

SOCIAL TRUST IS THE GLUE

- Studies regarding *urban development, economic development and corruption and local policy-making* have increasingly identified **social trust** as one of the most important determining factor for achieving sustainable growth.

SAFETY VS TRUST

- The level of trust in governmental authorities, in the media, in fellow-man, in social institutions is at an all-time global low.
- Fear is creating an increase in visible safety measures in large cities.
- Safety measures generate more mistrust.

ANTI-TRUST VS SUSTAINABLE DEVELOPMENT GOALS

- Article 1: All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood.
- Anti-trust is a social virus that annuls the spirit of equality and brotherhood. Common goals (SDG) seem unattainable and naïve.

HOW TO ESTABLISH TRUST?

- Trust is regional. The northwestern definition varies from the Southeastern, for instance.
- Our part of the world: trust is based on rational observation and empirical evidence.
(example: Baby strollers in the street)
- Leap of faith

CASE: FEMALE PISSOIRS

- How do we make sure that women enjoy the same privileges as men?
- How do we encourage a safe environment when women need to pee in public places?
- How do we earn social trust?

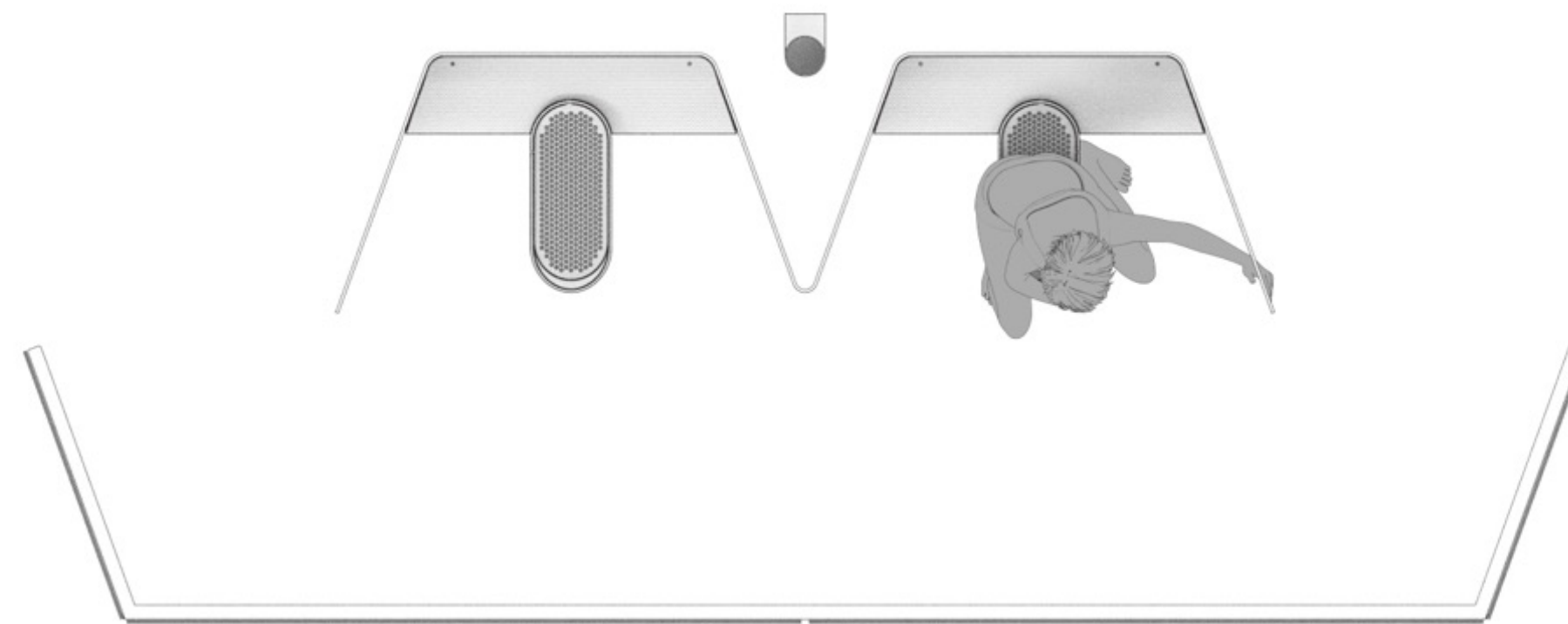
THE FEMALE PISSOIR

- The female pissoir is a leap of faith!
- Careful design involving female participants has gone into striking the right balance between feeling safe and displaying social trust
- Placing public responsibility in a context of social expectations and faith.

DESIGN THINKING

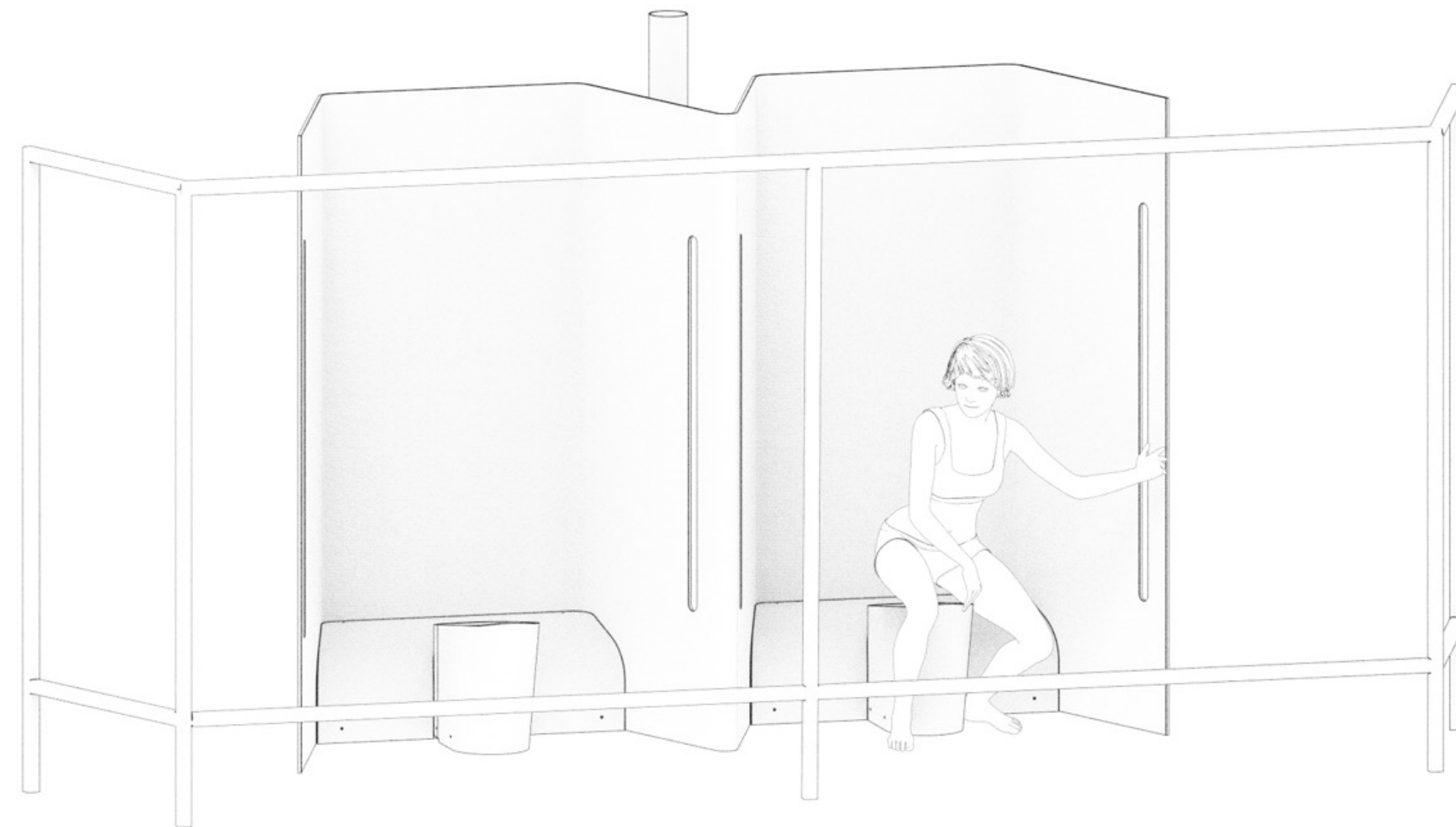
- Context: establishing a trial period in Copenhagen's busiest night life district
- Designing a product that feels safe and easy to use while maintaining a unbroken connection to its environment.
- Taking human behaviour and mentality into account.

OPEN BUT SHELTERED



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Adding lighting and signage will establish a sense of public approval and social trust.



VISIBLE PLACING

The unpolished and raw surroundings of the Meatpacking district of Copenhagen.

