Co-designing collaborative services to promote sustainable food production and consumption in Ulsan
Promoter(s).
Ulsan Buk-gu District office, Ulsan National Institute of Science and Technology

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Context.

• Ulsan is a representative urban-rural integrated city in Korea with relatively high income level and consumers with interest and needs towards eco-friendly food. Launching of organic school-meal business stimulated the need for vitalization of local food and its infrastructure. Demand for food processing industry such as restaurants, farm restaurants, packed meal and school meals is increasing. Ulsan’s main ecological resources are agriculture and fishery.
The project. The project aimed at designing sustainable community enterprise models to support sustainable food production and consumption in Ulsan.
The design process.
| Literature study  
| Domestic and foreign case-study  
| Stakeholder interview  
| Producer and consumer  
| Co-creation workshop
Facilitated by designers, stakeholders actively participated in decision making - from defining the design problem to developing solutions. The project was carried out under the government policy to support community-driven startups, and the end result, business models, was incubated by the government and the local district.
In this project, the community members participated in two sessions: interview for assessment of the current status of the community and a workshop for the co-creation of the applicable solution. The stakeholders played major roles in this project as they were the key informants, designers, and practitioners at the same time.
Social Interactions and Relations

Co-creation workshop produced design outcomes as well as strengthened bond in between the participants which increased the strength of the community network. In the developed business model, there are multiple levels of social interaction and formation of new networks among the stakeholders. Producers and consumers engage through SNS and formulate trust.
The workshop served the purpose of educating the participants with service design knowledge, encouraging the participation of the local stakeholders in the policy making with understanding of community enterprise. Engaging one another and being informed of situation of other stakeholders increased the connectivity, opening doors for making more socially cohesive decisions in the future.
69% of the producers expressed need for government aided distribution center for processing food. They also expressed high demand for place to sell their merchandise and local marketing.
The workshop was for educational purpose of local resident of Buk district, encouraging the participation of the local stakeholders in the policy making with understanding of community enterprise. Producers and consumers design together along with the support of designer, administrator, businessman for two weeks.
Increase in the agricultural community will lead to new job opportunities. For example, experiential education programs can get retired older generation back to work.
Visualization and storytelling were used as toolkits for the participants to communicate with each other about their ideas and concepts during the co-design sessions.
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