



INTRODUCTION

This suit presents examples of what norm-creative innovations and solutions can be about in practice. There are different kinds of innovations. Some are social, such as women's shelters and La Playa, a beach that encourages participation and co-creation. Others are service innovations, such as the waste service that aims to help people without cars and counteract ethnic discrimination. Some are technical innovations, such as the Hövding airbag for cyclists and the many innovations in the All Aboard project.

The role models can also be seen as the results of different tactics. The Andro Chair and CP Beer are based on calling attention to hidden problems, while others, such as the Kim examination chair and the solution for transparent queues at emergency rooms are primarily intended to solve problems. The work kilt both highlights norms and suggests a solution. Some point out obvious discrimination, such as Equalisters' focus on excessively one-sided recruitment and SimChild's focus on children in vulnerable situations. Others are about more subtly expressed norms, such as the Build Your Own Volvo tool, which was adjusted so that users would no longer be forced to follow a technical structure. With each model, we present our interpretation of which tactics the model is based on – a main tactic and a few support tactics. Above all, the role models show that a norm-critical perspective is relevant to all kinds of development projects, from those that are obviously discriminatory to those that at first glance appear to be entirely unproblematic.



ROLE MODELS

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THE ANDRO CHAIR & KIM

Many people experience discomfort before visiting the gynaecologist, in some cases so much that they avoid it altogether, which can entail serious health risks. One reason is the design of the gynaecological examination chair. It was developed to meet doctors' needs and is based on patients sitting backwards, with leg supports that lock the legs into an open position.

Designers Karin Ehrnberger and Cristine Sundbom carried out a study that shows that the chair is experienced as cold, degrading, and causes patients to feel vulnerable. Through an initiative by the Centre for Health Technology Halland, they developed the Andro Chair – a fictitious but realistic chair for examining patients with prostates, which has not previously existed. Patients use the chair by lying on their stomach with their legs spread, allowing the doctor access to the prostate. The chair is made of stainless steel, with a visible waste container and toilet paper holder. It is meant to convey the experience of the gynaecological chair and thus stir a reaction. The Andro Chair has received national and international attention.

Based on the same problem, medical device company Oscar Instrument AB and researcher Greta Edelstam developed the Kim examination chair. It does not have leg supports that force patients to spread their legs, and it is soft and heated for comfort, which also makes the examination more efficient. In addition, Kim is designed for all patients, regardless of sex. Kim is currently used in several hospitals and clinics.

Andro Chair: Main tactic: ♣12 Support tactics: ♣2, ♣3 and ♣7
Kim: Main tactic: ♣5 Support tactic: ♣4 och ♣7



ROLE MODELS



THE CP BEER

Restaurants and pubs can be hard to access for people with visual, hearing or cognitive impairment, or who use a wheelchair. It is also a place where prejudices become especially clear. One common prejudice is that people with disabilities want nothing more than to be good and obliging. It is thus troublesome when someone with Down syndrome, for example, orders a beer, let alone becomes drunk – that flies in the face of what the Gothenburg Cooperative for Independent Living, GIL, calls ‘biased kindness’ towards people with disabilities. GIL, which works for dignified lives for people with disabilities, studied accessibility to and at restaurants and bars in Gothenburg in 2009 and found it to be alarmingly poor.

Partly to highlight the issue and partly to discuss biased kindness, CP Beer was created in cooperation with communications agency Hey it’s Enrico Pallazzo. CP Beer, a cross between APA and IPA that is brewed at a microbrewery in Belgium, is adorned with a drawing of a person in a wheelchair drinking beer. In addition to serving as a campaign, the beer is now sold in restaurants and at bars in Gothenburg that are working to improve accessibility and promote non-biased treatment. As a result, the beer can also be seen as a certification of accessibility.

Main tactic: ♣12 Support tactics: ♣2 and ♣10

ROLE MODELS



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SIMCHILD



Supporting children in challenging life situations is one of the most central missions of social services. But according to several evaluations, child welfare investigations by social services have had systematic and observational shortcomings regarding the complex life situations of vulnerable children. Ingrained stereotypical norms are a primary obstacle. Several studies show that stereotypical notions about sex and ethnicity make analysts less sensitive to the individual child's life situation and needs. In turn, this influences social workers' assessments of vulnerable children and possible suggestions for specific initiatives.

SimChild is an educational programme based on realistic computer simulations of child welfare investigations. It aims to improve investigative skills among social work students and professional social workers. Computer simulations make participants perform independent assessments and suggest interventions under conditions that resemble the professional investigative process.

Social work students are generally highly aware of the risks of stereotypical norms influencing social initiatives, but while working with SimChild, they have the chance to discover how these norms still emerge in practical investigative work, despite having a theoretical awareness. SimChild thus facilitates insights and reflections that are significant for students' professionalism and for higher quality welfare investigations and initiatives.

Main tactic: ♣2 Support tactics: ♣5 och ♣10

ROLE MODELS





THE WASTE SERVICES

Getting rid of bulky and hazardous waste requires access to a car – the norm of car ownership. This norm discriminates against many people, for example people who have a hard time moving or cannot afford a car. It also counteracts the transition to a less car-based society. But the system also discriminates in other ways.

The SP Technical Research Institute of Sweden and Borås Energi och Miljö conducted a study on the waste system in the Million Homes Programme district of Norrby in Borås. The study showed that difficulties getting rid of bulky and hazardous waste for people without cars leaves residents to come up with their own solutions. Sometimes the solutions lead to littering, in part due to a limited ability to store waste in cramped flats, for example. Littering in turn leads to prejudice: residents in areas of the district with more Swedes seek explanations through people's cultural and ethnic backgrounds, rather than through the technical shortcomings of the system – the system is seen as neutral.

Based on the study, several potential solutions were developed together with residents, including a hypothetical pick-up service for hazardous and bulky waste and furniture recycling, for example. The service is now in the process of being made a reality. It will be based on social entrepreneurship, which challenges another norm of the waste system: that it is necessary to be a big municipal player or a large company to be part of the waste management system.

Main tactic: ♣4 Support tactics: ♣9 and ♣10

ROLE MODELS



6 THE EMERGENCY QUEUE



Statistics from the emergency room at Karolinska Hospital in Stockholm have shown that on average, female patients wait longer for treatment than male patients. Design consultancy firm Veryday AB has analysed the situation by interviewing staff and studying the premises – for example, how signage and information functions.

The analysis shows that patients perceive the queue situation as illogical. 'First come, first served' does not apply at the emergency room. Instead, everyone is placed in a line based on the severity of the affliction or injury. Queue position can also change in relation to how severely sick or injured newly arrived patients are. The study shows that the system is neither transparent nor easy to understand. This leads to anxiety, and some patients, usually men, demand attention. Sometimes staff will give noisy people priority in order to 'get rid of the problem'. The study also shows that people who give short descriptions of symptoms are given priority. Both of these tendencies favour male patients.

Based on the analysis, Veryday developed a proposal for a digital application and a sign that describes the queue situation in real-time. These solutions help patients understand the queue, why it has changed, and how long patients can likely expect to wait. Both of these measures relieve pressure from staff and reduce anxiety in the waiting room. Although men and women were used as categories in the analysis, the solution is gender-neutral.

Main tactic: ♣4 Support tactics: ♣2 och ♣9

ROLE MODELS



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ALL ABOARD

The Swedish Maritime Technology Forum (SMTF) is an industry organisation that works to improve the maritime industry in Sweden. SMTF has identified leisure boating as unequal between men and women – to generalise: men steer the boat while women help out. In addition, few women work with the development of boats. Men develop and build boats for men. At the same time, SMTF has long known that women are often the driving force when buying or selling a boat. The project aims to contribute to better profitability and more exports by improving the industry's ability to understand women's needs and desires related to boating, without excluding those of men.

In addition to SMTF, 22 companies from the industry have participated in the project. Consulting firm Ampersand contributed experience and work methods that evolved from Volvo's successful Your Concept Car (Volvo YCC). Ampersand led the process by creating an ideal boat concept, a testbed, to show at fairs. Surveys and interviews were conducted to pinpoint women's desires and experiences. They led to the identification of ten problem areas, from 'getting on board/jumping ashore' to 'the risk of falling overboard'. Based on these problem areas, around 50 solutions were subsequently developed, including an integrated gangway, expandable afterdeck and a rescue ramp. The solutions were presented for the first time at Scandinavia's biggest boat show, Allt för sjön 2012 [Everything for the sea 2012].

Main tactic: ♣4 Support tactics: ♣2 och ♣7



ROLE MODELS



HÖVDING

Hövding is an airbag for cyclists developed in response to the fact that 40 people die per year in Sweden in cycling accidents, and around 10,000 suffer from head injuries. One reason for such high numbers is that many cyclists do not wear helmets.

A study of why revealed to inventors and founders of Hövding, Anna Haupt and Therese Alstin, that many users, especially young women, feel limited by bicycle helmets. The reasons include that helmets ruin hairstyles, they cannot be worn with headwear, and they are perceived as ugly and confining. Thus the idea was born for protection that does not cover the head, but that also offers more safety than a traditional helmet. For example, ordinary helmets do not protect the neck or face.

The solution is an airbag built into a loose collar. The airbag is activated by sensors that register the cyclist's abnormal movement in an accident. The activated airbag surrounds the neck and head, and also extends in front of the head to protect the face. Hövding is discrete and practical and can be used with most hairstyles and headwear. Hövding has garnered a great deal of attention and has won numerous awards worldwide. Hövding is the result of seven years of development in collaboration with experts in head injuries in cyclists, airbag technology, mathematics and crash tests.

Main tactic: ♣4 Support tactics: ♣8 and ♣13



ROLE MODELS

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WOMEN'S SHELTERS

Many women suffer from violence and abuse at home and in close relationships. It can often be difficult to escape the situation when the abused woman has been isolated and become emotionally, socially or financially dependent on the perpetrator. External support is necessary to get out of this type of situation, but it has long been unavailable. Not long ago, and still today in some places, domestic violence against women was considered a 'family affair' that society should not 'get involved in'.

To help women exposed to domestic violence and offer immediate protection, women's shelters have created places where women support other women, for example by offering temporary housing, but also by providing a community and legal support to help escape the abusive situation. The first shelters opened in the United Kingdom in the early 1970s. The first women's shelters opened in Sweden in 1978 and operations have expanded quickly since then. Shelters for women and young women are largely based on local volunteer efforts, with some state aid. The National Organisation for Women's Shelters and Young Women's Shelters, ROKS, was founded in 1984 to strengthen local efforts. Today, Unizon is another option. Men's shelters and men's crisis centres have also opened in recent years.

Main tactic: ♣5 Support tactics: ♣8 och ♣9

ROLE MODELS



10

THE WORK KILT



A deeply rooted notion about masculinity is that men do not wear skirts. This restriction is reminiscent of how one hundred years ago, it was not considered appropriate for women to wear trousers. That it is 'forbidden' to wear a skirt is limiting both practically and in terms of self-expression. Skirts are attractive and comfortable, especially on hot days in warm settings.

There are many traditionally male environments and situations where a skirt would be a better alternative than trousers, for example at construction and road-work sites on hot days. But these are also contexts in which it is extra hard to picture a man wearing a skirt. To offer an alternative and to challenge the norm that 'men can't wear skirts', designer Marcus Jahnke created a work kilt. The company Blåkläder, which liked the idea and wanted to challenge the male-dominated construction industry and the male norm itself, decided to manufacture the garment.

Twenty thousand copies of the kilt have now been produced. In addition to the original black version, Blåkläder also developed new variations, such as one in white for painters. Today it is worn by men and women in an array of different settings, from building sites to Pride parades.

Main tactic: ♣12 Support tactics: ♣3, ♣4 and ♣6

ROLE MODELS



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EQUALISTERS

Some settings only give voice to one category of people – almost exclusively. For example, this could be a conference on a new technology where only cis-men are on stage, or a TV show about children and parenting that only features white, middle-class women from downtown Stockholm. The explanation is often that ‘there is no one else’.

In addition to being a democratic problem, these situations ultimately help reinforce and validate stereotypes about who is found in certain positions. Research shows that when women are given access to male contexts, expertise increases among men as well and sex no longer serves as an informal form of expertise. This likely also applies to social background, ethnicity and so forth.

Against this background, Equalisters helps people who want to reach beyond their own networks to find more people with the expertise they are seeking. Through their own network, which consists of over 90,000 followers on social media, Equalisters is able to search for and collect tips on who is missing from certain contexts. Ensuring that everyone has a broad selection list before choosing who will take part also increases the chance of finding the individual with the best expertise.

Main tactic: ♣10 Support tactics: ♣2 och ♣12

ROLE MODELS



12 BUILD YOUR OWN VOLVO



The Volvo Car Company website has a tool called Build Your Own Volvo. Potential Volvo buyers can use it to customise and create their perfect car and determine what it would cost. Choices include car model, colour, interior, engine size and different accessories.

Build Your Own Volvo users had to choose the engine first, then the transmission, and only at the end could the interior and colour be selected – all in a predetermined order. By analysing it from a norm-critical perspective, the developers saw that it would be beneficial to make the tool more dynamic, partly to allow users to start with what they find most fun or most important, and partly to allow users to determine the order of the selections themselves. A more flexible tool would also make the system less technology-normative. It would avoid implying that technology is the most important factor.

Based on these insights, Volvo redesigned the tool. A survey conducted shortly after the change showed that 15 per cent more users went through the entire tool to create their ideal Volvo.

Main tactic: ♣4 Support tactics: ♣8 and ♣11

ROLE MODELS



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LA PLAYA

Frihamnen, Gothenburg's innermost harbour in the heart of downtown, is to be transformed into a residential area. The City of Gothenburg and Älvstranden Utveckling AB want to create meeting places in the neighbourhood where people can influence how the area is developed. A swimming beach in Frihamnen is just such a meeting place.

Architecture and design group MYCKET (Mariana Alves, Katarina Bonnevier, Thérèse Kristiansson) were tasked with investigating bathing culture, i.e., what it is to swim. They conducted a pilot study in dialogue with resource-poor groups through concrete activities, including by changing and swimming, to identify problems and produce suggestions for solutions together. The study showed that Muslim women and trans people face unfair treatment at swimming beaches and facilities today, because they cannot have privacy, to such an extent that it prevents many people from learning how to swim.

As a result, MYCKET built a sandy beach with wooden decking, public barbecues, benches and tables, all of which are specially made to facilitate activities across both class and age barriers. The basic structure can be painted and expanded, depending on people's needs. The beach will be expanded in the future and will also offer separate spaces for different groups of people so that everyone has the chance to bathe and to learn to swim on their own terms. The plan is for residents to assume responsibility for the swimming beach. The goal is to balance the needs for privacy and social interaction.

Main tactic: ♣13 Support tactics: ♣5, ♣8, ♣9 and ♣10



ROLE MODELS