



Design Anthropology

A methodology for building and
developing the Caribbean seaweed and
sea moss industry.

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Design Anthropology In Action.



THE THINKING



THE TEAM



THE TIMING



THE TRADE



The Thinking: What is Design Anthropology?

- It is to bring together, design process thinking and the anthropological method of ethnography, to discover or create new human futures and wellbeing.
- The central question driving this thinking is, How do island people deal with precarity?(precarious futures)
 - Oversupply of labour
 - High levels of debt
 - Environmental overload
 - Climate Change
 - Diminishing biological diversity



Design
Anthropology can
facilitate a
Bioeconomy
futures.

- Biological (biosphere) Users Interface and experience – while we use design to traditionally create cultural interface **from creation**, we tend not to see ourselves as biological creatures embedded in a biological creation,(the biosphere, biological resources) hence create useful designs **with creation** as part of the overall biosphere interface.
- To that extent we have been designing products, services, industries and economies that reflect alienation rather than being embedded in Creation (the biosphere).
- This re-embedded reality that design anthropology seeks explores for new futures and wellbeing we call in our research the Bioeconomy.



Design
Anthropology in
the service of The
Blue Bioeconomy

**Life, lifestyle and livelihood shaped by
the ocean**

- Interdisciplinary- economics, theology, politics, environmental science, designing together ...
- Collaborative
- Participatory
- Interventional
- It is being applied to three Blue economy pillars
 - Transport and Logistics
 - Housing and Hospitality
 - Health and Nutrition



Design Anthropology in Action.

Developing a Caribbean Sea moss /
Seaweed Industry- The blue-green
interplay.

THE TEAM

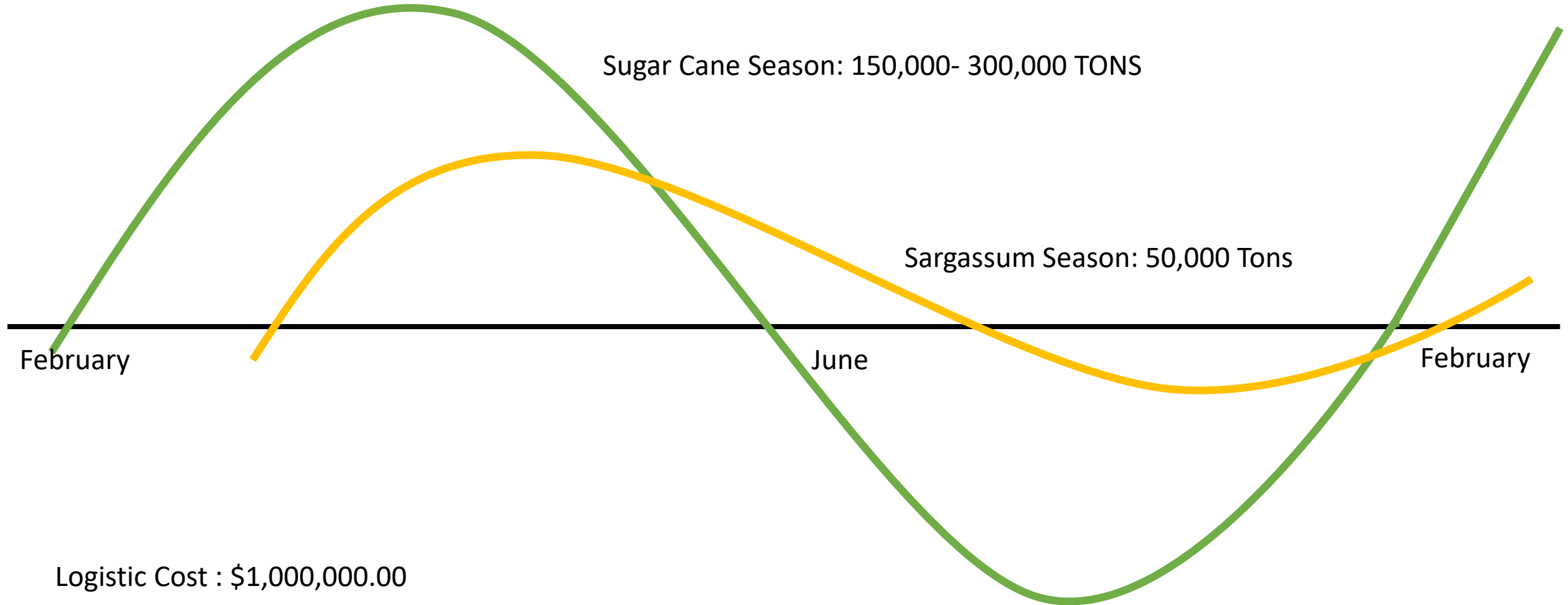
- The Prime Minister Office
- The Blue Economy Team
 - Coastal Zone
 - Fisheries

Ministry of Agriculture

- Barbados Defence Force
- Barbados Sugar Cane Industry
- Biomass -Biomethane Development Team- Biogen
 - Terrel Thompson- New Zealand -
 - Nikolai Holder- UWI – biofuels research student
 - Raul Rodrigues – Venezuela
 - Carl Simpson – Barbados Cane Industry
- Residents and Fishing Community at Concette Bay and Skeetes Bay
- Youth – new employment opportunities
- Barbados Agricultural development and Marketing Corporation
- Facebook feedback for wide cross section of Locals



Timing: Transport and Logistic Problem



Investment into the next crop – targeted resulted in 19.54 % and 18.07 % increases,



East To West -Seaweed to Sea moss Industry

Sargassum- wild harvested and Gracilaria- farmed



The Trade

- Based on oversupply of seaweed and low demand for a product that has high logistic cost, sargassum has no substantial commercial viability.
- Only with the context of the sugar cane industry as value add- target yield increase 20%
 - Current production 150,000 Tons
 - Projected Sugar Cane yield with sargassum 300,000 Tons over years
 - New organic speciality rums
- Production of 10MW of biogas-biomethane with seaweed/seamoss driven growth





Thank You