

**DESIS  
NETWORK**  
Design for  
Social Innovation  
and Sustainability

# BREAKING BARS

**Believe in second  
chances.**



universidade  
de aveiro



ID+ RESEARCH  
INSTITUTE FOR  
DESIGN, MEDIA  
AND CULTURE  
PORTUGAL

**University of Aveiro**  
**ID+ Desis Lab**  
**Portugal**  
Eva Oliveira

## **Promoters.**

**Ministry of Justice;  
General-Directorate of  
Prison Services;  
Detention Facilities**

**BREAKING  
BARS** |||||

## **Funder.**

**SAPANA.org**

## **Aknowledgements.**

**European Fund ERASMUS+; Aromatic Herbs Vases Campaign – Social business**



# DIRECTOR

## **Context.**

**Due to the lack of technicians in the Detention Facilities, there is a high rate of criminal recidivism in Portugal, higher than 51%. This is an important and neglected problem, and it is therefore crucial to ensure social and labor integration, but also to sensitize and raise awareness within the Society to the importance of a second chance.**





## **The project.**

**This project aims to empower people in imprisonment, their subsequent social and labor integration, and mentoring after being released. It's intended for Male individuals in seclusion, between the age of 18 and 45 and who are at one year distance from the end of sentence.**



## **The design process.**

**SAPANA.org has developed its own methodology - IPath, to support individuals in their transformation for their better selves:**

**Stage 0 – Self-Awareness**

**Stage 1 – Diagnosis**

**Stage 2 – Opportunities**

**Stage 3 – Design**

**Stage 4 – Implementation**

**Stage 5 – Monitoring and Follow-up**





# Governance and Policy Making



**Prison Services**

**Ministry of Justice**

The Ministry of Justice and the General-Directorate of Prison Services guarantee the conditions for the program to take place within the Prison Establishment. Private companies are the project's main Ambassadors, not only providing a job opportunity to people but also raising awareness of the importance of a second chance.



# Activism and Civic Participation



## Community Involvement

Apart from the projects developed with the inmates, Breaking Bars is an open doors project for people that want to be involved, whether by employing the inmates, give financial support, mentor a prisoner, and others.



# Social Interactions and Relations



**Work connections**

**Emotional Intelligence**

Part of the mentoring done is related to cognitive, emotional and behavioral restructure, followed by a pitch to possible employers – reducing the gap between their reality and the society reality, for a smoother reintegration.



# City and Environmental Planning



## Economic Return

This project intends to have a direct impact in reducing the rate of criminal recidivism, leading to a direct saving in the amount spent by the Portuguese State in the penitentiary system, thus impacting the national economy. The amount saved in this area may be invested in other areas that are fundamental to society, such as Health and Education.



# Production, Distribution and Consumption



All SAPANA.org projects, including Breaking Bars, are based on the Bootstrapping concept. The mindset through Bootstrapping revolves around good practices of common sense and conscious waste. That is, whenever a resource is effectively needed, the first thought is to borrow or rent before buying new.



# Skill Training and Design Education



**Self-managment**

**Support network**

Preparing for the release, there is a focus on the development of behavioral skills such as: entrepreneurship, interpersonal communication and employability, while working alongside possible employers to help the inmates learn valuable skills. After the release, the goal is to monitor the successful integration in society.

# Job Creation

## BREAKING BARS

**Access to oportunities**

**Inclusion in the labor market**

The program's rate of employability is at 50%, taking only the released ex-prisoners into consideration. Through employability, it will be possible to guarantee the financial sustainability of the individual, thus allowing access to essential basic goods, such as food, preventing them from relying on crime to meet basic needs.



# Storytelling and Visualisation



**Appeal to emotion**

**Strong messages**



The project keeps most of the images of the inmates private. The way it communicates with the public depends on the side of the project they want to portray. To appeal to the emotional side, aesthetically pleasing vídeos are made, showing one of the successful cases, whereas the products that are sold for the project have a friendly image, with the main message being “It’s in your hands”.

**DESIS**  
**NETWORK**  
Design for  
Social Innovation  
and Sustainability

<http://sapana.org/>

[\*\*office@sapana.org\*\*](mailto:office@sapana.org)



universidade  
de aveiro



ID+ RESEARCH  
INSTITUTE FOR  
DESIGN, MEDIA  
AND CULTURE  
PORTUGAL

**University of Aveiro**  
**ID+ Desis Lab**  
**Portugal**