



PhD in DESIGN - 38th cycle

PNRR_351_PUBBL_AMMIN Research Field: COMMUNICATION DESIGN FOR PUBLIC ADMINISTRATIONS: INCLUSIVE AND SUSTAINABLE PRACTICES TO FOSTER THE DIALOGUE BETWEEN PUBLIC INSTITUTIONS AND CITIZENS

Monthly net income of PhDscholarship (max 36 months)

€ 1195.5

In case of a change of the welfare rates during the three-year period, the amount could be modified.

Context of the research activity

Motivation and objectives of the research in this field

In an urban context characterized by an ever-evolving social framework, it is a priority to review the methods and languages public administrations (PAs) use to directly address citizens, while also investing in experimentation and research of new solutions and innovative methodologies. Supporting and assisting PAs through an innovation process is essential to deal with emerging needs brought about by ongoing social transformations. The aging population, declining birth rates, and increasing multiethnicity and multiculturalism of the city are all introducing new challenges for both the communication and the establishment and reinforcement of meaningful relationships between PAs and citizens. From this perspective, it is intended to develop and reformulate methodological contributions, focusing on the tools and languages that Communication Design can put at the service of PAs. These tools may help institutions to tackle key issues such as multiculturalism, linguistic plurality through accessible, inclusive, and sustainable communication to establish and strengthen dialogue with citizens and thus lay the foundations for the development and the strengthening of a sense of community. In the digitalization process, we aim to support PAs in redefining communication processes aimed at citizens starting from the perspectives opened up by new information and communication technologies, to improve internal organization and sustain the development of



	<p>innovative strategies in public policy management. By presenting a critical interpretation of the existing communication tools and approaches, the aim is to direct research toward overcoming the unidirectionality of institutional communication. Communication design actions and methods can serve to promote collaboration as a lever for personal and collective growth and cultural enrichment. It is planned to articulate a transformative program that proceeds by reviewing the communication processes and channels currently in use, to broaden the touchpoints network and increase the opportunities for citizens to access information and services provided by PAs. The purpose is to support this process by designing communication actions aimed at activating good practices of active citizenship, which can have a positive impact on the community and trigger virtuous circles. This work involves the systematization of tools, languages and actions through which Communication Design can act as a driver in social development processes, fostering dialogue between PAs and citizens and supporting the challenges of inclusion and innovation. It is also imagined to involve the different players in the field, through codesign and collaboration activities with stakeholders and research partners, to facilitate the building of trusting relationships between citizens and with PAs and to validate and facilitate the implementation of the theorized models in order to make them replicable also in different social and cultural realities.</p>
<p>Methods and techniques that will be developed and used to carry out the research</p>	<p>The PhD candidate will initially proceed to build a solid theoretical basis by organizing the pre-existing literature, identifying the relevant information on the subject, and collecting and systematizing case studies of virtuous communication within public administrations, in a national and international horizon.</p> <p>During a subsequent phase, the collected materials will be critically analyzed and interpreted to identify recursivities and elements of interest.</p> <p>It will be crucial at this level to engage in dialogue with the public administration, partner and research activator, and with citizens in order to establish, through the</p>



	<p>methodologies and tools of design, a diagnostic and supportive action aimed at defining problematics, goals and aspirations.</p> <p>Following the organization of information obtained through theoretical and field research, the PhD candidate will proceed to design communicative actions aimed at activating good practices and strengthen the link between citizens and public administrations, understanding the critical issues and the inherent challenges.</p> <p>The internship at Comune di Milano will enable the candidate to deepen his/her knowledge of the dynamics and needs of public administration through direct experience. It will also allow him/her to prototype some of the theorized models so as to verify them in an application setting relevant to the national context. It is intended to define innovative models and translation paradigms able to address key issues such as multiculturalism, linguistic plurality and accessible, inclusive, and sustainable communication, and to design new communication strategies and methods for public administrations that can be replicable in other realities and other contexts. The experience abroad at the Université de Nîmes, in collaboration with the research group in design and social innovation PROJEKT, will represent a further opportunity for in-depth study by confronting cultural and research realities relevant to the fields of design, public utility, and social innovation.</p>
<p>Educational objectives</p>	<p>This doctoral program aims to train experts in the field of Communication Design for Welfare capable of conducting research within the specific domain of the discipline oriented toward supporting and collaborating with public institutions for the welfare of citizens, and able to propose and activate original and competitive strands of research nationally and internationally.</p> <p>The candidate will receive discipline-specific scientific training in the field of Communication Design for Welfare for the public administrations, and will delve into communication languages, models, formats, and tools relevant to foster inclusive and innovative processes aimed at building relationships between citizens and</p>



	<p>institutions.</p> <p>During the program, the PhD candidate will have the opportunity to attend courses and seminars on design, design research, and research in general, developing specialized skills on the design discipline and on the research profession. He/she will also have the opportunity to deal with different research methodologies, increasing his/her experience and knowledge of the tools and methods best suited to the development of his/her research activity and subject.</p> <p>The candidate will benefit from being part of the DCxW - Communication Design for Welfare - research group of the Department of Design of the Politecnico di Milano and from working with public administration institutions in Italy and abroad. He/she will be able to test their design hypotheses, methodologies, and results of their own work and to build and entrench a network of relationships nationally and internationally.</p> <p>The Ph.D. student will be provided with the tools to pursue his/her career both in academia and in specialized research centers and public institutions.</p>
<p>Job opportunities</p>	<p>During the three-year PhD program, the candidate will be provided with the opportunity to develop an original research theme and to pursue his/her academic and professional path by laying the foundation for:</p> <ul style="list-style-type: none"> - becoming part of a national and international network of public institutions that could also enable him/her to pursue his/her career path in the public sector as a result of establishing collaborative relationships through designed communication experiences. - cooperating actively with of the DCxW - Communication Design for Welfare - research group of the Department of Design of the Politecnico di Milano, which deals with research and design of complex communication systems for social and community settings. - contributing to the development of the discipline of Communication Design for public administrations and to the dissemination of expertise and methodologies in the educational field. - developing and leading formative actions for both communication designers and public institutions on the



	specific discipline of Communication Design for Welfare oriented to the transformation and the innovation of public administrations.
Composition of the research group	1 Full Professors 3 Associated Professors 1 Assistant Professors 1 PhD Students
Name of the research directors	Valeria Bucchetti

Contacts	
email: valeria.bucchetti@polimi.it, phone: 0223997210	

Additional support - Financial aid per PhD student per year (gross amount)	
Housing - Foreign Students	--
Housing - Out-of-town residents (more than 80Km out of Milano)	--

Scholarship Increase for a period abroad	
Amount monthly	834.85 €
By number of months	6

National Operational Program for Research and Innovation	
Company where the candidate will attend the stage (name and brief description)	Comune di Milano - Direzione Politiche Sociali
By number of months at the company	6
Institution or company where the candidate will spend the period abroad (name and brief description)	Université de Nîmes - PROJEKT (équipe de recherche en design et innovation sociale)
By number of months abroad	6

Additional information: educational activity, teaching assistantship, computer availability, desk availability, any other information
<p>Educational activities (purchase of study books and material, funding for participation in courses, summer schools, workshops and conferences): financial aid per PhD student max 4.872,90 euros per student (total for 3 years)</p> <p>Teaching assistanship: availability of funding in recognition of supporting teaching activities by the PhD student there are various forms of financial aid both for research and teaching activities. The PhD student is encouraged to take part in these activities, within the limits allowed by the regulations.</p> <p>Computer availability: 1st year, 2nd year and 3rd year: Each research group will supply PhD student with a computer, if necessary.</p> <p>Desk availability: 1st year, 2nd year and 3rd year: Each research group will supply phd student</p>



with a desk