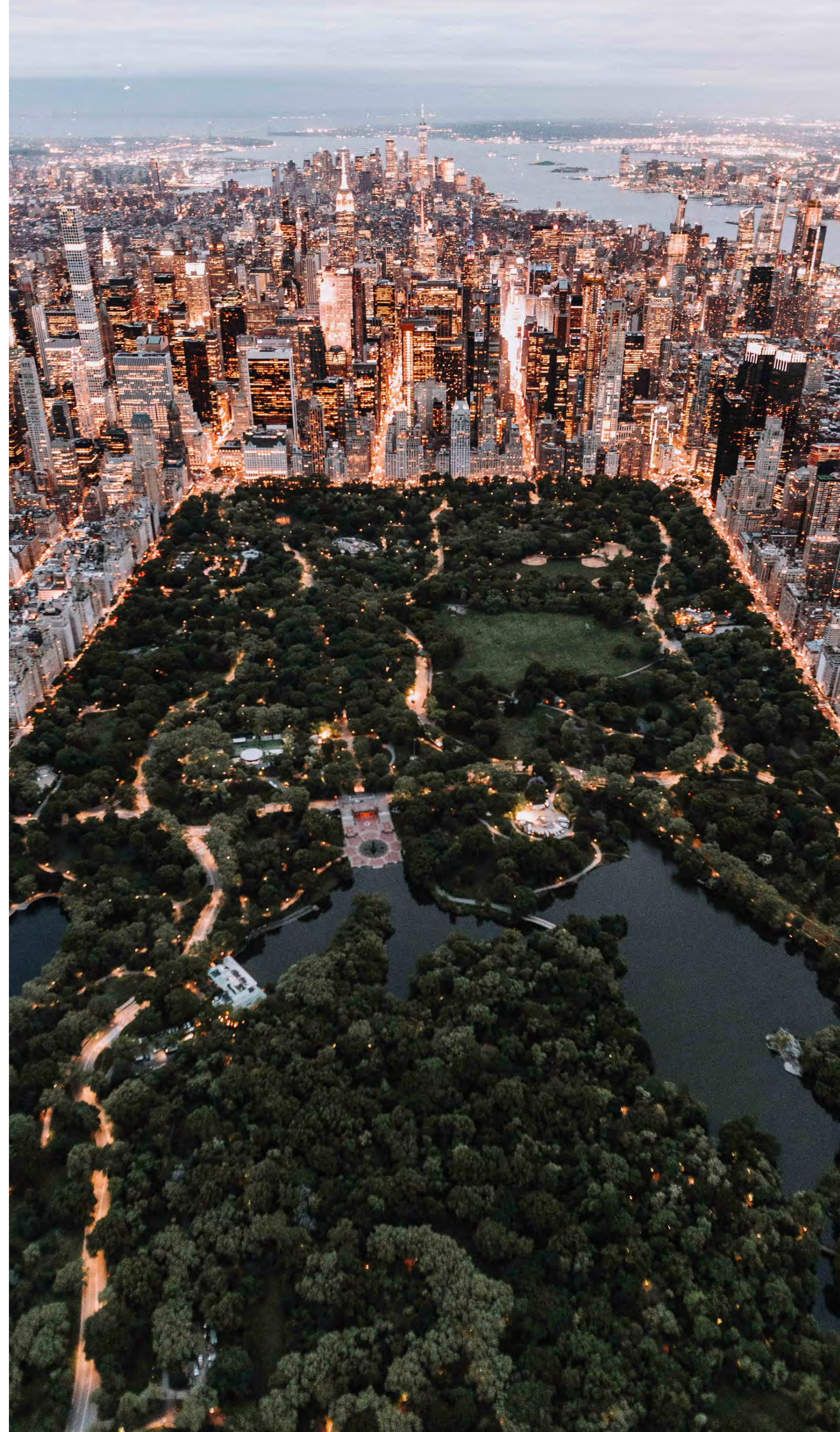


HELLO!

I'M JENNY  
KEMPSON

Social Impact Program Lead @ Capital One





# Today's Agenda

1. A little about me
2. Some thoughts about being a service designer
3. Service Design
  - in a nonprofit
  - in government policy change
  - in a corporation
4. Social Impact and Design : Future Focus

An aerial photograph of a large, winding reservoir or dam system nestled in a mountainous region. The water is a deep, clear blue-green color. The surrounding hills and mountains are covered in dense green forest. The sky is overcast with soft, diffused light. A white vertical line is visible on the left side of the image.

A little about me  
and what I do

# Psychology + Geography + Architecture

focused on community, cultural, physical & digital experiences



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focused on community, cultural, physical & digital experiences

## Various Sectors

Local and state gov agencies, community organizations, foundations, non-profits and corporations





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## Many Different Hats

Co-founder, designer, researcher, partnership maker, teacher, facilitator, author, and even community scrabble score keeper



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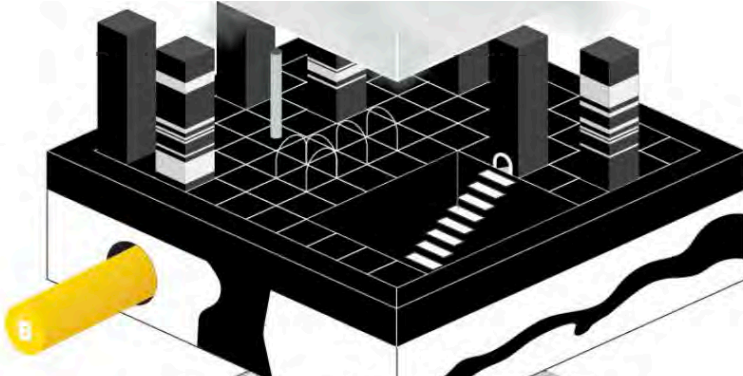
## Builder & Dot Connector

Building things from the ground up and connecting resources to make an impact





Taylor Gates & Street



New tunnelling efforts with the SR99 tunnel with Bertha have unearthed its own treasures, like a coil of prehistoric cedar rope



During Seattle's reconstruction after the fire, the city ran out of money before new sidewalks were constructed at the same grade as the new buildings—ladders. In some instances as tall as 35' connected above and below businesses, effectively creating what would come to be known as the Seattle Underground.

In the late 1890s, the wealthy machinist James Coleman towed the a shipwrecked vessel, the Windward, inland. Coleman abandoned a salvage attempt and instead built a brand new building on top of it. The ship's hull remains in the Coleman building's subbasement to this day.

The marvel of its time, the Great Northern tunnel was completed in 1905 and is still in operation.

The Great Seattle Fire of June 6, 1889 destroyed over 25 blocks of mills and wharfs, including the Yesler Building and the famous Occidental Hotel.

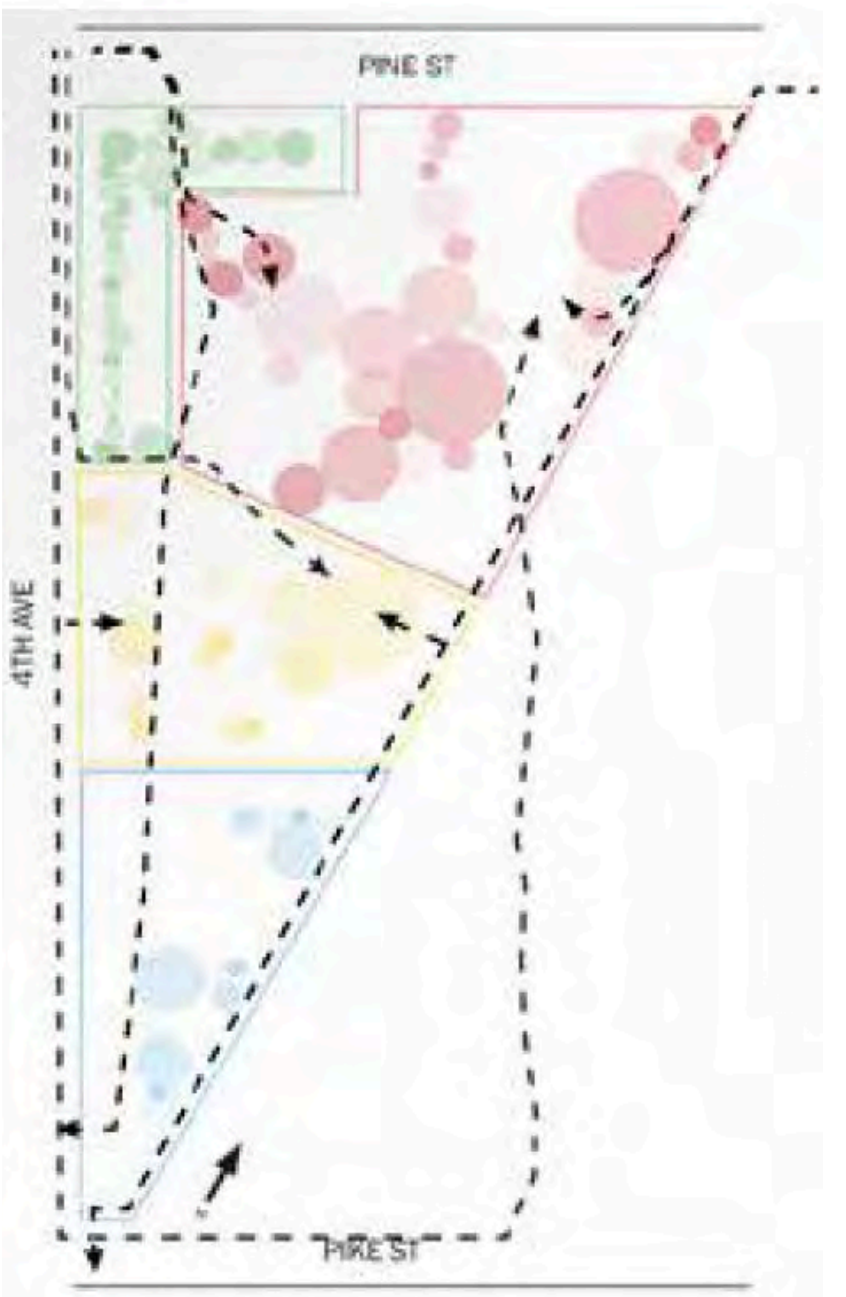
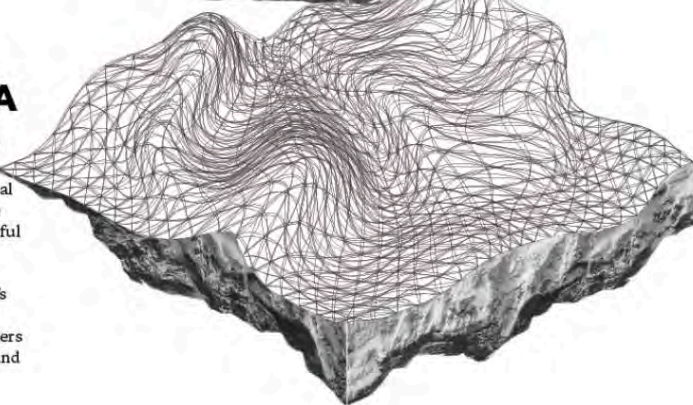
Not content to rebuild with fire resistant materials like stone and brick, the city regraded and filled the area, raising city streets over 20 feet high before beginning a new.

The last half of the 19th century in Seattle was marked by radical manufactured landscapes that brought down swathes of great, tore into hills and filled the city's tideflats with whatever one could find—dumped ballast, trash, rail ties, forsaken Gold Rush accoutrements too heavy to carry North and ditched at the last moment.

During Fraser glaciation period, the Puget Lobe brought the weight of over 3,000 feet of ice to bear on Seattle, gracing us with a mixed geological bag of compressed sand, gravel and clay.

**SEATTLE STRATA**

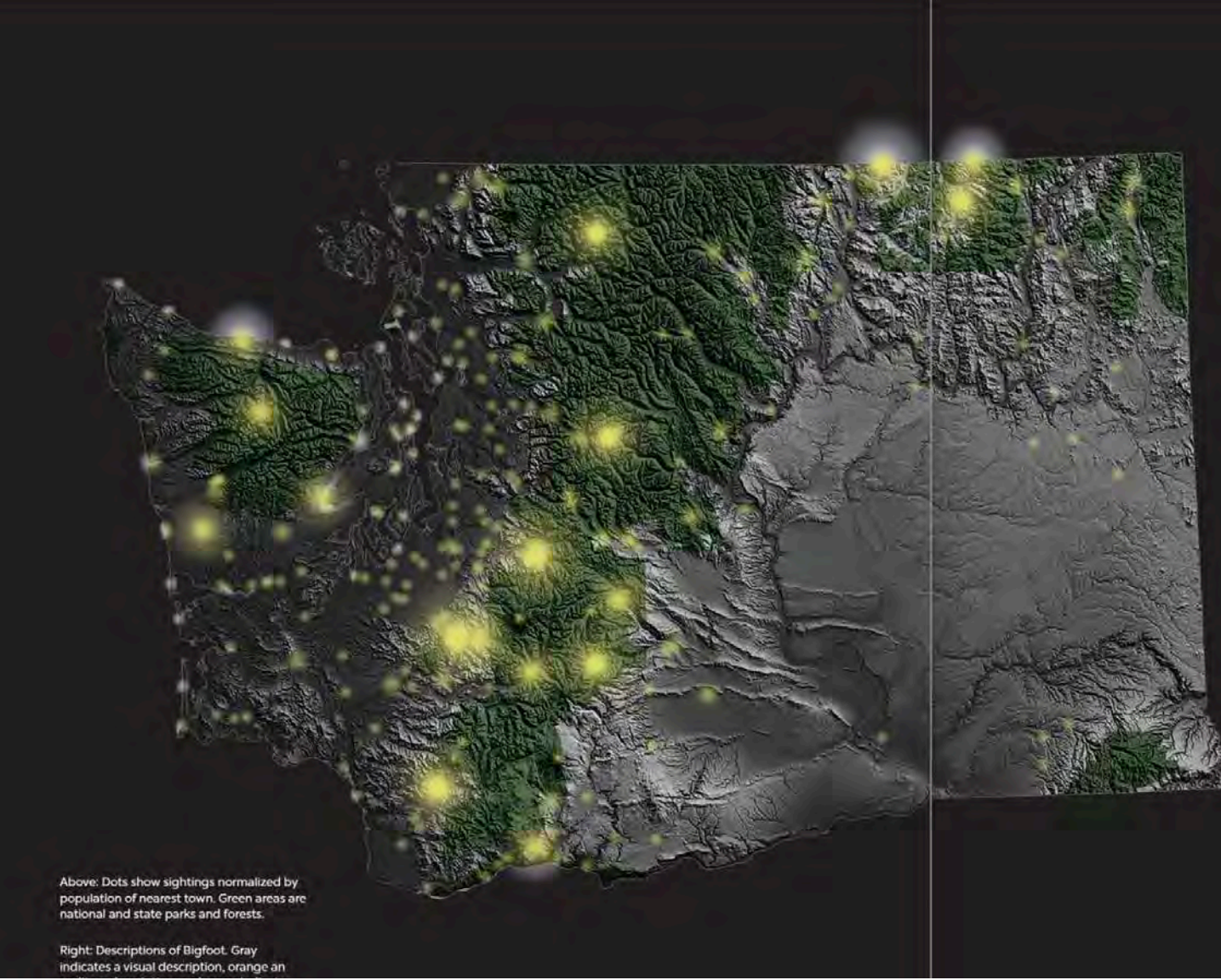
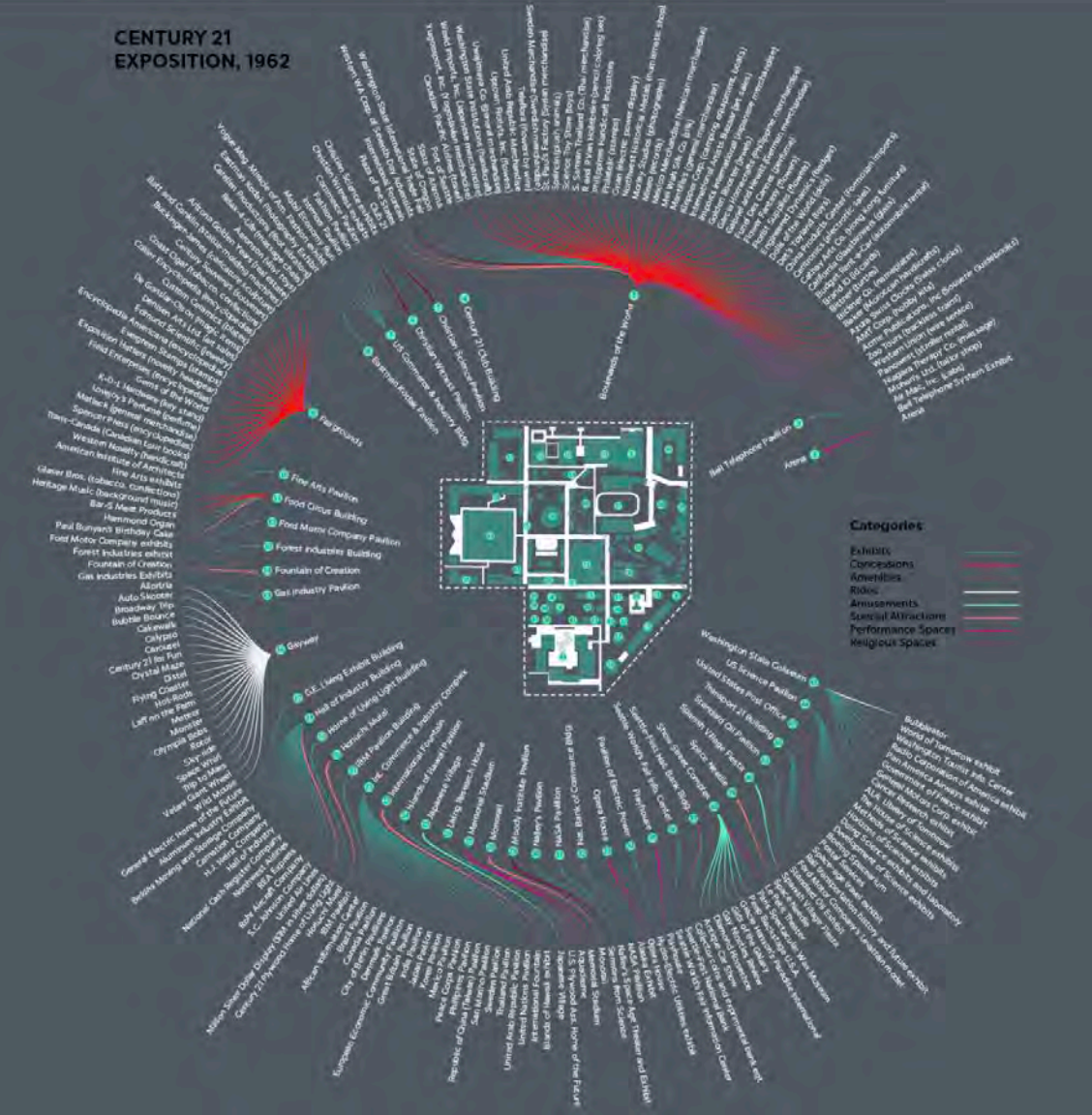
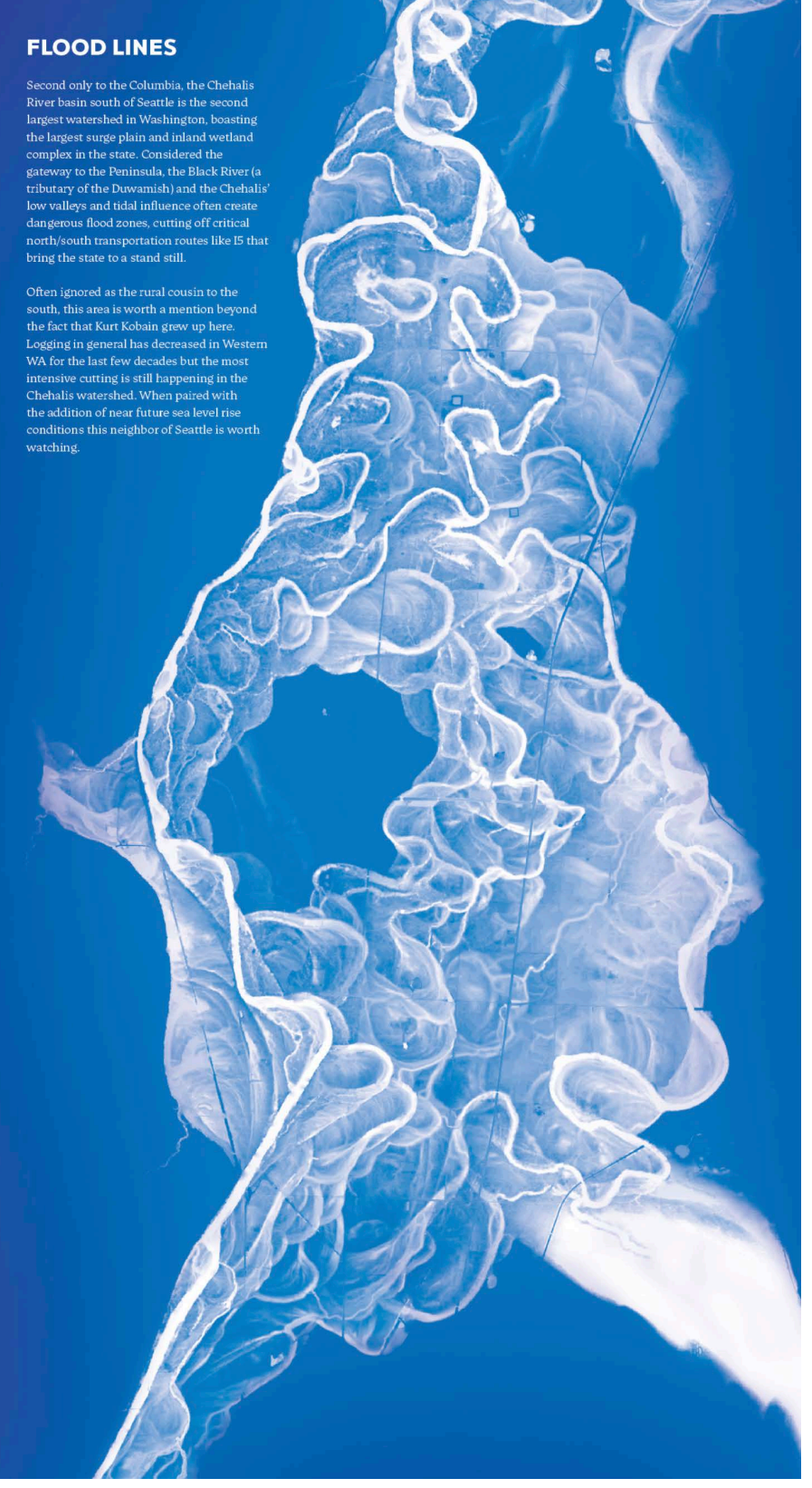
Seattle's history lies in its soil. Repeated glacial scouring and tectonic activity have left us with an impressive geological makeup, but errant human activity have dumped a legacy of strange and wonderful treasures, and trash, beneath our feet. From the early loggers and dreamers plagued with Gold Rush fever to Seattle's first failed matchstick construction and subsequent regrading projects, bootleggers and businesses alike have left vestiges and remains of their day.



**FLOOD LINES**

Second only to the Columbia, the Chehalis River basin south of Seattle is the second largest watershed in Washington, boasting the largest range plain and inland wetland complex in the state. Considered the gateway to the Peninsula, the Black River (a tributary of the Duwamish) and the Chehalis low valleys and tidal influence often create dangerous flood zones, cutting off critical north/south transportation routes like I5 that bring the state to a stand still.

Often ignored as the rural cousin to the south, this area is worth a mention beyond the fact that Kurt Cobain grew up here. Logging in general has decreased in Western WA for the last few decades but the most intensive cutting is still happening in the Chehalis watershed. When paired with the addition of new future sea level rise conditions this neighbor of Seattle is worth watching.



**SASQUATCH SIGHTINGS**

Bigfoot, Sasquatch, or Skunk Ape—whatever you call it, this creature is synonymous with Washington State. And while sightings may be most common at Sea-Tac gift shops, you have a better than average chance of seeing this creature deep in the Cascades—specifically in the forests surrounding Mount Rainier—than anywhere else in the world.

This information comes from the Bigfoot Field Researchers Organization. Since 1995, it has collected reports from all over the world, and the largest number come from Washington State (over six hundred sightings from as early as 1812).

In addition to location, many people filing reports describe in detail their "sighting" experience. Seeing a hairy apelike biped is the most common description, but many people also hear loud screams and deep howls and growls, and notice rotten skunky smells.

Spend some time reading the reports and you may find yourself a converted "squatcher."



Above: Dots show sightings normalized by population of nearest town. Green areas are national and state parks and forests. Right: Descriptions of Bigfoot. Gray indicates a visual description, orange an

Being a Social Impact Service Designer,  
what does that mean?

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# Many disciplines focus on creating experiences, but use different language

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**Service Design** : Customers

**Nonprofit** : Stakeholders

**City Development** : Public Participants

**CSR** : Internal and External Partners

**Service Design** : Blueprint

**Nonprofit** : Strategic Development

**City Development** : Context Diagram

**CSR** : Program Development


Facing  
the Future



# Service Design inside a non profit

*Seattle based Education non profit focused on  
providing curriculum on Global Issues and  
Sustainability to K-12th grade teachers*





HOW DO WE SCALE OUR  
SERVICES FOR TEACHERS TO A  
GLOBAL REACH?

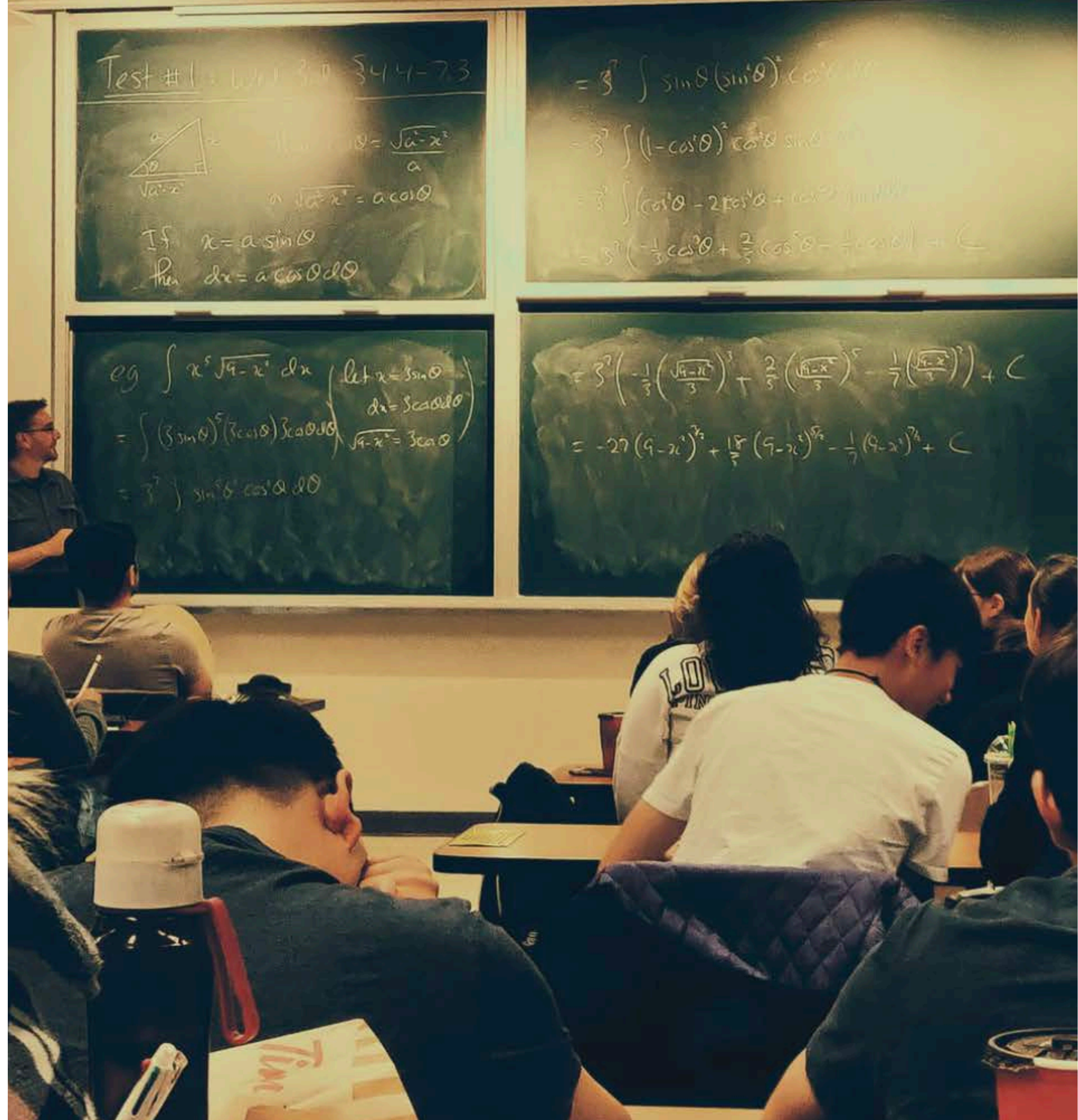
# HOW WE APPLIED SERVICE DESIGN

1. Developed a set of teacher and student personas before developing new curriculum modules
2. Created a teacher council that would review, test with students, and provide feedback
3. Board members participated in vision workshop sessions to inform business strategy and scaling direction
4. Developed a quarterly roadmap that kept all staff on the same page, helped to direct fundraising efforts and quarterly targets



# WHAT DID SUCCESS LOOK LIKE? MEASURING IMPACT

1. Scaled to a classroom in every country in a year and a half
2. Increased Board Member activity by 50%
3. The nonprofit was incorporated into the university system, which was the 10 year goal





# Service Design to change Public Policy

## **Project #1**

*Human Centered Alleys : Public Campaign & Policy Change*

## **Project #2**

*Safer Inside: A Community Demonstration*



Project #1

# Human Centered Alleys

**Clients & Collaborators**

*City of Seattle, Gehl Architects, Framework, & International Sustainability Institute*

ALLEYS TOTAL  
217,500 SQ.FT  
OF CITY SPACE

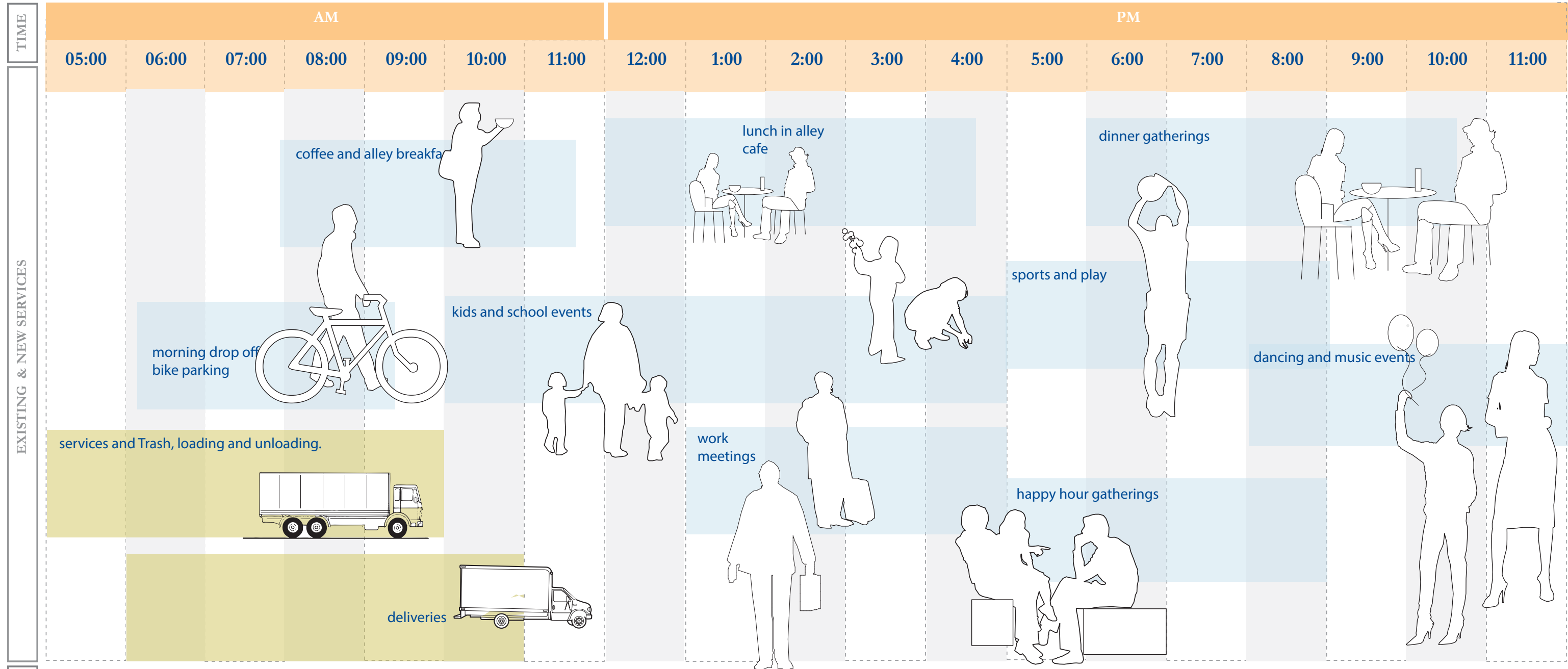


# HOW WE APPLIED SERVICE DESIGN

1. Landscape assessment of alley services & city policies
2. Field observations, physical inventory, & stakeholder interviews of local city leaders and international experts
3. Community workshops in the alley
4. Alley journey map showing existing uses and opportunities
5. Prototype & evaluation of two new concepts



THE DAY IN THE LIFE OF AN ALLEY



EXISTING CITY SERVICE

"We need to use the alleys during certain times of the day to maintain our city"

"It is important that the alleys are clear so I can do my job in an efficient way"

NEW SERVICE OPPORTUNITIES

"I own a business on this alley and would love to be able to open the back of the building facing the alley to make more"

"I would love to see the community be able to use this space for events and neighborhood gatherings. They are"

"I walk through the alleys every day to work and would love if there was a coffee shop in one. It would be a fun"

"I think it would be fun to do my wedding pictures in my alley!"

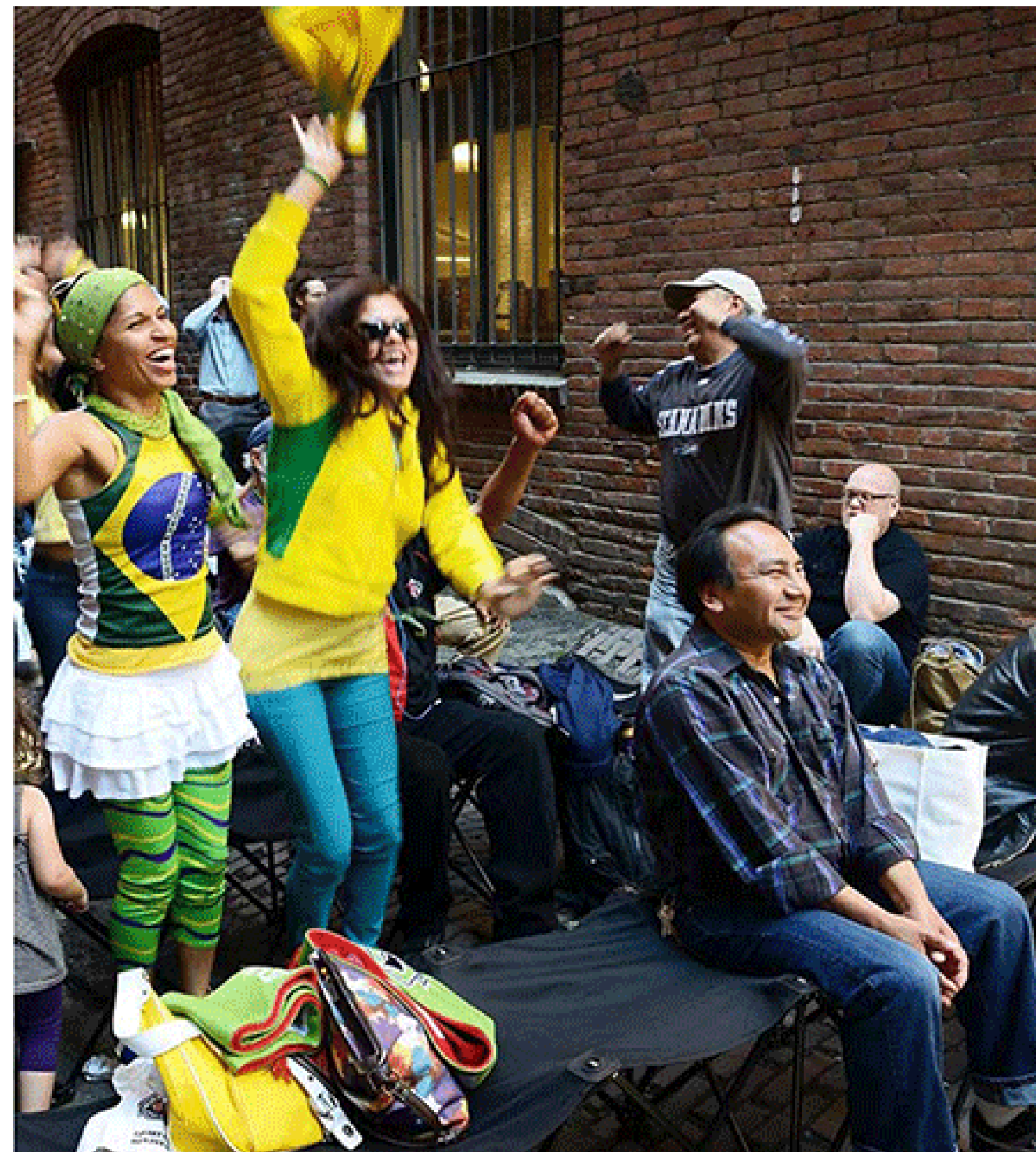
Public Prototyping

HOW CAN WE PROVIDE A  
PROGRAM THAT CREATES  
INCLUSIVE COMMUNITY  
OWNERSHIP?



DC 6292 J

EMPEY





# WHAT DID SUCCESS LOOK LIKE? MEASURING IMPACT

1. Aiding in development of a non-profit organization, Alley Network project, focused on increasing programming and funding for human-centered alley projects
2. New city policies, including a new system for trash pickup, new permitting process, and alley naming program
3. New small businesses opening up in the alley spaces, providing economic growth opportunities for the neighborhood
4. An international network of city leaders focused on improving alleys across their city and sharing best practices





Project #2

# Safer Inside: A Community Demonstration

**Clients & Collaborators**

*City of San Francisco & Glide Foundation*

safer inside

A COMMUNITY DEMONSTRATION

ABOUT THIS PROJECT

The Safer Inside Demonstration is a full-scale demonstration model of a safe injection site open for education and outreach from August 28-31, 2018.


As a prototype, this project provides opportunities to test principles and obtain feedback from people who inject drugs, service providers (including Tenderloin medical clinics, harm reduction programs, and treatment programs), and the community.

Entering this physical space offers individuals and organizations an opportunity to gain a deeper understanding of safe injection site functionality, the scope of harm reduction approaches and treatment, and insight into this humane approach to health and safety for all Tenderloin residents, especially those who inject drugs.


The demonstration is a gathering place for the community to share, and work in partnership to establish safe injection sites in San Francisco.

For more information, visit [www.saferinside.org](http://www.saferinside.org)

WE DON'T COME

A group of people are seated around a table in a meeting room. The room has large windows in the background. The text is overlaid on the image in white. There is a vertical white bar on the left side of the image.

130 lives are lost daily nationwide  
Cost of \$78 billion a year  
~23,000 people injecting in SF



HOW MIGHT WE CREATE A SAFE,  
INCLUSIVE, NONJUDGEMENTAL  
LINK TO RESOURCES FOR PEOPLE  
WHO INJECT DRUGS?

# HOW WE APPLIED SERVICE DESIGN

1. Vancouver site visit / research study
2. Community partner vision workshops resulting in journey maps, vision boards, stakeholder decision matrix
3. Story gathering with “people who inject drugs”
4. Mayor’s office meetings to walk through prototype experience
5. Workshops on comms strategy
6. Physical prototype in Glide Foundation
7. Quant and qual research with participants







Building Trust and Embracing Others





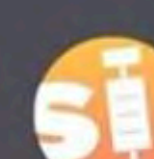
 Laura Thomas  
INTERIM STATE DIRECTOR,  
CALIFORNIA DRUG POLICY ALLIANCE




I think one of the other reasons why


 Sevn  
SAN FRANCISCO RESIDENT




 Miss Ian  
EXECUTIVE DIRECTOR, SAN FRANCISCO DRUG USERS UNION



The Drug Users Union  
sort of gave me

 Roland Miller  
MEDICAL CASE MANAGER, HEALTHRIGHT 360



I'm advocating for acceptance for one,









120+	0	30%
100+	1	33%
22,500	70%	21%

# safer inside:

## A COMMUNITY DEMONSTRATION



**ABOUT THIS PROJECT**

The Safe Insite demonstration is a full-scale, horizontal demonstration model of a safe injection site open to the community for evaluation and approval from August 28-29, 2019.

As a prototype, this project provides opportunities to test operational protocols and gather feedback from people who inject drugs, various service providers (including behavioral medical clinics, harm reduction programs, and treatment programs), and the community at large.

Opening the physical space offers individuals and groups the opportunity to gain a deeper understanding of safe injection site functionality, the scope of harm reduction approaches, services and treatments, and insight into the humane approach to improving health and safety for all behavior-resistant, especially those who inject drugs.

The exhibition is a gathering place for the community to learn, share, and work in partnership to establish safe injection sites in San Francisco.

For more information, visit [www.safeinjection.org](http://www.safeinjection.org)

PLEASE DON'T CONSUME DRUGS IN THE DEMONSTRATION. THANK YOU.

Harm reduction is a set of practical strategies and ideas aimed at reducing negative consequences associated with drug use. Harm Reduction is also a movement for social justice built on a belief in, and respect for, the rights of people who use drugs.

**PRINCIPLES OF HARM REDUCTION**

1. Access to health and social services and harm reduction is a right of all people and should be provided without judgment or stigma.
2. Harm reduction is a continuum of services that range from low-barrier, low-threshold, and person-centered care to high-barrier, high-threshold, and specialized care.
3. Harm reduction is a public health and community care approach that is grounded in evidence and research, and is supported by a strong evidence base.
4. Harm reduction is a public health and community care approach that is grounded in evidence and research, and is supported by a strong evidence base.
5. Harm reduction is a public health and community care approach that is grounded in evidence and research, and is supported by a strong evidence base.
6. Harm reduction is a public health and community care approach that is grounded in evidence and research, and is supported by a strong evidence base.
7. Harm reduction is a public health and community care approach that is grounded in evidence and research, and is supported by a strong evidence base.
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Sharing Ownership

# safer inside:

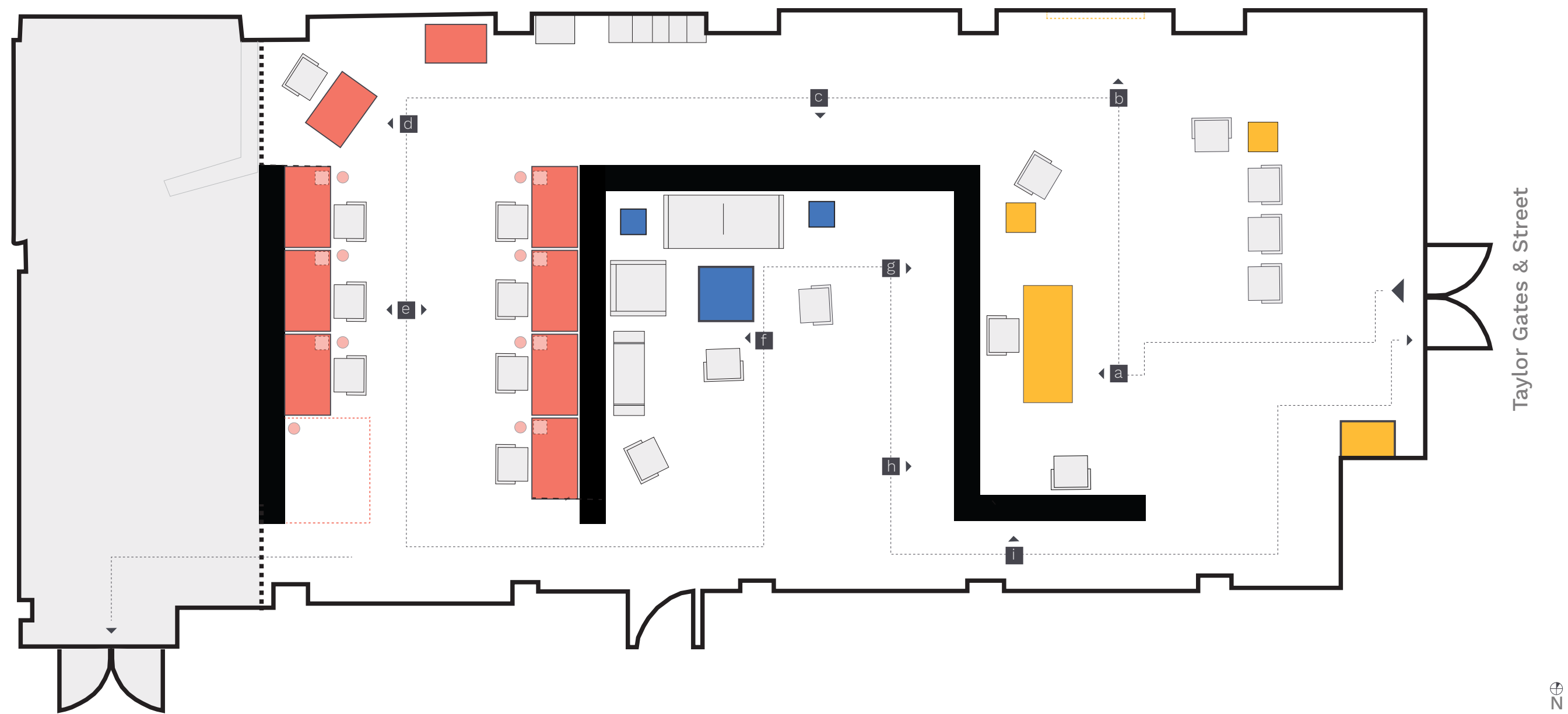
## A COMMUNITY DEMONSTRATION



120+ safe injection sites operate in 10 countries in 69 cities worldwide	0 overdose deaths at safe injection sites worldwide	30% of deaths at inpatient's main write treatment
100+ San Franciscans die each year from overdose	1 % would save \$1 \$3.5M/yr	33% of overdose deaths occur in the US and Canada
22,500 people in SF inject drugs	70% of people who inject drugs have active hepatitis C	21% of homeless people who inject drugs are HIV







**Staff Space**

▼ emergency exit for exhibit and entry point to Glide Foundation services

**Booths**

- d** check in desk to receive a harm reduction supply kit and best practices information
- e** booth injection stations with mirrors, sanitary tables, lights, and needle disposal, as well as audio recordings of PWIDs stories

**Chill Room**

- f** a place to relax when getting well with comfortable chairs, benches & tables
- g** a linkage to additional supporting services listed on the wall
- h** feedback wall to gather perspectives, and learnings from the community
- i** project credits & call to action materials

**Entry/Registration**

- a** registration desk, with intake process and procedures
  - b** video showcasing interviews and stories of PWIDs and community members
  - c** harm reduction principles and safer inside member support, as well as PWID quotes and personal stories
- ◀▶ entry / exit to demonstration

# ANATOMY OF A HARM REDUCTION KIT

**Syringes** come in a variety of sizes and configurations. Because there are so many options, they are chosen separately according to individual preference and not packed with the standard Harm Reduction Kit.

**Distilled Water** is used to mix with a drug to create an injectable solution. These sealed packs are completely sterile until opened.

**Saline Solution** is an alternative to distilled water. While gentler on soft tissues, it degrades some drugs, and is therefore not always preferred.

**Cookers** hold water and powdered drugs, which are heated to create a fully dissolved, injectable solution.

**Twist Ties** wrap around the cooker, forming a handle to prevent burns.

**Non-latex Tourniquet** for people with latex allergies.

**Alcohol Wipes** are used to disinfect the injection site, which lessens the chance of bacterial infection.

**Tourniquets** are tied around the arm or leg and make injections easier by temporarily increasing blood pressure to veins in the area. Depending on the injection site, it may not be possible to use a tourniquet.

**Little Cottons** are placed over the tip of the needle as the solution is drawn up into the syringe. They filter out small impurities which can cause soft tissue damage.

**Cotton Balls** are pressed on the injection site to reduce bruising and help lessen the chance of soft tissue damage.

# WHAT DID SUCCESS LOOK LIKE? MEASURING IMPACT

1. Research results from week-long prototype:
  - 558 individuals attended tour
  - 122 “companies”: 59 community organizations, 20 government departments, and 43 business and educational institutions
  - 67 tours in four days with an average of 8.32 persons/tour and 139.5 persons/day
  - Over 30 media outlets
  - 106 Feedback cards written and 24 intercept interviews
2. The project is used as an example across the nation on the how SIS’s can be incorporated into existing service models
3. A bill is on currently ballot on SF to have legal trials of SIS’s inside of existing health focused foundations





# Service Design in Corporate Social Responsibility

## Overview

*Building a design pro bono program*

## Project #1

*KIVA.org : Microlending for Social Entrepreneurs*

Capital One

# Design Pro Bono Program

*Bringing together design associates and nonprofit organizations to create meaningful outcomes and connections with each other, our partners, and communities.*





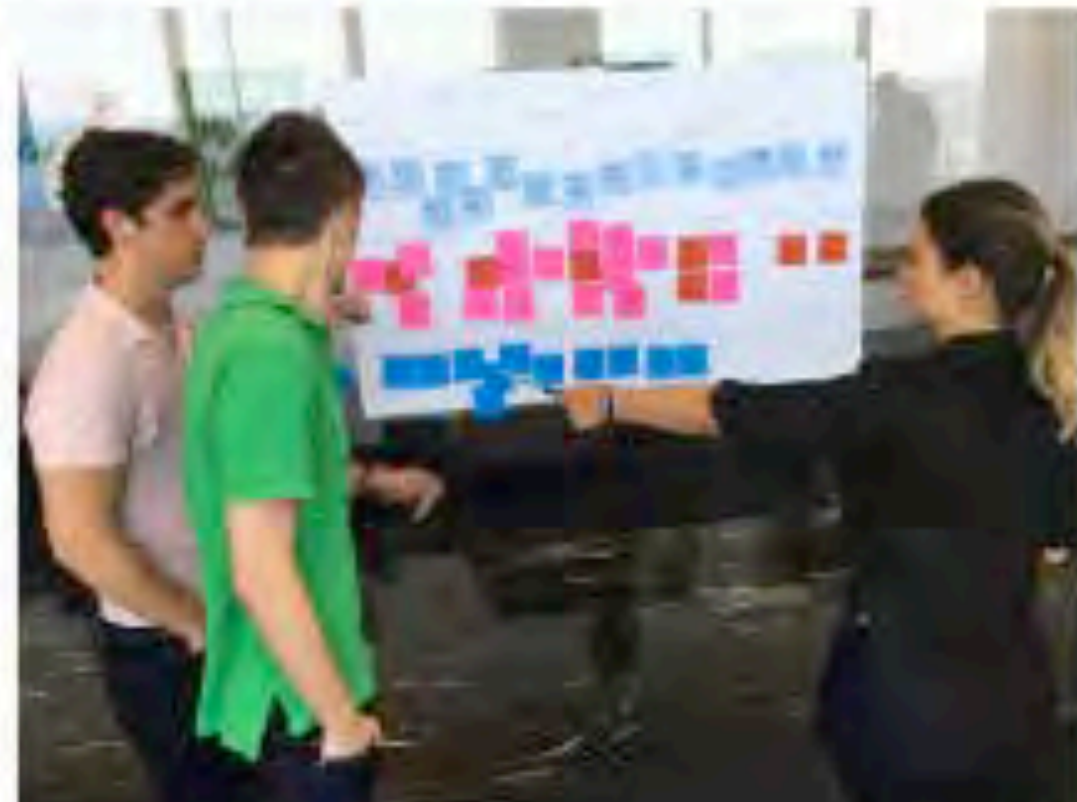
**TEAMWORK**



**PASSION**



**COMMITMENT**



# What's been accomplished

- + **10,000** Associate Hours
- + **15%** of Associate Participation
- + **6** office footprints (+ Toronto training)
- + **37** Non-profit / Startup partners
- + **1 pulse site** to showcase work broadly
- + **Fast Company** Social Good Award
- + **\$10,000** funding award for partner

Inneract Project  
Glide Foundation  
Safer Inside  
KIVA.org  
Mission Asset Fund  
Dress for Success  
UCSF Children's Hospital  
WANDA  
Cuesa  
Social Table  
Bamraise

Pro bono Openhouse  
Chicago Ideas Week  
Decibel Project  
Design for America  
Social Table

Bamraise - Plano  
Pro bono Openhouse  
Commit Partnership

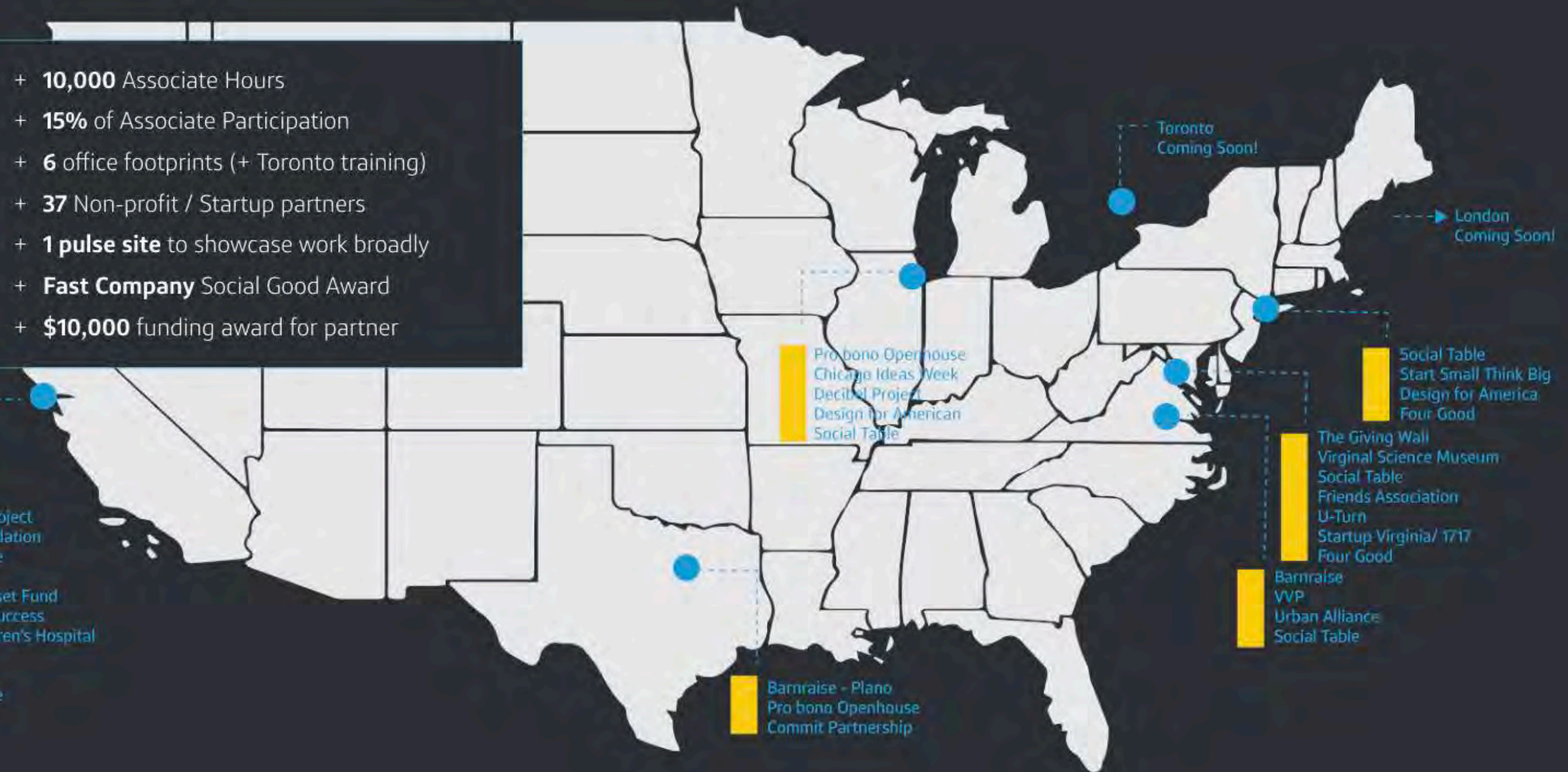
The Giving Wall  
Virginal Science Museum  
Social Table  
Friends Association  
U-Turn  
Startup Virginia/ 1717  
Four Good

Bamraise  
VVP  
Urban Alliance  
Social Table

Social Table  
Start Small Think Big  
Design for America  
Four Good

Toronto  
Coming Soon!

London  
Coming Soon!



[kiva.org](http://kiva.org)

# Lending a Loan: Crowdvetting for Microloans

*KIVA's social enterprise site, [CrowdVet.org](http://CrowdVet.org) is an initiative started by Kiva's Strategic Partnership division to engage non-borrowers with social entrepreneurs by leveraging crowdvetting microloans.*

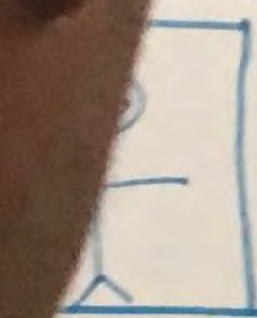


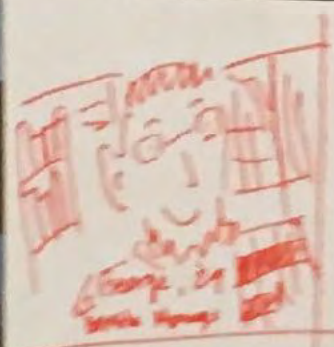
HOW MIGHT WE REMOVE  
FRICTION IN THE PROCESS OF  
PROVIDING MICRO-LOANS  
THROUGH CROWDSOURCING


# HOW WE APPLIED SERVICE DESIGN

1. Conducted a series of co-design workshops resulting in specific artifacts;
  - audit of the original site
  - research on customer needs and desires
  - a working prototype showcasing the team's design
  - a comparison metrics guide for testing and validation
  - an engagement roadmap for scalability




**Sam**  
 Attend: Hult University  
 From: Belgium  
 Work: Previously Corporate  
 Teacher transition to  
 social enterprise.  
 Behavior: Work during  
 the day attend classes  
 in the evening  
 What do they say: Looking to make more  
 of a positive impact on the world  
 What do they do: Member of university  
 clubs like Net Worth, engaging w/  
 social impact investing  
 What are typical routines:  
 work, exercise, club (Net  
 Worth)  
 What do they want: Find a career path  
 with high earning potential w/  
 social impact  
 What do they have: Want to feel  
 like they are having an impact, want the  
 satisfaction of helping someone & making a  
 difference in their life


**Arabella**  
 - No cars about feeling  
 toward goals  
 - No work in a job  
 for this  
 - Will only work when  
 it is a  
 - No time out  
 What do they say: "I want to go back but I don't know how"  
 What do they do: Limited transportation  
 - Limited funds  
 - Limited expertise  
 What are typical routines:  
 - This is to be a young lady  
 - Studied in college -  
 - What we didn't know  
 how to learn.  
 What do they want: "I want to go back but I don't know how"  
 What do they have:

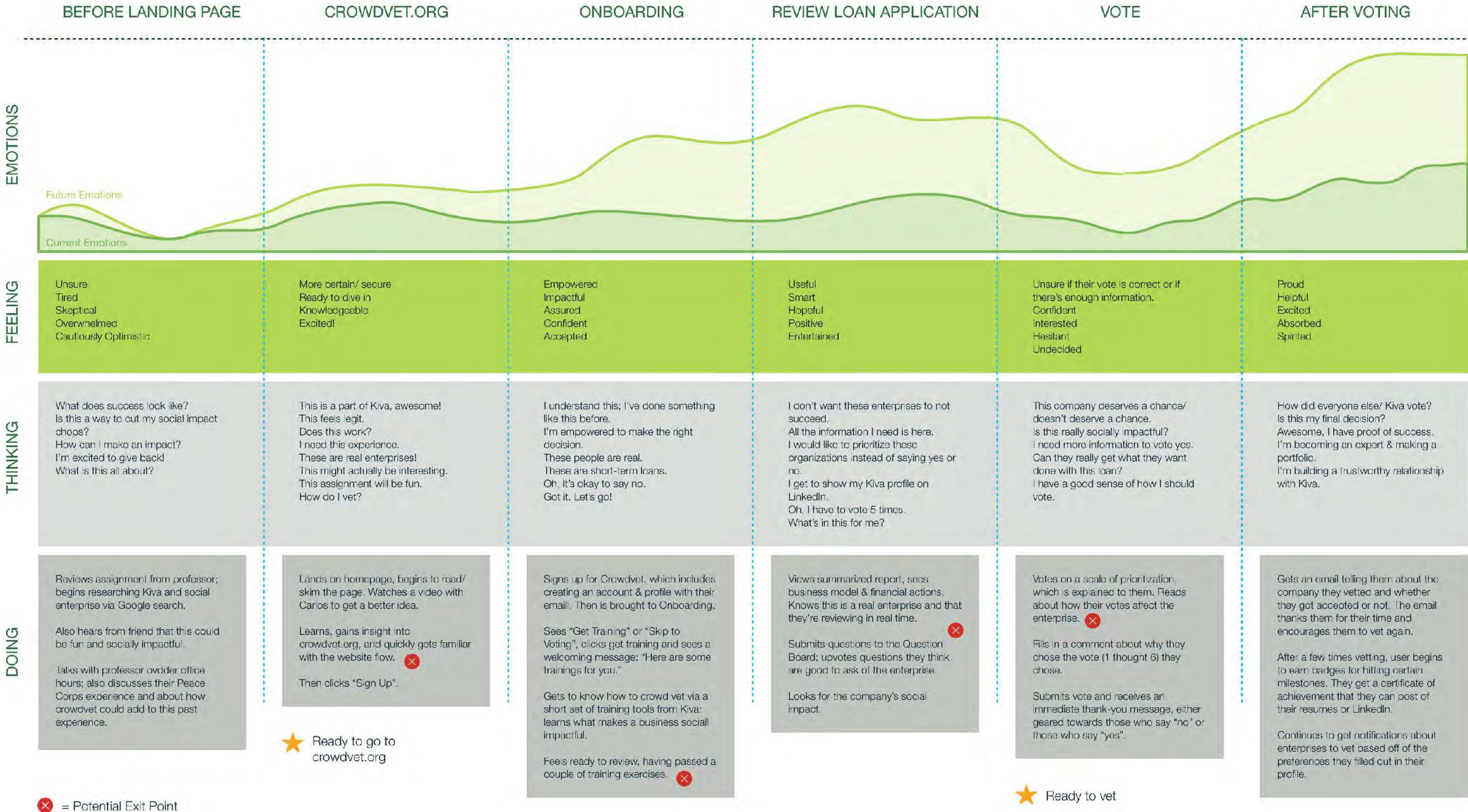

**Sarah**  
 What do they say: "I'm a citizen of the world" American like  
 to make it to life.  
 What do they do: - Responsible, value to stay  
 in their of health, least  
 based on personal searching  
 What are typical routines:  
 - Responsible, value to stay  
 in their of health, least  
 based on personal searching  
 What do they want: "I want to see my financial skills  
 for a social good"  
 What do they have:

**Karolina, 32**  
 Work: is a Financial institution  
 What do they say: "I want to see my financial skills  
 for a social good"  
 What do they do: Use website during lunch breaks  
 or after we pray then by mail  
 and remind them of their  
 commitments and the impact  
 they create  
 What are typical routines:  
 - Use website during lunch breaks  
 or after we pray then by mail  
 and remind them of their  
 commitments and the impact  
 they create  
 What do they want: "I want to see my financial skills  
 for a social good"  
 What do they have:

Loans that Change Lives

# Crowdvet.org Journey Map

Future Journey of First-time user (Sam)

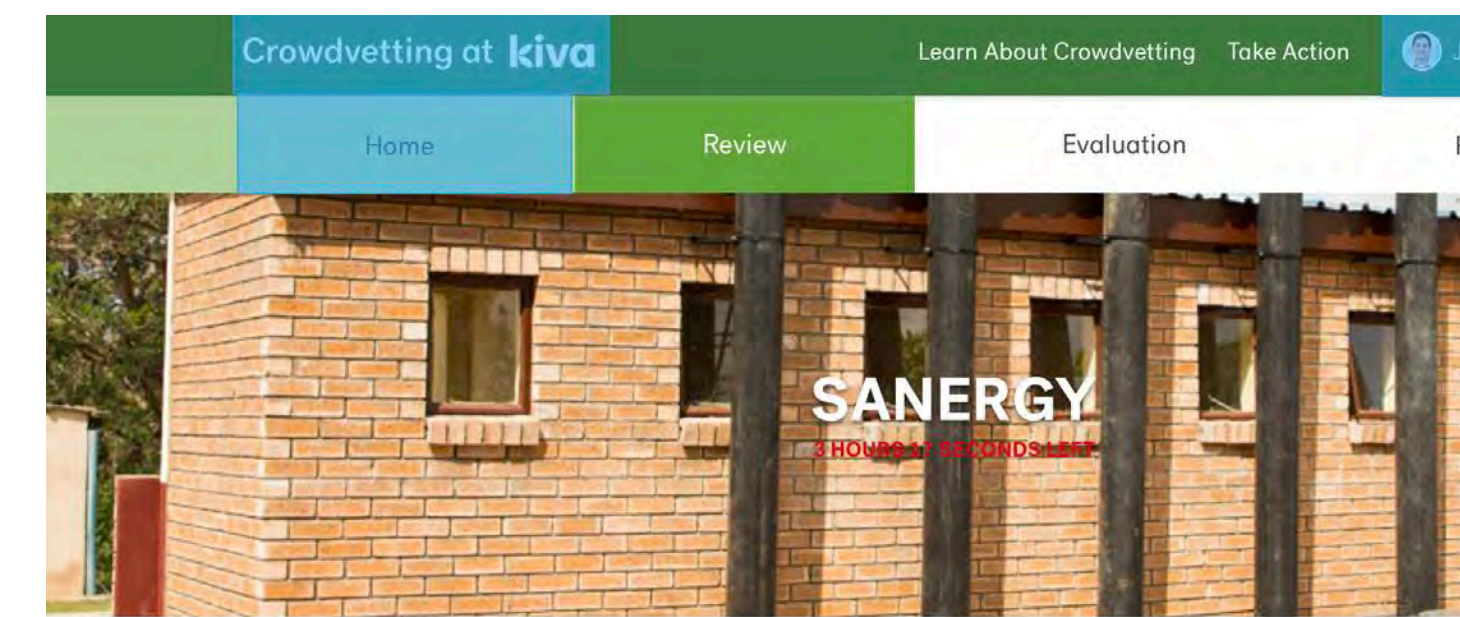
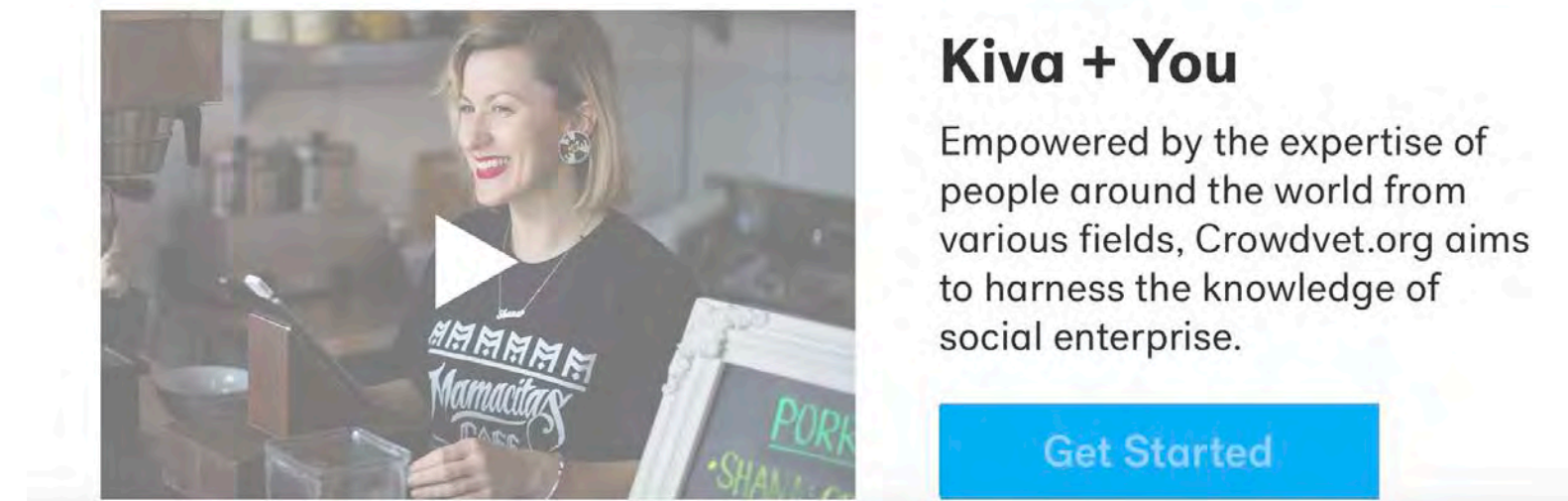
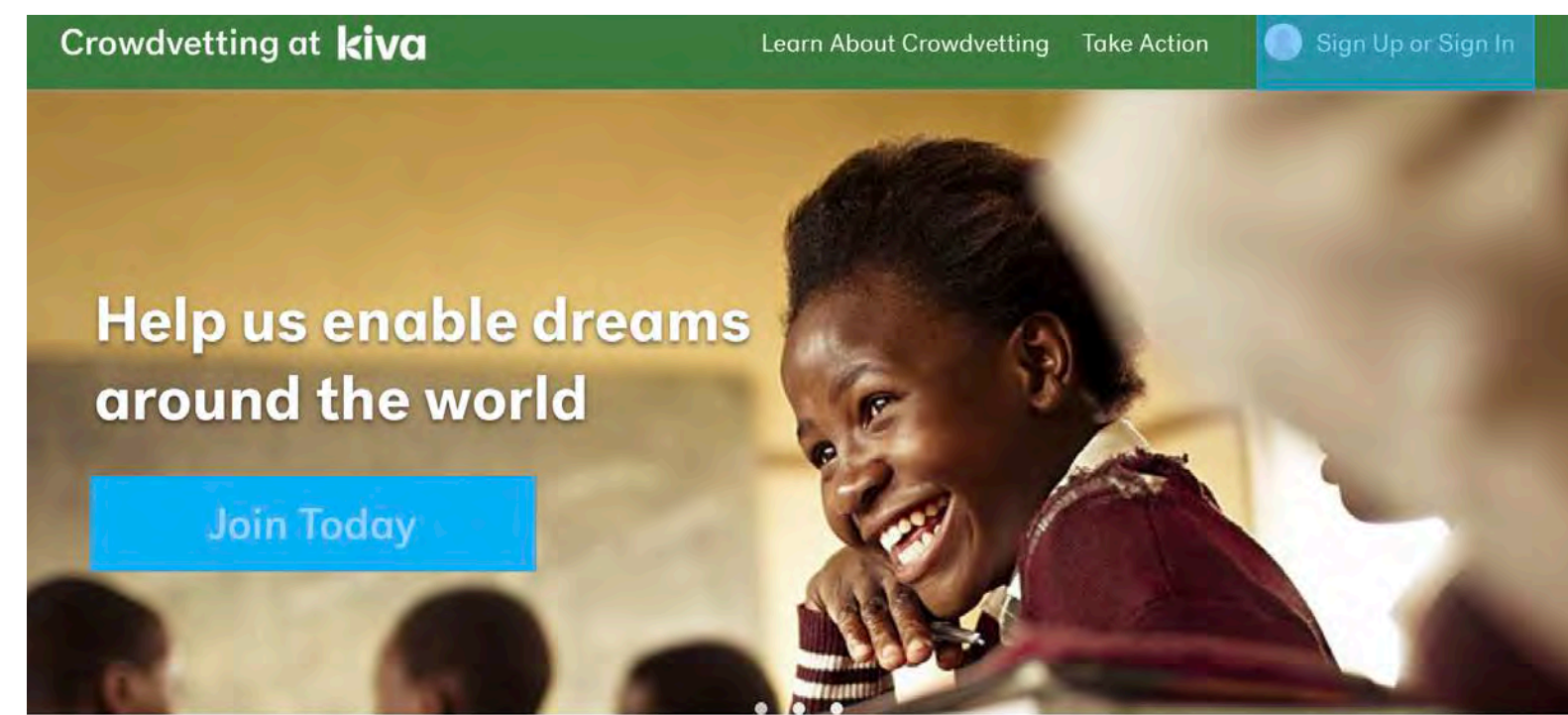


⊗ = Potential Exit Point

★ Ready to vet

# WHAT DID SUCCESS LOOK LIKE? MEASURING IMPACT

1. A new roadmap for the online crowd vetting website with immediately implementable updates and changes to the existing site
2. A future vision that informed strategy, resulting in a \$100,000 grant from BlackRock
3. A pro bono investment of over \$90,000 dollars of direct organizational impact
4. Utilized today to make quick loans to small businesses / social entrepreneurs



### Loan Summary Report

COMPANY SECTOR <b>Health</b>	AMOUNT REQUESTED <b>\$50,000</b> USD	GEOGRAPHY <b>Kenya</b> WEST AFRICA
---------------------------------	--	--

**Problem:**  
One of the most critical difficulties that concerns Sanergy is that the lack of clean facilities is making people ill and unable to work their jobs which hurts the

**Business Model:**

- Collective community loan re
- Pay per use for drinking water

## ENGAGEMENT ROADMAP

Green - General // Yellow - Education // Blue - Corporate

Easy	Medium	Hard
Share success via social media	Invite only projects	Referral Codes
Pre-scripted social media posts	Content Marketing	Shark Tank-style featured
Facebook Group	Instagram Stories for featured enterprises	Promotional Landing page
Monthly Email Newsletter	Paid SEO optimization	Historical Re-engagement
Re-engagement Newsletter	Public Created Content for Key Initiatives	Paid Advertising
Social Enterprise Clubs	KIVA University	KIVA Ambassadorship
Professor/Classroom Participation	Peace Corps	Social Enterprise Conferen



Social Impact & Service Design

# Where I'm Focusing Now

1. More mature practice of measuring the work, across all the sectors taking into account extended impacts (project / program / discipline)
2. A glossary of terms used in social impact work that correlate to service design
3. Seamless connection between social good work and business development inside companies, starting with our design process with clear success metrics that include social impact
4. Increased cross over between non-profits, public agencies, and companies when it comes to full product / service development



**THANK YOU!**  
and let's connect

[jmkempson@gmail.com](mailto:jmkempson@gmail.com)  
or reach out via LinkedIn