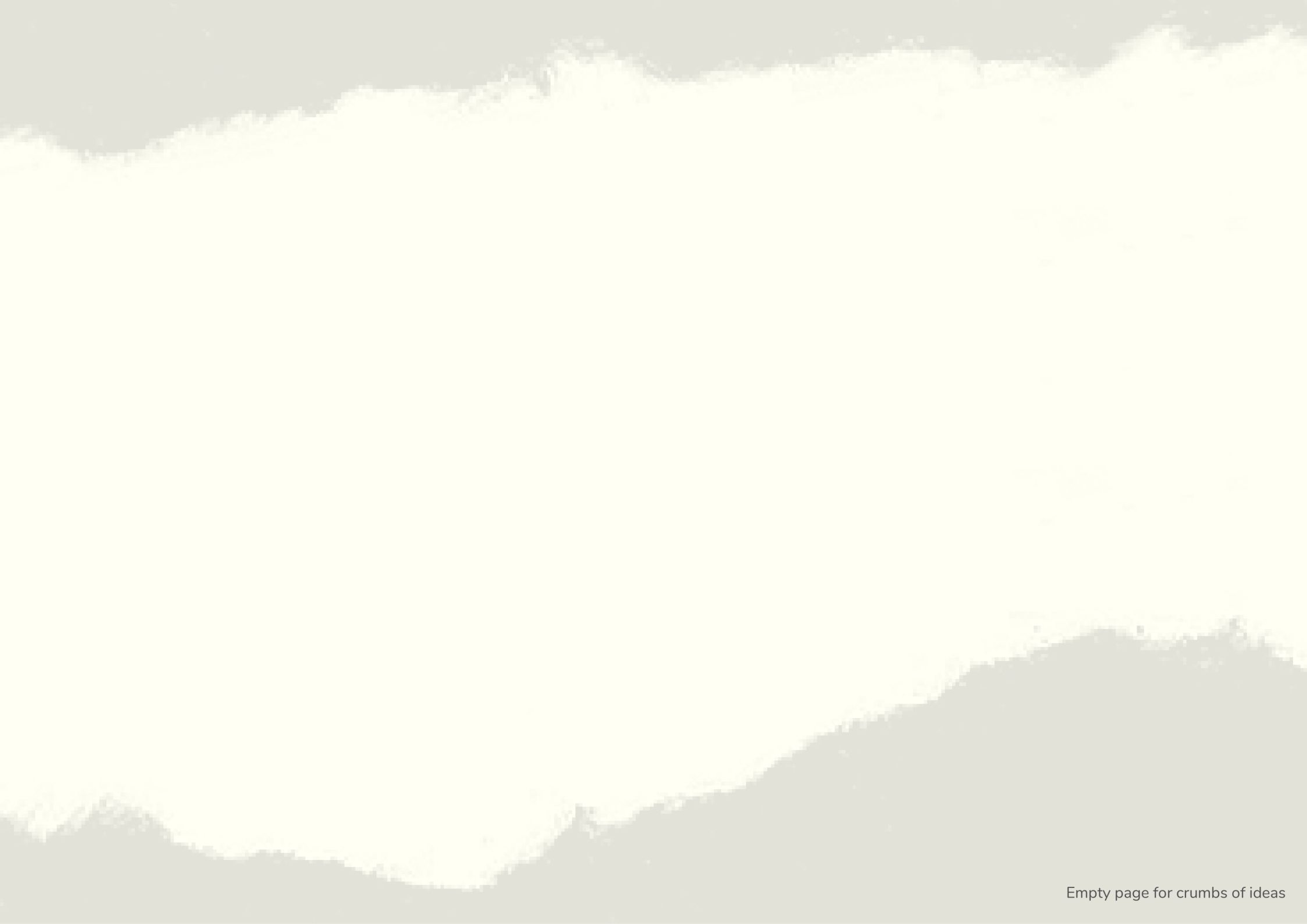


Design - shaping social innovation

Conference Recipe Book



20-21 JUNE 2022
NORTHUMBRIA UNIVERSITY



INTRODUCTION



Someone said to me once there is no more important question than, 'how should WE live'? This has become my Zen Koan; a challenge to anchor every aspect of who I am.

Design as a discipline, regardless of its application context, responds to this challenge. Imagination and insight bringing new expressions of how we might live into the world through skilful communication.

How does our latest generation of graduating designers respond to this question; what visions of 'how should WE live' has their talent, concerns and aspirations brought into the world? This gathering allows us to develop an understanding of this as we examine how we kneed and shape social circumstances with design.

Our COST Action has afforded us a platform and the expertise to develop an important critical multidisciplinary dialogue about the state of design for social innovation and its development. This knowledge can then help us evolve our rich and varied multidisciplinary practices and form institutional infrastructuring that can better support more socially just ways of living.

It is a privilege to be able to host this COST Action meeting and I look forward to breaking bread with you.

N. Spencer.

Activities

Pre-event podcast



bit.ly/WG12022

Monday

- 01 Designing the well-being of Shieldfield
- 02 Monkey Business - design thinking in social enterprise
- 03 Cities - coping with excess materials
- 04 Snapshot Safari: Design for Social Innovation
- 05 Panel Discussion: Get Ready To Innovate
- 06 Workshop: Building a visual understanding
- 07 Conference dinner at Magic Hat food waste cafe

Tuesday

- 01 My journey in social enterprise
- 02 Designing a social housing policy
- 03 Design and the Entrepreneurial Charity
- 04 Exhibition development and discussion
- 05 Workshop: Breadmaking and social innovation
Walkshop: Design within community
- 06 Final celebration

Bread, Mianbao, Khubz, Psomi

Flour, Salt, Yeast and Water

It is not simple

The book recipe is flat

The text is unrisen

Ingredients speak thinly, are unproven

There is no nourishment in paper words

It is not simple

Bread (made properly) is a cacophony of sights, sounds and smells

The truth sliding between new and old hands

In the “a little longer” or “not so much”

Country to country rehearsing rituals or breaking the moulds

Ingredients conjured with loving intentions

It is not simple

It is a metaphor

Bread is “good” when the “conditions” are right

Alchemy lives in the maelstrom of the what where, how, who and when

It exists in the preparation, anticipation, salivation, salvation and surrender

It dances in the playfulness of fermentation

And rests in the warm fullness of bellies filled

And rest earned

It is not simple

Tears come easy for paradise lost

High ambition sprinkled in disappointment

Should it look like that?

But the joy of the metaphor is its all edible

A thing created with good intent

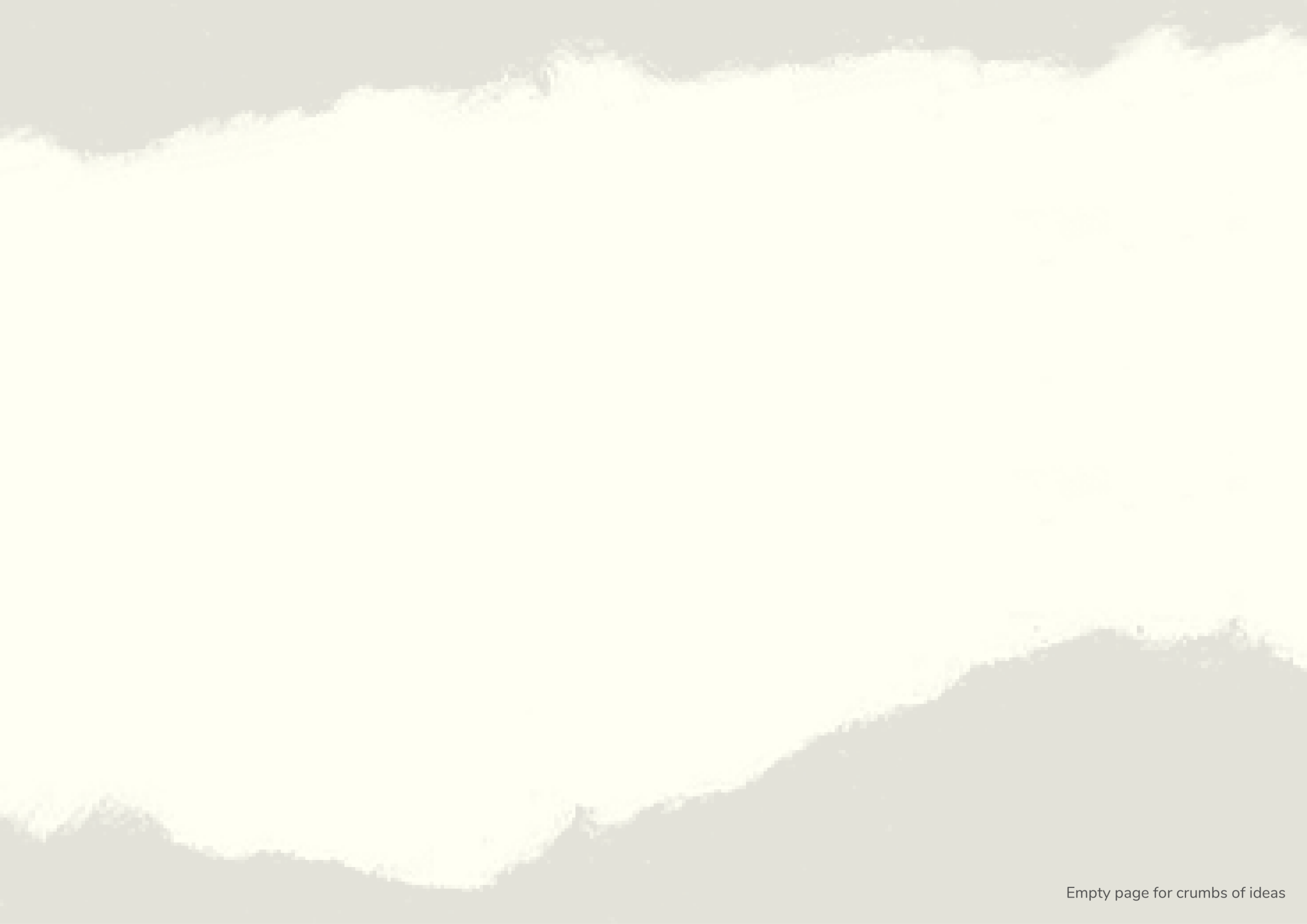
Nurtured with care

Is never lost

Toast anyone?



Bread, by Ruth Jackson



NICK SPENCER



NICK SPENCER

Associate Professor of Design Innovation & Head of Industrial Design, Northumbria University

Nick's research is in the application of design to navigate contested futures within complex social and organisational situations contributing to our understanding of Design for Social Innovation.

Nick helps lead a network of researchers and practitioners as part of the COST Action (CA18236) investigating design approaches to Social Innovation and Social Entrepreneurship and leads the DESIS Lab at Northumbria as part of the international network Design for Social Innovation for Sustainability.

Nick has also helped to establish new practices that support the creative exploration of innovation readiness in small to medium sized businesses and is regularly consulted to support larger organisations to develop the structures, cultures and practices that enable inclusive approaches to design-led strategic change.

HELEN SIMMONS



HELEN SIMMONS

Senior Researcher, School of Design, Northumbria University

Helen joined the Northumbria School of Design as a Masters student on the Multidisciplinary Innovation (MDI) Masters course after a career in digital innovation.

Working in industry Helen saw the power of design and technology in democratising, connecting and empowering people. After many years working in a corporate environment, enlightened through her Masters' studies during the pandemic, she's refocussing on social innovation, using design to work with people in different contexts and spaces, helping them to improve life in the communities they belong to.

Helen's research interests include how to create sustainable, authentic, creative communities - empowered, confident and able to design solutions for themselves. She is passionate about inclusivity and accessibility and prefers experimentation and action over words.

Helen currently works on the Creative Fuse North East programme team designing and running action research projects, workshops, initiatives and events to foster innovation and creativity in organisations across the region. Helen also teaches on the International Year in MDI undergraduate and postgraduate MDI courses. Helen is inspired by nature, loves microvolunteering and bringing diverse people together for interesting projects.

STOTTY

NORTHUMBERLAND, UK

BACKGROUND

A stotty or stottie cake is a flat round loaf with a dimple in the middle added by the baker. The stotty is a an oven bottom bread originally baked on the bottom of brick ovens. This leavened bread is heavy and doughy because traditionally it's only allowed to rise/prove once. It's name comes from the Northumbrian word 'stott' which means to bounce. Stotties tend to be split and filled (ham and pease pudding is a common filling).

INGREDIENTS

- 260g strong plain white flour
- 1tsp salt
- 45g butter
- 11g fresh yeast or 3-4g fast acting dried yeast (a little over ½tsp)
- ½tsp sugar
- 75ml hot water
- 75ml warm milk
- Pinch of white pepper

METHOD

1. Pre-heat oven to 200C. Rub the butter into the salt and flour until it resembles breadcrumbs.
2. Mix the yeast and sugar with 15ml hot water and wait until the mixture bubbles, then add the rest of the hot water and warm milk.
3. Make a well in the centre of the flour add the liquid.
4. Knead the mixture until it's smooth and elastic, then place it into a large oiled bowl, cover and leave in a warm place until it has doubled in size. (This may take at around an hour).
5. On a floured board, roll the dough into a large flat disc (around 3cm thick) and make a dimple in the middle. Prick the top of the dough with a fork.
6. Place the dough on to a greased baking sheet and leave in a warm place for 20m to rise again.
7. Bake for 15min, then turn over the bread and bake for a further 5min

Best served hot with salty butter.



RUTH JACKSON



RUTH JACKSON

Independent worker in the third sector, LARCH

With a career working across a range of social justice issues Ruth has spent the last few years connecting across sectors, supporting individuals, organisations and institutions to challenge and address the underlying issues, strategic and operational barriers to collective and positive change. This includes support around sustainability and funding, research, narrative & conventional impact studies, alliance building and collaborative practices, operational and strategic planning.

Ruth uses previous experience creating and developing various businesses and social enterprises to inform her consultancy and enrich her understanding of the intersectionality of our current social problems.

Ruth believes that only in a multi-dimensional understanding of the issues and context of a “problem” can we hope to meaningfully address it and only through cross sector and community collaboration, asset based awareness and multi-disciplinary insights can we hope to truly address the most “wicked” of problems. Ruth adds that this awareness is wrapped in a commitment to remaining “human” in all her actions and transactions and the importance of joy and playfulness in finding ways to address the most complex, difficult and challenging of situations.

Working with the Northumbria School of Design team over the last few years Ruth is learning and reinforcing new ways to engage, challenge and change ineffective and outmoded ways of operating in rapid and meaningful ways, using design thinking in many different environments including Social Enterprise, Mental Health, Education and Housing.

IAIN CAULDWELL



IAIN CAULDWELL

CEO of Let's Connect & Director of Starfish CIC
& Making Sense of...

Iain Caldwell, has developed a career around creating new visions for organisations, practices and people that can enable them to work in more effective, innovative and insightful approaches. This work began with himself, creating a better version that could overcome difficulties and changing circumstance. This personal change has inspired Iain to explore new ideas and connect with innovators from around the world.

This personal & professional learning has been developed into practices that can be used to transform charities, social enterprises, psychological therapy practices and community approaches to social injustices.

Iain is a CEO, a director of a CIC, director of APBA - Practice-based Performance Coach, trainer and consultant. Iain's current projects include LARCH (developing social Enterprises), Making Sense of (new paradigm building and sharing within the field of mental health) and APBA - developing expertise in professional practice. Iain has gained a Professional Doctorate, MA in Management, PGCE and BSc (hons) Applied Psychology. @iain_caldwell twitter. Iain can also be found on LinkedIn and Facebook

RYE BREAD

TALLIN, ESTONIA

BACKGROUND

There is no food quite as quintessentially Estonian as rye bread. Rye has been cultivated in Estonia for more than a thousand years and is a central part of the nation's traditional agriculture. Rituals for prosperity and protection of farms sprung up alongside the grain, and during the Middle Ages, Estonia was known across Europe as a major rye exporter.

INGREDIENTS

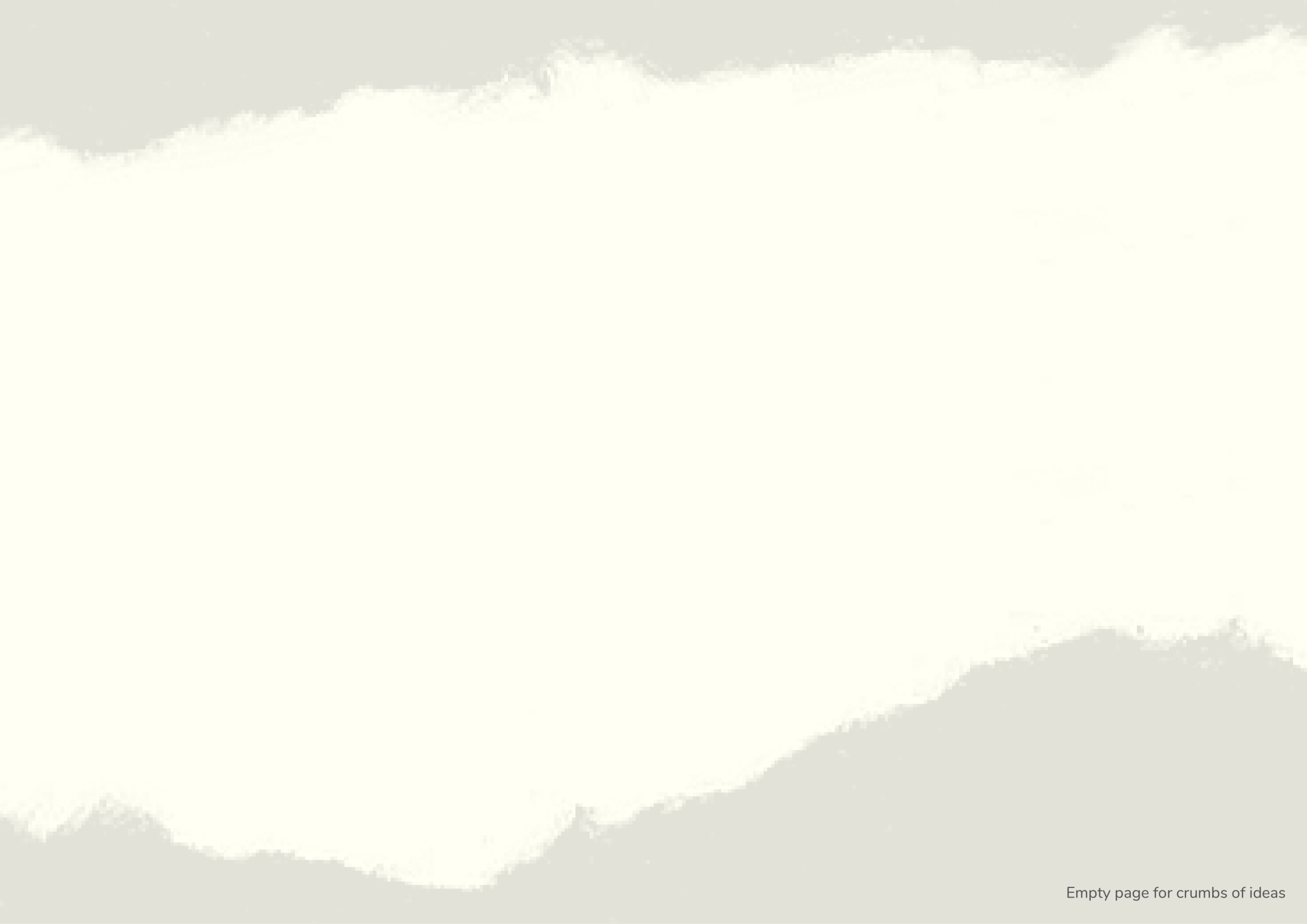
- Packet of dried yeast
- 500ml warm water
- 450g Rye flour.
- Add 50g sugar
- 10g salt
- Handful of raisins

METHOD

1. Mix a packet of yeast with 500ml of warm water and 200g of rye flour.
2. Cover the bowl with a towel and leave to ferment at room temperature for 10 hours.
3. Add 50g sugar, 10g salt and a packet of yeast to raise the dough further.
4. Finally, add 250g of rye flour and a handful of raisins.
5. Leave for 1 hour to rise.
6. Brush the surface of the bread dough with water so that the crust does not crack during baking.
7. Preheat the oven to 220c and bake for 20 minutes, then reduce the heat to 180c and bake for 60 minutes.
8. Place the bread under a towel to cool down.

Fresh rye bread should be warm and have a crispy crust. The bread is best enjoyed without too many additions. You can enjoy a flavourful slice with soups, alongside main courses, with Baltic herring on top, or with just a dab of salted butter.







www.saw-newcastle.org

FELIPE SCHMIDT FONSECA



FELIPE SCHMIDT FONSECA

Marie Curie Research Fellow

Felipe is a free/open advocate and researcher focusing on smart cities. Felipe is co-founder and leader of a number of community and networking initiatives dedicated to critical thinking and making at the crossroads of culture, science, technology and society.

Examples include MetaReciclagem, CulturaDigital.BR, Bricolabs, Lixo Eletrônico, Ciência Aberta Ubatuba, UbaLab. Felipe has an MA in Science Diffusion from the University of Campinas (UNICAMP) in Brazil, acquired with a dissertation about networked experimental labs.

TENDIR CHOREK

Azeri flat tandoori bread

AZERBAIJAN

BACKGROUND

A tandoor (tendir in Azeri) is a cylindrical clay oven and chorek means bread. Tendir ovens are built into the ground, fueled by charcoal they reach up to 480°C. The flat bread dough is attached to the sides of the oven and bakes in less than 10 mins.

INGREDIENTS

- 4 cups coarse all-purpose flour
 - 2 tbsp of sour cream or creme fraiche
 - 2 tsp of dry yeast
 - 400 ml of hand-hot water
 - 1 tbsp vegetable oil
 - 2 tsp salt
 - 3 tsp of sugar
 - 1 egg yolk
- Optional:
- 1 tsp nigella seeds
 - 1 tsp sesame seeds
 - 1 tsp of poppy seeds

METHOD

1. Mix the sour cream, sugar and yeast to 100 ml of the hand-hot water and leave in a warm place to rise for 30 mins
2. Combine the yeast mixture with the flour, salt and the rest of the warm water. Mix by hand and knead the dough until it becomes elastic and doesn't stick to your hands
3. Shape the dough into a ball, rub it with 1 tbsp of vegetable oil and cover with a thick warm towel leaving it for 1 hour in a warm place to double in size.
4. Once doubled in size, knead for 5 mins to remove any excess air, shape it in a short cylinder and cut in half. Preheat your oven to 220 C
5. Line a baking tray with parchment paper. Take one piece of dough (leave the other covered) and stretch it into an oval (1.5cm thick) the size of the baking tray.
6. Leave it aside for 15 mins to rise under a warm towel
7. Beat one egg yolk with a fork and then brush it onto the bread for a shiny effect.
8. Decorate the bread with your fingers, making two straight lines in the middle and indentation on either side. Then sprinkle the seeds over the bread
9. Place the bread into your oven to the lowest rack for a maximum of 13 mins (check the bottom of the bread after 10 mins and remove if brown)
10. Repeat the same process with the second ball of dough

This bread is usually served straight from the oven and goes well with the morning coffee or tea, topped with the unsalted butter and feta cheese or jam. Watch someone making this bread traditionally:

<https://www.youtube.com/watch?v=m40Nvt0GkSM>





MARK BAILEY



MARK BAILEY

Associate Professor of Design Innovation and Director of
Transnational Education for the School of Design

Mark's work in design-led innovation is focused on making the world a better place by launching graduates into it equipped with the knowledge, skills and creative confidence required to bring about positive change. He believes that this can be achieved through authentic, multidisciplinary, cooperative learning conducted in 'safe environments for innovation' that support 'brave failure' in pursuit of learning.

Mark established the Design-Led Responsible Innovation Practice research group, a community of practice which brings together academics from across Northumbria's School of Design and Business School, alongside researchers and students from the unique MA/MSc Multidisciplinary Innovation (MDI) programme which he wrote, led and has overseen since its launch in 2008. With the group Mark has published extensively on design-led responsible innovation practice and education.

He is currently Northumbria University's academic lead in a collaboration with the four other North East universities: Creative Fuse North East developing multidisciplinary innovation capability and capacity amongst the region's Creative Cultural Digital and IT sectors. He is also leading a British Council-funded partnership with the American University of Armenia to develop design-led enterprise education in the country.

OLLIE HEMSTOCK



OLLIE HEMSTOCK

Senior Research Fellow – Creative Fuse North East. Inventor

Ollie is a Research Fellow in the School of Design at Northumbria University, where he is involved with developing, piloting and delivering collaborative design-led interventions for Creative Fuse North East.

His research focus has involved generative design-led action research in enterprise and commercial contexts. Underlying which are research interests that intersect the spaces of strategic design thinking, sustainability, discursive design, open platforms and creative production. He is curious about how slower ways of knowing can inform collaborative and participatory practices of design in complex, interconnected and dynamic situations.

Ollie's professional background began in architectural practice and through the transition to a more academic orientation, he has been involved with commercial design consultancy work across a range of disciplines and countries. He is a keen maker, inspired by contraption-like expressive articulation of how things work, and motivated by the idea of making as an act of reclaiming agency.

TRADITIONAL BULGARIAN BREAD

BULGARIA

BACKGROUND

A traditional Bulgarian bread

INGREDIENTS

- 500g fine white flour
- 170ml warm water
- Yeast
- 3 eggs
- 100g fat of your choice
- Pinch of sugar
- Salt to taste

METHOD

1. Sieve flour into a pile on the work surface, make a well in the centre
2. Dissolve the yeast in a small amount of water
3. Add a pinch of sugar to the yeast and leave in a hot place to rise
4. Crack eggs and pour into the well in the centre of the flour
5. Add salt, the dissolved yeast, and the melted oil
6. Stir the dough and add water as needed
7. Knead the dough until it is soft and elastic
8. Cover with a towel and leave to rise in a warm place
9. When dough has doubled in size
10. Knead the dough one more time
11. Put the dough into a bread tin and add an egg yolk on the top
12. Bake until a golden crust forms

Let the bread cool and then enjoy with cheese, savory toppings, honey or spices of your choice



YVONNE FULLWOOD



YVONNE FULLWOOD

Director, Understanding Value Ltd

Dr Yvonne Fullwood is a learning, evaluation and strategy consultant. Her passion and expertise are in helping others to use evidence and insights effectively to maximise the value of their work. Yvonne's breadth of experience and expertise from across multiple sectors and topics enables her to uncover insights and approaches that others might not see – and in doing so, to link evidence, learning, innovation, strategy and practice to drive positive change for individuals and society.

Yvonne has 20 years' experience of developing, implementing and evaluating policy, strategy and system-wide change programmes across the public and voluntary and community sector – gained as both as an independent consultant and in a range of in-house roles in the private, public and charity sectors. These roles have included Associate Director in KPMG's Public Sector and Economic Advisory team, Senior Managing Consultant at ICF International and Senior Evidence Manager at the Centre for Ageing Better.

Her work has spanned multiple systems at national, regional and local levels (including working with government departments, regulators, professional bodies, the NHS, local authorities, national and local charities and with the public),

- www.understanding-value.co.uk

ALAN RAMSAY



ALAN RAMSAY

Founder, Roots and Wings

Alan studied at Economics at University College London, Innovation, Creativity and Enterprise Management at Newcastle University and Multidisciplinary Design Innovation at Northumbria University.

Alan is co-founder of Roots and Wings community interest company, a multidisciplinary design collective. Roots and Wings is a not-for-profit organisation made up of creative problem solvers, dedicated to tackling a wide array of projects, all of which have a social or environmental objective. We use participatory design techniques to define the problems and the solutions. Being a collective and seeing design in its broadest sense means we can use the most appropriate medium to achieve the desired change, from branding, animation, websites and apps through to interior design and service design.

Alan is also chair of The Recovery College Collective, a mind-bogglingly innovative peer-led Mental health charity. He also co-founded Pink Lane Coffee, which is a specialist coffee shop and roastery.

- www.rootsandwings.design
- www.recoverycoco.com
- www.pinklanecoffee.co.uk



themagichatcafe.co.uk



DOMÁCÍ KMÍNOVÝ CHLEBA

CZECH REPUBLIC

BACKGROUND

Cumin bread is the favorite and most often eaten bread in the Czech Republic

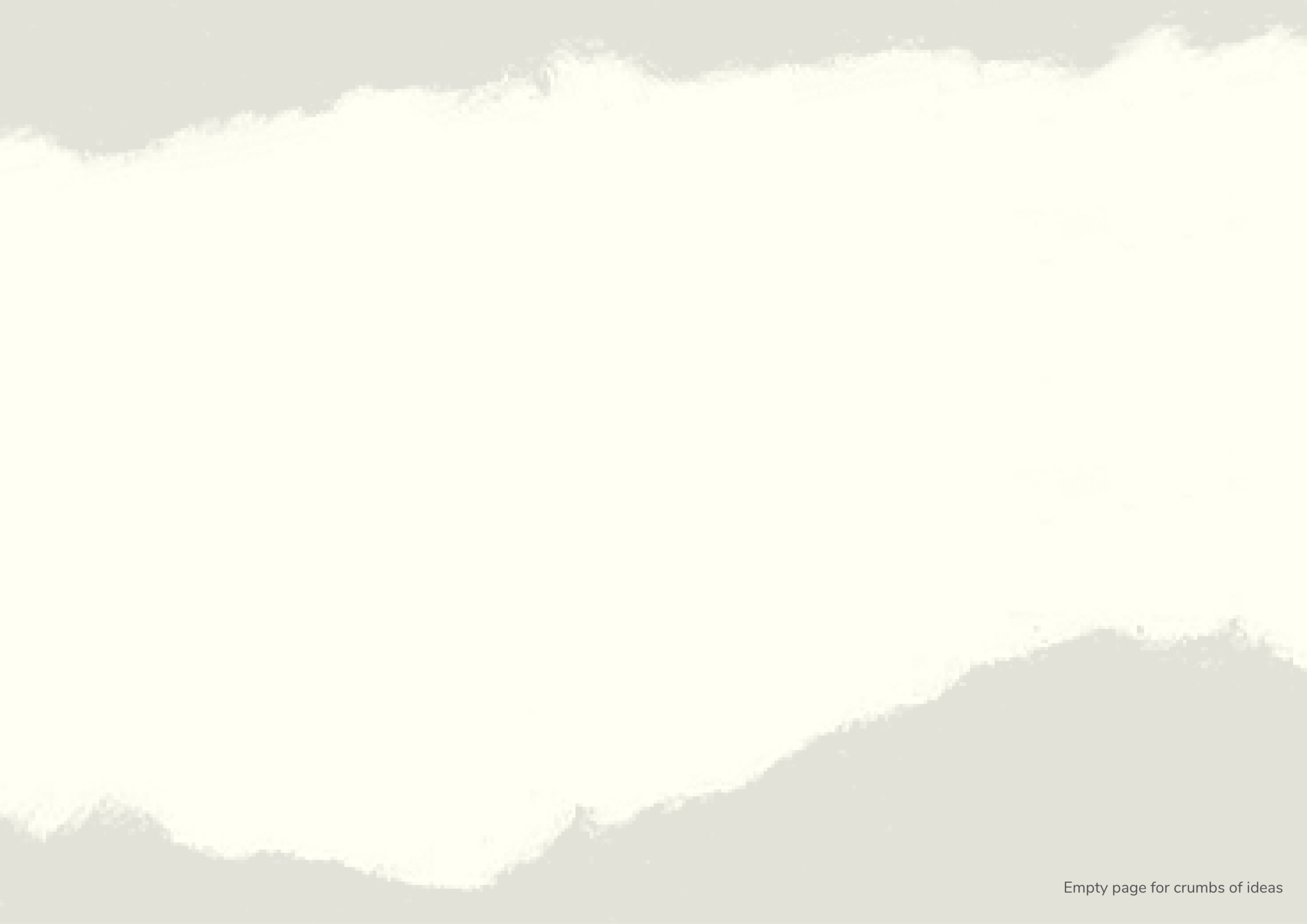
INGREDIENTS

- 1 kg of plain flour
- 600 ml of lukewarm water
- 3-4 teaspoons of salt
- 2 tablespoons cumin
- 42.5g fresh yeast
- 2 tablespoons oil
- 1 teaspoon sugar
- water with salt or eggs
- cumin for sprinkling

METHOD

1. Add the sugar and crushed yeast to lukewarm water and let it rejuvenate.
2. Mix flour, salt, cumin in a bowl.
3. Add the oil and yeast from water and yeast.
4. Mix to create a smooth dough, cover it with a cloth and leave it to rise in a warm place for 45 minutes.
5. Knead the dough and shape into a loaf.
6. Place on a baking sheet and leave covered with a cloth to rise again, for about 30 minutes.
7. Preheat the oven to 225°C, score the bun on the surface three times with a sharp knife, sprinkle with water (or beaten egg) and sprinkle with cumin.
8. Bake in the bottom of the oven for 15 minutes, then reduce the temperature to 200 ° C and bake for about 35 minutes.





MICHELLE BOOTH



MICHELLE BOOTH

PhD Researcher, Lecturer, Director, Social Enterprise Specialist, Social Entrepreneur

Michelle is an experienced academic, business consultant, researcher and community economic development practitioner with over 26 years of experience in the field. She specialises in place-based social enterprise development, exploring the paradigms of place-based ecosystems in supporting community-led development and social innovation.

Michelle is a locally and nationally, recognised changemaker, with social business interests in the North East and North West regions. Michelle is a recognised social entrepreneur with awards including NatWest WiSE100 in 2018 and Social Enterprise UK roll of honour for services to social enterprise in 2020 during Covid-19.

CHLEB PSZENNO-ŻYTNI Z ZIEMNIAKAMI NA ZAKWASIE

Sourdough wheat-rye bread with potatoes.

POLAND (EASTERN)

BACKGROUND

Before the second world war, much of the grain harvested was processed on the farm itself by grinding the grain on querns or in local farm mills. At a time when potato-growing was developing rapidly in Poland and had become an important part of the population's diet, it was observed that the quantity of bread baked could be increased by adding a relatively cheap ingredient to the bread dough, namely boiled and mashed 'grated' potatoes. This also improved the flavour of the bread and helped it to stay fresh longer.

Pawel shares "I remember this bread from my childhood. My grandmother who lived in the countryside baked it. The loaves were large, heavy and kept fresh for a long time. Unfortunately, I was too young to know and remember the recipe, so I am sharing a recipe that gives a similar result."

INGREDIENTS

The evening before baking:

- 100g sourdough
- 100g rye flour
- 100ml water

Before baking:

- 100g boiled potatoes
- 275ml lukewarm water
- 300g wheat bread flour
- 100g rye flour
- 1tsp salt
- 2tbsp olive oil

METHOD

The evening before baking:

1. Mix the ingredients until they form a thick dough
2. Cover the bowl with plastic wrap and set aside

The next day:

1. Add the water, flours, potatoes, salt and oil to the bowl and mix well
2. Transfer the dough to a greased baking tray and cover with a linen cloth
3. Leave it to rise.
4. Put the risen bread into an oven preheated to 240 degrees and steamed, bake for 15 minutes,
5. Turn the oven down to 200 degrees and bake for another 20 minutes.
6. Turn the oven down to 180 degrees and bake for about 10-15 minutes.





IL-ĦOBŻ TAL-MALTI

MALTA

BACKGROUND

Maltese bread (Maltese: Il-Ħobż tal-Malti) is a round, sourdough loaf with a hard, crunchy crust, usually stone-baked in wood ovens. The fermentation process for traditional Maltese bread is over 7 hours long. Until the 19th century bread in Malta could be exchanged as a means of payment.

INGREDIENTS

For the starter:

- Half a sachet of active dry yeast
- ¼ cup lukewarm water
- 1 tsp sugar
- 2/3 cup strong bread flour

For the bread

- The starter mixture
- 600g strong bread flour
- 2 tsp sea salt (fine)
- Lukewarm water

METHOD

Make the starter:

1. Mix all ingredients and form into a ball, store in a warm place for about 6 hours.
2. Take half the dough and squeeze it between fingertips in lukewarm water;
3. Add 15g active dry yeast and 1 tbsp sugar, cover and let the yeast to ferment
4. Add 100g strong bread flour and water to the other half of the dough to form an elasticated dough. Rest in a warm place for 6 hours then store in the fridge.

Make the bread:

1. Mix all ingredients and knead until elastic and smooth (about 10 minutes)
2. Store in a covered bowl under a wet tea towel for 1 hour until doubled in size
3. Knead the dough and fold the edges inwards to the centre while turning the bowl anticlockwise for five turns. Cover again in a warm place for another hour
4. Tip the dough onto a lightly floured surface, cut into pieces. and form into balls
5. Place onto a well-floured baking tray, cut a slit on the top of each ball and sprinkle flour on top.
6. Cover and store in a warm place until the balls double their size. Sprinkle additional flour and bake into a pre-heated oven 250°C for about 45 minutes

Enjoy as an accompaniment to meals or with fillings such as the traditional hobz biz-zejt that is rubbed with tomatoes and drizzled with olive oil, plus a variety of ingredients ranging from tuna and Gozo cheese to beans and pickled vegetables.



GRETA DEFEYTER



GRETA DEFEYTER

Professor Greta Defeyter BSc (Hons) CPsychol FRSA FHEA
FBPsS PhD

Director of the Healthy Living Lab, Northumbria University

Greta's current research interests are food insecurity, social injustice, school feeding programmes and holiday hunger. She has received funding from multiple sources and has published numerous papers on school breakfast clubs and holiday provision. She is now a recognised expert in this area and in 2015, she was made a Fellow of the British Psychological Society in recognition of her research with children living in areas of social and economic deprivation.

Recently, Greta joined a prestigious line up of award winners by winning a Food Heroes Award from Sustain for her research on school breakfast clubs and holiday hunger. In 2017, the Healthy Living Lab won the British Psychology Public Engagement Award (North East) for their translational research on feeding disadvantaged children. In 2020 she was recognised, by the Big Issue, as one of the top 100 change makers for her research and policy impact on childhood food poverty.

Greta is a member of the BPS Expert Reference Group-From Poverty to Flourishing and a Subject Expert on the APS-Equity Flattens the Curve Campaign, a civic commissioner on the Gateshead Poverty Truth Commission and an executive member of the North East Child Poverty Commission. In her spare time, Greta is a trustee for Feeding Britain, and the Great North Air Ambulance, and a Director of Family Gateway, and the Ouseburn Learning Trust.

SOURDOUGH

TEL AVIV, ISRAEL

BACKGROUND

Dudi is one of the best bakers in tel aviv. he used to own a restaurant but sold it and now refers to himself as a "retired chef, active cook" At present he is cooking and baking just once or twice a week. Trained in Austro-Hungarian cooking, he was a restaurant owner and a chef for years but now he takes life more easily and doesn't miss his days in the restaurant scene.

INGREDIENTS

- Water
- Yeast
- Whole wheat flour

METHOD

Secret!



JAMIE MACKRILL



JAMIE MACKRILL

Director of Opportunities, St John of God Hospitallers (SJOG)

Jamie has been Director of Opportunities at SJOG since 2019 and leads on fundraising, service design and research. He uses his background in design to develop services that meet the needs of the people they support.

The services Jamie has developed have ranged from place-based employment projects in rural locations through to technology-based mobile sensory units for people with learning disabilities and autism.

Jamie holds a PhD in engineering and prior to working in charities, was a Lecturer at the Dyson School of Design Engineering, Imperial College London, and Visiting Tutor at the Royal College of Art.

- sjog.uk

Rúgbrauð

ICELAND

BACKGROUND

This dense, mildly sweet, hearty rye bread is ubiquitous in its native Iceland, where it's traditionally sliced very thin and served with smoked, cured, or pickled foods, or a simple smear of salted butter. Since it's leavened with baking powder and baking soda (not yeast), it's simple to throw together: no kneading, no rising, just mix, bake, and enjoy.

INGREDIENTS

- 477g Medium Rye Flour
- 2 cups (454g) buttermilk
- 2 teaspoons salt
- 1/2 cup (168g) honey
- 1 tablespoon baking powder
- 1/2 cup (170g) molasses
- 3/4 teaspoon baking soda

METHOD

1. Preheat the oven to 325°F with a rack in the center position.
2. Whisk together the flour, salt, baking powder, and baking soda.
3. In a separate bowl, whisk together the buttermilk, honey, and molasses.
4. Pour the wet ingredients into the dry ingredients and stir to mix.
5. Transfer the batter to a lightly greased 9" pullman (lidded) loaf pan and smooth the top. Lightly grease the lid and place it on the pan.
6. Bake the bread for 2 hours. Turn off the oven and remove the lid from the pan. Leave the loaf in the turned-off oven for another 15 minutes, then remove from the oven and turn out of the pan onto a cooling rack.
7. Cool completely before slicing thinly.

Best served with salty butter, pickles, smoked salmon or cheese





ANDY HADDON



ANDY HADDON

Founder, Big River Bakery

Andy is an award winning and high profile north easterner driven by desire to create equitable and low carbon approaches to living for all.

His most recent success has been founding and scaling Big River Bakery with the vision to create and deliver at scale an innovative business model which enables affordable and healthy food to be available to all and not just the affluent. The bakery was recently featured on BBC2 Hairy Bikers Go North series and has two sites on Tyneside and Teesside with significant expansion plans in 2022.

Andy has extensive experience of both small business and corporate arenas, social enterprises, academia and the public sector. His strengths are thinking creatively and entrepreneurially, facilitation, mentoring, building collaborative initiatives and win-win partnerships, an ability to analyse complex situations and think laterally to develop new opportunities, secure funding, build teams and project manage delivery.

Andy has five degrees in Renewable Energy and Enterprise (Newcastle), MBA (Durham with distinction), bio-aeronautics (Cranfield - environmental approaches to land use), Computing (DeMontfort - whole systems thinking) and Psychology (Newcastle).

- www.linkedin.com/in/andy-haddon-earthdoctor/
- bigriverbakery.com
- www.chroniclelive.co.uk/news/north-east-news/north-east-people-changing-way-22489673
- www.livingnorth.com/article/big-river-bakerys-big-social-innovation



BIG RIVER
BAKERY

BIG RIVER
BAKERY

bigriverbakery.com

DAY ONE

- 09.00 - 09.30 Welcome
- 09.30 - 11.00 Keynote Speakers
 - 09.30 - 10.00 Designing the well-being of Shieldfield
 - 10.00 - 10.30 Monkey Business - design thinking in social enterprise
 - 10.30 - 11.00 Cities - coping with excess materials
- 11.00 - 11.30 Coffee Break
- 11.30 - 13.00 Snapshot Safari: Design for Social Innovation
- 13.00 - 14.00 Lunch (provided)
- 14.00 - 15.00 Panel Discussion: Get Ready to Innovate
- 15.00 - 16.15 Workshop - Building a visual understanding
- 16.15 - 16.30 Wrap up
- 19.00 Dinner - The Magic Hat Cafe

DAY TWO

- 09.00 - 09.15 Welcome
- 09.15 - 10.45 Keynote Speakers
 - 09.15 - 9.45 My journey in social enterprise
 - 9.45 - 10.15 Designing a social housing policy
 - 10.15 - 10.45 Design and the Entrepreneurial Charity
- 10.45 - 11.15 Coffee Break
- 11.15 - 12.30 Exhibition development and discussion
- 12.30 - 14.00 Lunch (see map for details)
- 14.00 - 16.00 Workshops
 - 14.00 - 16.00 Workshop - Breadmaking and social innovation
 - 14.00 - 16.00 Walkshop - Design within community
- 16.00 - 17.00 Final Celebration
- 17.00 Conference Closes



Northumbria University

Northumbria University is where we will begin the event and is situated a short walk away from your chosen destinations



SAW Newcastle

From the SAW Workshop space enjoy a guided tour around different Design elements that inhabit the North East



Big River Bakery

Get creative when creating bread in our hands on Workshop event at a well known North East bakery



Design School

The Design School situated in the 'Birds Nest' provides a spot to relax or visit the cafe opposite in the Law building



Food Suggestions

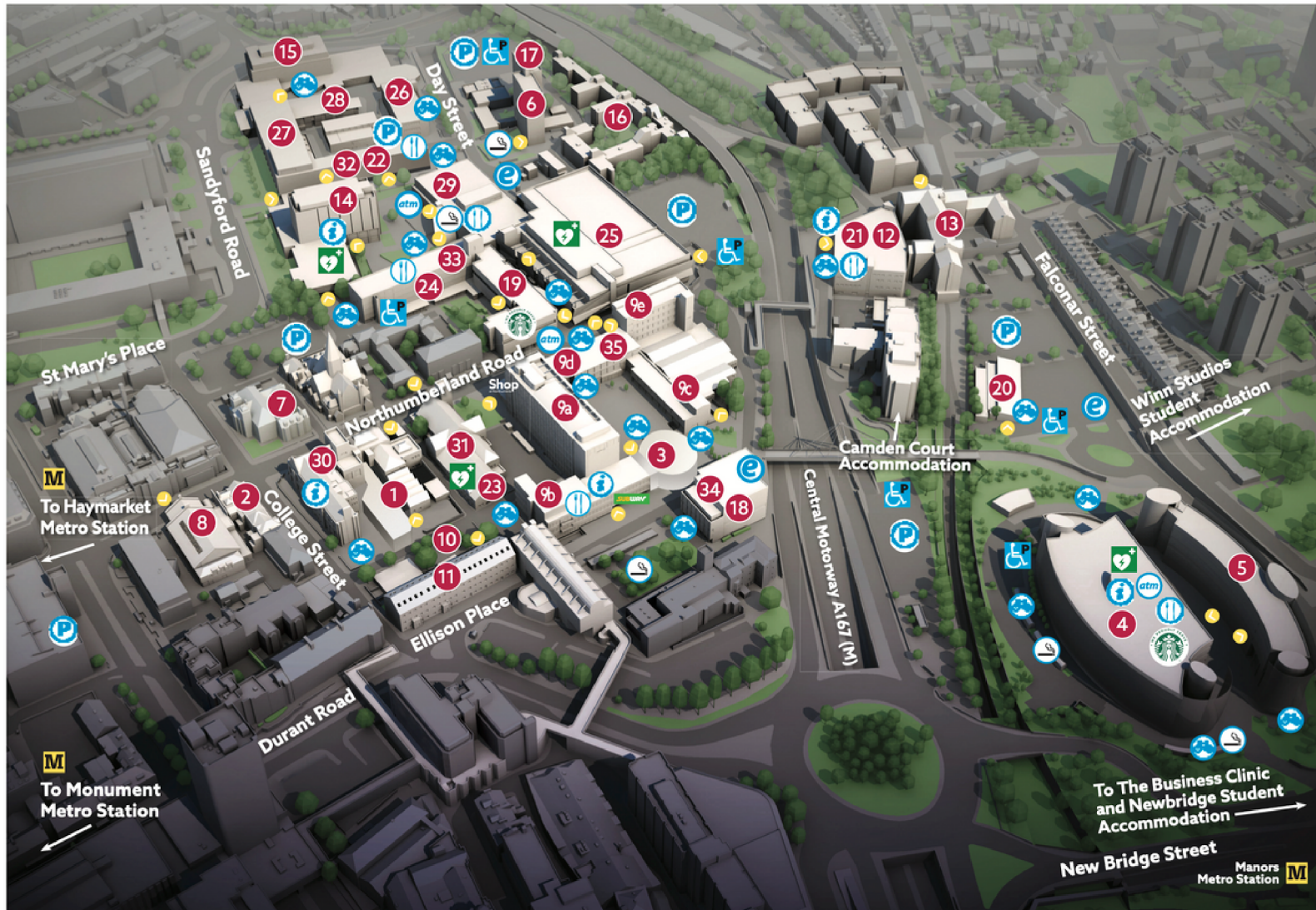
1. Law School Cafe (Various filling meals)
2. Biscuit Factory Cafe
3. Tesco Extra
4. Garage Cafe



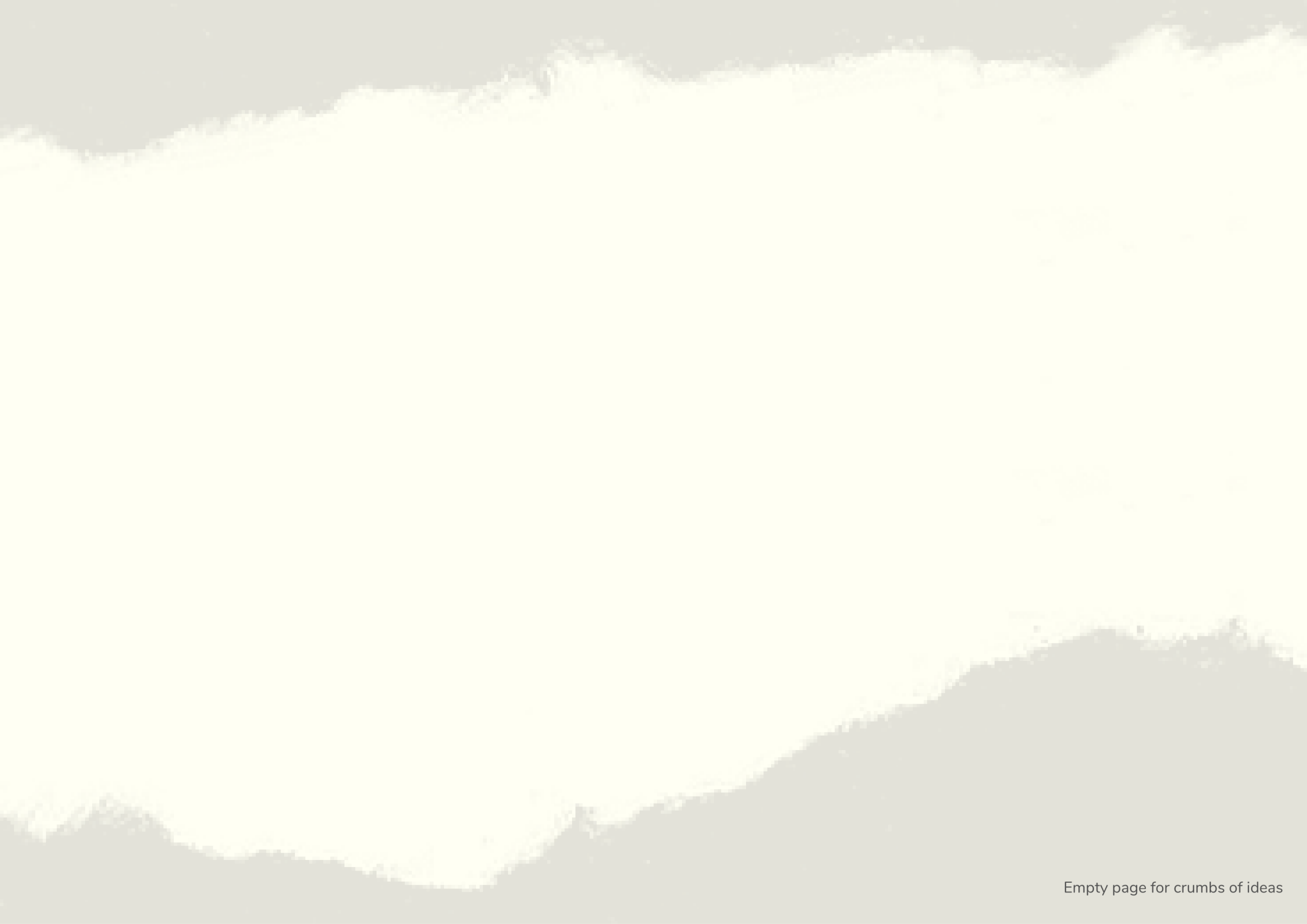
Northumbria University
NEWCASTLE

City Campus

- Reception/Information
- Parking
- Cycle Parking
- Electric Vehicle Charge Point
- Food and Drink
- ATM Machine
- Starbucks
- Subway
- Smoking Area
- Shop at Northumbria
- Branded Merchandise
- Accessible Building Entrance
- Accessible Parking
- Automated External Defibrillator



- 1 Architecture Studios
- 2 Burt Hall
- 3 CIS Building
- 4 City Campus East 1. Newcastle Business School and Northumbria Law School
- Student Central**
- Ask4Help
- CCE Restaurant & Deli, 1880 Café
- 5 City Campus East 2 - Design School
- 6 Claude Gibb
- 7 College House
- 8 Drill Hall
- 9a Ellison Building A Block
- Shop at Northumbria
- 9b Ellison Building B Block
- 9c Ellison Building C Block
- 9d Ellison Building D Block
- 9e Ellison Building E Block
- 10 Ellison Gardens
- 11 Ellison Terrace
- Occupational Health
- 12 Facilities & Estates
- 13 Glenamara House
- 14 Library
- Student Central**
- Ask4Help
- Student Support and Wellbeing
- 15 Lipman Building
- 16 Lovaine Halls
- 17 Muslim Prayer Facility
- 18 Nixon Hall
- 19 Northumberland Building
- Café Central
- 20 Northumbria University Nursery
- 21 Pandon Building
- Pandon Grab and Go
- 22 Sandyford Building
- Taste Café
- 23 Security, Mail and Transport
- 24 Shop Central
- 25 Sport Central
- 26 Squires Annexe
- 27 Squires Building
- 28 Squires Workshops
- 29 Students' Union
- The Venue
- 30 Sutherland Building
- 31 Trinity Building
- 32 The University Gallery;
- Gallery North
- The University Collection
- The Woon Gallery of Asian Art
- 33 University Library Digital Commons
- 34 Wynne-Jones Building inc Chaplaincy and Faith Advice Centre
- 35 The Zone



ENDING WITH A STARTER

A sourdough starter is a substance containing natural yeasts. When regularly fed with water and flour it can be maintained as a living culture. Some starters are hundreds of years old and have been shared through generations of families and between friends.

Starters can be used as a substitute for baking yeast to make many kinds of bread, pancakes, scones and cakes. During the covid-19 lockdowns when shops were closed and yeast was hard to find, communities came together and shared sourdough starters so that people could bake their bread.

We hope this conference on design for social innovation will act like a sourdough starter. Gathering, sharing and discussing ideas to nurture a culture of learning, furnishing everyone with ideas and inspiration to take home and share with others.

Thank you for joining and bringing your valuable experience and perspectives to this shared space.

N. Spencer.

Helen Simmons



What does design for social innovation mean to you?

How might you address social innovation in your teaching, research or practice?

What have you found inspiring during this event?

What would you like to find out more about?

Who do you want to have further conversations with?

How should we live?



**Northumbria
University**
NEWCASTLE



cost
EUROPEAN COOPERATION
IN SCIENCE & TECHNOLOGY

COST ACTION WG1

Multidisciplinary Innovation for Social Change

<https://socialchangelab.eu/working-group-1/>

Recipe book design: Helen Simmons

Book production: Ollie Hemstock & Kanchana Bell

Poetry: Ruth Jackson

Bread recipes: suggested by conference attendees