

**DESIS**  
**NETWORK**  
Design for  
Social Innovation  
and Sustainability

# COMUNIDADES CRIATIVAS

UNIVERSIDADE  
DO ESTADO DE MINAS GERAIS



ESCOLA DE DESIGN

CEDTec – ED/UEMG  
Brazil

Rita Engler and CEDTec team

Promoter(s).  
CEDTec

Funder(s).  
ISPN (EU)  
MEC (Brazil)



Aknowledgements.  
FAPEMIG/CEDTec/Matozinhos

## Context.

Creative communities are local initiatives, which use local resources to solve daily problems, promoting social interaction creative methods, in a sustainable way.



## The project.

These communities are also responsible for calling local people to participate in productive activities that allows social innovation to happen, improving social, environmental, economical and cultural levels.



## The design process.

Work with the community in a participatory way, enhancing their culture, identity and improving skills trough design.



# Governance and Policy Making



Work in partnership with local authorities in order to create new public policies

# Activism and Civic Participation

**Vamos deixar isso acontecer?**

Di dentro do oficina de Processos Criativos do Programa Comunidades Criativas do Serviço de Extensão de Design da UENF, se implementa no trabalho do artista plástico Kiká Muniz para criar uma versão da Capela de São Sebastião utilizando resíduos coletados na região de Maracás. O objetivo desta iniciativa é alertar a população sobre o descarte incorreto dos resíduos plásticos e a importância de utilizar a arte e a criatividade como forma de sensibilização.

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Linha Verde

Individuals become aware of their role in their community, becoming responsible citizens

# Social Interactions and Relations



Hands on

One size fits ONE!!  
Unique solutions for  
each participant.  
Group activities and  
sharing experiences.

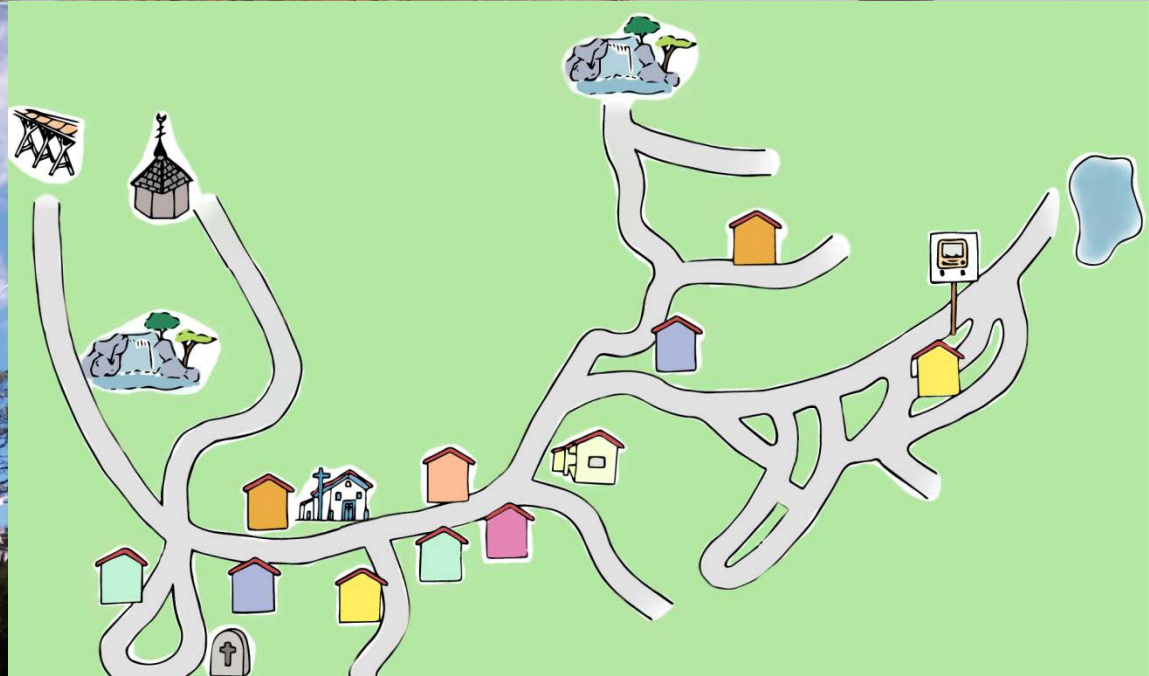




# City and Environmental Planning



New use of public spaces



GUIA DOS  
PRODUTOS TÍPICOS  
ARTESANATS  
DE MACACOS

# Production, Distribution and Consumption

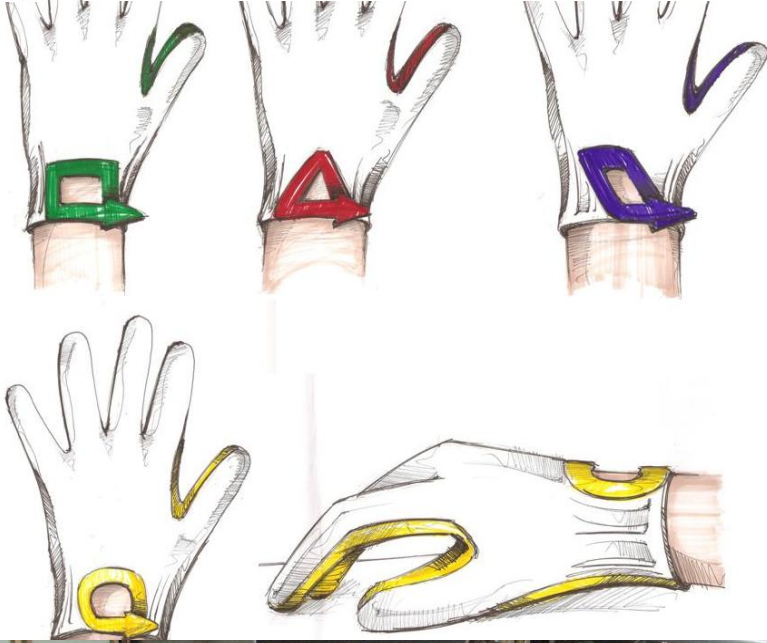


New packaging and logistics solution

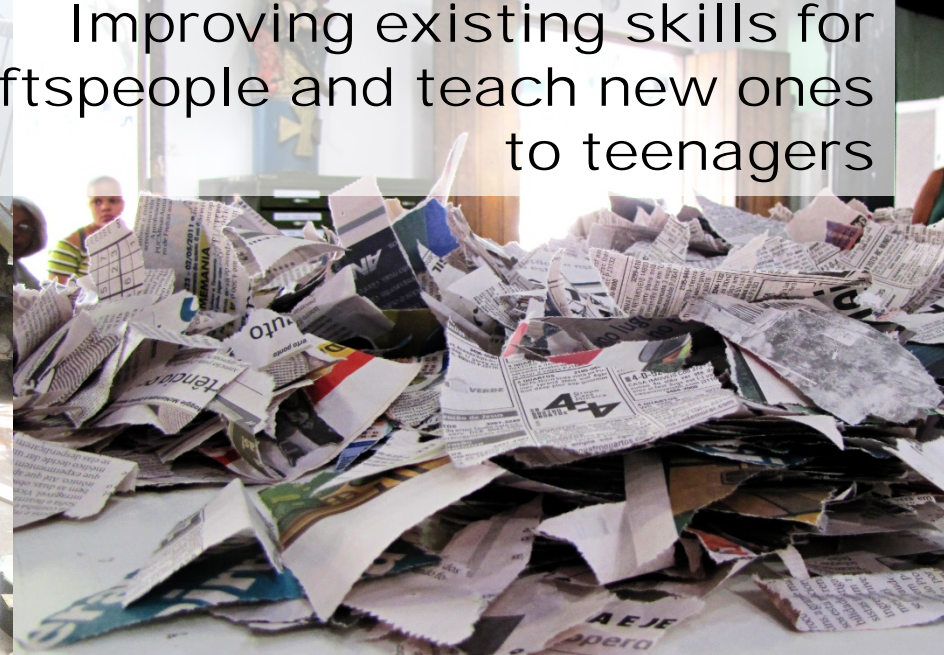


Networking, sharing transport, one help sell others' products

# Skill Training and Design Education



Improving existing skills for  
craftspeople and teach new ones  
to teenagers



# Job Creation



Better opportunities to rural community



Broader turistic market, creating new positions



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