

DESIS
NETWORK
Design for
Social Innovation
and Sustainability

COLIMAR

Cooperativa de
Produtores de
Alimentos de
Governador Celso
Ramos



UFSC
NAS Design
Brazil

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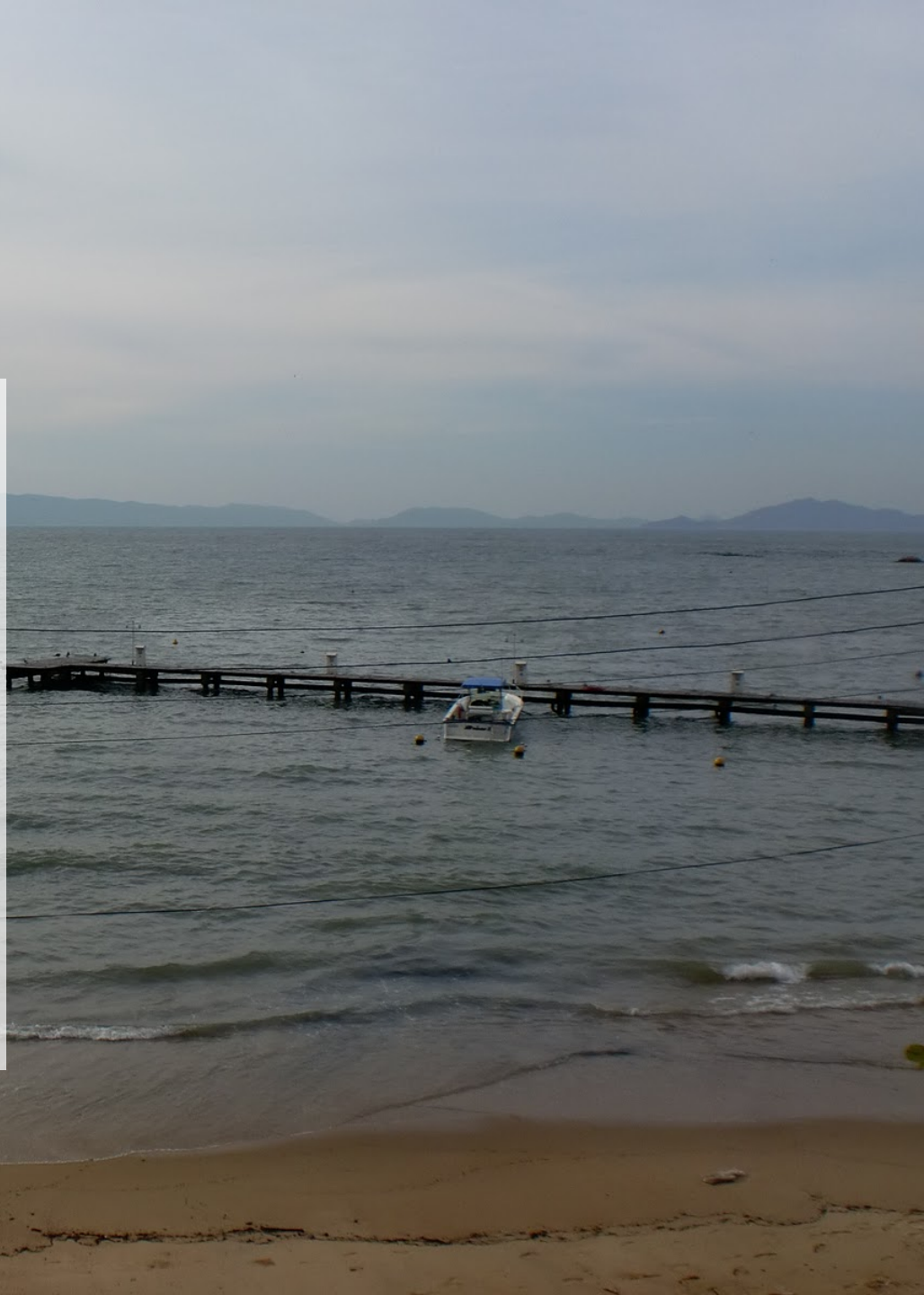
Promoter(s).
Universidade
Federal de Santa
Catarina,
NAS Design

Funder(s).
Produtores da
cidade de Celso
Ramos
Prefeitura Municipal.



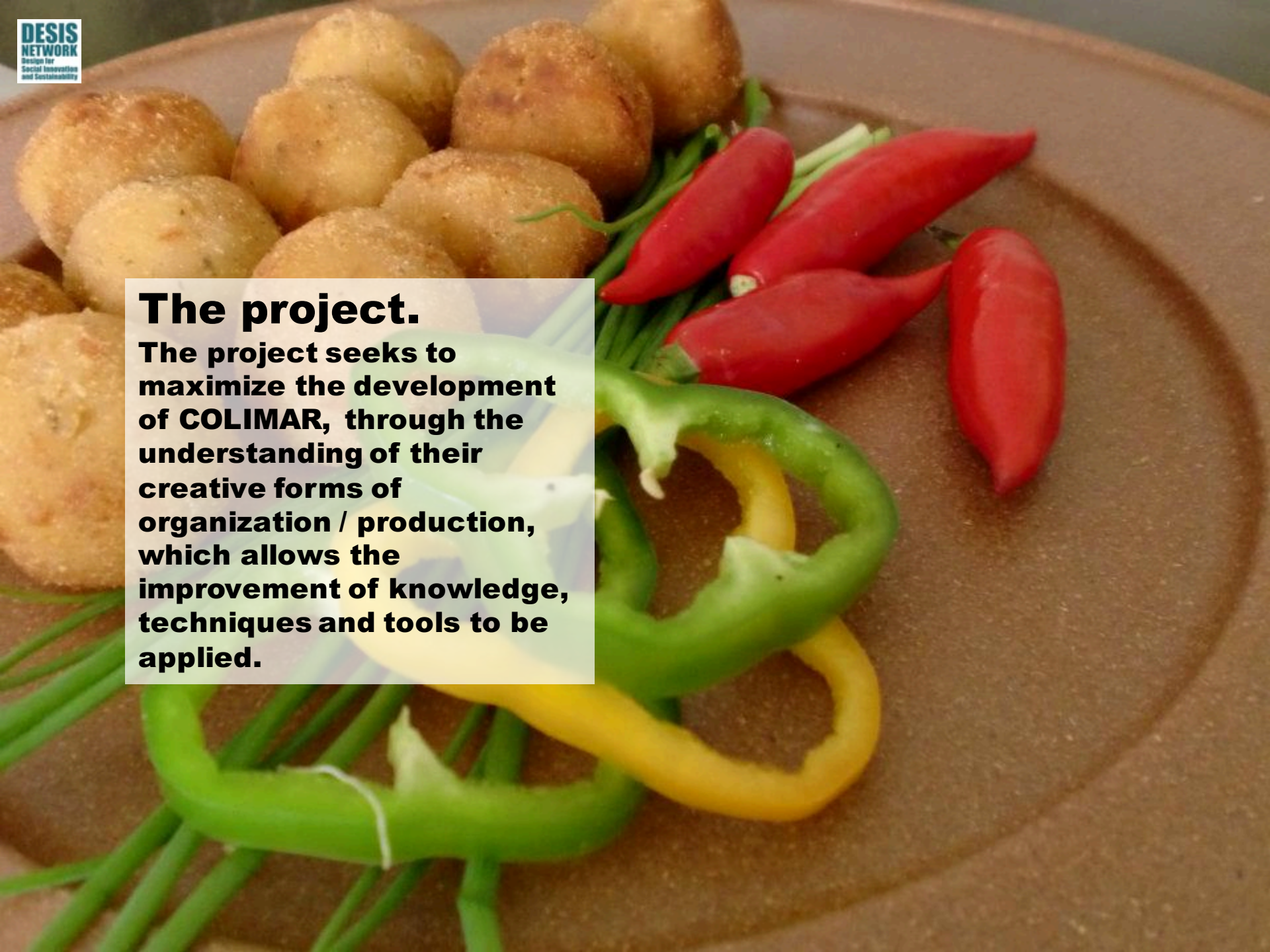
Context.

COLIMAR - Cooperativa Produtores de Alimentos do município de Governador Celso Ramos, Santa Catarina, Brazil. Is a cooperative that aims add value to seafood, generating employment and income for the families of fishermen. In the municipality around 70% of the population live directly or indirectly from fishing.



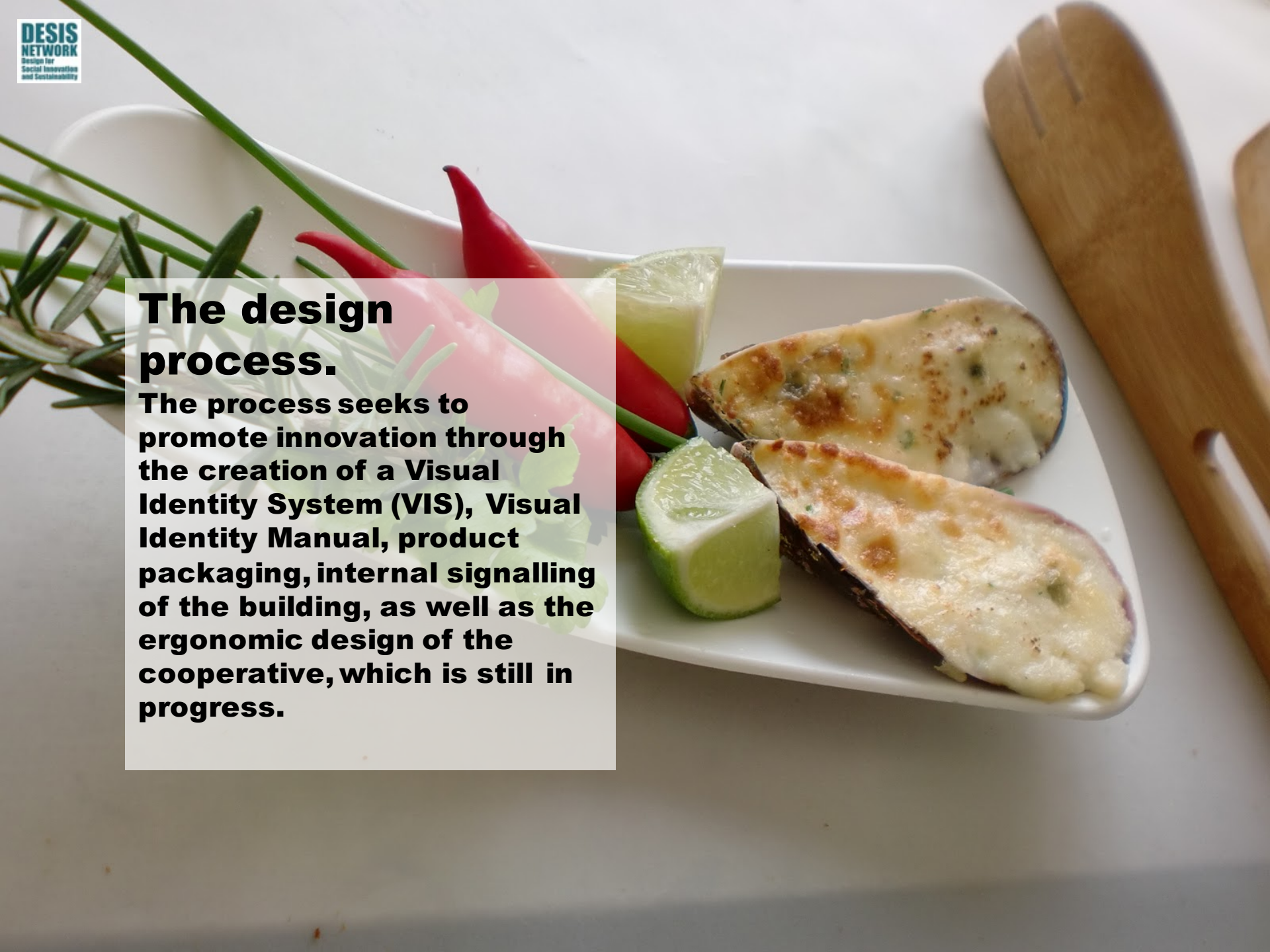
The project.

The project seeks to maximize the development of COLIMAR, through the understanding of their creative forms of organization / production, which allows the improvement of knowledge, techniques and tools to be applied.

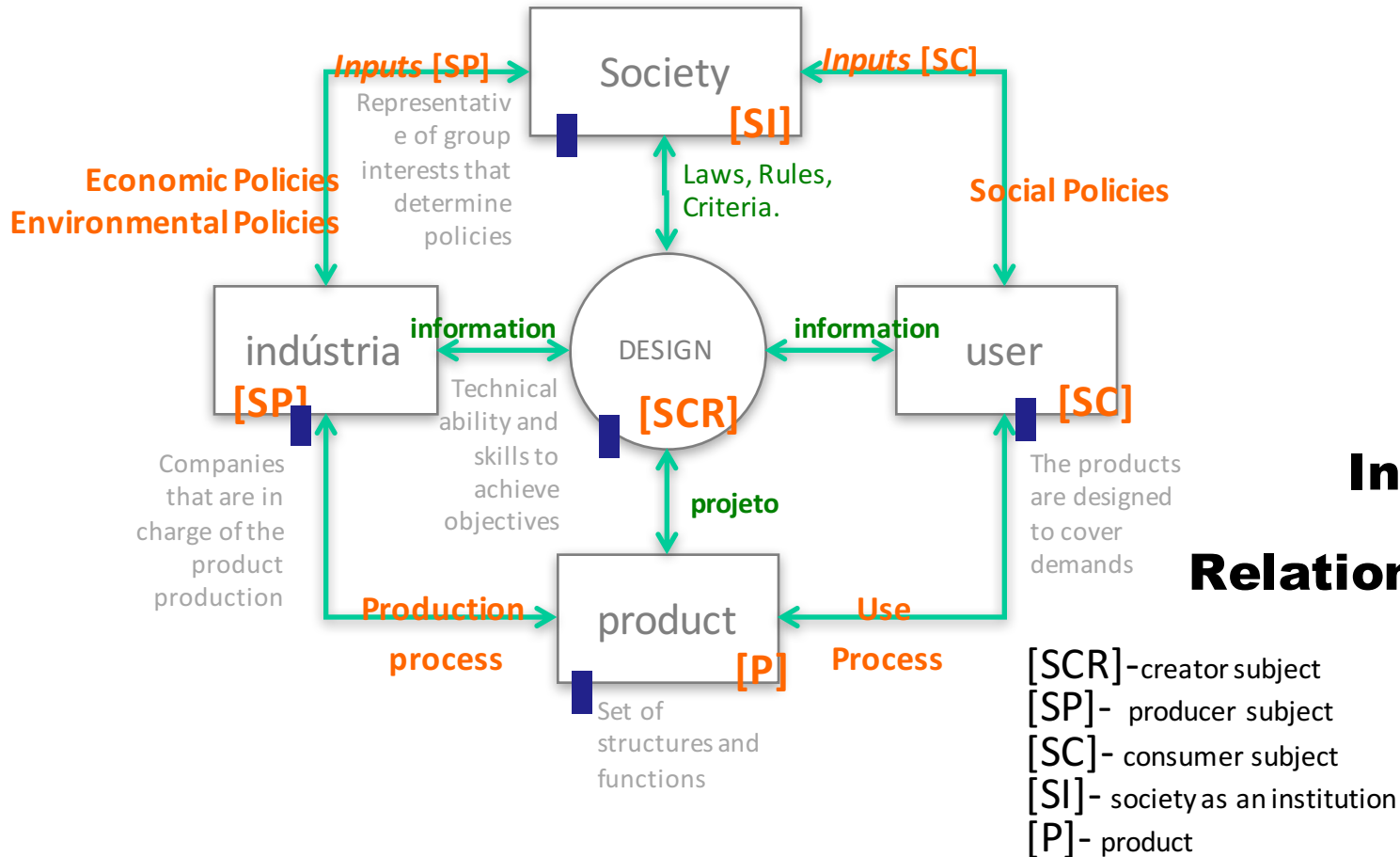


The design process.

The process seeks to promote innovation through the creation of a Visual Identity System (VIS), Visual Identity Manual, product packaging, internal signalling of the building, as well as the ergonomic design of the cooperative, which is still in progress.



Governance and Policy Making



The project aims to educate and provide to the cooperative capacity to understand their relationship with the market, and so have an active position in it.

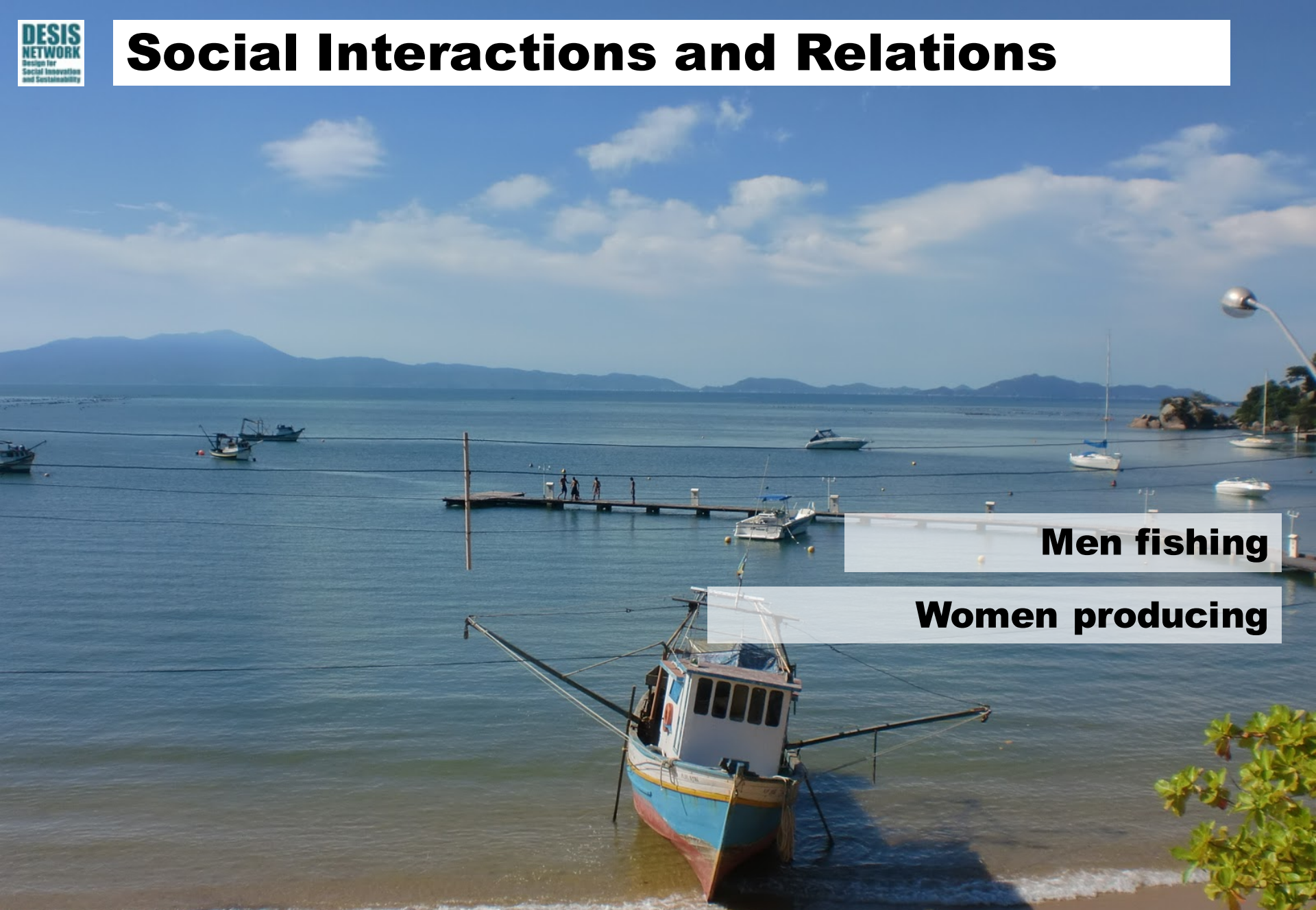
Activism and Civic Participation



Labour and Cooperativism

The union of the participants of the cooperative demonstrates the will to work, even facing some adversity, the project seeks to enter the design as an agent to boost the cooperative.

Social Interactions and Relations



Men fishing

Women producing

Fishing and farming seafood is performed by men, while women are concerned with the manufacture of this sea products.

City and Environmental Planning

A photograph showing a white fishing boat with a blue hull and a yellow stripe, resting on a dirt lot. The boat has a black metal canopy structure on top. A Brazilian flag is attached to the canopy. The boat's registration number '4418896520' and the name 'FPOLIS' are visible on its side. In the background, there is a white, two-story building with arched windows, which is the headquarters of COLIMAR. The scene is set in a sunny, outdoor environment with a clear blue sky and some trees on the left.

Support from the municipality and fishermen

COLIMAR has its headquarters in a building on loan by the Municipal Government of Governador Celso Ramos City (on figure), and receives support from the fishermen group and other government agencies.

Production, Distribution and Consumption

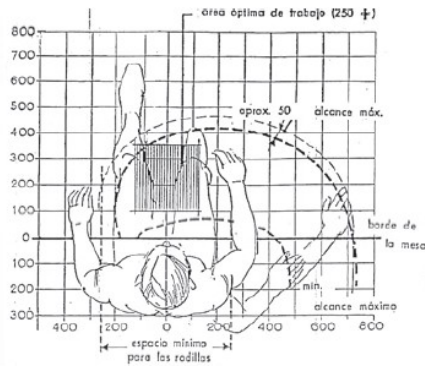


Growing production

New places to distribution

The production of COLIMAR has been growing on last few years, since the year 2010, the cooperative work to adapt their products to the conditions laid down by a big brand supermarkets that serves entire Brazil, in order to market the products manufactured from seafood in their stores.

Skill Training and Design Education



DIMENSIÓN	HOMBRE
A (MANOS ABIERTAS)	1750
A' (MANOS CERRADAS)	1550
B (MANOS ABIERTAS)	1275
B' (MANOS CERRADAS)	1175
C (MANO CERRADA)	800
D (MANO ABIERTA)	1800
D' (MANO CERRADA)	1400

Una forma sencilla para resumir el efecto de una carga sobre la columna vertebral la vemos en la Figura 5.11. (en nuestro ejemplo utilizamos una carga de 10 kg). En este caso se considera el efecto de la carga de 10 kg, sostenida con las manos en tres posiciones: contra el cuerpo, separada a 44 cm de la columna vertebral y por último distanciada a 55 cm, en las que se utiliza el principio de palancas (resolución de sistemas de fuerzas paralelas).

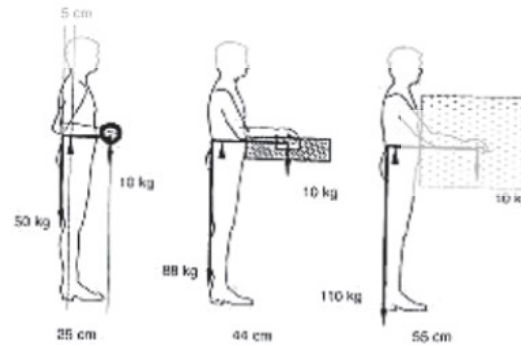


Figura 5.11. Efecto de una carga de 10 kg a medida que se aleja del cuerpo. (Manual de Ergonomía MAPFRE)

Ergonomy

Quality

Ergonomics correction is applied in existing real situations to solve problems that are reflected in security, excessive fatigue, worker illnesses or quantity and quality of the production.

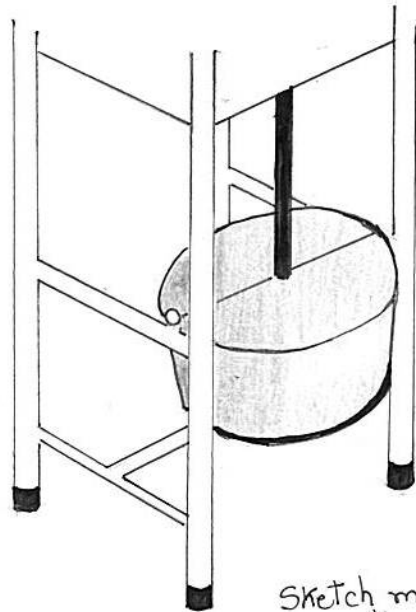
Job Creation



Design strategie

Design strategies are defined by identifying demands, knowing the needs of COLIMAR, thus strengthening the cooperative structure and expanding the number of workers.

Storytelling and Visualisation



Deslocamento
do eixo central
responsável
por mexer a
massa

Sketch misturador
proposta 1

Formatos do eixo



1º
deslocamento
do eixo principal

Sketch misturador original

Rascunhos das soluções propostas

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