

“The ultimate, hidden truth of the world is that it is something we make and could just as easily make differently”

David Wolf Graeber (1961–2020), anthropologist

WARNING!

The next 11 slides are deeply disturbing

The process

a. Three crisis

(Well, 4 to be exact ...)

1. Mass extinction

Wildlife decreasing

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Global wildlife population has decreased by **68%** since 1970 as a result of human activities, ie overconsumption, population growth, farming etc.*

In 2015 the first animal species became extinct due to global warming: the Bramble Cay mosaic-tailed rat (Australia).

This can quickly turn into a vicious circle.

The food chain is very fragile: When insects disappear, birds disappear. When vegetation change, herbivore disappear, and then carnivores disappear.



*World Wildlife Fund's Living Planet Report, 2020

2. Pollution

Plastic is everywhere

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Photo: Getty Images

Plastic is in the water we drink, in the food we eat. It travels in the sea and in the air: In a study from 2021 microplastic particles were found in snow samples from Antarctica.

Source: [Link](#)



Photo: Cup of Couple

In 2019 University of Newcastle in Australia found, that we consume approx. 21 grams of tiny plastic pieces a month – or one credit card a week.

Source: [Link](#)

Environmental toxicity kills and fertility drops

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Besides plastic, we scatter chemicals, pesticides and metals everywhere, resulting in abnormalities in for instance fish, turtles and alligators that affect fertility. Scientists believe that the same applies for human beings:

Multiple studies show a 50-60% decline in sperm count around the world between 1973 and 2011.*

Air pollution

In 2019 307.000 premature deaths were attributed to air pollution in Europe (the number is *decreasing*).**



*Source: [Link](#) // **Source: [Link](#)

3. Global warming

Heatwaves kills thousands across the world

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Said after the heatwave this summer in India:

“This is what climate experts predicted and it will have cascading impacts on health.”

“You can only adapt so much. This heatwave is testing the limits of human survivability.”*

– Dr. Chandni Singh, IPCC Lead Author and Senior Researcher at the Indian Institute for Human Settlements

In Europe heatwaves resulted in 11.000 deaths in France alone.**

Heatwaves create drought, that ruins crops all over the world.



*Source: [Link](#) // **Source: [Link](#)

Rising sea levels

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In the city *Fairbourne*, North Wales, Gwynedd Council has decided it can no longer defend the homes from rising sea levels.

Thus during the next 20+ years the city will be dismantled, shops will close, roads, sewers, gas pipes – and people will be removed.

Incidents like this will repeat all over the world.

Where will people move?



And ...

4. Mental crisis

Stress epidemic

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“Collectively, the world is more stressed, worried, sad and in pain today than we’ve ever seen it.”

– *Gallup Global Emotions Report, 2018**

In the latest report from 2022, Gallup concludes**:

- People had more negative experiences, fewer positive ones
- Stress, sadness, worry all inched higher worldwide
- People felt less well-rested and experienced less enjoyment

In UK prescriptions of antidepressants rose 5.1% in 2021/2022, which is the sixth annual increase in a row. 14.7% of the population received at least one prescription in 2021/2022.***



*Source: Hutichins & Storm, *Regenerative Leadership*, 2020 // **Source: [Link](#) // ***Source: [Link](#)

THE GOOD NEWS

We can avoid the catastrophe!*

*See for instance: Paul Hawken, *Drawdown*, 2018. [Link](#)

THE BAD NEWS

We are going in the wrong direction!*

*See for instance: [Link](#)

Knowing – Doing gap

According to Otto Scharmer ([Link](#)), MIT, (said at a conference, 2022).

The process

b. Bridging the “Knowing – Doing gap”

The journey of separation

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In *Regenerative Leadership* Giles Hutchins and Laura Storm describes, how humans through the last 500 years have moved from a deep connection between to a separation of:

- Humans and nature
- The feminine and the masculine
- The inner (the mind, spirit, being) and the outer (the physical world, doing)
- Left and right brain thinking

This separation has created a reductive perspective on life as a series of predictable, push-pull causalities.

How we think today:

- focus on own needs
 - competitive
 - protective
- goal-oriented
 - rational
 - mono-task
 - linear
 - causal
- focus on the parts
- structure and order
- measure, count, optimize

In contrast to:

- compassion towards others
 - collaborative
 - nurturing
- relationship-oriented
 - intuitive
 - multi-task
 - systemic
 - relational
- seeks to understand the whole
 - creativity
- experience, sense



**“Nature being known,
it may be master’d,
managed and used in the
services of human life.”**

**“Nature in itself has no
purpose.”**

*Francis Bacon (1561-1626), from Novum Organum, 1620
Philosopher, Attorney General and Lord Chancellor of England*

The story of more

20/49

This mindset of separation has created a system where:

- we constantly strive for more
- we only care for what is measurable, can be counted
- everything is a trade-off
- everything can be optimized
- it's all about profit
- we exploit the planet and are destroying life
- everyone is fundamentally alone (I need noone, and noone needs me)

We need a new story!



“We have reached a stage where we often pursue growth for growth’s sake, a condition that in medical terminology would simply be called cancer.”

Frederic Laloux, Reinventing Organizations, 2014

Denmark 1886–2011

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1886: Bill for women being able to vote at municipal elections was raised for the first time, but rejected.

1888: The bill was raised (and rejected) again. Politician Carl Ploug said the following during the debate:

“... the main difference between man and woman is that for her the emotional is strongest, whereas for him it is the intellect.”

“... (women) are not good at legislative activity, because calm consideration and logical conclusion is the main condition for being able to participate in it.”

“(The parliamentary struggle) entails *sweat* and *dust* – I will not mention *dirt* – none of this will suite (women).”

“I believe woman should be (...) man’s assistant, but assistant in the private life.”

1908: The same bill was raised – and passed.

1915: Women got the same democratic rights as men.

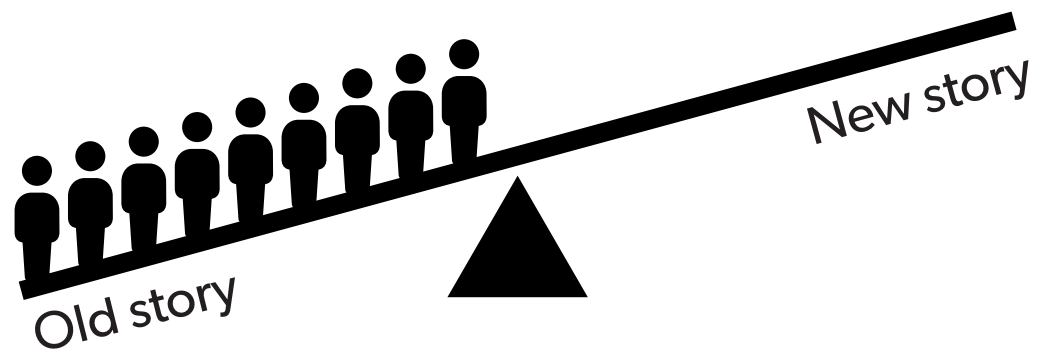
2011: Helle Thorning-Schmidt is elected as first female prime minister in Denmark.



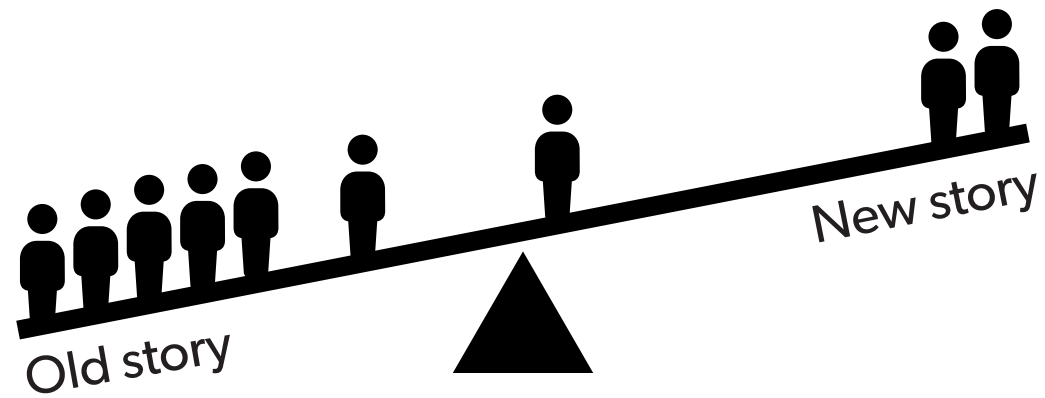
Principle of change*

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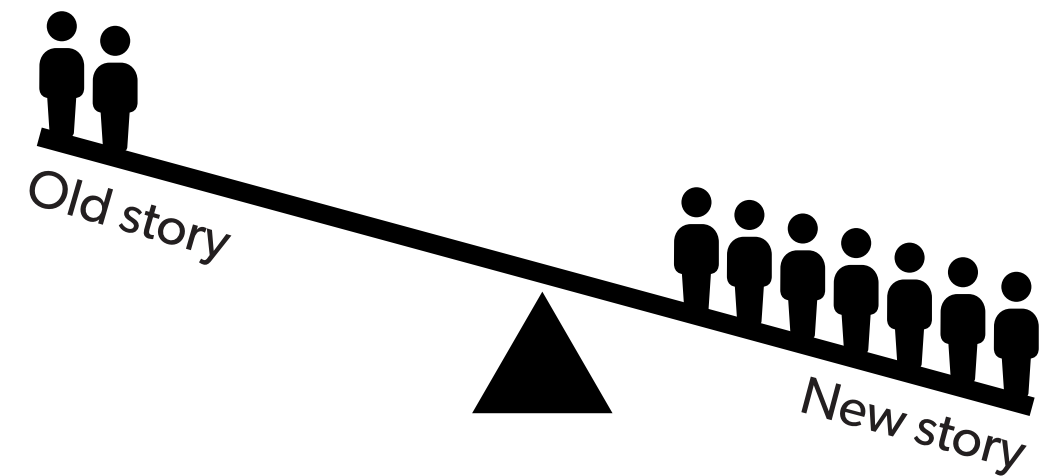
>1886



1886-1908



1908



2022: Heterosexual woman or homosexual man?

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Photo: TV2

How do we change the story?

Pumpipumpe

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Pumpipumpe is a sharing community designed by swiss designers in 2012.

The idea is that we don't need to own things – we just need access to them when needed.

By putting a sticker on your mailbox you show what products, tools etc. you own and are willing to lend out.

Not only does this leads to more sustainable consumption, but it opens communities by telling everyone, that we are willing to help each other.

Pumpipumpe: An example of reconnection

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Journey of separation

- focus on own needs
 - competitive
 - protective
- goal-oriented
 - rational
 - mono-task
 - linear
 - causal
- focus on the parts
- structure and order
- measure, count, optimize

Journey of reconnection

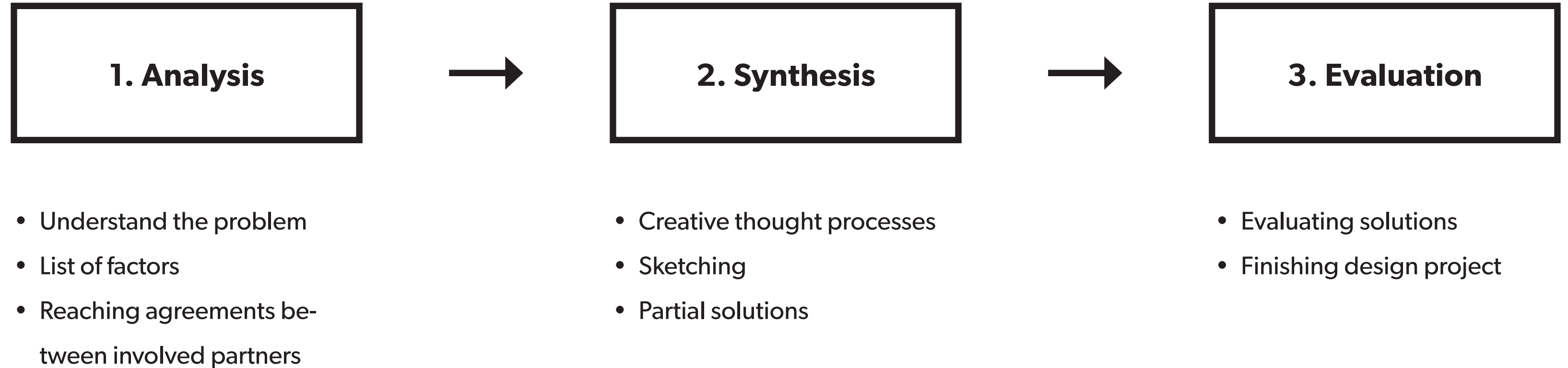
- compassion towards others
 - collaborative
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 - creativity
- experience, sense

The process

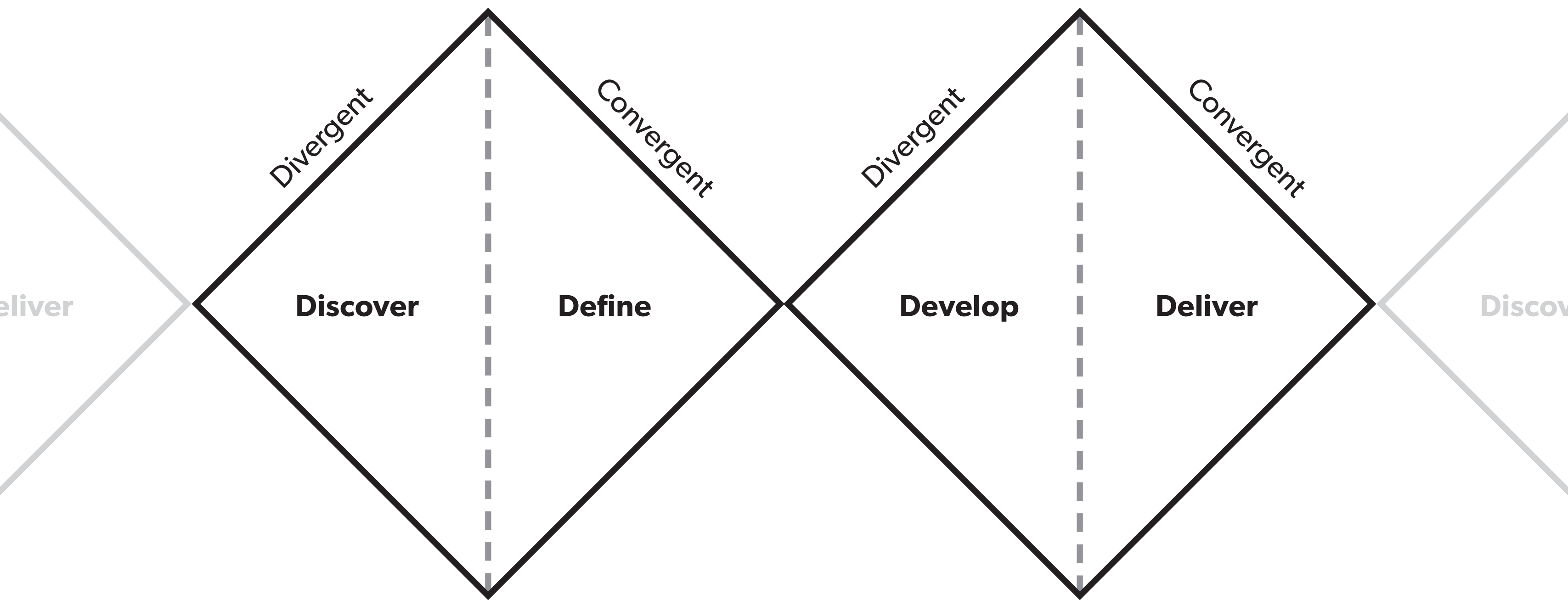
c. Is design the answer?

Linear design process

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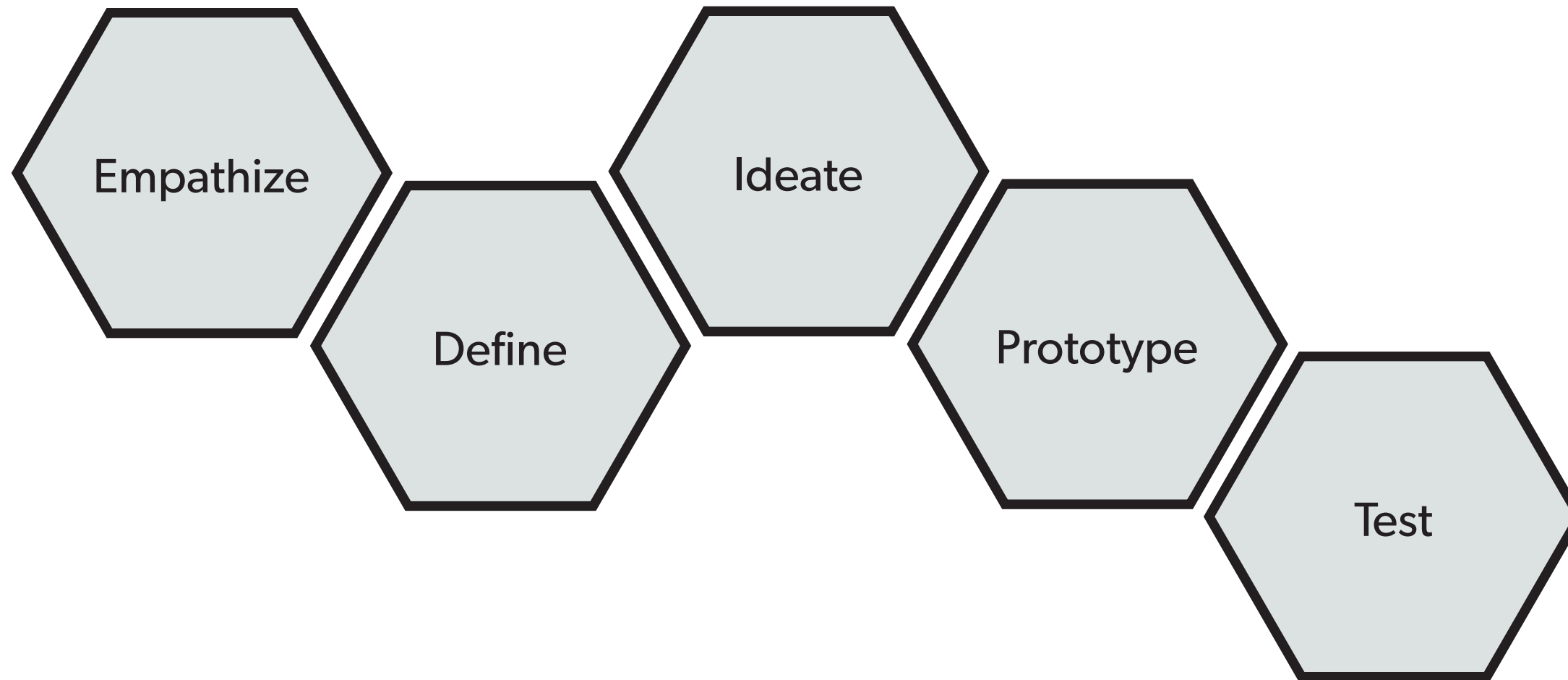


Iterative design process



Cross disciplinary, ethnographic design process

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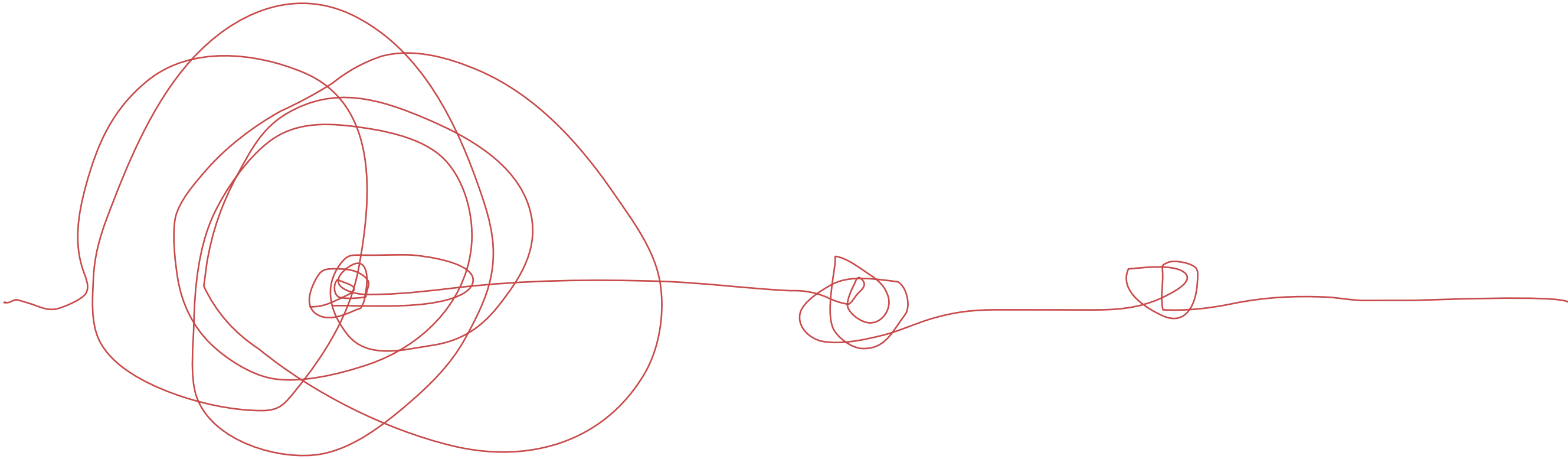


These design processes are all
based on the assumption, that

There is a problem and a solution
– and if you follow the process,
you'll find both.

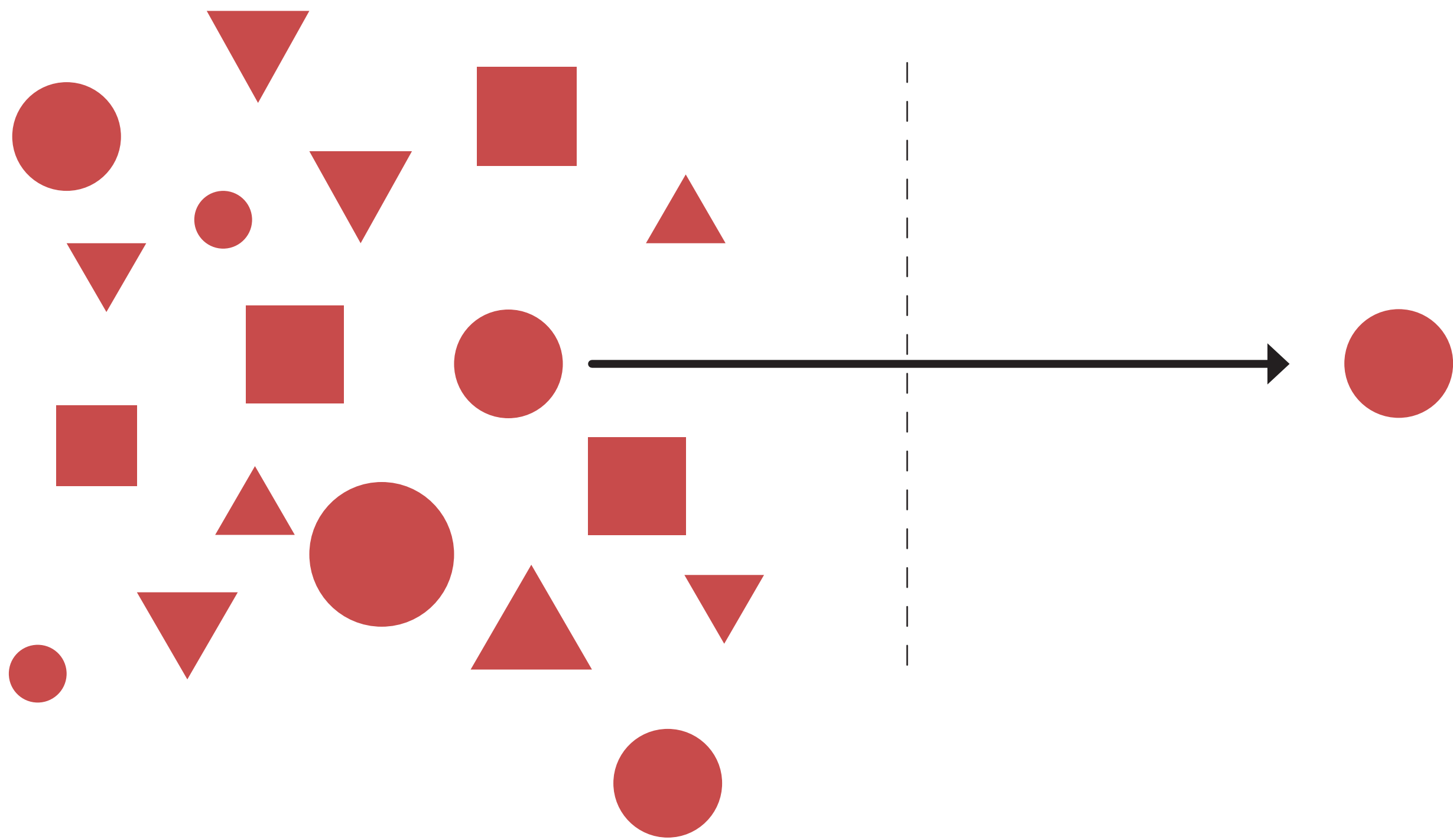
This assumption is based on a *rational, goal-oriented, causal mindset!*

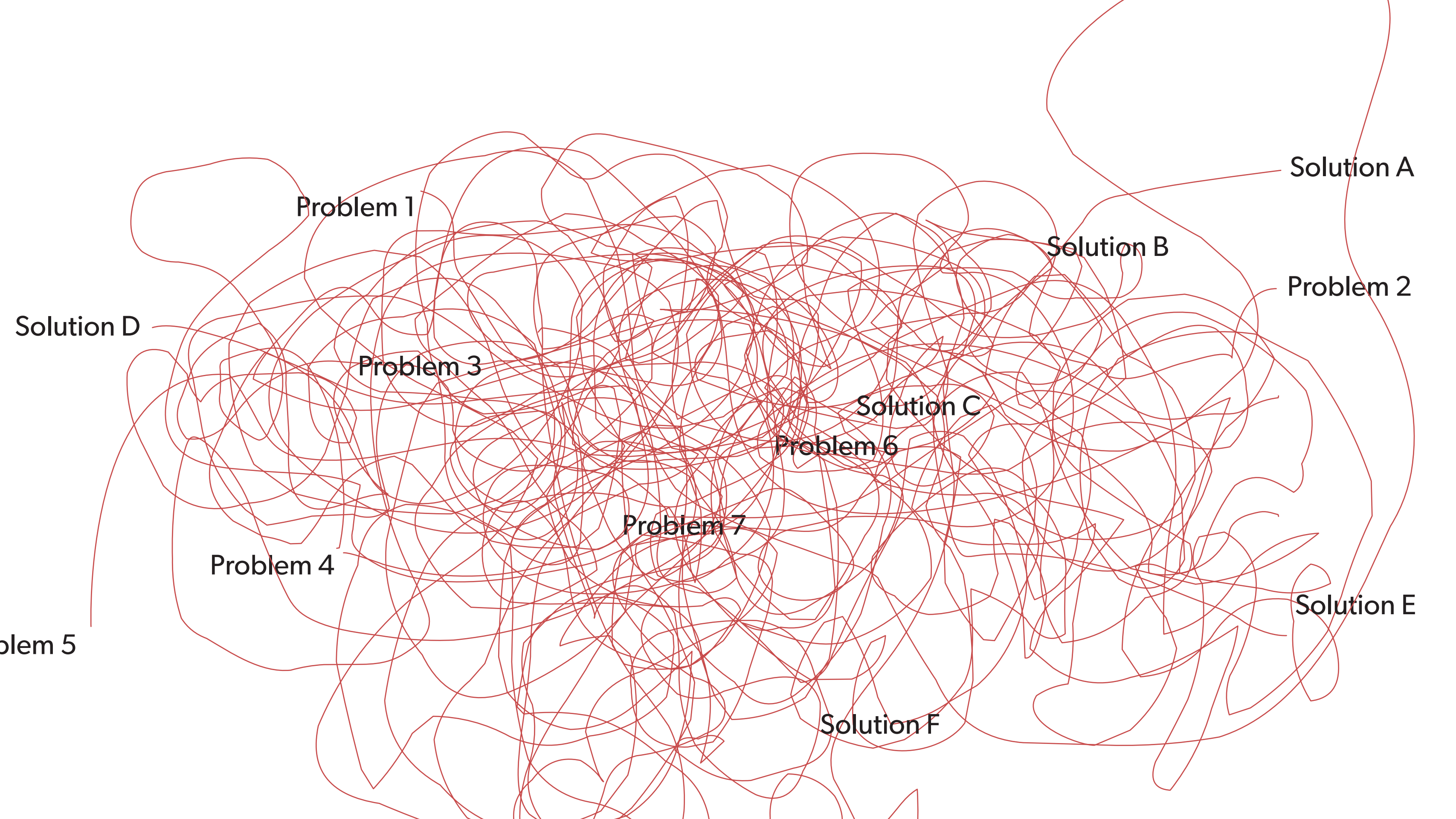
Problem



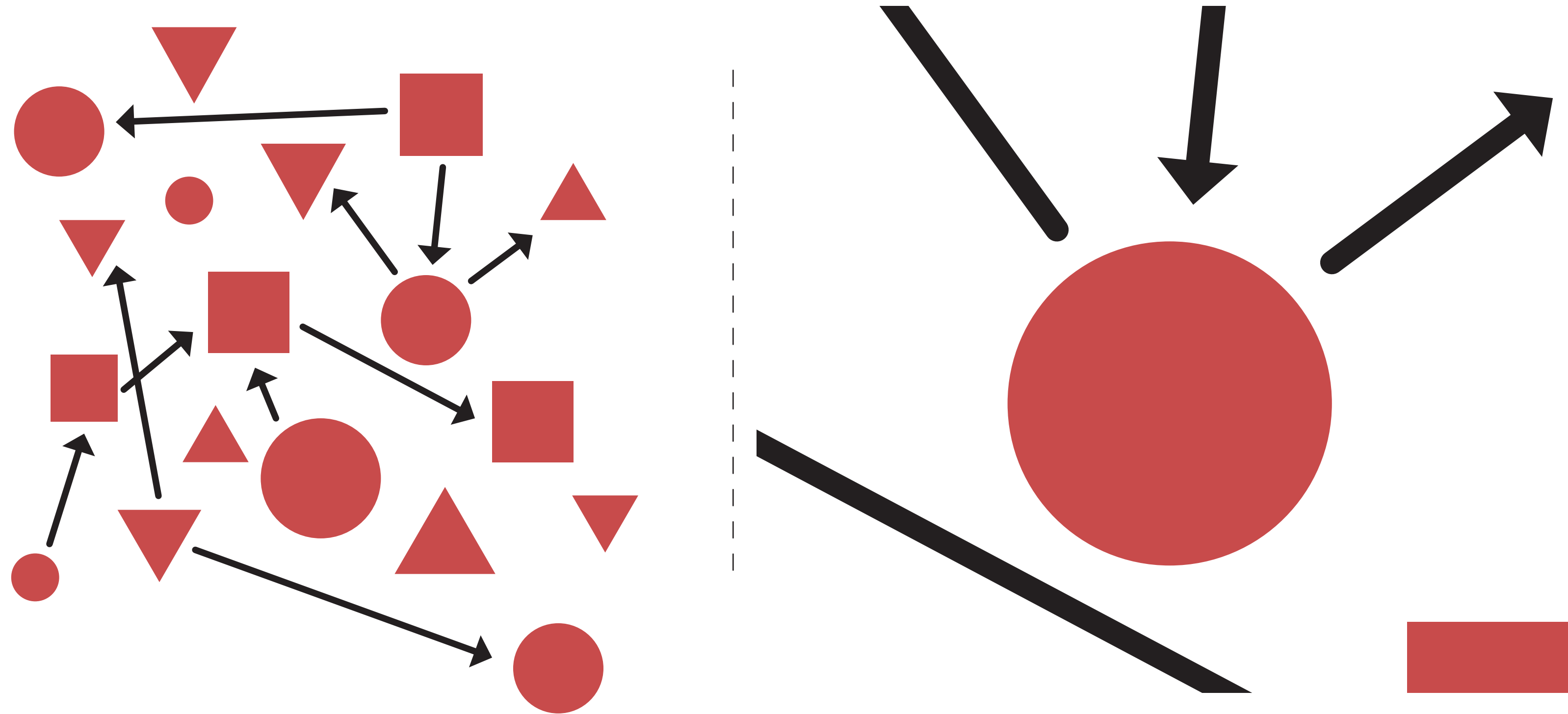
Solution

Isolate the (one) problem and focus on that





System acupuncture: Zoom out and zoom in



The concept "system acupuncture" comes from Ida Engholm, *Design for the new world*, 2022.

We need a design process, that has

less focus on problem and solution,
and more focus on
the “system” around the problem.

The process

d. Systemic Design Approach

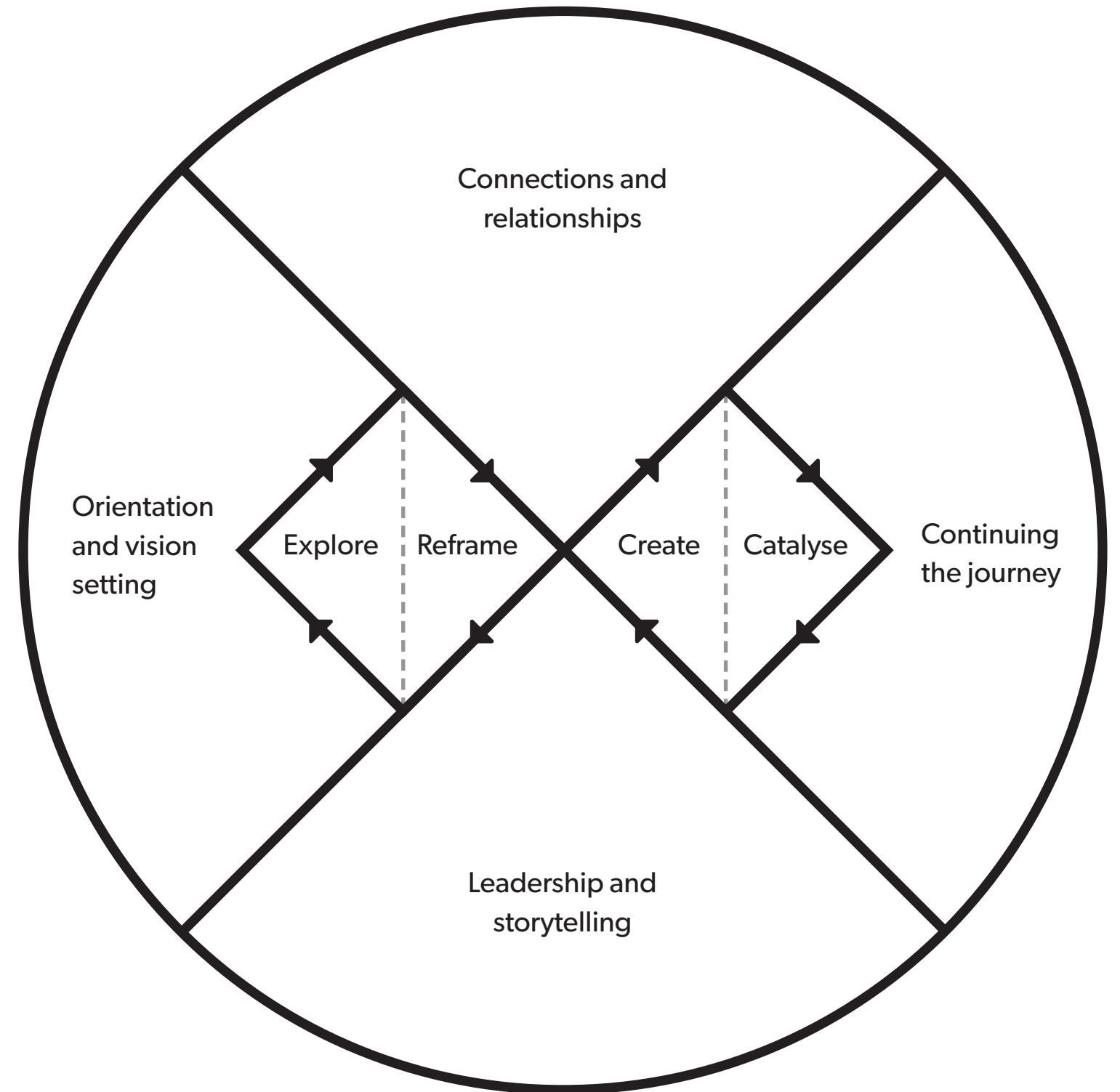
Systemic design process

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A quote from Design Council's introduction to the *Systemic Design Approach*:

"We could have any number of technical solutions but without making a human link they are going to fail. This is where design is critical – closing the gap between the theoretical take-up and the actual implementation of something that is going to change the world ... We need to design the massive transition to net zero so that the consumer sees the benefits ..."

–James Taplin, *Innovate UK*

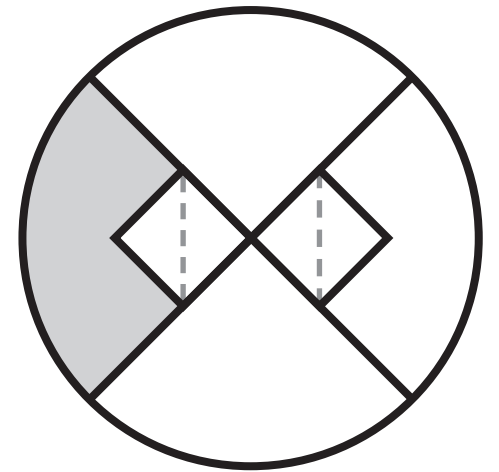


Orientation and vision setting

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“How you start your work will determine the outcome. To achieve a sustainable, fair and just society together, we must be able to radically rethink our world.”

- Investigate the local collaborator and the physical space: Who live there? Who uses it and how?
- Create a hopeful vision, that everyone can aim for: The people using the physical space, the local collaborator – and *you*.
Look at the [SDGs](#) for inspiration.
- Think about the entire problem space – how can this problem space, this local collaborator do something good for the people and for the planet?



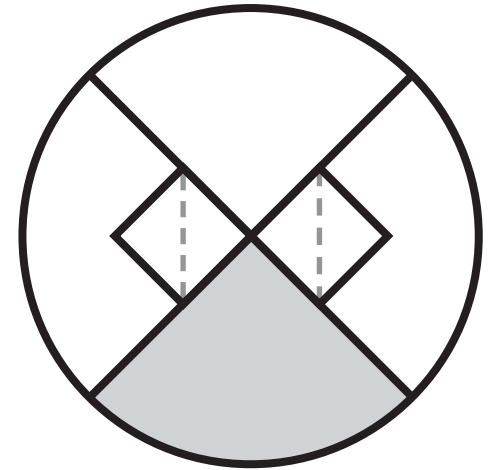
Leadership and storytelling

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“Anyone can be a leader”

“Leaders offer a vision that is rooted in their values. They carry this through at all levels, from their own actions including finding and sharing stories to influence and inspire the wider system.”

- Invest yourself in the project and identify what personal change you can make to the overall goal.
- Share your skills and knowledge.
- Be open and support each other.
- Be sure to create a safe space for everyone involved.
- Inspire and be inspired.

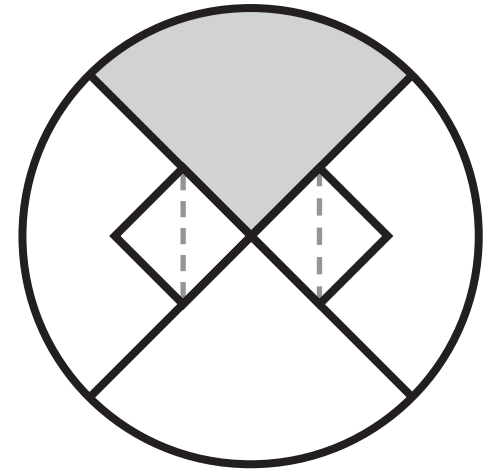


Connections and relationships

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“Relationship building happens throughout the design process and is as important as the design itself. It is about building empathy and bringing in the perspectives of all involved in the work: stakeholders, communities and mother nature herself.”

- Map all stakeholders (human and natural) and understand what value they gain from the project.
- Include others in the process – invite them to participate in idea finding, prototyping, evaluation etc.
- Be sure to communicate how you use their inputs – both before and after it has been used.

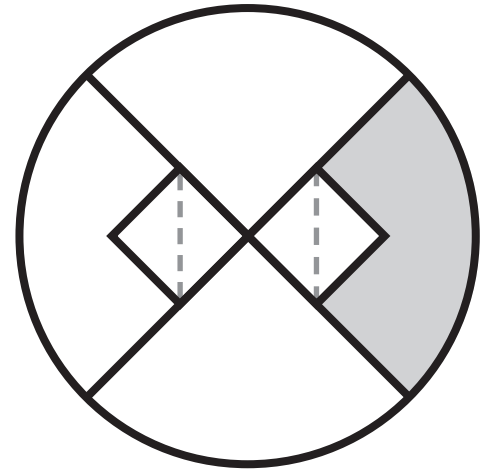


Continuing the journey

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“In dynamic systems, our work is never done.”
“Your outcomes must be open-ended, focused on creating and sharing knowledge for future work.”

- View your work as one step towards a better story – and be sure to tell the world about it in order to inspire others.
- Celebrate what worked and learn from what didn't.
- Network with all participating and keep in touch.

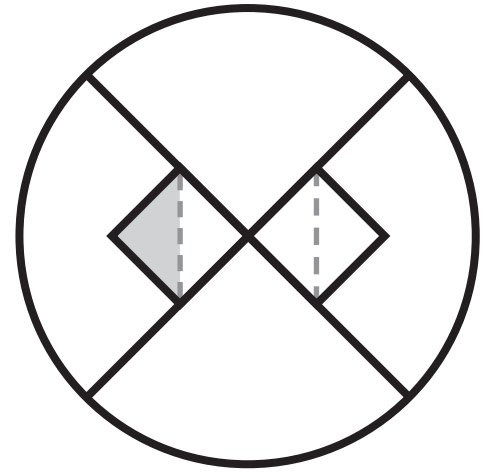


Explore

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“Throughout the design process, we need to explore deeply and widely what is happening, determine the root cause of the issue, consider what ideas and resources exist already that we can re-use and build from, and develop a bold and hopeful vision of what the future might look like.”

- Dig into the existing system. What assumptions do we have, and what are they based on?
- Gather insights from people from different generations.
- Identify opportunities: What is already present, that can be used differently to better suit our needs?
- Create prototypes to better understand the situation and the system surrounding it.
- Be curious.

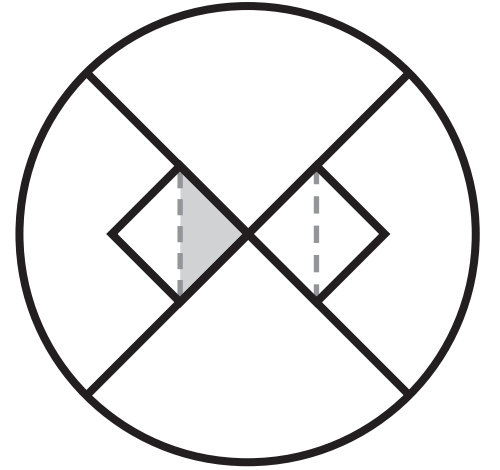


Reframe

45/49

“Moving to a more equal, regenerative world means breaking out of our current way of thinking. It means creating things – products, places and services – that reflect new values and shift our collective behaviours.”

- Use a regenerative mindset to find opportunities.
- Change the brief to accommodate for new perspectives that focuses on the bigger picture.
- Use [SDGs](#) for inspiration. How can this problem space be relevant in solving bigger issues?
- Think “existainability” – being connected to others, to nature, to ourselves.



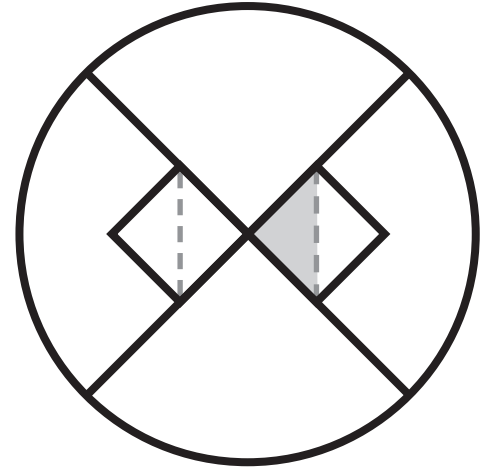
Create

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“Creating a series of different actions and ideas that can connect with other interventions and help designers move towards a bigger goal.”

- Generate as many ideas as possible – from the realistic, that might create minor changes to the radical, provocative that needs further innovation.
- Some ideas might not be manageable right now but brings life to the larger vision.
- Draw inspiration from nature (biomimicry):

[Link 1](#) // [Link 2](#)

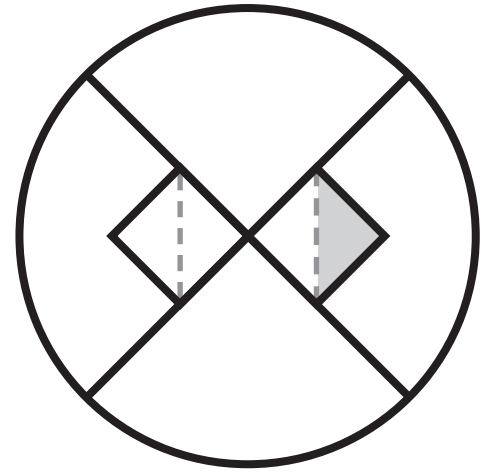


Catalyse

47/49

“Design is about making things. Thinking systemically can often feel overwhelming, so making things helps move you forward. It shows people what a new vision looks and feels like in a tangible way, so they can get behind it or add their ideas to it.”

- Prototype to test and iterate – and be sure to test on different stakeholders, across generations.
- Tell the story – the proposed solution might concern a limited amount of people thus having small impact, but the narrative around the vision can inspire others to do similar projects, creating a bigger movement of change.



In short:

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- Create a vision
- Challenge the local collaborator
- Involve people in the process
- The process doesn't stop on friday – it just begun!



Photo: Colourbox

“Husk at sjusk”

(Remember to be sloppy)