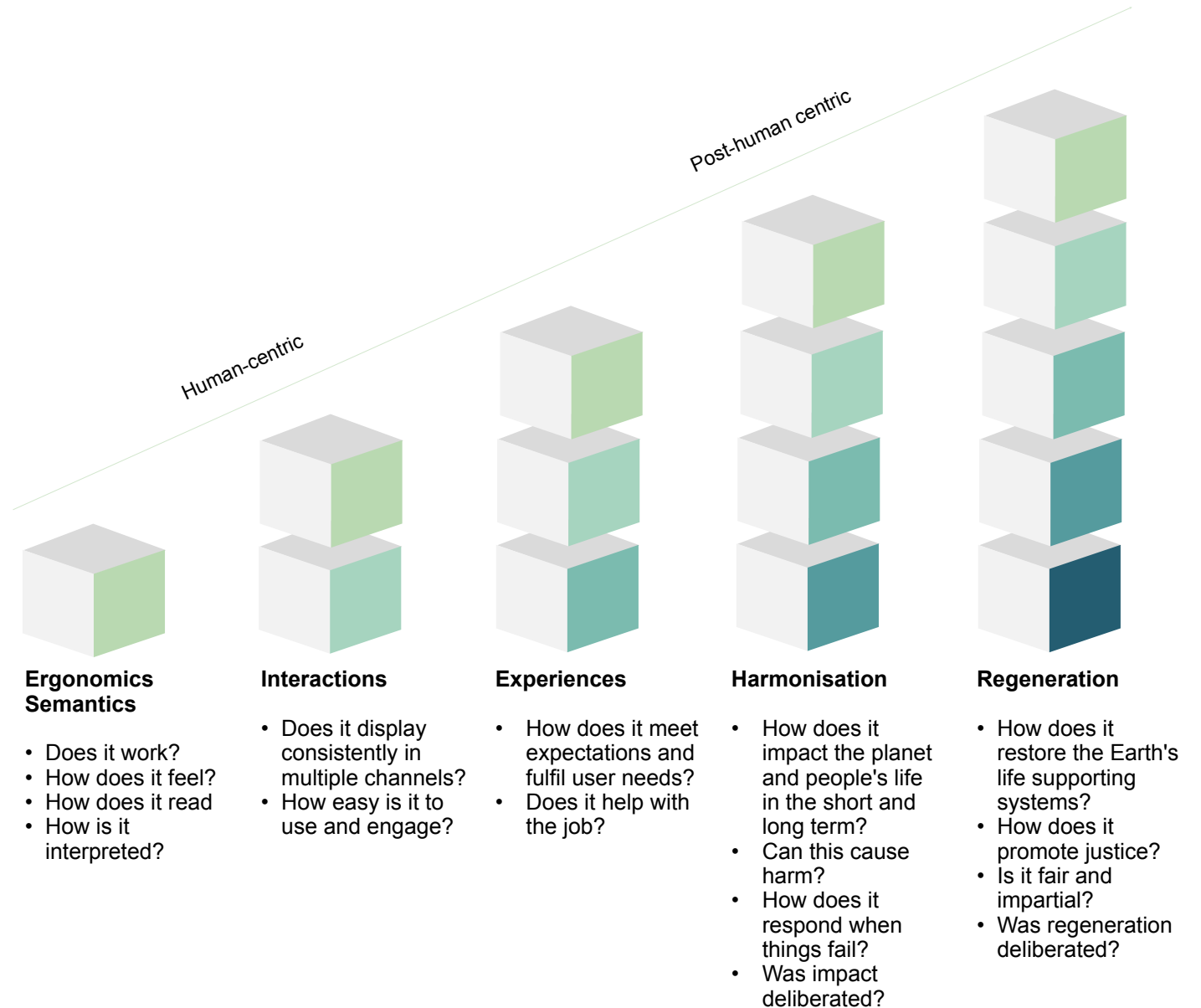
Co-founder and Design Director  
of Mule Design

# Acting towards a healthier planet and society

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# Design scope and maturity





**Before  
2000**

**To**



**After  
2000**

Since  
**2019**

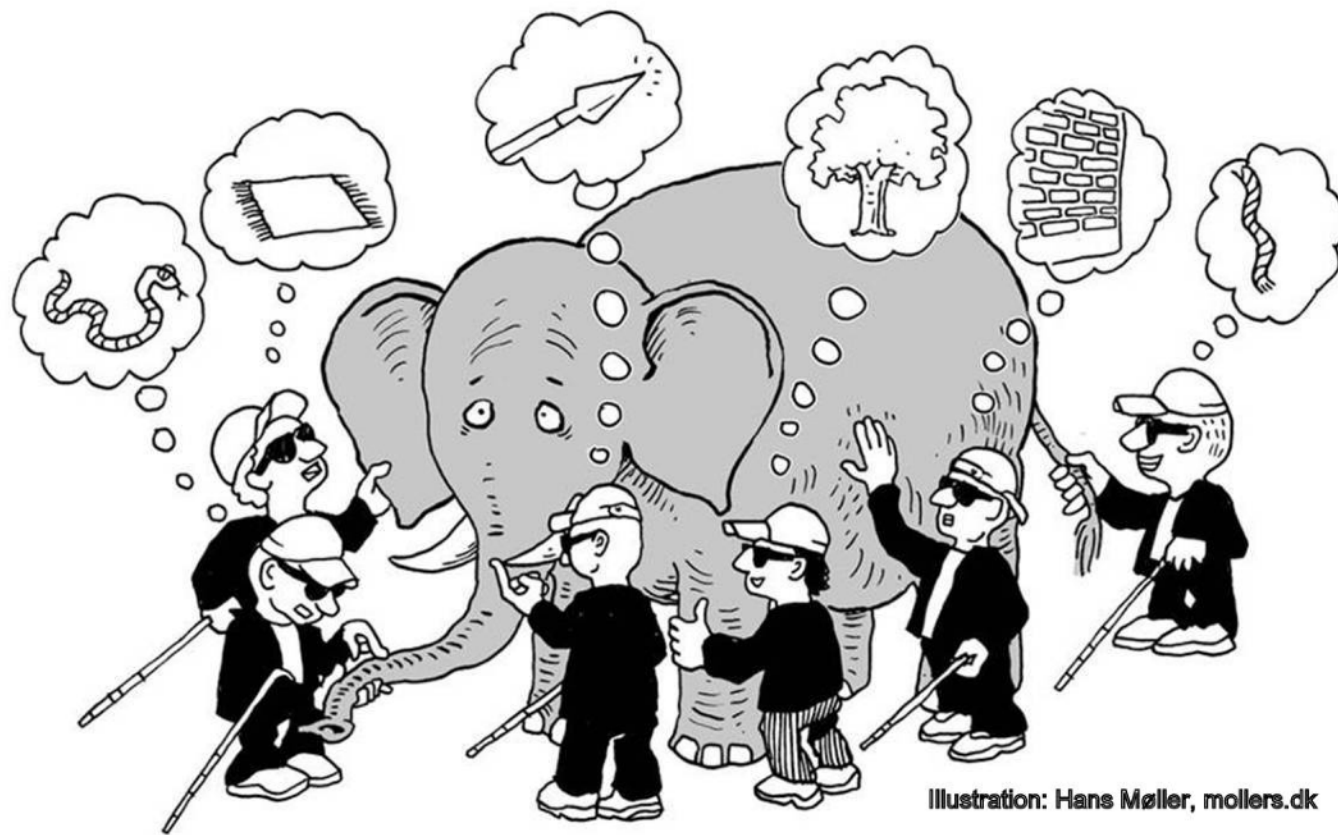


Make a  
positive impact  
on people's  
life and  
in the planet

**Design evolves and  
navigates through  
culture.**

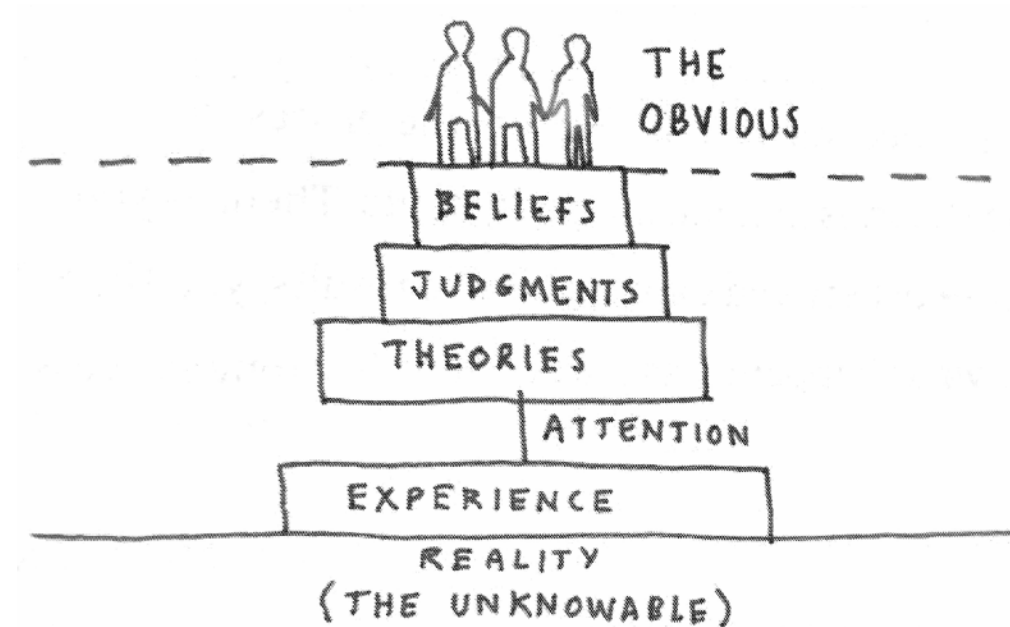
**What if...**  
**we steer the vessel to a more  
responsible, fair, just and  
regenerative culture.**





# Beliefs & Mindset

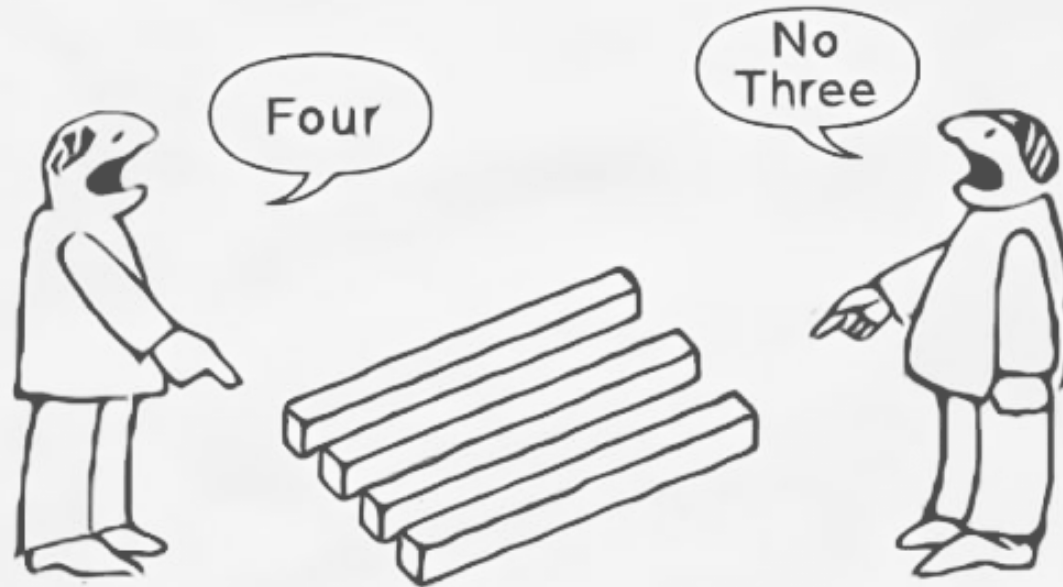
- \* Deconstructing beliefs
- \* Beliefs create blind spots
- \* Beliefs make us defend ourselves
- \* Growth mindset



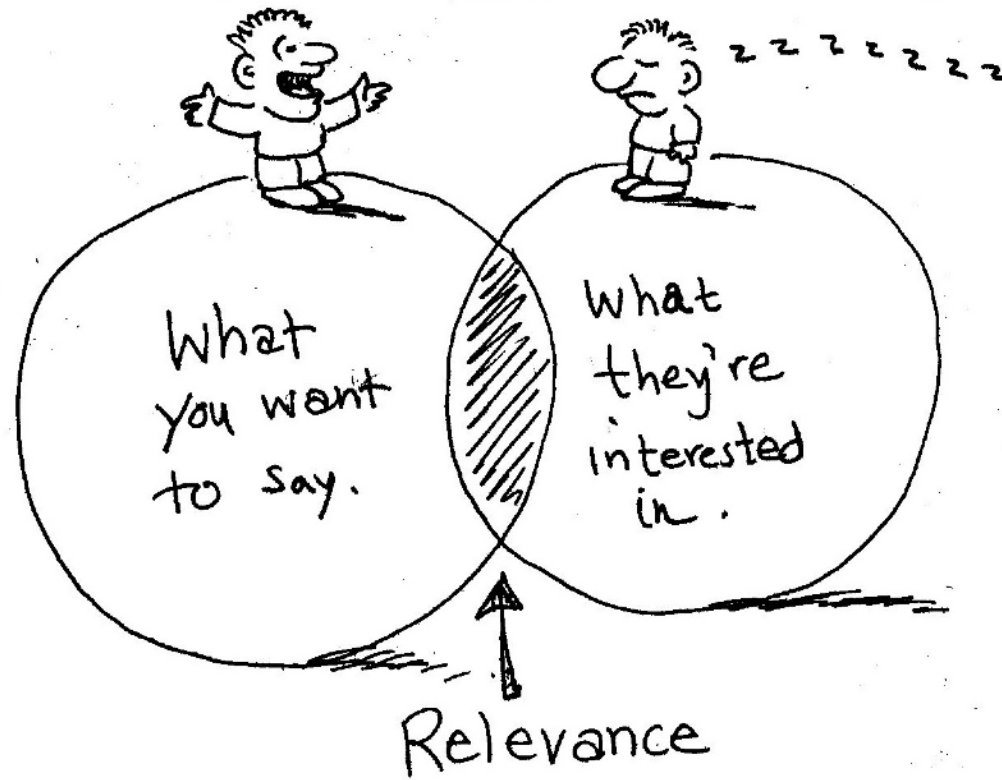
Source: *Liminal Thinking* by Dave Gray

**"Everything we hear  
is an opinion, not a fact.  
Everything we see  
is a perspective, not the truth."**

**Marcus Aurelius**

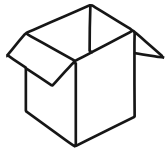


Source: pixelgood.com

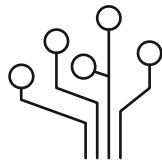


Source: Interaction-design.org

# Build a Dialogue



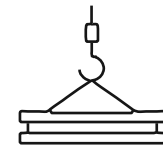
Empathic  
understanding



It is a result of a well-  
defined process,  
supportive tools and  
service mindset



Leads to loyalty and  
builds trust



It requires a safe  
space to discuss what  
is not a fit for the  
purpose or what can  
go wrong / it is a risk

# Recognising systems of oppression



Illustration: <https://www.catalyst.org/>

# Understanding biases and discriminatory practices

- \* Confirmation bias, we tend to analyse and interpret to confirm our hypotheses and expectations
- \* Recall bias, we tend to remember events based on our interpretation at the time
- \* In-group Bias, the tendency to give preferential treatment to others who belong to the same group.
- \* Recognising systems of oppression and discriminatory practices
- \* Changing attitude and avoid discriminatory actions
- \* Reduce the potential for unconscious preconceived perceptions
- \* Ensure you configure participation to include a great spectrum of diverse identities, such as races, expertises, ages and genders.

# Eurocentrism

A worldview that, implicitly or explicitly, emphasises European - generally Western - history and values as "normal" or modal at the expense of others' cultures.

## Implications

- **Production** of a power relation (European concerns, culture and values are presented as superior to others).
- **Justification** of Europe's dominant position within the global capitalist world system.

Source: Eva Durall, Radical Research 2022



Mercantilism was a trading system that involved the exchange between raw materials and finished product between a mother country and its colonies.



# Binary way

Reliance on a binary way of thinking that constructs a white, progressive, modern and civilised European Identity and juxtaposes it to a black/indigenous, undeveloped, traditional or barbarian Other.

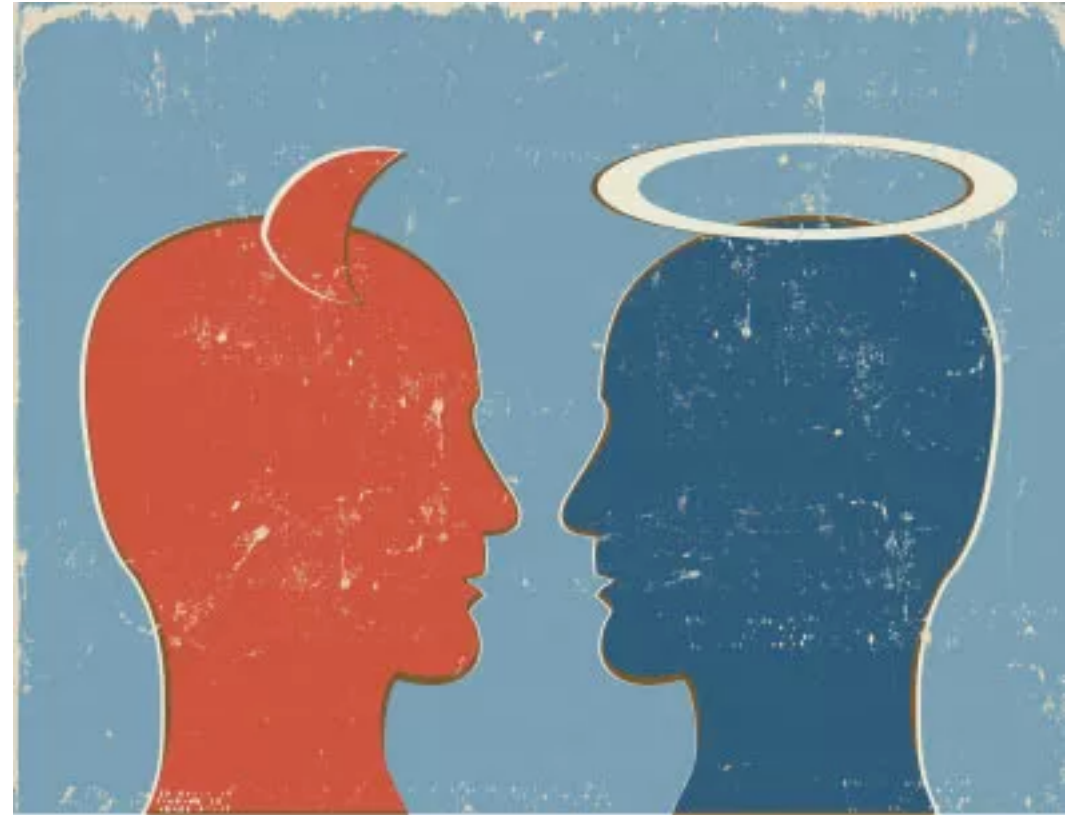
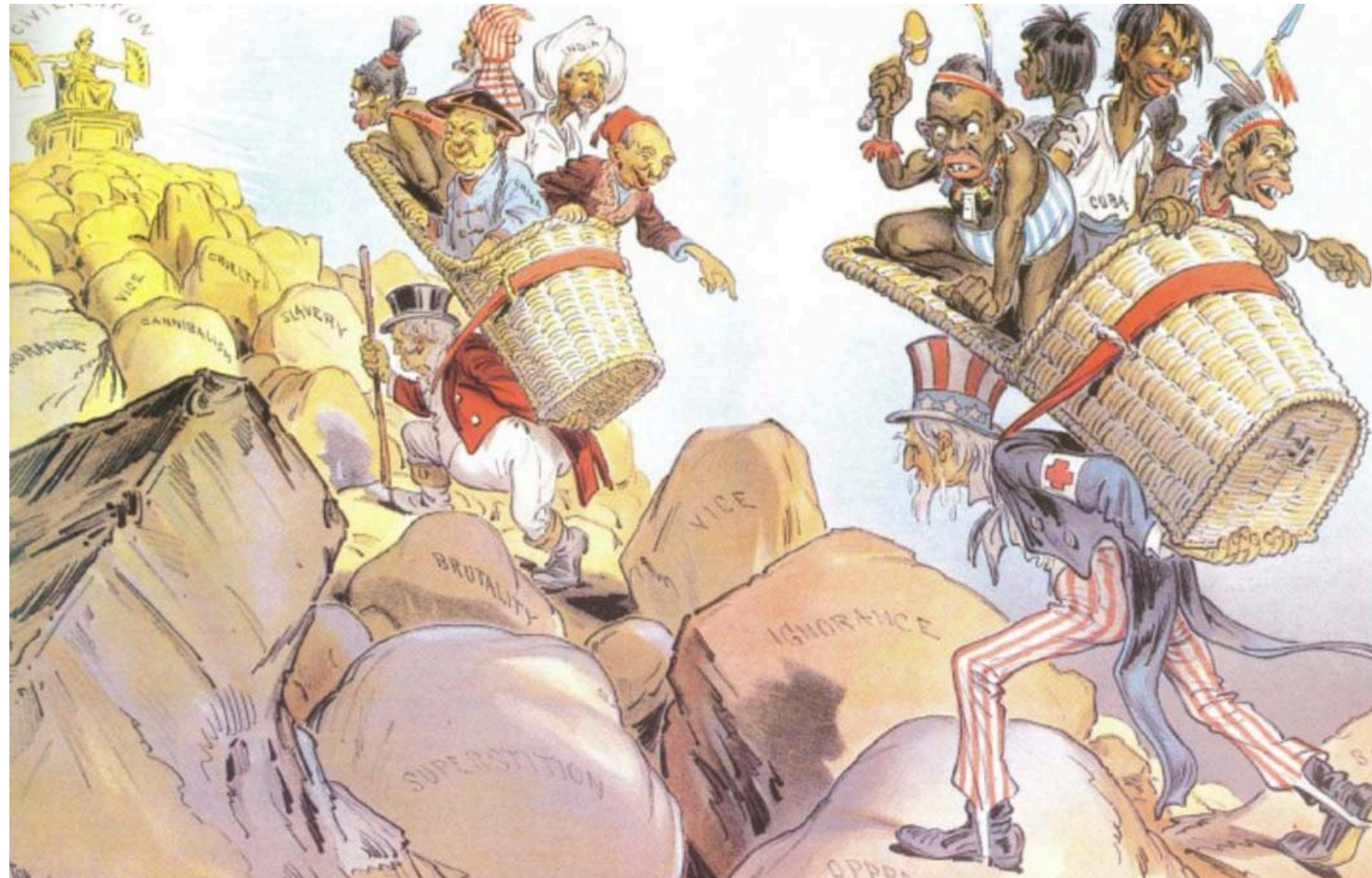


Image credit: Stockxpert.

# Western concepts

- Modernity
- Progress
- Universal History

Source: Eva Durall, Radical Research 2022



"The White Man's Burden (Apologies to Rudyard Kipling)" Judge, April 1, 1899

# Western values and characteristics

- Individualism, competitiveness
- Dualism thinking (man vs nature, reason vs. emotion...)
- Hierarchical decision-making
- Patriarchy
- Judeo-Christian beliefs
- Future orientation
- Property ownership

Source: Eva Durall, Radical Research 2022



**Paternalism** is the policy of treating subject people as if they were children, providing for their basic needs but not giving them freedoms/basic rights, and was used to control native populations in colonies.

**Assimilation** is forcing or encouraging a subject people to adopt European customs.

@janevita

# Decolonisation



Image source: <https://demagsign.io/why-you-should-care-about-decolonizing-design/>

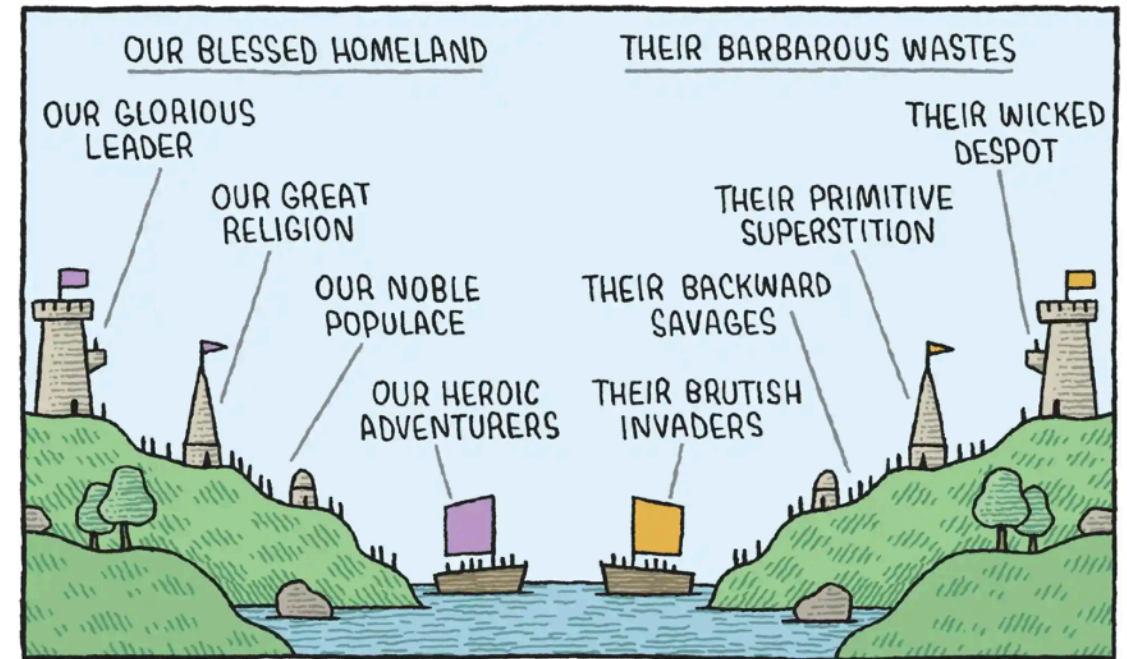


Illustration: Tom Gauld





Figure: Empathy In The Time Of Numbness

## Empathy vs. Alterity

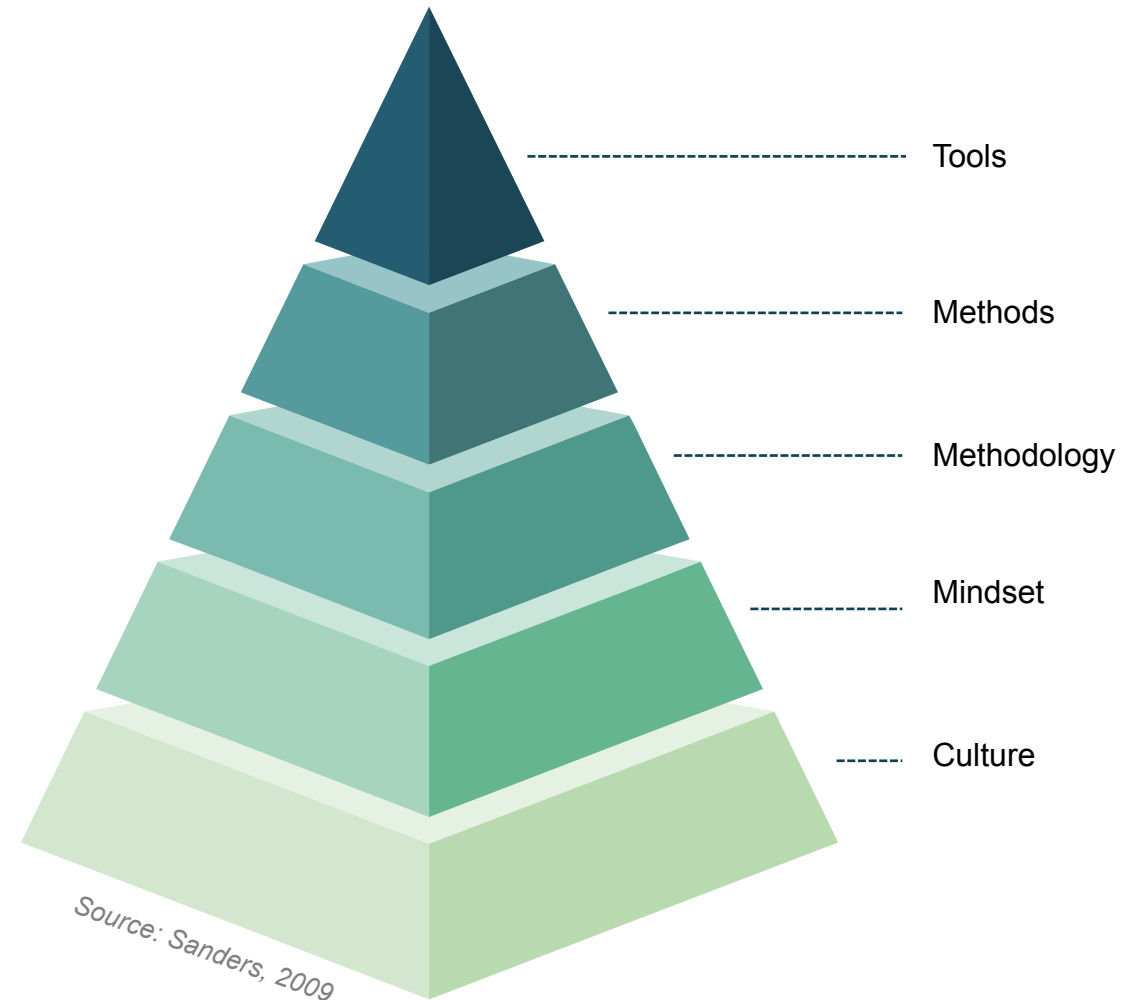
Empathy means the psychological ability to feel what another person would feel if they were in the same situation experienced by them.

Alterity is the recognition that there are unique and subjective people and cultures who think, act and understand the world in their own ways.

“Pluriverse, a world where many worlds, worldviews and epistemologies fit.”

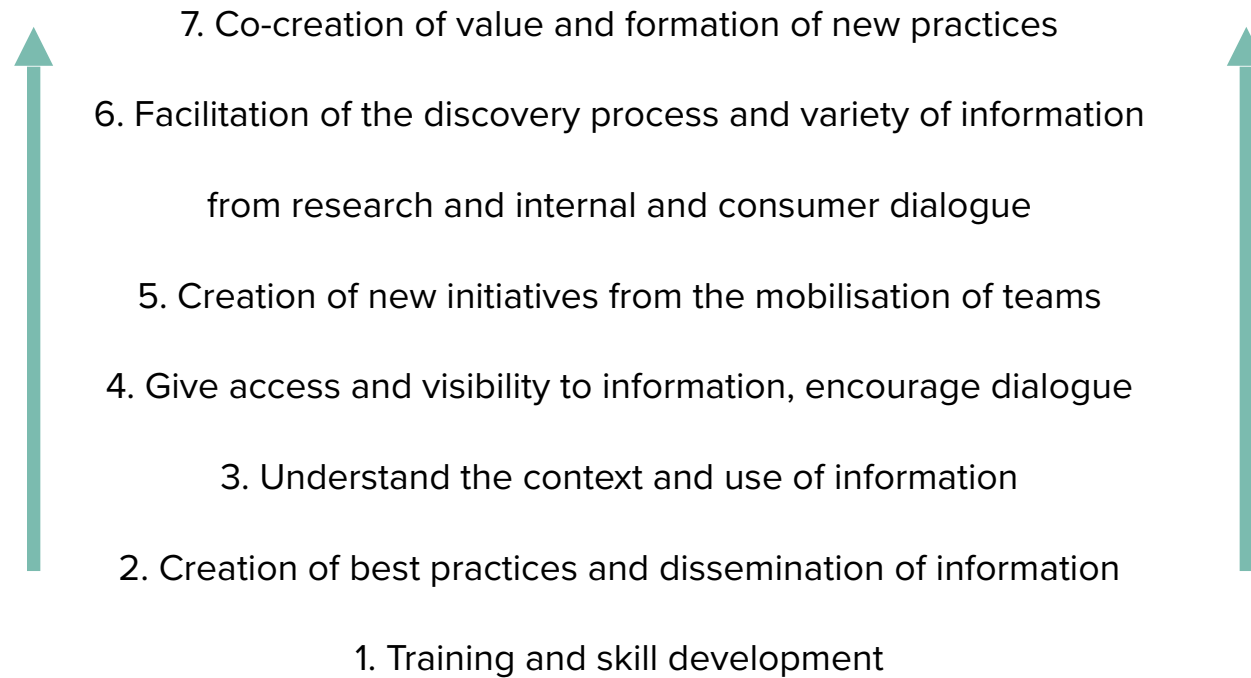
**Arturo Escobar**

# Achieving a sustainable and responsible culture



# Levels for creating a knowledge-friendly environment

The Future of Competition - C. K. Prahalad E Venkat Ramaswamy





# Intersectionality

## Awareness

Create awareness of memberships in a corresponding social group.



## Identities

To help people to connect with their various identities to experiences of oppression or privilege.



## Pluralism

To diversify thinking, promote pluralism and understand complexity.

## Solutions

Offer answers and possible solutions that take into account all the identities and specific needs of the person or communities being supported.



## Effectiveness

Saves time, making it easier to understand which actors to involve in the creation of an effective and efficient network.



## Safety

Makes the environment as comfortable and safe to everyone as possible.

# Principles

## Humans as part of nature

The dominant socio-economic systems in which technology innovation operates carry the underlying notion of the separation of humans from nature, leading to nature being seen as a resource to be extracted and exploited.

We believe this notion needs to be challenged to promote human and ecological well-being, and build a harmonious society. The SRI approach adopts an entangled worldview, in which humanity is intrinsically a part of the natural world.

## A regenerative mindset

Constant environmental exploitation has been straining the natural systems and their limited resources. Therefore, it's essential to harmonise our solutions with the planet, to not only minimise our impact but regenerate nature's processes and systems.

We can do this by gaining a holistic perspective and learning new ways of thinking and doing.

## Technology as an enabler for transformation

We all know the potential of technology to enable humans to mitigate many global challenges. However, technology has also been criticised for perpetuating societal injustice and harmful biases. The paradigm to break is in value, from mono-disciplinary and homogenous knowledge production to more collaborative, diverse and participatory practices, in which technology is the enabler and not the driver.

## Responsible business and collaborative governance

Collaboration and care happen inside organisations and throughout the systems. Responsible businesses foster a caring culture in operations, which leads to more sustainable outcomes. **It nurtures interdisciplinary and participatory collaboration with actants in systems impacted by their solutions.** It acknowledges that people leading businesses and changing mindsets are crucial to contribute to a healthier planet and society.

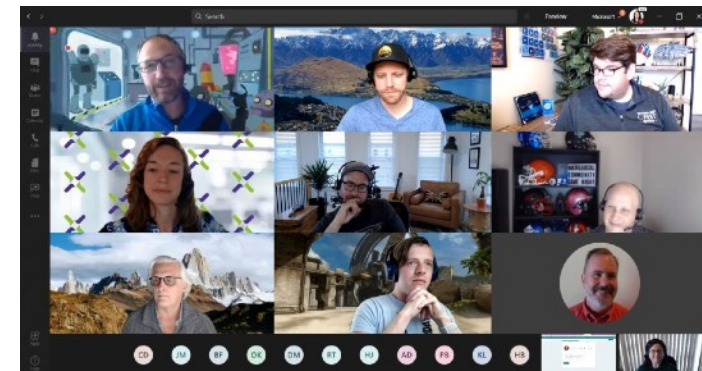
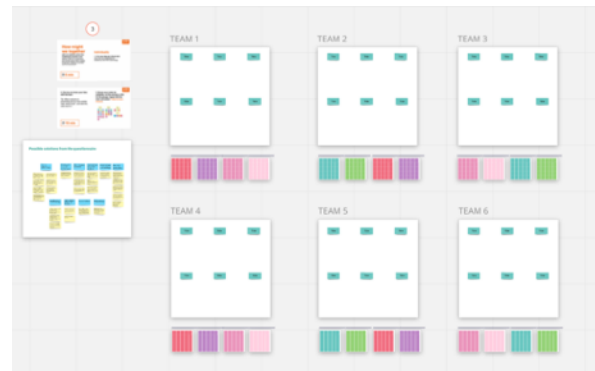
# Configure the collaboration

- \* Address the problems with diverse and multidisciplinary people
- \* When building the team focus on roles, when running the project, focus on productivity.
- \* Aim for concrete outcomes
- \* Know who your extended team is and who your key stakeholders are.



*Illustration: Rhonda Hitchcock-Mast/ASU*

# A perfect balance between facilitating and influencing.



A large, blurred crowd of people in a city street, with the text "Optimism matters" overlaid in the center. The background shows a dense crowd of people, some wearing blue shirts, and a bright blue sign in the distance. The overall scene is out of focus, emphasizing the text.

**Optimism matters**

**Together, we can create  
the future we want.**



A photograph of a workspace with a whiteboard, sticky notes, and a desk with a laptop and a plant. The whiteboard has a diagram with a sun labeled 'SUN' and 'DAY', and a moon labeled 'NIGHT'. There are many colorful sticky notes on the wall and desk. A laptop is open on the desk, showing a diagram on its screen. A small green plant is on the desk. A white mug and a glass are also visible.

# Thank you!

**JANE VITA**

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