CREATIVE REACTION LAB
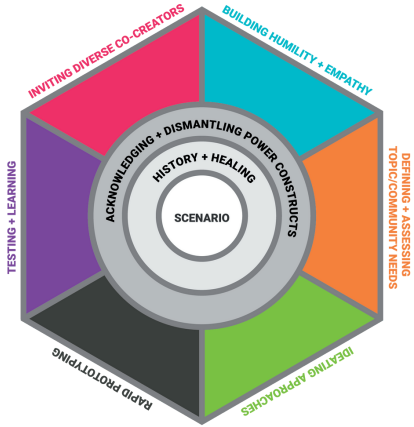
A MODEL FOR COMMUNITY ENGAGMENT, PROBLEM SOLVING, & CREATING INCLUSIVE & EQUITABLE OUTCOMES

EQUITY-CENTERED COMMUNITY DESIGN™

Equity-Centered Community Design™(ECCD), created by Creative Reaction Lab (CRXLAB), is an award-winning creative problem-solving process based on equity, humility-building, integrating history and healing practices, addressing power dynamics, and co-creating with the community. *(ECCD was named a Fast Company World Changing Idea Finalist.)* This design process focuses on a community's culture and needs so that they can gain tools to dismantle systemic oppression and create a future with equity for all. Creative Reaction Lab's goal is to share equity-centered community design to achieve sustained community health, economic opportunities, and social and cultural solidarity. ECCD is one framework in the emerging field of Equity Design, co-created and co-organized by CRXLAB and the members of the Equity Design Collaborative.

WHY INTEGRATE ECCD™?

- ECCD™is a flexible system for intersectional issues. When solving problems for complex, real-world issues, the process is not linear nor step-by-step. ECCD™allows for various combinations when addressing different challenges and/or situations.
- ECCD™ provides tools to dismantle systemic oppression and create a future with equity for all are designed with the community.
- ECCD™is different from traditional design processes because it amplifies creative problem solving frameworks by adding + centering the following four pillars: (1) Equity, (2) Humility-Building, (3) Integrating History & Healing Practices, and (4) Addressing Power Dynamics.
- The integration of 'history + healing and acknowledging + dismantling power constructs' is crucial in every step of the problem-solving process.

WE'VE REACHED

865,586

SHARES & IMPRESSIONS
as of March 29, 2023

"This [ECCD] design process focuses on highlighting a community's cultural capital while assessing its needs so that it can gain tools to dismantle systemic oppression and create a future with equity for all."

"I've seen other frameworks that call for diverse co-creators, ideation, rapid prototyping, etc., but I think that those can only be so effective if the individuals in a group do not first have a deep understanding and awareness of the power and privilege that various aspects of their identity might have within the dynamics of the group."

"ECCD gave me permission to pursue a better way to center and empower communities in decision-making processes; by laying out a framework and elevating new language to advance the conversation."

ECCD™ IS GLOBAL.

The reach of ECCD™ and the emerging Equity Design™ field:

While most of our ECCD **community members** are **located** in the U.S., our global reach has expanded to Canada, the UK, Australia and over 50+ other countries and 600+ cities world wide!
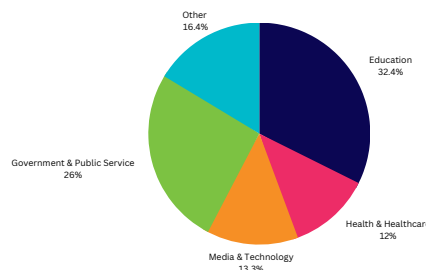
Most Reached Countries

United States
Canada
United Kingdom
Australia

Most Reached Cities

St. Louis, Seattle, Toronto, Chicago, Denver
New York City, Washington D.C., Los Angeles
Portland, San Francisco, Minneapolis
London, Boston, Oakland, Austin

ECCD™ IS SECTOR-AGNOSTIC.

Industries that ECCD™ has impacted:

Other 16.4%
Education 32.4%
Health & Healthcare 12%
Media & Technology 13.3%
Government & Public Service 26%

CRXLAB recognizes that racial inequities and injustices are cross-sectional. Therefore, for true racial and health equity to be established in the United States (and across the globe), transformations will need to occur in many "systems", including, but not limited to, child health and well-being, criminal justice, healthcare, and employment and job access. **Narrative and Livelihood Shapers are our focus areas for co-designing for racial and health equity.**

CRXLAB's 150+ past clients and partners have included the following, among many others:

OBAMA FOUNDATION · Meta · Robert Wood Johnson Foundation · Adobe · Ewing Marion Kauffman Foundation

KAISER PERMANENTE · target · OPEN SOCIETY FOUNDATIONS · The Aspen CHALLENGE · bezos family foundation · Levi's · Mortimer & Mimi Levitt Foundation