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 as 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.

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 worldwide!

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:

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:

Want to learn more? crxlab.org equitabledesign.com info@crxlab.org