

*Service Pack 2024*

# Distributed Design Platform

*Aimed at organisations with high standards of social and environmental performance*

Barcelona, July 2024



*Executive programmes, impact events and advisory services*



Distributed Design



Co-funded by the European Union



## *Introduction*

As a result of the conversations held between \_\_\_\_\_ (hereinafter the Organisation) and Fab Lab Barcelona, the following is a programme proposal, including methodology, training modules, possible working team and associated budget to be assessed by the Organisation.

### *01. We are Fab Lab Barcelona*

Fab Lab Barcelona is a think-and-make tank funded by the Institute for Advanced Architecture of Catalonia (IAAC). Established in 2007 as the first Fab Lab in the European Union in collaboration with the MIT Center for Bits and Atoms, it quickly became a benchmark in the global Fab Labs network. Located in Barcelona's Poblenou district, this former factory has transformed into a hub of ideas, innovation, and education.

With a strategic focus on learning and research, it uses digital fabrication to generate innovative responses to pressing societal challenges. Its core mission is to provide cities and citizens with the tools and knowledge to make them more resilient, sustainable and empowered through digital fabrication, informatics and communications literacy.

Fab Lab Barcelona's activity currently revolves around seven main strategic areas: (1) Productive Cities; (2) Emerging Futures; (3) Materials and Textiles; (4) Civic Ecology; (5) Future Learning; (6) Sense Making; and (7) Distributed Design.

All these areas synthesize our work and help us understand how technology relates to society and the environment by developing projects related to educational programmes, research and innovation projects, and collaborations with companies and institutions.

Our philosophy promotes collaboration with a wide range of collaborators, from the most innovative personalities to giants such as Ikea, Red Bull, Nestlè, or Sony and leading educational institutions such as the European Institute of Innovation and Technology (EIT), Cambridge University, or the Universitat Politècnica de Catalunya (UPC).

## 02. *The Distributed Design Platform*

Since we were founded in 2017, originally co-funded by the Creative Europe program of the European Union, the Distributed Design Platform acts as an exchange and networking hub for the European maker movement and aims at nurturing and promoting the connection between designers, makers, and emerging digital and local markets.

**Distributed Design is a novel approach to design which utilises global connectivity to move data, instead of products.**

Across our online platform, and through our events and programmes, we reach an audience of over 300.000 people – from young talents joining the industry to professionals and creative thought leaders.

### Distributed Design Values

- **Open:** refers to the mentality and approach of designers to share and make their design processes transparent, replicable, and accessible, from hardware and software to implementation and usability.
- **Collaborative:** enabling citizens to become active participants in the design process through meaningful and participatory co-design approaches.
- **Regenerative:** making and design principles aspire to renew and restore the systems that we are part of, rather than just replacing or devaluing them.
- **Ecosystemic:** acknowledging the complexity of interactions between cultural, natural, and social aspects and designing to improve the health of social and environmental systems.

### Distributed Design members



## 04. Distributed Design Services

The Services shown in this document have been created in the emerging field of distributed design in which we move data, instead of products. It's aimed at organisations who already are or want to become leaders in the global movement for an inclusive, equitable, and regenerative economy.

Fab Lab Barcelona offers different ways to collaborate, fostering the philosophy of the maker movement and developing a transformative approach to Distributed Design.



**Knowledge transfer:** Immersive learning experiences offers a unique opportunity for partners to engage with international creative talents and emerging technologies. The learning program curated by the Platform will enable you to uptake, design methodologies, rapid prototyping techniques and immersive in state-of-the-art knowledge to apply in your context.



**Networking:** The Distributed Design Platform has a vast network of creative professionals, ranging from art directors, material innovators, futures imaginaries. Through collaborating with the Platform you will have the opportunity to gain access or participate in carefully curated creative events at your or international locations.



**Advice:** We develop bespoke advisory projects based on 15 years of experience of Fab Lab Barcelona and the Platform members in the field of rapid prototyping and value driven design which is shifting the design and production paradigm.

## 05. Our methodology

Fab Lab Barcelona's methodologies, developed over more than ten years, consist of three approaches:

- Adopt: We present our methodology and showcase our projects to make participants feel empowered through the knowledge of the Fab Lab Barcelona and Productive Cities models.
- Adapt: We accompany participants in the application of our model to the local context and to their specific needs and resources.
- Create: We work together in the design of programs and activities to maximize the impact of the Fab Lab according to the objectives defined in the Productive Cities model, with the objective of guaranteeing the autonomy and resilience of the project.



## 07. *Distributed Design portfolio of services*



### Training

- |            |   |
|------------|---|
| <b>DD1</b> | Introduction to Distributed Design                    |
| <b>DD2</b> | Introduction to Productive Cities. Fab City           |
| <b>DD3</b> | Exploring emergent futures. The Atlas of Weak Signals |
| <b>DD4</b> | Distributed Design Digital Programme                  |
| <b>DD5</b> | Circular Cities Challenge                             |
| <b>DD6</b> | Impact Cohort   |
| <b>DD7</b> | Make Works 101 toolkit. Sustainable fabrication       |
| <b>DD8</b> | Masterclasses   |



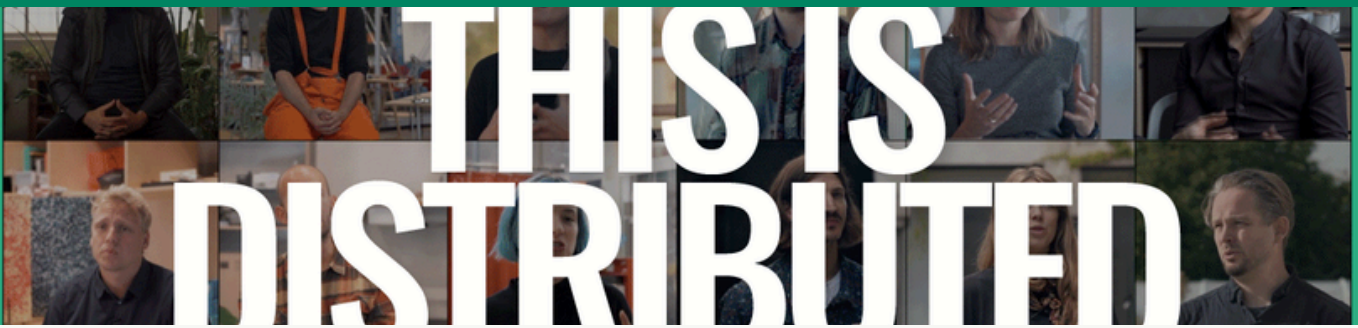
### Networking

- |             |                               |
|-------------|-------------------------------|
| <b>DD9</b>  | Distributed Design Conference |
| <b>DD10</b> | DD Awards. Access to talent.  |
| <b>DD11</b> | Distributed Design Book       |



### Advice

- |             |                            |
|-------------|----------------------------|
| <b>DD12</b> | Bespoken advisory services |
|-------------|----------------------------|



## *Training: Introduction to Distributed Design*



**DD1**

**Approach** Adopt

**Level** Strategic

**Duration** 8 hours

**Modality** Online or on-site at Fab Lab Barcelona

Executive training programme that provides an inspiring introduction to Distributed Design main principles following a practical approach by discussing existing projects, methods and tools.

120 min

### **What is Distributed Design?**

Emerging at the intersection of the Maker Movement and design sensibility provides a framework for designers, makers and creatives to innovate the field of design towards more open, regenerative and collaborative practices.

120 min

### **Open Source practices**

Open refers to the mentality and approach of designers to openly share and make their design processes transparent, replicable, and accessible, from hardware and software to implementation and usability.

120 min

### **Collaborative Practices**

Collaboration is at the core, enabling citizens to become active participants in the design process through meaningful and participatory co-design approaches that empower and create agency.

120 min

### **Regenerative Practices**

Regenerative making and design principles aspire to renew and restore the systems that we are part of. This involves embedding a regenerative design culture from the beginning, with a focus on net positive benefits for both the environment and society.

### **Deliverable**

A certificate in PDF format by Fab Lab Barcelona for each participant.

## Training: Introduction to Fab City. Productive Cities


**DD2**
**Approach** Adopt

**Level** Strategic

**Duration** 4 hours

**Modality** On site at Fab Lab Barcelona

Executive training programme focused on providing participants with the knowledge that will ensure coherence between operational and strategic aspects so they can:

- "Adopt" the productive cities model and understand the impact of Fab Labs within the Fab City Full Stack model.
- Build capacity by using resources and methods to identify long-term solutions and support the transition to a productive city.
- Receive information on different methods for the co-creation of governance models and key concepts of circular economy applied to the maker movement.

60 min	<b>Introduction to Productive Cities &amp; Fab City Global Initiative</b> <u>Tomas Diez</u> , Executive Director Fab City Foundation Introduction to circular models, creation and local networking within the framework of the Fab City project. Principles of the Strategic Action Plan.
15 min	Coffee break
90 min	<b>Showcase of EU-funded research projects: Impact and Growth</b> A selection of research projects agreed upon by Fab Lab Barcelona and the Organisation based on their specific interests will be presented and discussed.
15 min	Coffee break
120 min	<b>Local ecosystem: Guided tour to visit best practices of other maker spaces in Barcelona</b> <u>Eduard Balsebre</u> , Direcció de la Xarxa d'Ateneus de Fabricació. Guided tour of the public digital network Ateneus de Fabricació, a public service of the Barcelona City Council that disseminates the technology and science of digital fabrication.

**Deliverable** A certificate in PDF format by Fab Lab Barcelona for each participant.



## Training: Exploring emerging futures. AoWS



**DD3**

**Approach** Adopt

**Level** Strategic

**Duration** 4 hours each global subject

**Modality** On site at Fab Lab Barcelona

Executive training programme that introduces participants to the concept and practice of identifying "weak signals". Based on the Atlas of Weak Signals methodology and a specially designed card game, participants will be introduced and guided through challenges that consist of constructing possible future scenarios related to five (5) possible Global Subjects:

### 01 Life in the times of surveillance capitalism

Attention protection  
Dismantling filter bubbles  
Circular data Economy  
Truth Wars  
Redesigning Social

### 02 Designing for the post-anthropocene

Climate Conscience  
Inter-species collaboration  
Long Terminism  
Carbon neutral Lifestyles  
Fighting Anthropocene conflicts

### 03 Life after Artificial Intelligence - The end of work

Technology for equality  
Fighting IA bias  
Imagining new jobs  
Making Universal basic income work  
Human - machine creative collaborations

### 04 After the Nation State

Making world governance  
Rural Futures  
Pick your own passport  
Refugee Tech  
Welfare state 2.0

### 03 Kill the heteropatriarchy

Non-heteropatriarchal innovation  
Imagining Futures that are not western-centric  
Reconfigure your body  
Gender Fluidity  
Disrupt ageism

### AoWS modalities

- Single Journey: Four (4) hours. Includes one (1) Global Subject.
- Multiple Journey: Includes two (2) or more Global Subjects.

### Structure of each global subject

The aim is to equip participants with tools to identify opportunities, threats, challenges and shared visions for innovation, policy making, intervention, research and business opportunities.

60 min	<b>Prework - Introduction to AoWS (Video) (Asynchronous)</b> Participants will be invited to watch this video before the day of the activity.
60 min	<b>Talk by an expert in the Weak Signal selected by the Organisation</b> <u>Guest speaker.</u> Expert to be confirmed according to the Weak Signal selected by the Organisation. This talk will set the grounds to the global subject to develop the AoWS activity.
120 min	<b>Atlas of Weak Signals workshop</b> <u>Alejandra Tothill.</u> Strategic Designer <ul style="list-style-type: none"> <li>• <u>Introduction to AoWS methodology.</u> Participants will be divided into groups and after an introductory discussion the "Atlas of Weak Signals" methodology will be presented to develop the challenge of building possible future scenarios in relation to some of the key issues that were presented in the Fab City Full Stack introductory approach.</li> <li>• <u>Distribution in teams.</u></li> <li>• <u>Ice breaker:</u> Introductory conversation.</li> <li>• <u>Scenario Building.</u> Based on the AoWS methodology, participants will be introduced and guided through the challenge of building possible future scenarios related to some of the key topics that were presented in the Fab City and Fab City Full Stack introductory approach.</li> </ul>
30 min	<b>Socialization of results and doubts</b>

**Deliverable** A certificate in PDF format by Fab Lab Barcelona for each participant.



03.07.2023  
/07.07.2023

AT FAB LAB  
BARCELONA &  
TRANSFOLAB

## *Training: Distributed Design Challenge*



**Approach** Apply

**DD5**

**Level** Intermediate / Expert

**Duration** From one (1) to three (3) weeks programme

**Modality** On-site

**Fab Lab Barcelona can design and deploy bespoke Distributed Design Challenges according to the Organisation's previously informed needs.**

The Distributed Design Challenges offer a unique opportunity for creatives worldwide to engage in an immersive learning experience. Focused on empowering participants with 21st-century skills, such as circular and inclusive practices within the context of distributed design, the challenge explores various thematic areas chosen based on locality, ensuring relevance to local challenges and opportunities.

Collaborating with local stakeholders like manufacturers, community centers, municipalities, and universities, each challenge theme can address specific aspects of societal transformation and innovation.

During the challenge, participants will embark on a transformative journey. Working in interdisciplinary teams, they will tackle specific material flow challenges, citizen sensing approaches, or crafts technologies. Guided by the experts of Fab Lab Barcelona and Distributed Design, the teams will ideate and prototype innovative design strategies.

This challenge goes beyond theory, as participants will bring their ideas to life by creating tangible prototype solutions for real-life challenges. It provides a platform for designers to showcase their creativity, problem-solving abilities, and commitment to positive change. By collaborating and reimagining possibilities, these talented individuals will play a crucial role in shaping a more sustainable and prosperous future for cities and beyond.



# Designing Your *Circular Transition*

One toolkit, eight tools.  
Our circular toolkit will help kickstart your transition

enter

## *Training: Impact Cohort*



**DD6**

**Approach** Adapt and Apply

**Level** Intermediate / Expert

**Duration** 15 hours over three (3) weeks. From four (4) to six (6) hours per week.

**Modality** Online

**Fab Lab Barcelona can deploy Impact cohorts according to the Organisation's previously informed needs.**

Created by our research and creative teams, and brought to life by our global network of talent, our online training programmes and events support organisations to design and gain insights into value driven design and circular transition methods to innovate your organisation practices and business models.

### **Supporting the transition to more sustainable models**

Developed by Distributed Design Platform, the Impact Cohort is an online impact management programme that enables companies to channel their actions towards the Sustainable Development Goals on the road to 2030.

### **General Structure**

The Impact Cohort Programme is structured in a series of modules: it starts with the "Introduction to Distributed Design" module, which serves as a starting point, and continues with two additional modules to gain insights into value driven design and circular transitions methods to innovate your practice and business models.

- **Introduction to Distributed Design.** It is designed holistically and is based on the 4 basic principles of Distributed Design: Open, Collaborative, Regenerative and Ecosystemic.
- **The Open-Source Ecosystem Toolkit.** Introducing design as a strategic approach to work with circularity in businesses and organisations. An in-depth introduction to circular economy and the different circular strategies.
- **Insights into funding and impact opportunities.** Introducing engagement programmes designed to move from individual awareness to collective mobilisation.



## Training: Make Works 101 toolkit. Sustainable fabrication



**DD7**

**Approach** Adopt

**Level** Strategic / Operational

**Duration** 6 hours

**Modality** On site at Barcelona

Executive training programme that provides an Introduction to Make Works, a global library for local manufacturing, connecting people who want to make with people who do. The programme helps Organisations to introduce Make Works in their region, or expand its impact, as an open resource created by expert factory scouts where they can find qualified manufacturers, tools and materials to do work in their area.

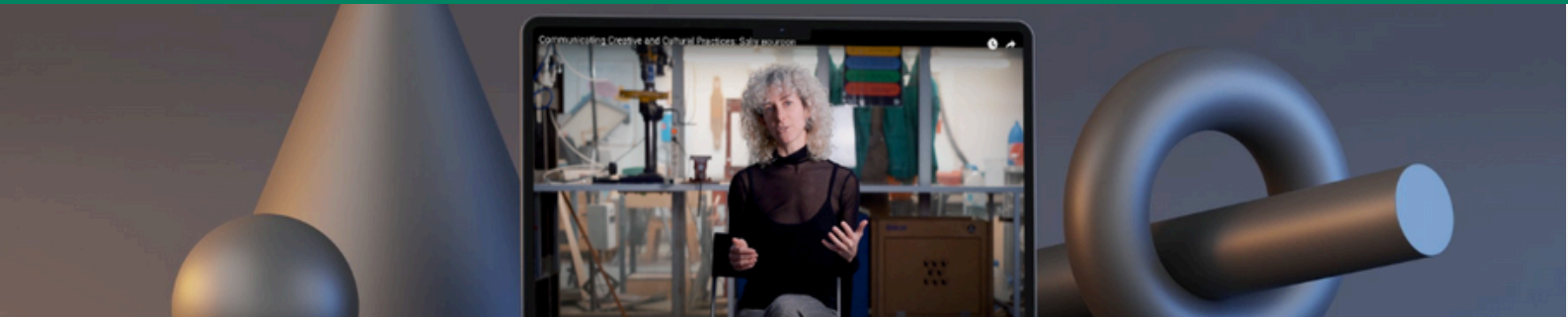
### General Objectives

- Understanding of how the Make Works platform works and how to use it effectively.
- Feel confident with Make Works workflow: researching manufacturers, collating/editing data, approaching factories, interviewing factory owners and working on-site.
- Data management and use of Make Works Platform
- Community care, network activation and activity curation

120 min	<b>Day 1. Introduction to Make Works 101</b> Community and Network activation, Group Factory Finding exercise and introduction to Make Works platform
120 min	<b>Day 2. Local Ecosystem - Make Works 101 Guided Tour</b> Guided tour and new listing exercise.
120 min	<b>Day 3. Reflecting and Sharing</b> Discussions based on potential scenarios: difficulties, barriers & opportunities.

**Deliverable** A certificate in PDF format by Fab Lab Barcelona at IAAC for each participant.





# Training: Masterclasses Video production



**Approach** Adopt

**Level** Strategic / Operational

**DD8**

**Duration** Standard Masterclass: 45 minutes with a minimum of 8 weeks production.

**Modality** Online

**Fab Lab Barcelona can deploy the video production of the Masterclasses according to the Organisation's previously informed needs.**

The Distributed Design Masterclasses are focused on empowering participants with 21st-century skills, such as circular and inclusive practices within the context of distributed design. They can provide access to innovative knowledge from the emerging field of distributed design and learn how to apply circular economy principles, futures strategies, value driven design, inclusive and collaborative practices in design.

### Standard features

- Number of masterclasses: to be agreed upon with the organisation.
- Duration: 45 minutes.
- Topics: to be agreed upon after the formalisation and invoicing of this proposal.
- Experts: to be agreed upon after the formalisation and invoicing of this proposal.
- The Organisation's corporate image will be featured in the videos as a Distributed Design Partner.
- Hosting: the video will be hosted at the Distributed Design Learning Hub.

**Deliverable** One (1) Masterclass with a duration of 45 minutes.



## Networking: Sponsor the Distributed Design Conference



**DD9**

**Approach** Adopt

**Level** Strategic

**Duration** One day

**Modality** On-site

### Sponsor the next Distributed Design Conference

Fab Lab Barcelona is pleased to extend exclusive invitations for organisations to become sponsors of the Distributed Design Conference and Exhibition, which takes place every year in a different city.

The event that brings together leading experts and creative talents in the field of distributed design. Over several days, the platform organises immersive experiences for an international audience in different cities.

The Distributed Design Conference and Exhibition yearly presents an interactive and immersive experience, showcasing creative and thought-provoking design responses to the post-industrial design paradigm. The Platform is uniquely positioned to highlight multidisciplinary, innovative, and circular designs from Europe's makers, designers, and creatives.

Through our well-established Distributed Design platform, we offer a unique opportunity for partners to impact the network with their brand.

The Conference has two key activities in which partners can participate:

- **Exhibition:** Showcase your technologies, tools, machines, and brand alongside Platform members and the best of the Platform's creative talents.
- **Conference:** Engage in panel discussions to demonstrate your commitment to innovative and circular ecosystems that pave the way for healthier futures.

## *Networking: DD Awards. Access to talent.*



**DD10**

**Approach** Apply

**Level** Strategic

**Duration** 4-6 months

**Modality** Online or hybrid

### The awards

The Distributed Design Awards celebrate the creative, mind-shifting and responsible design responses to the post-industrial design paradigm. We recognize multidisciplinary, innovative and sustainable designs from Europe's makers, designers and creatives.

We're looking for design projects that take the following into account:

- **Distributed Design principles:** Open source and transparency, allows for adaptation and/or customization.
- **Social challenges and human well-being:** Both of the end-user and potential co-producers are included in co-creation or design (socioeconomic business models, regenerative systems, etc.)
- **Circular economy principles:** Local production, smart manufacturing, responsible materials, convivial tool making, product life cycle and afterlife.

### Who is it for?

This award is open to anyone working in the creative disciplines dealing with Design and Making: creative players, makers, designers, artists, architects, scientists, students and others.

We promote diversity, equity and inclusion. Inviting everyone, with Europe based projects, independent of their origin, ethnicity, creed, culture, gender identification or religious background to join!

### Sponsorship invitations

Each year, Fab Lab Barcelona is pleased to extend exclusive invitations for organisations to become sponsors of the Distributed Design Awards, an event that celebrates innovation, creativity and visionary spirit within the design industry. As sponsors, organisations have a unique opportunity to align their brands with the pinnacle of design achievement while gaining unprecedented exposure to a global audience of industry leaders, professionals and enthusiasts.

## *Advice: Bespoke advisory services*


**DD12**
**Approach** Create

**Level** Strategic and operational

**Duration** To be determined

**Modality** To be determined

The 17 Sustainable Development Goals (SDGs) not only specify where we need to be by 2030 to create the sustainable world we seek, they are also a unique opportunity for all sectors of the economy to unite in a common global journey to eradicate poverty, protect the planet and ensure that all people can enjoy shared and lasting prosperity.

As part of this collective call to action, businesses now have a new executive programme to navigate this ever-changing world. In addition, they can recognise the significant business opportunity that the SDGs represent, as well as the risk of failing to address the major social and environmental issues of our time.

In 2016, Accenture and the UN Global Compact conducted a survey of CEOs which showed that, of the 1,000 CEOs who participated, 87% agree that the SDGs offer a critical opportunity for companies to rethink their approach to sustainable value creation.<sup>1</sup> In addition, a 2017 study by Ethical Corporation showed that 60% of companies were integrating the SDGs as part of their business strategies.

At Fab Lab Barcelona, we understand that every institution is distinct, with its own set of challenges and goals. That's why we offer bespoke advisory services tailored to the specific requirements of the Organisation.

- **Strategic Planning:** We assist in strategic planning processes, providing valuable insights and recommendations to help organisations to achieve their long-term objectives while staying responsive to evolving industrial trends.
- **Professional Development:** Our comprehensive professional development programs empower professionals with the latest strategies and tools, ensuring they remain at the forefront of industry innovation.
- **Technology Integration:** We provide guidance on integrating cutting-edge technologies into the Organisation activities, harnessing the power of digital tools to create dynamic and interactive professional environments.

**Deliverable** A project tailored to the specific needs of the organisation.





## 08. Recent similar experiences

### With governments

Universidad Central Las Villas  
*Cuba*

Training programme in the framework of the EU-Cuba Experience Exchange Project for the promotion of Renewable Energy Sources and Energy Efficiency in Cuba, managed by the Fundación Internacional y para Iberoamérica de Administración y Políticas Públicas (FIIAPP F.S.P.) and financed by the EU. The programme, with a duration of 6 months, aims to offer a training and technical assistance programme in the creation and promotion of a Fab Lab for the Universidad Central Las Villas de Cuba.



Gobierno de San Juan  
*Argentina*

September - October 2022. From Fab Labs to Fab Cities training programme for 14 managers of the Ministry of Culture and Tourism of the Government of San Juan for their training in the generation of technologies and innovation aimed at their Innovation Centre project located in El Chalet de Cantoni in the City of San Juan, Argentina.



Soul Innovation Fab Lab  
*South Korea*

Training Trainers programme funded by the Seoul government for Seoul Innovation Lab workers. A set of customised programmes aimed at providing a comprehensive immersion in the world of robotic arms and the reuse of plastic to produce pieces of furniture through a two-month customised programme that is being deployed remotely from Fab Lab Barcelona.



CESIRE  
*Spain*

Fab Lab Barcelona provides educational support and advice to CESIRE in the following areas: (1) Intensive training in maker methodology and digital fabrication for the new CESIRE team (13 professionals) to train and design a training programme for 62 trainers. (2) Training for 62 teachers to train and design the training activity they carry out in 120 educational centres, starting in the 2023-2024 school year.



## With companies and institutions

World Crafts  
Council  
Europe  
*Europe*

A two-month learning experience in the form of an online masterclass programme that includes a series of masterclasses and collaborative working sessions. Participants will tackle innovative and ground-breaking ideas from experts in the field and explore topics such as "New and emerging digital markets for the creative industries", "Collaborative and sustainable practices" and "Design for action, engagement and resilience".



Distributed  
Design  
Platform  
*Spain*

Circular City Challenge. A week-long programme that supports 26 young creatives to devise and prototype circular design strategies to support the implementation of the Circular Economy through waste material transformation challenges in 4 design contexts provided by key stakeholders in the city of Barcelona. Interdisciplinary teams address challenges on food (Mercabarna), energy (InnoEnergy Master in Energy for Smart Cities of UPC-EIT), textile (Reimagine Textile) and natural waste (Materfad). The Creative Talents selected for the prototype programme between Fab Lab Barcelona and TransfoLAB.



WASP  
*Italy*

WASP sponsors the category "WASP Award" of the Distributed Design Awards 2024 by offering the WASP Residency as the prize. The WASP Residency aims to host one (1) of the Distributed Design Awards winners at its headquarters in Massa Lombarda, Italy for a period of two weeks. During this period, the winner will be able to develop their project completely free of charge, having access to WASP's technology and accommodations.



Kniterate  
*Spain*

KNITERATE sponsors the Distributed Design Awards 2024 through the modality of 'Category Sponsorship' by offering mentorships, training and fabrication hours to develop projects completely free of charge at their facilities and/or online



Nestlé  
*Global*

Fab Lab Barcelona implements customised executive training programmes for NESTLÉ. The 3-day programmes are developed within the NESTLÉ Global Innovation and Design programme and offer employees the opportunity to learn unique innovative methodologies to explore and prototype emerging futures.





## With educational institutions

Lower Canada College  
*Canada*

The Distributed Design program aims to integrate different scales of design into the educational process. Inspired by the principles of distributed design, the program challenges students to develop essential skills in three fundamental pillars: Openness, Collaboration and Regeneration. Its holistic approach ensures not only the learning of knowledge and skills, but also the development of critical thinking, creative problem solving and effective group collaboration.



University of Debrecen  
*Hungary*

This pioneering programme aims to empower educational institutions in their transition to innovative educational methodologies. By leveraging the principles of digital fabrication, creativity, and sustainable urban development, the University of Debrecen sought to redefine its role in shaping the future of education and cities.



EIT - UPC  
*International*

Since 2021, Bespoke Academic Advice & Support programme for the European Institute of Innovation and Technology (EIT Innoenergy) and the Universitat Politècnica de Catalunya (UPC) in the framework of the MSc Energy for Smart Cities Master. The main objective is to engage students in critical design and new creative methodologies as tools to explore emerging future scenarios to help them in the search for new opportunities and prototyping of emerging solutions.



Fundación Diverse  
*Spain*

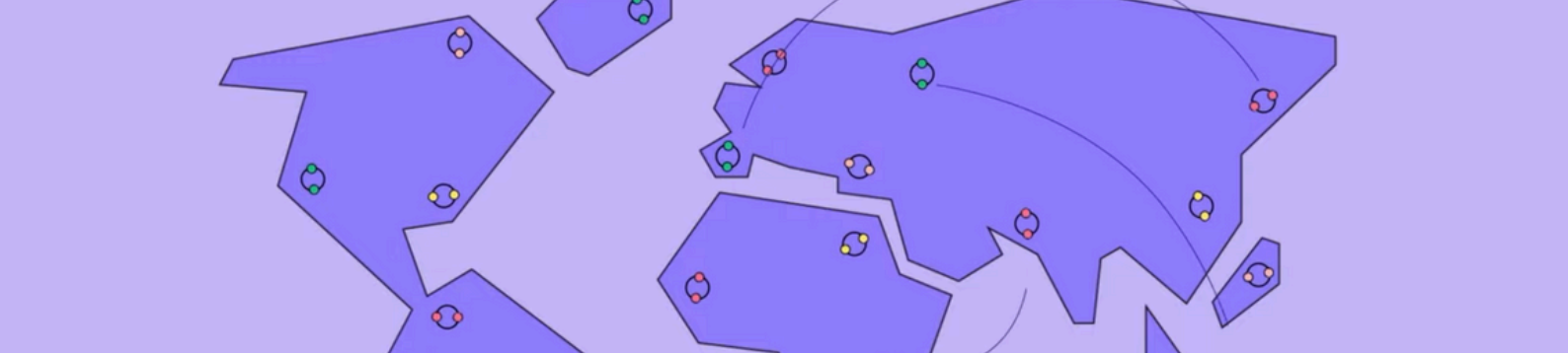
TECLA is an action-research project that aims to measure the effects of the introduction of maker-centred learning as a methodology for the development of key skills and curricular competences, the improvement of learning and self-efficacy towards STEAM (Science, Technology, Engineering, Arts and Mathematics) areas in primary school students in highly complex schools.



UTEC  
*Uruguay*

Fab Lab Barcelona co-directs and supports from October 2021 a new postgraduate specialisation in Digital Manufacturing and Innovation at UTEC (Universidad Tecnológica del Uruguay) to train experts in digital manufacturing and innovation. Digital manufacturing technologies have gained increasing relevance in all industries and are steadily gaining importance in the academic field.





## 05. Access to Distributed Design Community

The Distributed Design Platform started as a website, but has grown to be a thriving community active across a wide variety of media touchpoints online and in-person. We're able to tap into, reach and engage a creative audience wherever they're looking for inspiration - from long-form content and news across the website, to regular features and creator content engaging on social channels, and regular physical events in Barcelona.

Our cross-communications among the Distributed Design members (shown on section 03, page 03) provide the following figures:



**1.186.000+**

Cross Channel Reach



**49% 49% 2%**

Male/Female/Non-Binary



**2.100+**

DD Web Monthly Visitors



**150+**

DD Events



**277.000+**

Instagram  
Followers



**328.000+**

Facebook  
Followers



**106.000+**

X (Twitter)  
Followers



**473.000+**

LinkedIn  
Followers



**35.000+**

Newsletter  
Subscribers



**2.000+**

Fab Labs



**70+**

Schools/Universities



**150+**

Corporations



**30+**

Local/National  
Governments





## 06. *Communication actions to reach audiences*

The Distributed Design Platform started as a website, but has grown to be a thriving community active across a wide variety of media touchpoints online and in-person.

We're able to tap into, reach and engage a creative audience wherever they're looking for inspiration - from long-form content and news across the website, to regular features and creator content engaging on social channels, and regular physical events in Barcelona and other cities in Europe.



**Insertion of the Sponsor logo** on the Distributed Design web portal.



**Create a section on the Distributed Design website** to announce the Distributed Design Sponsors.



**Appear in the agenda of activities** of the Distributed Design website.



**Publication of articles related to the Sponsors in:**  
(1) the DD website  
(2) the DD newsletter



**Mention of the Sponsor in our social media posts** when communicating the DD impact events



**Follow Sponsor's accounts** on Instagram, Twitter, Facebook, LinkedIn and Youtube.



**Exhibitions at Impact events** to a captive audience of design enthusiasts.



**Lightning Talks** with DD Platform users.



## 09. Prices

The prices (without VAT or any other taxes) for each of the services described in this pack are estimated as follows:



### Executive Training

<b>DD1</b>	Introduction to Distributed Design	3.990 EUR
<b>DD2</b>	Introduction to Productive Cities. Fab City	3.990 EUR
<b>DD3</b>	Exploring emergent futures. The Atlas of Weak Signals	4.250 EUR
<b>DD4</b>	Distributed Design Digital Programme	9.990 EUR
<b>DD5</b>	Circular Cities Challenge	7.990 EUR
<b>DD6</b>	Impact Cohort	7.990 EUR
<b>DD7</b>	Make Works 101 toolkit. Sustainable fabrication	7.990 EUR
<b>DD8</b>	Masterclasses Video production (x 1 unit)	3.500 EUR



### Dissemination

<b>DD8</b>	Events. Distributed Design Conference	[ 2.000 - 8.000 ] EUR
<b>DD9</b>	Access to talent. DD Awards	[ 2.000 - 8.000 ] EUR
<b>DD10</b>	Editorials. Distributed Design Book	[ 2.000 - 8.000 ] EUR



### Consultancy

<b>DD11</b>	Bespoken advisory services	To be determined
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**These prices are valid for a period of thirty (30) days.**

## *Fab Lab Experts*

Fab Lab Barcelona will select the best possible team from its network of local and global professionals according to the needs of the modules finally selected. In the event that an expert is not available on the dates of the programme, he/she will be replaced by another expert with a similar profile.



**Jessica Guy**  
*Distributed Design  
Expert*

Jessica Guy is a designer and action researcher. Jessica's work focuses on exploring participatory practices, community engagement and capacity-building activities in European research projects on a global and local scale. Jessica holds a Master degree in Design for Emergent Futures organised by the Institute for Advanced Architecture of Catalonia and Elisava Barcelona School of Design and Engineering, in collaboration with the Fab Lab Barcelona and Fab Academy. In the past, Jessica successfully graduated as an Industrial Designer (BA) at the Munich University for Applied Sciences and participated in the acceleration programme X-Futures by Fab Lab Barcelona. At Fab Lab Barcelona, Jessica is leading the global activities of the Creative Europe project Distributed Design Platform and co-leading the Erasmus+ Project Makeademy educational programme. Furthermore, they are the Make Works worldwide coordinator and lead of Make Works Catalonia. Jessica has contributed as a researcher to the European-funded projects Pop-Machina, CENTRINNO and REFLOW.



**Guillem Camprodon**  
*Executive Director  
at Fab Lab Barcelona*

Guillem Camprodon is a designer and technologist working on projects that bring together emerging technologies and grassroots communities. He is the director of Fab Lab Barcelona, the first Fab Lab in the European Union and a benchmark in the network of more than 1800 Fab Labs. Over the last ten years, he has helped Fab Lab Barcelona grow from a digital fabrication facility to an established research and innovation lab. He led Smart Citizen, a platform that opposes the traditional top-down smart city model by empowering communities with tools to understand their environment. Guillem has worked as a researcher in many European funded projects such as Making Sense, iSCAPE, GROW Observatory, Organicity, DECODE, ROMI or Reflow. He is also a lecturer in multiple IAAC programmes, mainly in the Master on Design For Emergent Futures (MDEF).

**Alessandra Schmidt**

*Action Research Lead  
at Fab Lab Barcelona*

Alessandra Schmidt is a Brazilian social entrepreneur, consults on social development initiatives and supports social innovation pathways of local communities. Graduated in Business at the Federal University of the State of Paraná, with a Master in Social Development Practice at UCL and a specialisation in Social Entrepreneurship at INSEAD Business School. Alessandra currently works at Fab Lab Barcelona at IAAC for the Distributed Design Marketplace Platform. She is a former Chevening Scholar at Foreign and Commonwealth in the UK; Visiting Professor of Impact Investing at FAE Business School in Curitiba - Brazil, with 10 years of experience in the field. She is one of the core members of AGS Invest and SINE (Social Innovation Network for Entrepreneurs).

**Olga Trevisan**

*Visual artist*

Olga Trevisan is an Italian visual artist who graduated from the University of Venice (I.U.A.V) and holds a Master's Degree in Local Development from the University of Padua. Over the past decade, she has actively engaged in European and international cross-disciplinary projects as an art and education facilitator and consultant. Her work primarily focuses on participatory practices and bottom-up strategies. One of her key areas of interest is promoting collaborative methodologies within local communities, connecting them to global challenges. From 2022, she supported the Centrinno EU project team and is currently actively involved in projects such as Distributed Design Platform and Dafne+ as EU Creative Action Researcher at IAAC | Fab Lab Barcelona.

**Milena Calvo Juarez**

*Communities Expert*

Milena Juarez is a Brazilian sanitary and environmental engineer with a Master's degree in Interdisciplinary Studies in Environmental, Economic and Social Sustainability and a specialisation in Urban and Industrial Ecology at the Universitat Autònoma de Barcelona. With extensive research experience, Milena has actively participated in several interdisciplinary projects in circular economy, resilient cities, co-creation and sustainable food. At Fab Lab Barcelona, she currently coordinates the local pilot of the CENTRINNO project. She has been involved as an action researcher in REFLOW, SISCODE, FoodShift, and European-funded projects. As a community engagement lead at Fab Lab Barcelona, Milena supports local activities at Fab City Hub Barcelona, a distributed hub, to co-design strategies for a more circular, productive and inclusive city model.



**Sally Bourdon**  
*Civic ecology Expert*

Sally is a multidisciplinary professional whose background includes biology, ecological economics, teaching, marketing, communications and events, both in the US and Spain. She uses her diverse background and a transecofeminist perspective to support the creation of a just present based on citizen-centered societies and economies that produce locally and connect globally, especially around sustainable food systems and social and environmental justice. She is passionate about making information accessible to people of all backgrounds and equipping citizens with the tools they need to participate in creating the world around them. Sally is currently an action researcher at Fab Lab Barcelona. Most recently, she was project manager of the first phase of Food Tech 3.0, one of the nine Accelerator Labs of the EU H2020 project FoodSHIFT 2030. The accelerator lab promotes a new generation of open, equitable, sustainable and citizen-centric food technology. Its previous work includes researching food deserts, creating local multi-stakeholder food dialogues, supporting school garden activities and assessing the holistic sustainability of rooftop garden spaces.



**Alejandra Tothill**  
*Strategic Designer*

Product developer, Spatial designer and researcher. As a designer and researcher with a strong focus on sustainable practices and innovative design methodologies, Alejandra (Jana) is committed to questioning and challenging the field of design. By continuously striving for movement and positive change, she puts sustainability, innovation, and care at the forefront of her work — which is always underpinned by post-humanist and feminist materialist thought. In her design practice, Jana's work is community-driven and collaborative, working with other designers and artists to create thought-provoking installations and experiences. She is currently part of the strategic direction of the Master in Design for Emerging Futures MDEF. She has exhibited worldwide including Dutch Design Week, illacions and moneo brock gallery within others



**Julia Steekettee**  
*Communities Expert*

Julia is a designer, a maker and an artist of craft. During her BFA in Furniture Design at Rhode Island School of Design, she explored and familiarized with a variety of materials, including wood, metal, textiles, and leather. Since then, she has worked in furniture design studios in London and Rio de Janeiro and as a fabrication assistant for a sculpture artist in Brooklyn, New York. Much of her artistic practice is based on the geometries and spatial qualities of language, alphabets and cultural symbology. She sees the practice of making as a means of communication and an active expression of our values. She explores craft practices through material interaction and understanding. Recently, she has shifted her focus to local, bio-based, waste-based material exploration and research. She aims to incorporate regenerative practices, natural building techniques, and the principals of the circular economy into her design practice.

**Chiara Dall'Olio**

*Programs Coordinator  
at Fab Lab Barcelona*

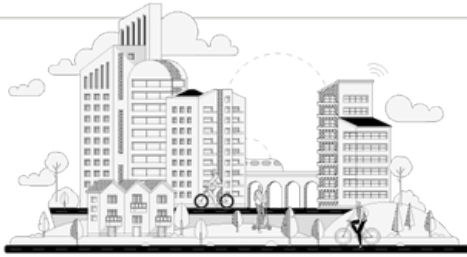
Chiara Dall'Olio is an Italian designer based in Barcelona. Architect and urban planner by training, she is currently the academic coordinator of the Master in Design for Emergent Futures and part of the Fab Academy global coordination team at Fab Lab Barcelona. She holds a Bachelor of Architecture from the University of Ferrara, Italy. Master in City and Technology degree for laaC, Barcelona, and Master in Urban and Territorial Planning for UPM, Madrid. Chiara has professional experience as an urban planner on several scales, from regional planning to small urban interventions. She applies the culture of planning to different fields: design, education, and research.



## Annex 01 *Fab City Global Initiative: Full Stack*

# Full stack

The Fab City Global Initiative is envisioning and constructing possible urban futures by working at multiple and interconnected scales.



### *Cities Network*

Shared metrics to evaluate progress towards self-sufficiency in cities. Policy-making, regulation, and planning for regenerative urbanization.



### *Platform Ecosystem*

Project repositories for urban transformation. Distributed and decentralized repositories and value exchange mechanisms for global collaboration. Fab Chain, the blockchain project to enable distributed design and manufacturing.



### *Shared Strategies*

Global programs for urban transformation related to local production and processing of food, energy, water, information, or other production systems. Implementation and deployment strategies by the Fab City Collective.



### *Distributed Incubation*

Engage the power of a distributed network of knowledge to envision, design and create open source technology for urban regeneration. "Grow with Fab" program as a distributed accelerator within the Fab Lab network.



### *New Forms of Learning*

New skills to learn how to learn, learning by doing principles, lifelong learning basis. The Academy of Almost Anything (Fab Academy, Bio Academy, Fabricademy), STEAM education and professional training.



### *Distributed Infrastructure*

People, communities, spaces (Fab Labs, Makerspaces, Hackerspaces), machines, tools. Thousands of spaces and communities already in place in every major and middle city in the world.



Co-funded by the  
European Union

[distributeddesign.eu](http://distributeddesign.eu)

# Contact

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Supported by







## *Training: Digital Learning Programme*



**DD4**

**Approach** Adopt

**Level** Strategic

**Duration** XXXXXXXXXXXX

**Modality** Online or site at Fab Lab Barcelona

The programme provides an inspiring introduction to Distributed Design main principles following a practical approach by discussing existing projects, methods and tools.

**Deliverable** A certificate in PDF format by Fab Lab Barcelona at IAAC for each participant.



## Networking: Distributed Design Book



**DD11**

**Approach** ??

**Level** Strategic

**Duration** ??

**Modality** Digital & print

### The publication

Driving Design is a series of publications from the Distributed Design Platform. In a world characterized by rapid technological advancements, shifting global landscapes, and the urgent need for alternative, meaningful, regenerative solutions. The books are not merely a collection of theories and principles, it is a dynamic exploration of design's capacity to drive innovation, foster inclusivity, and navigate the complexities of our interconnected world.

Each publication contains:

- **Articles:** An Article can be an essay, interview, state-of-art writing, research paper, or more.
- **Reviews:** A Review is a secondary resource, a writing based on a specific happening, hot topic or discussion (case-study).
- **Profiles:** A Profile is a narrative presenting a project, person, organisation or event

### Outputs

Written, edited and advised in a collaborative process, the publication will be licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License. It will also be free to read and experience online at [distributeddesign.eu](http://distributeddesign.eu). In this way, the book itself is promoting the Distributed Design movement through directly implementing, researching and developing alternatives to mass production and linear consumption models.

**Deliverable** Digital or printed PDF format by Fab Lab Barcelona at IAAC