Baking together Alvesta

Linnaeus University DESIS Lab
Sweden
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Promoters.
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Aknowledgements.
Alvesta Municipality, Social Service Office for Elderly People,
Allbohus, ABF
Context.
This project is made in a course that support students to attune design skills to improve conditions for a local ageing population, in terms of physical and emotional health and wellbeing. The purpose was also to explore how the immersive pedagogy could mobilise students’ empathy and curiosity. In addition, it was hoped that the project may show the municipality that design can play a role in planning and caring for an ageing population.
The project.
How can I as a designer create new social networks through a workshop? I have used baking as an activity to create meetings between groups with few or weak social networks.
The design process.
The students in the course mapped the needs of specific representatives of the elderly they met during the research process. In close dialogue with this individual, and with tutors, the students developed a response to a need, from early sketch to prototype.
Governance and Policy Making

By interacting with the elderly people and letting them show the students their everyday life, students and the participants will discover problems that can be discussed and then solved together.
### Activism and Civic Participation

The Department of Design at Linnaeus University has been working with elderly people in Alvesta for several years to investigate together with them different issues. This year, they are working with the elderly in the city center.

#### Customer Journey Map

<table>
<thead>
<tr>
<th>Entice</th>
<th>Enter</th>
<th>Engage</th>
<th>Exit</th>
<th>Extend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Look at ABF’s website</td>
<td>Sign up for event by list or e-mail</td>
<td>Form groups</td>
<td>Staff leads discussion about the workshop</td>
<td>Evaluation</td>
</tr>
<tr>
<td>Or</td>
<td>Reads more information</td>
<td>Read recipe and look at ingredients</td>
<td>Participants share their view</td>
<td>The organisations share the workshop online</td>
</tr>
<tr>
<td>See posters in Alvesta city center</td>
<td>Travels to workshop</td>
<td>Start baking!</td>
<td>Information about the next workshop</td>
<td>Plan the next workshop and send reminders to the participants</td>
</tr>
<tr>
<td>Or</td>
<td>Finds its way to the Cafe</td>
<td>Interact with workshop leader and participants</td>
<td>Hand-outs from and about ABF, Allbohus and PRO</td>
<td></td>
</tr>
<tr>
<td>See poster at Cafe Rønnedal</td>
<td>Check in with signature</td>
<td>Bakes cakes and having conversations</td>
<td>Workshop finished</td>
<td></td>
</tr>
<tr>
<td>Or</td>
<td>Get information from PRO or Allbohus</td>
<td>Welcome by staff</td>
<td>Staff and workshop leaders stay for further discussion</td>
<td></td>
</tr>
<tr>
<td>Or</td>
<td>Staff invites you</td>
<td>Meet the other participants</td>
<td>Participants talk to friends and family</td>
<td></td>
</tr>
</tbody>
</table>

**Decides not to attend**
- Not interested
- Afraid
- Time & date is not right
- Sick or tired
- Don't understand

**Decides to attend**
- Interested
- Have time
- Wants to meet new people and learn new things

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Baking together is a good example of how the student interacted with elderly in Alvesta. Isolation is a big issue for many retired persons in Sweden, and this is an experiment to share knowledge and create connections between people.
As retired in Sweden you get excluded from society on many levels. Your work is often your identity. How to get them involved and participating again?
The student made a workshop together with people to see how it could work.
Skill Training and Design Education

By interacting closely with stakeholders students get to know the core values in peoples lives.
Job Creation

By working close to community, organisations and business, the awareness of what kind of problems that be solved in a designprocess increases.
Another core element of the project constituted the students exploring their own ageing. They created scenarios of their own life story into old age, using the media of moodboard or short film.
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