

Contents

1	Introduction	1
1.1	MODU.Lares: A Design Pilot Project Experience.	1
	References	3
2	Research Design	5
2.1	Problem	5
2.2	Assumption and Questions.	7
2.3	Methodology	9
2.3.1	Research Process	9
2.3.2	Action-Research Phase.	10
2.3.3	Literature Review and Conceptual Framework	10
2.3.4	Assessment Tool.	11
	References	12
3	The MP Assessment Tool	15
3.1	Introduction	15
3.2	Explaining the MP Assessment Tool	17
3.2.1	Environmental Indicator (EvP)	17
3.2.2	Technological Indicator (TcP)	18
3.2.3	Socio-Cultural Indicator (ScP).	19
3.2.4	Economic Indicator (EcP)	20
3.2.5	Organizational Indicator (OrP).	20
3.3	Mapping the MSEs' Profiles	21
	References	22
4	Theoretical Background	25
4.1	Literature Review.	25
4.1.1	Collaboration and Innovation Within Networks	25
4.1.2	Innovation and the Role of Pilot Projects.	28

4.1.3	Knowledge at the Boundaries	30
4.1.4	Transition Towards a Sustainable Co-production Value.	31
	References.	32
5	Inter-organizational Collaborative Network (ICoN) Model	37
5.1	Positive Implications of Collaboration.	38
5.2	The ICoN Structure and Relationships	39
5.2.1	Actors Involved in the ICoN Model.	41
5.2.2	Achieving Sustainable Solutions Through ICoNs	43
5.3	Innovation Within <i>ICoNs</i> Through Design	44
5.3.1	The Role of Design	44
5.3.2	Design Management Perspective	45
5.3.3	Pilot Projects as Strategy to Foster Innovation	46
5.4	Boundary Objects as a Bridge to Knowledge and Innovation	47
5.4.1	Working at the Boundaries.	47
5.5	Transition Towards Sustainability	49
5.5.1	Sustainable Production and Consumption Systems	49
	References.	51
6	Design and the Furniture Industry in Brazil	55
6.1	A Historical Overview	55
6.2	The Brazilian Design System.	56
6.3	Design Management in Brazilian Enterprises	59
6.4	The Wooden Furniture Industry	62
6.4.1	General Aspects	62
6.4.2	Sustainability Aspects in Brazilian Companies	63
6.4.3	Challenges for the Brazilian Furniture Industry.	65
	References.	66
7	The Context of Intervention in Brazil	69
7.1	The Furniture Sector of Uberlândia/MG	69
7.2	Challenges for a Sustainable ICoN Scenario	70
	References.	72
8	Design Pilot Project Strategy	73
8.1	The MODU.Lares Project Definition.	73
8.1.1	Prototyping Phase.	74
8.2	MODU.Lares Project as a Boundary Object	74
	References.	77

9	Research Findings	79
9.1	MODU.Lares Project Analysis.	79
9.1.1	Effectiveness as a Collaborative Project	80
9.1.2	Contribution to Sustainability and Co-production Value.	83
9.1.3	Emerging Changes in the Local Context	84
9.2	Contribution to Foster Design Policies in Fragmented Contexts Similar to Brazil	85
	References.	87
10	Final Recommendations	89
10.1	Recommendations for Future Collaboration	89
10.1.1	Micro and Small Enterprises	90
10.2	Academic, Research and Support Institutions	92
10.2.1	University	92
10.2.2	Support Institutions	93
10.2.3	Associations and NGOs	94
10.3	Local Government	95
10.4	Conclusion	96
	Appendix A	99
	Index	109

Designing Pilot Projects as Boundary Objects
A Brazilian Case Study in the Promotion of Sustainable
Design

Zurlo, F.; Nunes, V.d.G.A.

2016, XIV, 112 p. 15 illus. in color., Softcover

ISBN: 978-3-319-23140-2