

DESIGN FOR POLICY

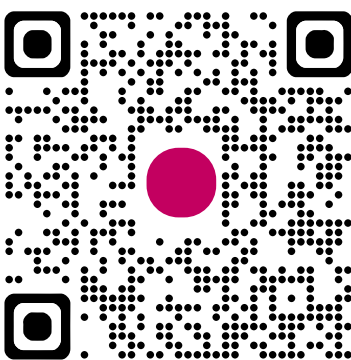
The role of design in
shaping public sector
strategies

4–5 NOVEMBER 2025

School of Architecture, University of Florence
Santa Teresa, via della Mattonaia, 8, Florence

Information and registration:

<https://codesigntoscana.org/en/design-for-policy-seminar>



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The seminar provides a reflection on the multiple contributions that contemporary design disciplines can make to the public sector, with particular attention to how such contributions may inform strategies and policies that shape people's everyday lives.

The event will combine theoretical insights and practical experiences to explore how design competences can be developed and applied within what is now recognised as *design for policy*. Specifically, it proposes a transdisciplinary approach aimed, on the one hand, at understanding the design processes that lead to policy formulation and, on the other, at enhancing outputs, tools, attitudes and ideas that can make tangible the pathways for shaping and envisioning policies, their future trajectories and their potential impacts.

Through contributions from leading experts in public administration, the third sector, academia, and governmental laboratories at national and international levels, participants will analyse case studies at regional, national and global scales. This will support the development of a deeper awareness of the role of design and of the competences required to address the pressing challenges of the public sector and policy-making.

In addition, the seminar will include a co-design workshop featuring hands-on activities for public policy ideation, based on real-world scenarios defined in collaboration with regional public bodies.

Programme

Tuesday, 4 November 2025 - Room 401

10:00 - 10:30 Introduction and greetings

Giuseppe Lotti - Head of the School of Architecture, University of Florence

Francesca Tosi - Director of the Doctoral School in Design Studies and Cultures, University of Florence

Rita Duina - President, Codesign Toscana

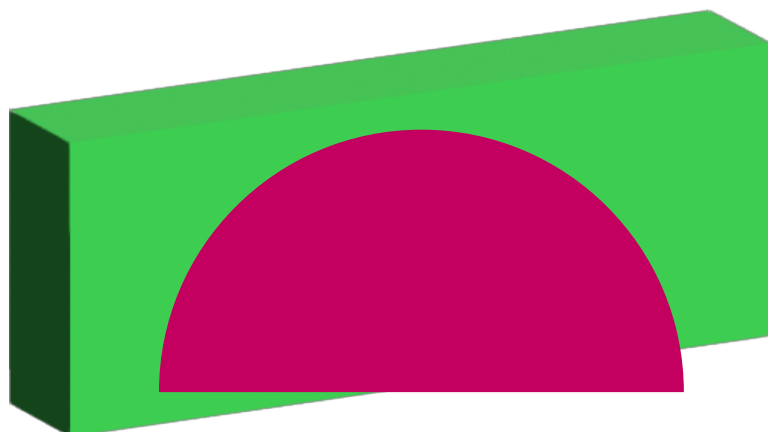
10:30 - 12:00 Focussing on design for Policy

Introduction: **Marco Berni** - Codesign Toscana; Adjunct Professor, Department of Architecture, University of Florence

Vera Winthagen - Joint Research Centre | Preparatory Actions, European Commission

Alberto Zanobini - Regione Toscana - Toscana Accessibile

Rama Gheerawo - President, EIDD - Design For All Europe



12.00 - 13:00 Round table 1 | The role of design in policy and territorial transformation

Chair/moderator: **Pepetto Di Bucchianico** - Full Professor of Design, Università Degli Studi Gabriele D'Annunzio - Chieti-Pescara

Elahe Rajabiani - EU Policy Lab, European Commission

Anna Meroni - Full Professor of Design, Department of Design, Politecnico di Milano

Camilla Perrone - Associate Professor of Urban and Regional Planning at the Department of Architecture, University of Florence

Cristian Campagnaro - Full Professor of Design, Department of Architecture and Design (DAD), Politecnico di Torino

13.00 - 13:30 Morning closing remarks

Pete Kercher - Ambassador, EIDD - Design For All Europe

13.30 - 14:30 Lunch break

14.30 - 15:30 Round table 2 | Policy design: case studies and application domains in public administration

Moderator: **Francesca Mazzocchi** - LAMA Impresa Sociale

Silvia Viviani - Councillor for Urban Planning, Municipality of Livorno

Raffaella Mariani - Unione dei Comuni della Garfagnana

Martina Lodi - ART-ER x FRANCO, Forum della rigenerazione a base culturale

Carlotta Scioldo - Lecturer at ESHCC, Erasmus University Rotterdam (NL), and external expert for European cultural cooperation programmes (European Commission)

15.30 - 17:00 Kick-off of the design challenges for the next day's workshop and closing session

Daniele Busciantella Ricci - Assistant Professor, Department of Architecture, University of Florence

Alessandra Rinaldi - Associate Professor of Design, Department of Architecture, University of Florence; Coordinator of the Department's Permanent Committee for Research and Knowledge Transfer



Wednesday, 5 November 2025 - Room 207

10.00 - 13.00 Co-design workshop - The session is moderated by Codesign Toscana and the Department of Architecture.

13.00 - 14:00 Lunch break

14:00 - 16:00 Co-design workshop - The session is moderated by Codesign Toscana and the Department of Architecture.

16:00 - 17:00 Presentation of outputs and closing remarks