

DESIS
NETWORK
Design for
Social Innovation
and Sustainability

**Pillsbury
United
Communities.**
Justice Lives Here.



ID+ RESEARCH
INSTITUTE FOR
DESIGN, MEDIA
AND CULTURE
PORTUGAL

University of Aveiro
ID+ DESIS Lab
Portugal
Catarina Cruz

Promoter(s).

Freight Farms

Funder(s).

**Bush Foundation;
Government;
Anonymous Donations**

**PILLSBURY
UNITED
COMMUNITIES**

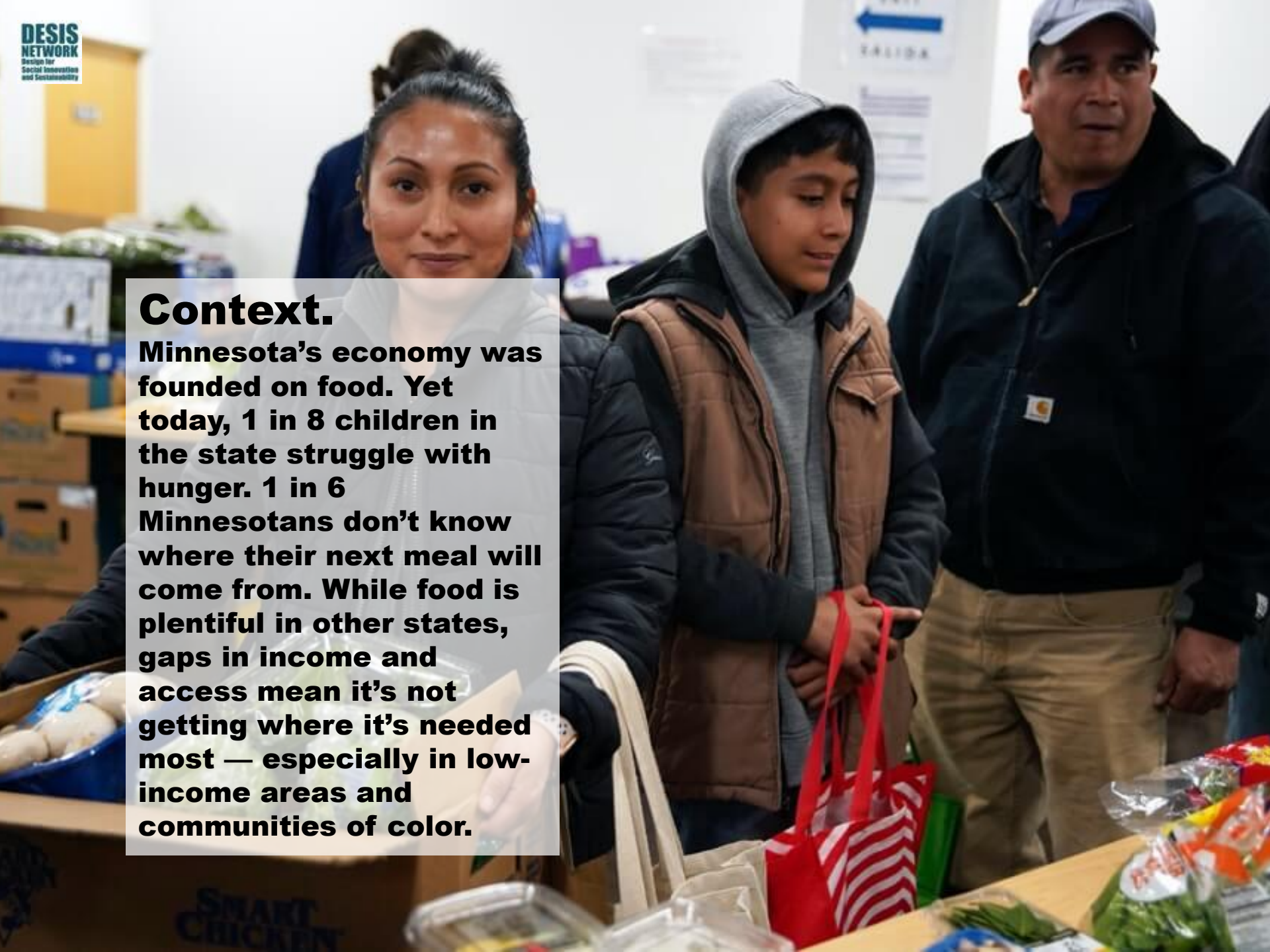
Aknowledgements.

Adam Mosley, Miski Abdulle, Vickie Besch, Julie Brauning, Brenna Brelie, Latosha Cox, Samantha Diaz, Amano Dube, Julie Graves, Jimmy Loyd, Vanan Murugesan, Ethan Neal, Kenzie O'Keffe, Kim Pepper, Faye M.Price, Noël Raymond, Tsega Tamene, Awol Windissa

Context.

Minnesota's economy was founded on food. Yet today, 1 in 8 children in the state struggle with hunger. 1 in 6

Minnesotans don't know where their next meal will come from. While food is plentiful in other states, gaps in income and access mean it's not getting where it's needed most — especially in low-income areas and communities of color.



The project.

Using food as the mechanism to address culture, education, health, policy and justice, PUC has built an ecosystem of food resiliency programs to lift up the Minneapolis community. With numerous urban gardens, hot meals, a community grocery store and a hydroponic farm, PUC sets the standard for how supporting community with community can create incredible change.



The design process.

Beginning in 1879 with the first settlement house, PUC co-creates enduring change toward a just society.

Everything in the community starts with empathy and proceeds with humility.

The foundation of this process is using the principles of human-centered design. By asking the right questions it is possible to uncover the true needs that lead to meaningful innovation.

More Impact!

Growth

A Bright future for all.

Creating other people's most

Deep Justice + Transition
Growth in
Community -
Sustainable
Development

Building
the future
of the city

Building
the future
of the city

Building
the future
of the city

Building
the future
of the city

Building
the future
of the city

Working on
More People

BUILD &
HARVEST
More

More Impact!

Governance and Policy Making

Impartiality

Developed with, by and for the excluded

Their policy work is developed with, by and for those who have been historically excluded from the process: African Americans, Indigenous people, immigrants, refugees and people in poverty. They focus on equitable neighborhood development that avoids gentrification and displacement. In addition, they are working to advocate a reimagined system of public safety, and to protect the financial stability of community artists.

Activism and Civic Participation



Broad-mindedness

Everyone has the capacity to join and enrich the community conversation. Through participatory community media and arts experiences, it is possible to amplify underrepresented voices in the community. There is a chance, for people of all ages, to use their creativity, share their stories and shape the narrative of their neighborhood.

Social Interactions and Relations



Community work

«People power»

Social interactions and relationships are key for the development of this project and the overall community and they are present in every single activity undertaken by PUC. “Our greatest asset is our people power (...)”. The main focus of their mission is the bond and connection between people so as to achieve “an impact greater than the sum of our parts”.

Production, Distribution and Consumption



One-of-a-kind Black-led grocery store

Local production

The idea was to help residents untangle the complicated web of food, nutrition and health but unfortunately, there was no grocery store in the area. North Market was born then, not only as a local grocery store in the middle of the food desert, but as a center for community health as well.

With food from the on-site Freight Farm, the local urban gardens, and 35 local entrepreneurs, the North Market shoppers can buy healthy, nutritious, local and fresh food at an affordable price.

Skill Training and Design Education



Increase funding for out-of-school time youth programs

Tear down racial opportunity gap

Lifelong learning

The PUC opens paths to lifelong learning and equitable participation in the local economy. In addition to all the workshops and activities provided, they work on increasing funding for out-of-school time youth programs, providing safe opportunities for young people in the community. Their efforts are also focused on dismantling the racial opportunity gap and promoting new, innovative models to prepare young people for success.

Job Creation

A photograph of a group of people sitting at a table in a meeting or workshop. In the foreground, a Black woman with long dreadlocks is looking towards the left. Behind her, a man with a beard and glasses is also looking left. In the background, another woman in a red shirt is visible. The image is slightly blurred, focusing on the people in the foreground.

Long-term career opportunities

Local economy

The personalized career development services, provided by the PUC, help people understand and embrace their own knowledge, value and potential as a catalyst to support their families and gainfully participate in the local economy. They consider the skills needed with the choices people want in order to guide the jobseekers for long-term career opportunities.

Storytelling and Visualisation

JUSTICE LIVES HERE

Pillsbury United Communities co-creates enduring change toward a just society. Built with and for the people we serve, our united system of programs, neighborhood centers, and social enterprises empowers individuals and families across the region to own their future on their own terms.

FIND PROGRAMS

SUPPORT US

PEOPLE



Through innovative community-based support, we ensure families are healthy, safe, and ready to thrive.

COMMUNITY HEALTH

9,404

youth connected to safer sex resources and STI testing

PLACE



Through the arts and community media, we help build neighborhoods where everyone belongs and has a voice.

NORTH NEWS

10,000

monthly readers of nuanced stories about the Northside

PROSPERITY



Through education and employment programs, we create pathways and open gateways to economic empowerment.

EARLY EDUCATION

100%

success rates for kindergarten readiness

The Pillsbury United Communities have well designed media platforms: website and Facebook page. Through their dynamic and consistent uploads, they are able to share, with great conviction, all the programmes, activities, missions, etc. This creates a strong bond with the community involved.

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