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### **Summary**

Nicola Morelli is Professor at the Department of Architecture, Design and Media Technology (AD:MT) at Aalborg University. He is the director of the Service Design Lab at AAU – CPH. Previously he worked at RMIT University(Australia) and Politecnico di Milano (Italy)

For several years now, he worked on several EU-Funded projects, as project leader or work package coordinator. He also worked on Scandinavian and Danish national research projects.

Nicola Morelli has been working on design for the service sector, focusing on user involvement and co-production, use of open data in service design, design for social innovation and sustainability, methodological aspects and new communication and representation techniques for service design. In his activity, he collaborated with several public and private organisations in Denmark and in Europe.

Hi is a member of the executive board of the Cumulus International Association (2022-2025)

## **Employment**

**Professor**  
Professor  
Department of Architecture, Design and Media Technology  
The Technical Faculty of IT and Design  
Aalborg, Denmark  
1 Jul 2005 → 31 Dec 4712

**Professor**  
Professor  
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Aalborg Øst, Denmark  
1 Jul 2005 → 31 Dec 4712

**Section for Industrial Design**  
The Technical Faculty of IT and Design  
1 Jul 2005 → present

**Professor**  
Professor  
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1 Jul 2005 → 31 Dec 4712

**Service Systems Design**  
The Technical Faculty of IT and Design  
København, Denmark  
1 Jan 2012 → present

## Research outputs

### Emerging Systemic Turn in Service Design

Miettinen, S., Suoheimo, M., Morelli, N. & de Götzen, A., 17 Feb 2025, *Systemic Service Design*. Suoheimo, M., Jones, P., Lee, S. H. & Savaldson, B. (eds.). Routledge, p. 62-85 24 p. (Design for Social Responsibility).

### Rethinking Landscapes in a Changing Climate: An Experiment from Spain

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### RSD13 Prototyping as a designerly practice to embrace divergent positions in participatory systemic design

Olmo, M. V. D., Morelli, N., de Götzen, A. & Simeone, L., Oct 2024, *Proceedings of Relating Systems Thinking and Design*.

### When we talk about time, we mean many different things: employing visual mapping to think through more-than-human temporalities in participatory design

Zohar, H., Simeone, L., de Götzen, A. & Morelli, N., 28 Aug 2024, In: *Frontiers in Communication*. 9, 17 p., 1440257.

### Fostering Pluriversal Perspectives in Theory of Change: A Case of an Urban Regeneration Project

Zohar, H., Simeone, L., Morelli, N. & de Götzen, A., 23 Jun 2024, *DRS2024: Research Papers*. Boston, USA: Design Research Society, 18 p. (Proceedings of DRS).

### Uno sguardo dall'estero

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### BRIDGING BY DESIGN. A DESIGNERLY APPROACH FOR CITIES TO SUPPORT INNOVATION PROCESSES IN THE URBAN CONTEXT

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### Mapping Circular Economy and the Role of Design in Portugal

Morelli, N., Costa, N. & Simeone, L., Jan 2024, *Design for a Sustainable Circular Economy : Research and Practice Consequences*. Melles, G. B. & Christian, W. (eds.). Springer, p. 57-78 22 p.

### Activating key principles of systemic design through exploratory prototyping

Olmo, M. V. D., Morelli, N., de Götzen, A. & Simeone, L., 2024, *Proceedings of DRS2024*. Design Research Society

### Design facilitation: Navigating complexity for collaborative solutions to urban sustainability challenges

Starostka, J., Neuhoff, R., Morelli, N. & Simeone, L., 2024, *Proceedings of DRS2024*. Design Research Society

### Interlude 3: Data as material of services

de Götzen, A., Morelli, N. & Simeone, L., Dec 2023, *The materials of Service design*. Blomkvist, J., Clatworthy, S. & Holmlid, S. (eds.). Cheltenham : Edward Elgar Publishing, p. 157-166

### Mapping urban regeneration through multiple dimensions of temporality: A visual analysis of three approaches to Theory of Change

Zohar, H., Simeone, L., de Götzen, A. & Morelli, N., 10 Oct 2023, *IASDR 2023: Life-Changing Design*. Politecnico di Milano: Design Research Society, 16 p.

### Using Theory of Change to Support Participatory Visual Mapping in Urban Transformation Projects

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**Staging, co-creating and reframing: a framework to map a community-based project**

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**The social landscape of Service Design: Exploring Entanglements of the Service Design Community on Twitter Through Social Network Analysis**

Menichinelli, M., de Götzen, A., Morelli, N. & Simeone, L., 12 Jul 2023, *ServDes 2023: Entanglements and Flows. Service Encounters and Meanings. Conference Proceedings*. Cipolla, C., Mont'Alvão, C., Farias, L. & Quaresma, M. (eds.). Rio de Janeiro: Linköping University Electronic Press, p. 855-884 (Linköping Electronic Conference Proceedings).

**The transformative role of service design – a case study of a public library**

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**Design facilitation in public sector – learnings from public libraries in Denmark**

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**The Conceptual and Operational Foundations of Theory of Change in Relation to Strategic Thinking**

Drabble, D., Allen, R., Morelli, N., de Götzen, A. & Simeone, L., 25 Apr 2023, *Strategic Thinking, Design and the Theory of Change: A Framework for Designing Impactful and Transformational Social Interventions*. Simeone, L., Drabble, D., Morelli, N. & De Götzen, A. (eds.). Edward Elgar Publishing, p. 21-39 19 p.

**Visualizing strategy through Theory of Change: The DESIGNSCAPES case**

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**Online Participatory Events, Myth or Reality? Learnings from the EasyRights Hackathons**

del Olmo, M. V. & Morelli, N., 2023, *The 'New Normal' in Planning, Governance and Participation: Transforming Urban Governance in a Post-pandemic World*. Springer, p. 203-215 13 p. (Urban Book Series, Vol. Part F1104).

**Mediating social interaction through a chatbot to leverage the diversity of a community: tensions, paradoxes, and opportunities**

De Götzen, A., Kun, P., Simeone, L. & Morelli, N., 22 Nov 2022, *Artistic Cartography and Design Explorations Towards the Pluriverse*. Miettinen, S., Mikkonen, E., Loschiavo dos Santos, M. C. & Sarantou, M. (eds.). 1 ed. Routledge, 9 p. (Routledge Advances in Art and Visual Studies).

**Using Theory of Change to support participatory visual mapping in urban transformation projects**

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**Service Journeys as Boundary Objects in Participatory Processes for Multi-stakeholder Engagement: the Case of the easyRights Journeys**

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**Easing Migrants' Access to Public Services: The Palermo's Hackathon in the easyRights Project**

Karimi, M., Concilio, G., Olmo, M. V. D. & Morelli, N., Jun 2022, *Information and Communications Technology in Support of Migration*. Akhgar, B., Hough, K. L., Abdel Samad, Y., Bayerl, P. S. & Karakostas, A. (eds.). Springer, p. 139-153 (Security Informatics and Law Enforcement (SILE)).

**Le competenze del service design. Quello che un service designer dovrebbe saper fare**

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**Design thinking in the public sector – a case study of three Danish municipalities**

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**Applying Theory of Change to strategy articulation cycles in design projects: Potentials and shortcomings through the Designscapes case study**

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**Targeting Design Intervention across Levels of Complexity**

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**The Design Culture and the Challenges of the new Normal**

Morelli, N., 2021, *Design Culture: Cumulus Conference Proceedings Roma 2021 Vol #2*. Rome: Editrice Universita La Sapienza, Vol. 2. p. 2512-2523 (Cumulus Conference Proceedings Series).

**The potential of Theory of Change to visually model the underlying logic behind service design projects**

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**Do they (know they) need a service designer? An investigation of service design capabilities through the lens of the market.**

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**Potential and shortcomings of two design-based strategies for the engagement of city stakeholders with open data**

Simeone, L., Morelli, N. & De Götzen, A., 27 Nov 2020, *Shaping Smart for Better Cities: Rethinking and Shaping Relationships between Urban Space and Digital Technologies*. Aurigi, A. & Odendaal, N. (eds.). 1st ed. Elsevier, p. 373-396 24 p.

**Service Design Capabilities**

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**The hackathon format: an analysis of its possible interpretations under a service design perspective**

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**Service design and participatory design: time to join forces?**

Saad-Sulonen, J., De Götzen, A., Morelli, N. & Simeone, L., Jun 2020, *PDC '20: Proceedings of the 16th Participatory Design Conference 2020: Participation(s) Otherwise*. Del Gaudio, C., Parra-Agudelo, L., Clarke, R., Saad-Sulonen, J., Botero, A., Botero, A., Londono, F. C., Londono, F. C. & Escandon Suarez, P. A. (eds.). Association for Computing Machinery (ACM), Vol. 2. p. 76-81 6 p. 161247

**D2.5 – Scenarios and MUV Key Performance Indicators**

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**Circular Economy in Industrial Design Research: A Review**

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**On Digital Citizenship and Data as a New Commons: Can We Design a New Movement?**

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**Measuring the Change Towards More Sustainable Mobility: MUV Impact Evaluation Approach**

Carleo, B., Morelli, N., Lissandrello, E., Vesco, A., Di Dio, S. & Mauro, S., 20 Jun 2019, In: *Systems*. 7, 2, 28 p., 30.

**Articulating a Strategic Approach to Face Complexity in Design Projects: The Role of Theory of Change**

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**Design capabilities for the evolution of value creation**

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**Open data as new commons: design strategies to support the creation of communities and practices around a new shared resource**

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**A triplet under focus: Innovation, design and the city**

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### **Innovation and design**

Concilio, G., de Götzen, A., Molinari, F., Morelli, N., Mulder, I., Simeone, L., Tosoni, I. & van Dam, K., 1 Jan 2019, *Innovation Capacity and the City: The Enabling Role of Design*. Concilio, G. & Tosoni, I. (eds.). Springer, p. 61-83 23 p. (SpringerBriefs in Applied Sciences and Technology).

### **A preliminary review of the concept of circular economy in design research**

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### **A System of Innovation to Activate Practices on Open Data: The Open4Citizens Project**

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### **Deliverable 5.1 – Blueprint for Pilots Executions: Horizon 2020 - Mobility Urban Values (MUV)**

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### **A Designerly-Way of Conducting Qualitative Research in Design Studies**

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### **Making sense of data in a Service Design education**

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### **Open Data: Creating Communities and Practices for a New Common**

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### **Urban Innovation through Co-Design Scenarios: Lessons from Palermo**

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**A Multilevel Approach for Social Transformations and its Implications on Service Design Education**

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**Framing Design to support Social Innovation: The Open4Citizens Project**

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**Empowering Citizens with Open Data by Urban Hackathons**

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### **Design for All Foundation Award 2013**

Morelli, N. (Recipient), Jan 2013

## **Press/Media**

### **Cumulus launches a global declaration for a regenerative future**

Morelli, N.

06/06/2025

1 item of Media coverage

### **Ny app skal gøre pendlere mere bæredygtige**

Morelli, N.

25/09/2017

5 items of Media coverage

### **Når nettet kan knytte netværk**

Morelli, N.

10/05/2012

1 item of Media coverage

**Tre ITU-projekter udvalgt til NordForsks bud på, hvordan vi når vores bæredygtighedsmål**

Morelli, N.

02/10/2023

1 item of Media coverage

## Projects

### **CD4T: Co-Design 4 Transitions**

Morelli, N. (Project Participant), de Götzen, A. (Project Participant), Simeone, L. (Project Participant), Jacomy, M. (Project Participant), Mortati, M. (PI) & Kimbell, L. (Project Coordinator)

01/01/2024 → 31/12/2027

### **Climaborough - Building Green and climate-neutral city hubs**

Morelli, N. (PI), Simeone, L. (PI), Starostka, J. (PI) & Neuhoff, R. (PI)

02/01/2023 → 31/12/2026

### **T-Factor - Participatory Future. Co-creating cities with temporary urbanism**

Zohar, H. (PI), Simeone, L. (PI), Morelli, N. (PI) & de Götzen, A. (PI)

01/06/2021 → 31/05/2024

### **CREATIVE DRIVERS FOR SUSTAINABLE LIVING HERITAGE LANDSCAPES**

Morelli, N. (PI), Olmo, M. V. D. (PI) & de Götzen, A. (PI)

01/03/2023 → 28/02/2026

### **Building Green and Climate Neutral City-Hubs**

Starostka, J. (Project Participant), Morelli, N. (PI), Simeone, L. (Project Participant) & Neuhoff, R. (Project Participant)

01/01/2023 → 31/12/2026

### **CAPE: Civic Agency in Public E-service innovation**

de Götzen, A. (PI), Starostka, J. (Project Participant), Morelli, N. (Project Participant) & Simeone, L. (PI)

01/10/2020 → 31/12/2023

### **NordicPATH: Nordic participatory, healthy, and people-centered cities**

Lissandrello, E. (PI), Steffansen, R. N. (Col), Morelli, N. (Col), Nørgaard, L. S. (Col) & Olmo, M. V. D. (Col)

01/03/2020 → 31/12/2023

### **EASYRIGHT. Enabling immigrants to easily know and exercise their rights**

Morelli, N. (PI), Olmo, M. V. D. (PI) & Peruccon, A. (PI)

02/01/2020 → 31/12/2022

### **INOS: Erasmus+ KA203-2019-004: Integrating open and citizen science into active learning approaches in higher education**

Triantafyllou, E. (Project Coordinator), Teo, E. A. (PI), de Götzen, A. (Project Participant), Morelli, N. (Project Participant) & Serafin, S. (Project Participant)

01/09/2019 → 31/08/2022

### **WeNet: WeNet - The internet of us**

de Götzen, A. (Project Participant), Morelli, N. (Project Participant), Simeone, L. (Project Participant) & Bjørner, T. (Project Participant)

01/01/2019 → 30/06/2023

### **MUV: Mobility Urban Values**

Lissandrello, E. (PI), Morelli, N. (PI), de Götzen, A. (PI) & Becermen, B. (PI)

01/06/2017 → 01/06/2020

**Designscapes**

Morelli, N. (PI), de Götzen, A. (PI), Simeone, L. (PI) & Laugesen van Dam, K. (PI)  
01/06/2017 → 31/05/2021

**O4C: Open4Citizens. Empowering citizens to the make meaningful use of open data**

Morelli, N. (Project Coordinator), de Götzen, A. (PI), Mardare, D. (Project Manager), Torntoft, L. K. (PI), Concilio, G. (Project Manager), Molinari, F. (Project Manager), Mulder, I. (Project Manager), Kun, P. (Project Manager), Jaskiewicz, T. (Project Manager), Aguilar, M. (Project Manager), Edman, T. (Project Manager), Falk, P. (Project Manager), Pedersen, J. S. (Project Manager) & Jensen, K. (Project Manager)  
01/01/2016 → 30/06/2018

**Service Systems Design Master: innovation and Entrepreneurship**

de Götzen, A. (Project Manager) & Morelli, N. (Project Participant)  
01/09/2014 → 30/09/2015

**MyN: My Neighbourhood**

Morelli, N. (Project Participant), Kristensen, M. W. (Project Participant) & Mogensen, P. W. Z. (Project Participant)  
01/01/2013 → 30/06/2015

**Senhjerneskade i Frederikshavn Kommune**

Brooks, A. L. (Project Participant), Brooks, E. (Project Participant), Raudaskoski, P. L. (Project Manager), Hald, S. V. (Project Participant), Konnerup, U. (Project Participant) & Morelli, N. (Project Participant)  
12/01/2011 → 01/01/2013

**Life 2.0: Life 2.0 Geographical positioning services to support independent living and social interaction of elderly people**

Morelli, N. (Project Manager), Prasad, N. R. (Project Manager) & Kristensen, M. W. (Project Participant)  
ICT PSP  
01/11/2010 → 31/10/2013

**SundInnovation**

Morelli, N. (Project Participant)  
Brugen-Dreven Innovation - Erhverv-og byggestyrelsen  
05/02/2009 → 04/02/2012

**Ludinno**

Morelli, N. (Project Participant), Haase, L. M. (Project Participant) & Poulsen, S. B. (Project Participant)  
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19/05/2010 → 30/06/2012

**Ludinno - User Driven Innovation**

Poulsen, S. B. (Project Participant), Morelli, N. (Project Participant) & Rosenstand, C. A. G. F. (Project Participant)  
<ingen navn>  
01/10/2007 → 31/05/2009

**I.De.A. Innovation and Design for the ageing people**

Morelli, N. (Project Participant)  
Erhvervs-og Byggestyrelse. Bruger-dreven Innovation  
01/01/2008 → 31/12/2009

**Design and active welfare: the contribution of the design discipline to support the extension and reinforcement of active welfare initiatives in public services**

Morelli, N. (Project Participant)  
Forskningsråd for Samfund og Erhverv (FSE), FSE  
01/01/2007 → 30/06/2008

**Smart Health**

McIlvenny, P. B. (Contact), Morelli, N. (Contact), Wentzer, H. S. (Contact), Raudaskoski, P. L. (Project Participant), Horsbøl, A. (Project Participant), Bygholm, A. K. M. (Project Participant), Frimann, S. (Project Participant), Gimmel, A. (Project Participant), Ridder, H. M. O. (Project Participant), Knudstrup, M.-A. (Project Participant) & Dahl, P. N. (Project Participant)

<ingen navn>

21/08/2006 → 30/06/2007

**IDeHo**

Morelli, N. (Project Participant) & Kofoed, L. B. (Project Participant)

01/01/2004 → 01/05/2004

**I.De.Ho Innovation and design for hospitals**

Morelli, N. (Project Participant) & Kofoed, L. B. (Project Participant)

01/01/2005 → 31/12/2007