

# OXFORD FUTURES FORUM 2017 REPORT

2 – 3 JUNE 2017

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The Oxford Scenario Planning Approach & The Climate Imaginaries of the Arts and Humanities



ual: university  
of the arts  
london

Imperial College  
London

**ASU** School for the  
Future of Innovation  
in Society  
Arizona State University

# TABLE OF CONTENTS

Acknowledgements	3
Schedule	4
Introduction	5
Press Release	8
Conference Notes	9
Breakout Groups	
Invention in the Anthropocene	12
Big Future: Climate Changes	14
Seeing Anew	15
Radical Participation	18
Novel Climate Ethics	21
Myth, Drama, And Cli-Fi	24
Psychology of Extremes	26
Ideas Market I	
Breakout Group I	29
Breakout Group II	30
Breakout Group III	33
Breakout Group IV	35
Breakout Group V	41
Breakout Group VI	42
Breakout Group VII	43
Day One Concluding Plenary	46
Day Two Opening Plenary	47
Concept Catwalk	49
Ideas Market II	
Breakout Group I	54
Breakout Group II	56
Breakout Group III	57
Breakout Group IV	58
Breakout Group V	58
Breakout Group VI	73
Breakout Group VII	75
Concluding Plenary	64
Pledged Ideas for Development:	71
Idea Posters	75
Post Forum Correspondence	92
Twitter Feed	96

# ACKNOWLEDGEMENTS

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We would also like to acknowledge those who designed a Experiences & Provocation sessions, which were intended as way to kick-start the OFF dialogues with an immersive foray into some cutting edge thinking and practice related to climate imaginaries. Thanks to Ken Eklund, Lauren Withycombe Keeler, Andrew Morrison, Lara Penin, Jerome Ravetz, John Sykes and Alison Tickell.

Thanks also to Egrove staff, and for financial support from the Global Business Policy Council of AT Kearney; the School for the Future of Innovation in Society, Arizona State University; Strategy Innovation and Marketing in the Saïd Business School and and Knowledge Exchange Funding, University of Oxford.

# SCHEDULE

Friday 2 June	Saturday 3 June
0900-1000 <b>Arrival, Coffee</b>	0745-0830 <b>Breakfast</b>
1000-1045 <b>Welcome Plenary Introductions</b> <i>Convenors</i>	0830-0900 <b>Plenary Reflections of the Previous Day</b> <i>Yasser Bhatti</i>
	0900-1030 <b>Show and Tell: Concept Catwalk</b> <i>Monika Zurek</i>
1045 Break	1030 Break
1100-1200 <b>Round I</b> <i>Pre-assigned Group Discussions</i> <i>Breakout Groups</i>	1100-1130 <b>Ideas Market Two</b> <i>Creation of Postcard Wall</i> <i>Participants self-organise to form new groups</i>
1200-1245 <b>Experiences &amp; Provocations</b> <i>Breakout Groups</i>	1130-1230 <b>Round III</b> <b>Dialogues</b> <i>Breakout Groups</i>
1245 Lunch	1245 Lunch
1330-1415 <b>Reflections on Experiences &amp; Provocations: What's Next?</b> <i>Plenary</i> <i>Lucy Kimbell</i>	1330-1415 <b>Plenary Report Out</b>   <i>Lucy Kimbell</i>
1415-1445 <b>Ideas Market One</b> <i>Creation of Postcard Wall</i> <i>Participants self-organise to form new groups</i>	
1445 Break	1415 Break & Group Photo
1515-1700 <b>Round II</b> <b>Dialogue</b> <i>Breakout Groups</i>	1445-1545 <b>Projects &amp; Initiatives Market</b> <i>Taking the Conversation Forward</i> <i>Rafael Ramirez</i>
1700-1730 <b>Plenary Feedback</b> <i>Rafael Ramirez</i>	1545-1600 <b>Ways Forward</b> <i>Convenors</i>
1800 <b>Pre-dinner Drinks</b> <i>Atrium</i>	1600 <b>Depart</b>
1900 <b>Dinner</b>	

# INTRODUCTION

ADAPTED FROM THE 2017 PRE-CONFERENCE THEME FRAMEWORK



The 2017 Oxford Futures Forum was an invitation-only event designed to enable professional dialogue, reflection and collaboration. It helped approximately 70 participants explore how plausible, challenging, and usable climate change imaginaries can be constructed, articulated and engaged with in ways that open up spaces for dialogue, for exploration, for participation, and for action.

Scenarios are already prominently used by the IPCC and by many others involved with climate policy, strategies, and research; yet arguably they have not sufficiently ignited the collective imagination or mobilized collective action. The Paris Agreement on 'holding the increase in global average temperature to well below 2°C' represents a recalibration of ambition. In policy circles, the possibility of 4°C of global warming was beginning to become a commonplace assumption. Whilst 1.5°C may not be achievable, the Paris Agreement will require unprecedented efforts and profound changes to the global economic and social system, with implications also for health, food and energy systems worldwide.

The 2017 Oxford Futures Forum focused attention on the human and social dimensions of climate change and assessed the ways that art, literature, design and trans-media might be mobilised to better enable a different understanding of erratic climate futures in turbulent, uncertain, novel and ambiguous (TUNA) settings<sup>1</sup>. Marrying such climate imaginaries and relevant arts and humanities scholarship with the theory and practice of scenario planning is intended to broaden the range of people engaged, and the modes of action inspired, by such futures.

Many scholars have argued that climate change has failed to engage groups and individuals capable of action because it lacks tangible, palpable immediacy - such as those more immediately felt aspects related to environmental disasters like volcano eruptions, earthquakes, tsunamis, hurricanes, storms, fires, or droughts - many of which are exacerbated in frequency and intensity by climate change. Despite the fact that 2016 was the warmest year on record; perceptual, political, investment, and behaviour changes in relation to climate are moving at a sluggish pace. New stories and imaginaries may better enable the mobilisation towards and implementation of transformative action.



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<sup>1</sup> See Ramírez, R. & Wilkinson, A.: Strategic Reframing: The Oxford Scenario Planning Approach. Oxford University Press, 2016

Environmental psychologists, literature scholars, artists, designers, film-makers, writers, and political activists of different persuasions and backgrounds are vigorously engrossed in efforts to render the futures yielded by the best available climate science and by the possibilities these hold for generations already born -and yet to come- meaningful at the personal and social levels. The roles for the humanities and the arts are not just a matter of translating climate change science across scales and communicating climate models; but also of opening up possible spaces for action and interaction, and for enhancing judgment and participation in designing and testing alternate futures.

In this way, established and novel forms of art, literature, film, performance, design as well as arts and humanities research might help to reframe the dilemmas of climate change. In exploring and constructing ways to better relate with emerging and future climate uncertainties, we explore how such modalities might best help engage people in re-perceiving possibilities. Scenario planning as developed in Oxford can also bring a commitment to action and to developing practical strategies that are often self-consciously absent in artistic or cultural projects.

In OFF 2017 we sought to gather together scholars and practitioners working at the forefront of scenario planning with those working with climate imaginaries to develop captivating and accessible narratives and strategies, in a variety of formats and media, that can open up previously fixed ways of thinking about the future, catalyse novel interactions and spur initiatives.

**NOTE:**

This report respects the Chatham House Rule noted during conference time.

# PRESS RELEASE

Saïd Business School hosts its fifth Oxford Futures Forum on 'The Oxford Scenario Planning Approach & the Climate Imaginaries of the Arts and Humanities'

The day after President Trump withdrew the US from the Paris agreement, leaders in strategy and the arts and humanities from academia, consultancy, government, and business and the arts came together at Saïd Business School in Oxford for two days to consider how to better grasp climate futures so as to revitalize attention and action. On 2-3 June 2017, 60 participants discussed in an open space format difficult topics on scenarios and climate change.

This Forum brought together climate imaginaries from the arts and humanities and scenario planning practitioners to broaden networks and the modes of inspired actions. Previous forums combined scenario planning with social ecology and causal textures theory (2005), with sense-making (2008), with complexity (2011), and with design (2014).

A number of new practical and academic initiatives emerged, as was the goal, ranging from awareness events, papers, exhibitions, digital networks, and even plans to trigger a cultural movement. Environmental psychologists, strategy practitioners, artists, film-makers, writers, and political activists were engrossed in efforts to render the futures yielded by climate science and by the possibilities these hold for generations already born -and yet to come.

Oxford Futures Forum was co-hosted by Rafael Ramírez, Saïd Business School; Cynthia Selin, School for the Future of Innovation in Society, Arizona State University; Lucy Kimbell, University of the Arts London; Monika Zurek, Environmental Change Institute, University of Oxford; and Yasser Bhatti, Imperial College London. It was sponsored by the Strategy group at Saïd Business School, the School for the Future of Innovation in Society at Arizona State University, KE Seed Funding, and benefited from scholarships generously funded by the Global Business Policy Council of AT Kearney.

During the forum, participants also visited the Oxford Futures Library, which houses The Pierre Wack Memorial Library and Boucher Futures Research Library. This reference library boasts an impressive collection of over 5000 items, and is open to visiting futures and scenario planning scholars and practitioners.

# CONFERENCE NOTES

## WELCOME PLENARY

"The medium is the message." - Marshall McLuhan

- How do we situate the 2017 Futures Forum?
  - The Forum began in 2005. Two books came out of the first forum; *Scenarios for Success* and *Business Planning in Turbulent Times*; in addition to numerous peer reviewed articles.
  - 2008 Forum. Looked at links between sense making and scenarios.
  - 2011 Forum. Looked at scenarios and complexity.
  - 2014 Forum. Looked at scenarios and design, recognizing that design in its various forms are essential in futures thinking.
  - 2017 Forum. Looking at humanities and the power of storytelling in the climate futures space, explore how combining arts, humanities, and scenarios can inform a different perspective.
- The Forum is based on:
  - An open space, generative dialogue
  - The value of self-organisation and serendipity.
  - OFF etiquette: Chatham House Rule-- participants can say what they heard but cannot attribute it to a person regardless of who they are.
  - In groups: The groups need a spokesperson to give a 3-minute highlight in plenary.
- Language matters when communicating climate change
  - Arts should also be seen as stories and not just design; not just content but innovate new ways of thinking about things
  - Fear doesn't work as a framing of climate change; what is the emotional connections people have and values-based approach
  - Hulme reflects on what climate change opens up? Why does fear not work? Alternatives? What does "work" actually mean?
  - Images are very important in communicating confusing concepts. Synthesis report is negotiated line by line across IPCC governments.
    - IPCC different scenarios graphs are ineffective communication; they use e.g. socio-economic pathways, to communicate to public, yet are unreadable by citizens
    - Need to reform the communication sector with arts; needs a new urgency especially since Trump decision
  - One of the aims of the Forum is to understand and determine how to communicate the urgency of climate change

- Need for trans-disciplinary knowledge and creative insight to explore different topics and approaches
- Example to portray communication example:
  - Floating food forest in New York-- A facility that reuses and regenerates water to grow food in an urban context
- What is our relationship with climate change? What role does the humanities have in informing this?
 

John Robinson (2004) says we need to combine values, preferences, and beliefs in looking at climate change.
- What is the emotion we want to convey/express/manage about climate change?
  - Mention of a recent poll that claims that Americans fear climate change more than ISIS
- What are the right questions that we should ask?
- And finally, how do we bring all this information (broad knowledges and images of climate change) together and apply them in the field whether it is policy, core science domains or projects.
  - Climate Outreach is a project that researches how climate change is communicated and tries to broaden the range of imagery and language used to discuss climate change. Toolkits for people who are trying to engage with visualizations of climate change. Evidence based communication.
  - The Hive at Kew Gardens by Wolfgang Buttress is a good example of innovative communication using the arts and nature; sculpture vibrates from a large beehive; movements vibrations from sound, linking bee behaviour and communication and shape how this sculpture behaves
  - Translation of nature/environment through the arts

# BREAKOUT GROUPS

## A NOTE ON THE PROCESS

Ahead of the OFF, participants submitted a 200-word position statement about their interest (and/or expertise) about the intersection of scenarios and environmental change from the perspectives of the arts and humanities. These were all reviewed by at least two of the OFF convenors, and in some cases, the participant was asked to revise and resubmit them. Then, ahead of the Forum, convenors Cynthia Selin and Lucy Kimbell read through all of them, identified common themes, and used these as a basis for organizing participants into seven groups for the first round of discussion on day one. The groups had these themes/titles:

### **A. Invention in the Anthropocene: Collaborating with Living Systems**

Focused on 'making' with attention to engaging in new ways with natural and environmental systems.

### **B. Big Futures: Climate Change @ Scale**

Tuned to people interested in geopolitical change, shifts in financial markets, and other sorts of systemic views, levers and analytics on "the world".

### **C. Seeing Anew**

Interested in data visualization, alternative imagery and what it means to take other perspectives.

### **D. Radical Participation**

Focused on how to extend engagement about climate futures to broader communities, interested in both the rationale and urgency of doing so, but also in methods.

### **E. Novel Climate Ethics**

Dealing with ethics explicitly or are otherwise interested in how imaginaries might be opened up to account for other normativities.

### **F. Myth, Drama and Cli-Fi**

Focused on narrative and new modes of storytelling anchor this group.

### **G. The Psychology of Extremes**

United in an urgent concern about how people and institutions work to conceptualize and grab hold of the seeming other-worldliness of climate change.

## A. INVENTION IN THE ANTHROPOCENE: COLLABORATING WITH THE LIVING SYSTEMS

Introduction.

- Intent of session: discuss abstracts and form links to take forward
- Objective: to discuss what can be done in the future and determine opportunities for collaborations

General discussion.

- Concept of cosmopolitan pollution and reverse innovation brought-up from the participants' background
- If 'fear' and 'guilt' does not work in climate change mitigation, maybe we should shift to concentrating on using luxury products as a medium to reach out to people.
- From business perspective: shifting a product that might be linked to 'fear and guilt' to portray 'sustainability' / 'green perspective'
- However, the idea of 'luxury' is subjective: reference to the conference called 'luxury communism' and the idea of 'luxury' evolves e.g. bottled water was once a luxury in many countries – and still is in developing ones – is now a necessity in most countries.

Discussion stemming from Abstracts

- How to avoid fear mongering?
  - o Problem-solving approach is not enough because it creates a narrow-minded and channelled perspective
  - o There is hence a need to develop a speculative approach that cultivates a wide-range of solutions: explore creatively – in a 'poetic way'
  - o Experimental-approach is critical
    - This approach is very prominent in the design, arts and humanities fields
    - There is no need to 'prove' things, it is a concept, a part of knowledge, which is slightly intangible
    - Need co-creative, iterative experiments
    - Difficulties: it is an emerging trend so there is no framework and no deterministic way of doing things
  - o Notion of 'behaviour change' within society
    - Moving people from seeing sustainability as an external process but more as a 'desirable' / 'luxurious' aspect of their lives
- Proposed questions: Do we all agree that climate change is a problem that needs to be addressed? Or are we proposing that people need to interpret and experience? Are we being too prescriptive in the solution?
- The need for a larger communicative inquiry
- Living systems:
  - o Working with living organisms but also understanding that they are being exploited  
Example: forests which are grown but need to be used for timber or mycelium organism that has potential for creating new materials
  - o Managing resources better to avoid excess and waste

- o Using narratives as a device to bring in creativity (exploring time, space and evidence). Examples: Polar bears in the arctic experiences were written about so that people can understand the impacts of climate change or Narratta whale in arctic circle
- Appreciation of consumption:
  - o How people perceive what they are consuming?
    - Farmers markets
    - Need for transparency: Having an open-ledger such as a blockchain so that people understand where things exactly originated from. Idea: Barcode that helps people track the origins of the raw materials.
    - Yet, how to change this narrative? Do people even care about this?
      - Nowadays, there is an issue of 'convenience' and 'comfort' such that you can order a milkshake and it will arrive at your doorstep
  - o Paradigm shift:
    - Consumption-pattern shift: In people consuming much more clothing. Geenpeace claims that in last 14 years we have doubled our consumption of clothes. They are the second largest polluter after fossil fuels.
    - Connecting the dots between happiness-research and consumption:
      - Why do people consume so much?
      - But it is important to understand that people can think about these parameters only if they can "afford" it.
        - o You need a level of financial comfort to start thinking about parameters such as your impact on the environment.
        - o Very often, the poor aren't included in these discussions, yet they might be the ones most paying the price of climate change
  - o 'Literacies' of climate change
    - Bringing in public participation: To understand how they perceive the world and what difficulties people face
      - Co-production of knowledge: sharing power
      - Involving 'lay' people and valuing their knowledge
      - SLIM: social learning in integrated management
    - Creating the perspective that the environmental world is 'awesome'-enchanted and creating a sense of awe- is necessary for artists and designers
      - Agile, poetic and creative approach to inspire people
      - Maybe inspiring people about how nature has evolved over billions of years: Bio-mimicry to approach climate change issues.
  - o The need to understand the essentials: some degradations are already extreme
    - Where are the tensions and where do we place the solutions?
    - Fossil Fuel depletion, water scarcity (salinization and ground water aquifer depletion). How do we work with these parameters that cannot be 'recharged' and the impacts irreversible?
- Summary of proposed solutions:

- o Compromises, co-designs, co-production
- o Instigating a sense of reaching-out to the imaginary to bring in emotions, make analogies and bridge the gap in knowledge
- How to create things that are symbolic?
  - o The need for talents and specialisations to give more than a socio-technical view but also an emotional-connection
  - o Bringing in performing-arts (drama, choreography) to portray things in a symbolic view of climate change
    - Enact and perform impacts of climate change and anthropogenic impacts
  - o Understanding the impacts of scale: time scale, spatial scales.
- Idea: bringing people to the Arctic so that they experience the changes in climate and the environments first-hand. Issues:
  - o the experience becomes profit-based and a form of exotic tourism and not about developing a new perspective and culture. Hence, approach depends on framework and integrity of participants in the project.
  - o Financing the project while keeping a form of independence within the organisation
- Biggest issues with changing imaginaries: Trust
  - o People do not trust new media, artificial intelligence and the information they receive

## B. BIG FUTURE: CLIMATE CHANGES

- General Scope of Conversation: The group viewed climate change in the context of the strategic Environmental framework.
  - o The group agreed that climate change must drop from the contextual to the transactional stage for change to happen on an individual basis.
- The group concluded that society shifted away from viewing climate as just something that was a part of nature, and had nothing to do with human's actions. But now, since the past two hundred years, we view ourselves as actors in climate change, not just a recipient of climate
  - o For instance, the group members referred to the industrial revolution, river water pollution, 2/3 of the people of the Netherlands living beneath the sea level, etc.
- In addition, the group questions why people are not happy advocating for environmental sustainable policies/ dealing with climate changing?
  - o One of the group members referred to Martin Sullerman, a professor at the University of Pennsylvania's Wharton Business School, who defines happiness as a positive feeling that comes from within and does not stem from fear.
  - o Another member argued that the reason people are not happy dealing with climate change is because, on an international level, we are not looking at it on the local level. This member gave the example of sub-Saharan Africa. He said that in sub-Saharan Africa, farmers are only worried about their land, crops and

livestock. Essentially, the climate change narrative needs to be framed in a way that impacts individuals on a one to one basis.

- Next, the group questions the methods in which society can achieve environmental social justice for reducing the effects of climate change?
  - The problem with environmental social justices is that with justice coming from the top down.
  - The group collectively agreed that environmental social justice must come from the bottom up.
    - For instance, society should focus on positively impacting the environment by making people feel happy to make individual lifestyle changes.

#### Experiences and Provocations (breakout groups)

- Scope of the Conversation: In the context of mining, the group examined the importance on scenario planning for climate change.
- Scenario planning looks beyond the supply and demand theory in mining and looks at an environmental degradation in the real-world context, such as, the socio-economic impacts.
- In terms of climate change policies, you have a large number of people and factors, there is no right answer, you have to work with multiple scenarios. Policy makers mistake is that there must only be one way to solve a climate change problem.
- One of the issues with climate change-- the argument is framed in a way that if we collectively do something together, we will have change. But we need to look at it on a country, region, county levels.
  - For example, one of the group members stated that if you're in the USA, you make a greater impact on climate change when you say that tackling climate change will create jobs.
- Climate change is a paradox, the more you define the problem, the less people want to get involved, the less you define the climate change problem, the more people get involved in the conversation.
- Lastly, the group talking about the real-world impact scenario planning.
  - For instance, one of the group members referred to the mining industry. He stated that individuals within the mining industry are close mind. However, scenario planning allows theses individual to learn hidden lessons within the exercise.
  - Hence, the group agreed that scenario planning gives individuals a fresh perspective, even though it may be a slow process.

### C. SEEING ANEW

Participants paired off and talked with each other about background and interests. This allowed readers to find their own journeys through concerns and considerations.

- Idea of braveness in futures discussion.

- Looking at climate change from non-human vantage point. If humans were not in charge, or deescalated in importance, how would we view climate change? One alternative proposed is that humans take their hands off the reigns and see what happens.
- How can we utilise evidence based policy in a way that allows representatives to consider their constituencies' own emotional views?
- How do we perceive messages? Some people choose messages that purposefully avoid complexities. There is a difference in music, theatre, and visual arts; when people go to visual arts they expect something new while they go to theatre to see Shakespeare, they expect something known.
- Looking at risk and managing scenarios that deal with risk. How can art allow us to find different languages to communicate risk? Literature, art, etc can help us explain risk, bridging perceived risk and how people take action.
- Citizen science can contribute to new perspectives and broaden areas of research. More democratic forms of engagement allow us to take action. NASA is launching a satellite that gives us climate data. Creating new language, stories of air.
- Concise Concepts
  - Value of complexity
    - Is the role of a manager to reduce complexity?
      - What happens if we embrace complexity, as can be seen in the arts and the sciences? Is it anxiety inducing to some?
      - Unravelling complexity: unravelling is not reducing. It is making complexity understandable. Reducing complexity in the arts does not make sense -- we wouldn't want to reduce the complexity of a Bach piece.
      - Problem is not only understanding the complexity itself, but being able to cope with conflict. Can we allow contradiction and conflict? We see in the political realm that politicians do not allow conflicts and contradictions—these are elements that cannot be rationalized out.
      - Very often we see a mixture of root causes and symptoms.
        - The role of a manager can be sorting out the differences between root cause and symptoms. In complexity theory, there is not such thing as causes, only affects.
  - Natural leadership
  - Participation
    - How can we create a space for different publics and voices?
    - Perceptions can shape realities more and more.
    - Is design no longer about matters of fact, but instead matters of concern?
      - Quaker concept that concern is a divinely inspired call to action. If we are concerned about climate change, it need not merely be a source of anxiety.
      - In economics, there is a clearly defined concept about interests of individuals. This is not enough to explain how we act. Better perhaps to

motivate people through impacts and affects. Notion of concern can give texture to this definition.

- Art practices can bridge management, literature, and strategy.
  - Participation is based on trust. We need to trust that people will be able to come up with something worthwhile, and not be overly controlling. In conflict negotiation it is important to have trust in process. The other should be respected for what they do. Respect can exist without trust.
- 
- Three Key Points to Communicate
    - Embracing complexity. Complexity is not to be reduced and needs to be embraced. We need to find new ways to communicate and unravel complexity.
    - Participation. Embrace diverse forms of participation, and look at the role of trust in interactions rather than control.
    - Emotions and Perceptions. How does emotion become a concern, and concerns a call to action? Translating perceptions is important to consider. Important to emphasize diverse understandings. How do we know when and where to step in to make decisions with consideration to emotion and perception?
  - Interstellar example
    - Combines past environmental disasters -- the dustbowl -- to storytelling about the future.
    - Air pollution is a global problem, not only a problem in cities like Beijing but also Paris.
    - Joshua Tree National Park: suffering from high ozone layers, smog from Los Angeles moving in.
  - TEMPO satellite is expected to launch in 2020.
    - Part of ecosystem of satellites. Will be able to collect atmospheric data with unprecedented accuracy. This will allow us to understand science, which can help inform policy. NASA itself does not guide policy.
  - Internet of things and citizen sensing
    - The data might not matter, but new forms of citizen engagement can emerge from this.
      - Effects of fracking, CO2 emissions, etc. Enable activism and interconnection.
      - We might be at a critical moment for science, in fact. Sense of resistance can help spark engagement and connection.
      - There are top down policy makers and bottom up grassroots movements, but there is a need for middle ground cultural brokers.
        - Distributive sensing technologies. Weact, smart citizen groups.
          - Climate justice and storytelling is important.
          - NASA has championed idea of Ozone Gardens. Visual demonstration of pollution.
        - Dedicated knowledge brokering. Catalyst programs help motivate involvement in community programs.
        - Neighbourhood programs can help
        - SouthWings is a group of pilots that will fly people over a disaster area.

- Sustainable City pLAn in Los Angeles.
  - Role of art in highlighting environmental issues. Photography, interactive sculpture.
- Articulate Matter program
  - Creates new words to describe contemporary problems.
  - Word Generation matrix facilitates this.
  - Another method looks at 'hunch hour.' Mines the collective intuition of a group to develop a facts based dialogue. One person shares a hunch about a particular topic, the group then discusses the hunch. One person plays the facilitator--the hunch is intuitive inclined. The group can confirm (affirming) or complicate (critically engage with) dialogue.
- Hunch exercise:
  - Hunch 1: next big change in electricity generation will be a move towards micro-grids and distributive energy.
    - Confirm: in mountainous regions, distributive energy can be easier to install.
    - Complication: supergrids can be used in renewables. If governments stop subsidizing, we can start selling to each other. Locals come together to sell things to each other. Renewables are more self servicing. Produces money without labour, except periodically. Fossil fuel energy actually demands a lot of work and effort. Business model for energy sector is being challenged by renewables. The effort being inserted into fossil fuel supply creates a lot of jobs and economies.
  - The three framing principles identified were threads woven through the hunch exercise.
    - Conclusions of hunch exercise:
      - Process is more engaging
      - Allows for the generation of design groups
      - Harnesses the knowledge of a group
- Points for future discussion
  - How do we create cultural shifts?
  - Role of research: age-old battle between qualitative and quantitative research. Start with qualitative research, and use quantitative to support
  - Loss of language relating to nature and the environment--the specificities of nature and interactions and experiences with nature

## D. RADICAL PARTICIPATION

- There is a mix of participants from different backgrounds in the group – some from academic research, research in participation for energy projects, modeling in environmental change and climate change, representatives from corporate companies, scenarios and representatives from the arts and participatory design.
- The focus for the group is about communication – how do we bring new people to the game? Our group already brings different people from different walks of life. We

communicate our work in different ways. Using our work here, how can we develop a concept of joint interaction? We should forge connections between our different types of work.

- Talking to a variety of people from different backgrounds is important. When we play this game sometimes we can see that there are commonalities in opinions between even a diverse group. But exploring those ideas can allow us to really understand those realities, rather than just see sensationalist views like ‘the world is going down the tube’.
- Joint learning – using human agency
- So the first question is: how do we join the commonalities of our work to develop joint learning techniques?
- Another key point relates to human agency – forward looking work must utilise this ‘joint learning’.
- Another reflection is that joint learning is good – but what should come after joint learning? How can this information feed back to create real change?
- Layered participation can create a variety of outcomes, which can go beyond the impact for just those people participating in the first interaction e.g. the workshop you might run.
- How does it go from participation to action? It’s about thinking about designing the process, co-creation is really important here.
- Building trust is important. The people in the room are pollinators; they are ambassadors of the process. There is actually a lack of follow up on these projects, these projects change practice. But what is the long term implications of these projects who only engage a small group of people?
- Big companies have the advantage of pull, they can work with governments quite easily! And they try to invite a range of people to their workshops. They tailor the scenarios to clients, for example thinking about future worlds with respect to the implications for local governments.
- If we can do scenarios work, then why haven’t we got all the solutions now and why is it that the president of the most powerful country in the world has pulled out of the climate change agreement?
- One idea is that economic, social and technical change can’t be monitored and recorded in the same way. Therefore the norms need to be set at the lowest level possible – norms are therefore set in a contextual level – within each organisation. Organisations can set their own markers for change to monitor. And therefore they can ask what is enough for us to be sustainable? What represents enough? They never ask this in economic, social or environmental impact assessment. By deciding on their own factors, each organisation can account for its own progress. In a way this is a process for turning knowledge into action.
- We also have to accept “the point of optimum fuzziness” and then we can take action from there.
- This could be an organisational problem, there needs to be a way to infiltrate all areas of organisations, it is not just in “sustainability” departments that we need to think about the future.

- Six Sigma technique – you figured out the problem, but how do you solve it and stop the problem returning again? It's about getting all levels of people involved in an organisation. It is about involving people at all levels, in all departments. Giving people the mandate to innovate - "The cloak of expertise" but this is a gradual thing. Allow people to innovate within the system.
- The example of the toothpaste machine was given, failure of technology allowed workers on the shop floor to innovate in a very simple way using a fan, in this context the technology allowed the worker to innovate.
- Idea - The process of design for participation
- Within that design process we should be thinking about whom we involve in that design process. What output would you make? Also what will be the long-term legacy for the people that were involved in the project?
- The outputs have to be connected to your theory of change.
- Comment on this: If you know the outputs in the beginning then this might limit the project?
- Retort: You must think about the communication medium and the shape of the outputs – like videos, white papers etc. therefore its not deciding on the output but deciding on the medium.
- 'Beyond Crisis' (book) has the answer – has a set of procedures to go through. It's answering the questions about how you get people to be innovative.
- Presentation of the provocation – a game based intervention to help people think about the implications of climate change: Future Shocks and City Resilience
- Arizona – climate predictions show extreme weather – above 40c is going to become much more common. There is a growth-based economy and some areas are reasonably poor. The project developed a scheme for city leadership to help with resilience and sustainability for cities. It will also will contribute to measuring impact in the future.
- It is designed to: Identify ways to improve practice; Identify if they do any good practice already.
- Step one: Priorities cards, pick on and discuss the trade offs – ways these goals reinforce or take away from each other.
- Step two: Issues cards pick one and read it out - discuss how this might affect the priorities.
- It is designed to link values and systems thinking.
- Step three: Each participant is given an assets card – everybody shares the assets to explain how they would deal with the issue at hand.
- Step four: Then they are given a shock card – this does not overtly indicate climate change is happening in the place the game is being played, but it is a way to say that climate change is happening. This allowed a conversation about things that might otherwise be taboo. They would have to look at the consequences of the shock. How could the asset be reused to take account of the shock?
- The process takes about two hours.

- Subsequently the players are asked to write a story about the future they have explored – the narrative should explore how stress points could lead them to be better prepared in the present.
- Participants present the story to the group. There are 32 players, one facilitator per group.
- The game has also been reviewed through taking notes while it was being tested, and the data subsequently analysed looking towards who engaged and how they engaged.
- A role play game was also described: A city is going to present their work to win a big suitability prize. They each build a picture of how it would be to act as organisation that had made radical suitability changes.
- There are a lot of card sets available which investigate shocks.
- Key point: Who is facilitating the long term implementation of this and how do you keep momentum after the game has ended?
- Others have made similar card desks with future news articles.
- What is the purpose? Is it vision building and back casting or is it considering the issues then building the future?
- How did you pick the people to get involved?
- It's not facilitating advanced futures thinking by playing this game. It's an introduction. A lot is the feeling of investment for the people taking part. This also allowed resilience to belong to the whole organisation rather than only within one department.
- People are not defending what they already do, rather you are in a creative and open space "allow people to be heroic". Inhabiting a heroic role.
- It's flexible between sectors and could be seen as a low hanging fruit machine to begin engagement.

Conclusions:

- Joint learning is important – how this can cultivate learning and how can this not just be a 'one off' that only engages people in the moment?
- How do we get people to think differently through the methods in the board game?
- Who should act on climate change and who should be involved

## **E. NOVEL CLIMATE ETHICS**

- In Los Andes, future is behind and past in front of us. People used to be nomads; the future was ahead and the past is behind. Agriculture changed that perspective and paradigm change, they could not see future, so they attach to tradition. Donald Trump is an example of trying to attach his discourse to the past.
- Environmental sounds are used to understand time and place when talking about nature.

- It is also possible to transmit a message about nature using catastrophic images; it is a valid form.
- There are other ways to discuss about future, for example, a Californian advertising campaign used the concept of “green life” as a way to make nature appealing; it gives a vision of the future, an aspirational goal. It thought to be very interesting because it transmits the message that this type of aspiration might be achievable and engage people with a story that inspire them.
- Messages also need to be realistic they must be used as a bridge between what it is desirable and realistic. However, this perspective should not discard transmitting a goal through consumerism.
- When we talk about ethics, we do not normally talk about reality. The use of a social discount rate is important in terms of ethics as it allows us to make judgments about the future. The future and the past is part of the screen. People are detached of the idea about using the past, however, we cannot ignore the future; we attach a value to our decisions. Any statement about future incorporates the idea of a value.
- The importance of numbers when talking about future might be understood using the Greek concepts chronos and kairos. The former is the time we can measure and the latter is the moment, the right instant. These concepts can be used to explain the attachment of people to time.
- We should ask people about how they imagine future rather than imagine it for them. It is important to explore their emotions.
- Decisions as Brexit and Trump are not related to rational thinking but about emotions. It is important to capture emotions when talking about future.
- The scientific approach has as one of its goals to understand the world, however, Greek philosophers thought about ethics in terms of action. Climate change facts are on the table. Therefore, the idea is put a basis in the way we think about ethics different to what we do now.
- The ancient meaning of art in Sanskrit (rta) was “the dynamic process how the world systematically renews itself”, who later was adopted by the Greeks.
- The dualism between nature and technology or consumerism and idealism is believed to be a trap. People should accept that these ideas live and share the same world. We should imagine a world where nature and technology live together and are reconciled.
- The idea of feeling secure about future can be thought as when you have a spreadsheet, you feel good and secure because you think they are real and leave emotions out of the picture.
- It is important to bear in mind the reality might be subjective creation. There are many realities and, thus, many futures.

#### Experiences and Provocations:

- Murphy’s law is not an academic subject. All science and business teaching is about doing something in the right way but not studying when things go wrong. Academics know about this situation that but they do not do anything about.

- The war on Iraq is used as an example. Iraq war started with a fantasy. Evil has to be confronted. Evil has to be fought by the Good. A fantasy that relies on mendacity. That was embedded in the American foreign policy at that time.
- In case of Blair in 2003, he created lies to advocate for the war against Iraq. The government produced dossiers with all things Hussein had done to sponsor terrorism. However, the data was taken from an old dissertation with names changed. Fantasy needs a mendacity (a lie). That led to an epoch of corruption, which later led to failure. A similar example is the banking failure in 2008, It used a fantasy (a false leader) and lies (Royal Bank of Scotland). The use of fantasies based on lies are recurrent in the business world.
- Three mile Island – Nuclear Failure example serves as a reference when there was not a rule that established to need to ask for help. That could lead to amplify the impact of failure. Same thing might be thought of British Airways failure with its information system.
- Karl Popper thought about real science as refutation. In some way societies discourages that sort of criticism.
- Reality is created by just few people. People in general are excluded from creating reality.
- The example of the fool in the courts is brought in to explain that he who was the only person could say any type of thing to the ruler. It is the same as the idiot of the village and his right to say anything about anything.
- People in power want to be confirmed. If the general people allow that, it might lead to disaster. However it is argued that this idea applies only for those people in power.
- For example, Donald Rumsfeld, the former US Defense Secretary used the idea of the “Unknown Unknowns” which are the trickiest things we have to deal with as a form to engage USA in the Iraq war.
- It is necessary to include feedback from different perspectives. There is the need to envisage a mechanism to receive that feedback from people.
- Ethics on the future should be based on the idea of a networked world.
- In the Vietnam war, the whole political mass and protesters did not communicate, they demonized each other. However, opposite parties can talk and discuss when they change their daily roles. When parties are humanized, discussions can be carried out. The point is that in the political process subjects are dehumanized.

#### Conclusions:

- The idea about dualism between nature and technology, consumerism and idealism, is an example of how debates are dehumanized and parties demonized by each other. Society is evolving because problems such as poverty is disappearing from the public debate so that discussions are not anymore about basic things as hunger and health but other topics such as climate change. That is an opportunity to take into account,

#### Open questions:

- The idea about dualism between nature and technology, consumerism and idealism, is an example of how debates are dehumanized and parties demonized by each other.

Society is evolving because problems such as poverty are disappearing from the public debate so that discussions are not anymore about basic things as hunger and health but other topics such like climate change. That is an opportunity to take into account.

## F. MYTH, DRAMA, AND CLI-FI

- Changing behaviours.
  - Many projects related to climate change and the environment are interesting, but they do not achieve behaviour change.
  - We must not stay only in the intellectual part of climate change science; facts and figures don't get to the core of people. Arts get to the emotional side of people; we need to start getting into values and behaviours.
  - It is not only about emotion, it should be also about generating a space of action. Cities play an important role in this.
  - Looking at the diagrams showing the increasing concentration of CO<sub>2</sub> and the climate change trajectories, it is clear that there is a point of crisis. This can generate denial instead of action.
- Narratives.
  - Those diagrams are part of a narrative that is failing.
  - The problem is not that people do not believe in climate change or do not want to act. It may be that they do not know how to act. What are the new narratives that matter in order to show them how to act?
  - Superficial narratives are easier to agree on, but below these are expressions of identity (ethics, philosophy). We must consider these differences to change them.
  - We must avoid degenerative framings, and achieve constructive narratives. What people put out there, and how that constructs the story from there.
  - We need to find ways to communicate and persuade people to act; this can only happen if they engage with the conversation.
- Myths reflect social values; they are usually open ended. The narratives of environmental myths construct ideas, agency and political narratives. "To actually make changes, there has to be changes in the personal myths."
- The current general system is broken and cannot be fixed. It is necessary to start a dialogue of different knowledge systems in order to reconstitute a knowledge system that all people are comfortable with, not only us.
- Philosophers and scientists have similar dialogs, the challenge is to find a system that makes this visible and that bring them together.
- Culture products can be used to change values systems.
  - We must understand how popular platforms like games and art construct the narrative of society.
  - It is important to determine the audience for the awareness efforts. There is a distinction between art and high art, which may have different audiences (i.e. opera vs. soap operas). "How do we do that people keep coming back to the IPCC as they do to compelling series as House of Cards?"

- We must be careful to avoid these narratives to be just consumed as a series. Besides getting the knowledge out, people must feel they need to act. That's what games are all about, you have to act, if you don't act the game doesn't do anything by itself. How do we do that in real life?
- An interesting tool would be to create an open ended and even crowd-sourced game with a designed narrative that provides opportunities for players to make choices, and learn at the same time.
- The designer of a game has a lot of hope in the players. People do not like narratives dictated from above; the current narrative in climate change generates denial, which is different from fear, so if you make it participative and hopeful, maybe it will work. "People will bring the hope, trust your players, but create the space for them to have hope."
- "Negativity does not work. But, positivity without action doesn't work either." The crisis approach is not compelling, especially for climate change, that is a slower dynamic crisis; we are getting closer to the crisis but not fast enough to make people move.
- Social change will not do it because it requires time. Climate change point of decay is too soon for a social change. Even the cell phone system took many years to be established, and that was something people wanted, unlike climate change that few care about.
- Restrictions in the system may represent technical or structural barriers, which keep people from doing something about climate change. I. e. employment is related with CO<sub>2</sub> emissions so economy does not allow to make changes so fast.
- New narratives should create economic structures that allow every human to live in dignity, so people that are hungry go to a safe place but none can pass the barriers of the "ship" where we are. We imagine this space and design its limits and permits, the regulations of this space.
- Evening news about climate change doesn't reflect the urgency of the issue, and the advertisements cut the whole narrative. An interesting tool would be to create a 24-hour channel focusing on news regarding climate change, providing the urgent emotion and visibility of the impacts it has.

### Provocation

The assignment was for teams of two to create a voicemail from the future, from 2024 (when a leak from the future starts) to 2056 (when the leak is fixed); it should sound authentic.

- Team 1 discussion: Their future has more efficient and cleaner air and water production. They expect improvements in technology and policies regarding environmental issues. Governments, NGOs, and businesses would be leading this mostly. What will a business look like in the future?
- Team 2 discussion: In 2030 what is the possibility that a particular city receives a Climate Creativity Award? They are using a positive approach. In that year, what would it be exciting for their adult children?
- Team 3 discussion: In the future, are there new ways to produce and distribute commodities more efficiently? Is it possible to improve the quality of life with a lower

economic and environmental footprint? Do developed countries need to lower their consumption so the developing countries can increase it?

- Team 4 discussion: Voicemail to their mother, she lives in London and it is a year and a half after a flood that seemed to be temporal, turned out to be permanent. Operation Upstairs underway, because people cannot live in the ground level anymore. It's a boom time for builders. New means of transport are developed to adapt to these new conditions.

Group discussion. This assignment was about the process, not as much of the recording of the voicemail itself. It analyses a universe of possible futures, plausible and implausible futures. Voice messages can be a form of art, the way they are thought and designed follows an art process.

## G. PSYCHOLOGY OF EXTREMES

- Picture of little boy on dumpsite (from Amnesty International) shows the unintended consequences of the rich on the poor, essentially the north-south divide. This child is standing on hazardous materials outsourced from US.
  - Questions asked from this picture are;
    - Do we think about our global reach in our everyday consumption?
    - How much effect do we have on the whole world?
    - How can we seek to ensure people know about these and change their lifestyle and behaviour?
    - Is the picture only effective when put into context?
    - Are we externalising the extremes; how upgrading phone is unjust to other communities, yet do we think about this when we upgrade?
- The movement towards speed in AI is often richer than the moral imperative.
- An example of two brothers, one atheist and one Christian despite same upbringing, they held the same passion yet different worldviews; very much the moral imperative and how it affects our actions and beliefs.
- We are in the era of the 'Big Gig' where we have legitimated action on climate change, but 'what can we do?' is the big question and this changes all the time.
  - We have value-action gaps and through capacity building this can be addressed. One of the main questions is: how can we break down barriers when communicating about climate change and appeal to all audiences?
- Whose extreme is it? The way climate change affects people differently will affect the messages to talk to different people.
  - People's extremes are different; link to unintended consequences and the dumpster story– how do you bring the extreme from somebody else for everyone? In the western world we often have a cognitive blindness.
- 'Companion objects' are objects which stimulate talk and represent something close and meaningful, they open a dialogue and can convey message.
  - Donna Haraway talks about them in the context of holding a romantic attachment with these objects, in her Nature Culture book.

- How do you reconcile the innate human nature to make and put more stuff in the world when we live in a society where waste is a big issue and we essentially have everything we need and only make things we want?
  - Companion objects can be used to open dialogue about this and discuss how a designer or a 'maker' of-some-sort can engage with non-human nature to work ethically, through looking at the life cycles of products and emotionally durable design.
- Kate Fletcher's book 'The role of youth' which discusses the changing of culture
- You get a buzz when you buy something, which overrides the externalities of the product- this epitomises the concept of cognitive dissonance.
- Tim Jackson's book, 'Prosperity without growth.' We need to embrace the change in a sustainable manner.
- We need to embrace myths more; ancient meteorologists story of the box of Pandora which when opened released plagues, yet one 'elpis' of hope remaining. How can we relate this to climate change narrative? We will fear the plagues, but have to remember that "hope still exists."
- Our subjective world is full of binaries posed against each other, and is very transactional; these opposites conflict emotions and create polarities.
  - How can we harness these binaries or break them down?
  - How are extremes living with us on a daily basis; the arts and culture embraces this, often these binaries are taken for granted.
- There is a repetition of independently arrived at solutions; we need to reframe the argument and stop this repetition.
  - Perhaps this can be done through new ways of looking at big data; we can use search terms to describe a demography, how they think about things and describe and relate to subjects.

#### Experiences and Provocations:

- What makes objects personal and relational, how does money relate, if it does, who made it? How? Why? Ask all these questions to understand personal relationships we may have with objects. Extreme ambivalent experiences – what things symbolise.
  - Objects involved were:
    - Vishnu ivory sculpture gifted from father at young age, did not understand the biodiversity cost this entailed
    - Picture of mountain peaceful scenery, evoking sense of ease and peace
    - Book on languages of nature and how Indigenous peoples and western dialect is different in the way that it views and upholds nature
    - Laptop which holds photos and memories and endless expanse of information which can be accessed easily
    - Bracelet inherited from grandmother which has seen the world and travelled and survived war and political upheaval.
    - Picture of grandson, how he will be affected and what his future looked like

- Micro solar panel- made by son who is professional engineer; it represents a future sustainable technological ideal, and also made by family member.

- Science created climate change (or at least worsened it), yet it has now become a problem and now science must fix it. Very much “good science” vs “bad science” narrative, does this binary have to be present?
- Values are ingrained and embedded, and we need to harness these values for effective change.
- Describes deep ambivalences of what we have, hold these in single moment, why we are connected to things
- Spectrum of emotions and relation value
- Personal mantra “do no harm” but where does harm start and harm stop, what defines it?
- When all the groups came together and discussed their session, all but one group used the term “emotion”, but one man does not want to lose the vigour and emotion within the practice. Yet we must remember that arts and culture is not just spread, it’s a whole landscape, not just one thing, frame it in a broader field; not just artists themselves, also policy makers and how people are involved – all the links and messy communication.

# IDEAS MARKET I

## BREAKOUT GROUP I: LOOKING TOWARDS AI & NEW DATA ANALYTICS

- AI – how we will hyper accentuate this? How will we move forward? How can we use it to mitigate climate change?
- In this post-truth era there is an issue of trust within the public; people don't trust politicians and people and prefer new ways of knowledge and awareness assimilation. Can AI provide this? It is mystical and can manipulate people in a new way, as people like technology and want to embrace it.
- Blockchains can create new technological systems and empower people, but will they disrupt way we do work in the future?
- What are the liability regimes of increase technology? An electronic person identity? What are the ethics behind this?
- AI can represent what we know and what we don't know; we use AI for trust and control
- Who can build this intelligence? What are the purposes and why?
- The problem of AI is the word 'intelligence'; how do we recognise intelligence? Whose intelligence matters most? Is it us? Why do humans have the most? Also, is using the term "artificial" reframing it in a way that might affect how we think about AI
- In the future will machines may take over? Have they already taken over?
- There is the risk of losing control on purpose; the idea that you can control if AI takes over and dominates, or technology itself changing our thoughts.
- Humans have evolved and survived in this journey from hunter gatherers and that gives us the power looking at our extended histories.
- Voodoo doll of trump to hack his twitter account
- How can people get elected for the right reasons when people make irrational decisions?
- Could we create Cambridge Analytics for all political votes? To influence people on social media platforms. Already, most political parties use these.
- Or not just on social media with targeted campaigns, but different pamphlets through letter box in – big data to target demographics using focused messages via the arts; rather than a 'big bang'; evidence based model, personal communication;
- The trickster is a good image; trickster knocks you out of habitual regime; don't want to be anesthetized, but want to be affected by the world; should we make a 'splash'? or more gradual changes? We are being habituated out of being affected by climate change, what can we do that disrupts? What is the right methodology?
- Is it just about communication? Celebrities go to Africa e.g. Matt Damon to raise awareness of sanitation. This is what people want to see their favourite celebrities doing. How do we choose our delivery and build up little actions and gain outcomes

from small but many little approaches, multiplicity, recognising, not one single way but a collaboration of all small ideas.

- Need something more open ended than a message; something which people appropriate and do something with to tackle climate change. Need to combine data, narratives, and other parts of humanities as a tool box to think about the future, and how we can communicate futures, to trigger action for diverse stakeholders.
- Jeremy Deller's movement on the anniversary of WWI across UK which involved actors dressed in WWI uniform and gathered at public places. These were real living people infiltrating reality and representing the past histories and giving a tangible identity to the past soldiers, it included places and real people, being the 'other', uniting the past and the future to ask new questions about how we may think of these past events. But how much does it change people's attitudes? Or knowledge? Or behaviour? Does it affect rationality? It was deemed as a really affective way (the ghosts of the soldiers), not just for knowledge assimilation but toward effecting emotional and personal responses.
- Issue of classic "so what?" question. Big impact with short term affect, but then waters settle again and back into everyday life; creative days, yet longevity?
- 

## **BREAKOUT GROUP II: LOOKING TOWARDS LUXURY**

- Can we use excess luxury and the knowledge of ownership to target climate change mitigation? Could look at the access you have to it, how precious is it is and how it is perceived.
- LVMH sustainable luxury project; objects are already sustainable as objects are useable for long term so not going to rid them so easier, therefore is it best to use luxury products? If everything we had to consumer was a luxury, there would not be so much waste.
- We must remember that luxury in different cultures means different things.
- Luxury was always a name of a sin; grouped with decadence up until the middle ages
- But how can we negotiate things if we are trying to create a luxury with climate change? What is the currency to access luxury good?
- Connected to moment of behaviour; what is 'luxury'? Are non-material items deemed luxury? What if you are more connected to friends, family, geographically, could link to positive emotions; does luxury have to be material?
- Water is luxury, but do we realise it? We are limited? Or are we? Who is 'we'? It is about distribution? Do we realise these luxuries? Is access luxury? Access is essentially everything.

### **Breakout group takeaway messages:**

- How can we transpose the ideas of values and emotions; how might we settle climate change concern with the positive valuation such that it's not just behaviour change, no shaming; but how are you going to buy something because you actually want to, because when people are buying things, they are engaging with the future being of themselves; this is the want that we need to target; how people buy and why.

- We are very much for our identity and our geographical roots; we may buy products which are grown locally and our motivations may not necessarily be for reduced air miles, rather for support of local community.
- The idea created is not just an exhibition, artwork or transient ideal, but a company which will keep on delivering
- Post boxes in Zurich are filled with smart-stickers to advertise yourself through a skill or a want for something to be done, which can be scanned and action taken from there. This concept could provide an innovative idea for linking to climate change.
- There are movements of excessive gift giving; where people give away everything; to lead the ultimate minimalist lifestyle. But this is very much a voluntary thing. There is notion of risk and thrill and this would not appeal to all. However, there was discussion for this to be an involuntary thing where council tax pays for the lottery ticket.
- Francis of Assisi 14<sup>th</sup> century; would get rid and burn everything because to have things was sinful and apocalypse was coming; idea of the minimalist
- Could AI help us organise and allocate this? Randomness of sign and gift economy; like a Russian roulette, down to luck to some degree but also down to how you have been interacting with your environment.
- Discussion of the Antimatter Company, which provides a service which delivers a box to get rid of things and it's a gamble because you don't know what is going to be in, or what the size of the box is.
- Small assignments and ideas to target ingrained values and positive emotion; is this a gift or superstition? (It is essentially like the TV show Storage Hunters)
- Linking this to climate change? This has the potential to disrupt consumerism and make us think about our daily behaviours. You may get things you don't necessarily want and this makes you do something differently, and you can change the way you think of things about what you normally do.
- Should this just be a fiction, or can this really exist?
- People don't want to own assets any more, rather to share things therefore underutilized resources; e.g. uber, air bnb; about teaching people to share things that are dear to themselves. In the idea AI tells you to do something, but to teach you to share and to value the environment as ways not thought of before.
- The internet of things; a network to know what exactly is in our house, rooms, where we are; AI will know everything and how much we utilize; the idea for the situation is AI will say you have to do certain actions or rid things that you don't use and something you love in the hope optimise success
- Psychological framework of why people accumulate things; being a hoarder; what do you value? Why do we hoard?
- Dark AI – punish people with harsh detriments; or more fluffy with more rewards. Maybe people could opt for either option on the ecosystem lottery with what they would prefer as would be unethical to dictate this upon all.
- Connect with some events that are happening now; some really polluted – connect to that but almost like a trading scheme? “Punish people”

- They discussed a river in New Zealand where AI grants personal bids and there is a scheme for looking at how people may pollute this river. This led to the discussion that if a river can have a personhood then why can't everything, e.g. like the amount of CO2, make it all real and happening and link to people
- Should we harness the emotions of loss?
- Does this business require all to sign up, or maybe just the local municipality to sign up for location; people may be interested on a personal level because moment of lottery draw can be exciting and also because people may gain; people may also like it because they find it "weird" – nothing like this on a national level
- What about in terms of public sector? Part of council tax? No choice; does that then generate the policy that determines the power civic social contracts
- Sense of being connected to the system; the government signs everybody of government in and it's a lottery; self-regulating mechanism; depends how we behave
- Singapore gives electricity bill which shows consumption compared to country average; also in US and UK, so link with these personal knowledge systems and appropriate it within the country's infrastructure
- Want to reduce the cognitive consumption; but actually the AI just e.g. takes away the water from you for a day when you have been 'unsustainable' (personally, I question this)
- How would the limits be determined? Would it be per person/country/income – how would you decipher the limits? Each city has an ID?
- Could we frame it in nonhuman ideals; can a tree contribute to environment, how is it affected itself and how do we react to this? What are the affects? E.g. the pollution on the tree and how will it respond to your reactions
- We exist and that is our original sin; born with sin as stated in the Bible, so maybe there should be a breathing tax; asthmatics get less tax
- Poses the question of agency; act politically to change design, change behaviour; it is very experimental
- How might we give the climate agency? It is certainly an actor; it floods and pollutes etc. How can we factor this in to the production of value? Onus with control is always with humans; ecosystem services. Need to have opportunity value with future resources for generations.
- Welsh politics ensures viability to ensure the law of future generations' sustainability. How it is legally defined? (he can't remember exactly) but it is the value to save for the future, and therefore this aligns with this law. Need to set this within wider political limits. Enshrined in law and thus have to take into account. This is a micro-segmentation which becomes personalized, but essentially top down to encompass on the ground emotional value. Policies react to the idea; things don't need to start with politicians
- Social status is formed where the idea essentially creates profiles and points and prestige- this links to the ideas of Plato's Republic which differentiates between gold silver and bronze citizen segments. This links to the narrative of the platinum good

citizen vs the ecosystem gangster. But how do you bring the natural nonhuman and all into this equation?

- Most people are risk adverse; how can we make people become more adventurous? But people vote for extremists, people are not rational, but people don't want risk; perhaps insurances for risk management?
- AI to give you best scenario; google trends etc. give you recommendations from past searches, but what about recommendations for the future? Attempts to happen now, we are looking at more pattern rather than causality
- In society we need shocks, need resistances but also need elasticity
- There's always a minimum and this is personalized; but this lottery is only about the extras so you don't supersede your minimum and it is just the luxuries or the things you could live without; your minimum is chosen by you and this can change e.g. 10 years ago to now, and they are updated (daily). This is on a local scale and should be entwined with other initiatives on a global or national level
- Government vs social practices; what the government set as a min may be different
- How will you end up connecting these things, where does local link to the global?
- How do you define an ecosystem gangster?
- People are made aware of the following thought processes:- I'm more aware of my agency and choice / I have more agency/ I am challenged about my behaviour/ I'm pushed or nudged to behave in different ways/ I'm rewarded/ role model to fulfill model
- Dice has been rolled already; Latin saying for your fate is already decided; Alea iacta est and indicates that events have passed a point of no return.

### **BREAKOUT GROUP III: LOOKING FOR A NEW SOCIAL CONTRACT**

- This group is on the look for a new social contract. They want to determine the ingredients and processes engaged in transformation to change social structures.
  - Transforming scenario processes. "How do we create a new platform? Instead of just adapting to the existing platforms."
  - What the new social system will look like? What new knowledge (theory and practice) is needed?
  - How can we make people demand sustainability? How do we engage with people to make them want that? How people arrive to those clever win-win solutions?
  - How can we co-create processes/platforms that enable transformational change? It shifted from more deep existential questions to the tools to do change.
  - Creating the scenarios to create the narratives in a way that is so strong that will disrupt the old forces.
- A shared imagination of what is possible provides aspiration to everybody (the current system provides no hope).
- Humanizing data so people can actually understand it.
  - Articles relating to water, resonates more to people than climate change, because water it's easier to relate with, it's not abstract.

- Media and communication works. Trump used them in a language that people could relate: populism. We need to move away from using complex language and tools, to a format and language that is normal for people.
- Different disciplines speak different languages. It is a challenge of transdisciplinarity.
- Personalize the data is the beginning of the change. It makes the data humane to change the landscape.
- If you can actually understand and talk about data, it is possible to create exchange value that is not only about money.
- Knowing is different from behaviour change. Information only can be overwhelming and have the opposite effect.
- Climate change is in the future, and people live in the present; those two worlds are separated and the challenge is how to bring them together. Using every day experiences and positive language to connect people is a way to do it.
- Values matter.
  - In USA the most important value is freedom, so personal freedom is even more important than community is, it dictates how the society are and how it behaves.
  - Trust is basic for transformational change. Trust in your currency, in your authorities and other components of your system determines how much you engage with them. Reframing trust provides an opportunity to create or articulate a new trust metrics or network.
  - Shifting from more structured institutions, to platforms that are more communal.
- Positive feedback works well, giving incentives is better than punishments.
- "Every intervention doesn't have to be perfect."
- The importance of technologies in the changing world.
  - Society is influenced by the way it creates commodities, time, form and space. From time to time, there are technologies that transform time, form and space; not always in a good way. Through our phones we live out of our realities; it distracts us from our present moment but it take us to another reality that could bring us closer to families.
  - "If you can alter the way people think about time, form and shape, you can change what is valued and how is valued." Look for win-win technologies and ask people how can they make them theirs or adapt them into their own reality. Bottom-up approach.
  - Some particular technologies can help moving commoditized time to real time. Networking could give us a window to see the externalities that we produce.
  - Technology has frameworks behind it. The way that technology is used is a dimension of it.
  - Technology can be used to create communities instead of make people more independent.
  - Social media is only about 10 years old, and in that little period, it reshaped the way we interact. Will social media become the official media? Big changing movements can arise from social media. It is a matter of getting the interest of the users, in ways that make sense to them. A community can be built through technology; however, experiences, events, contact are also needed.

- Media changed with technology. Before it was there just to be consumed. Now people respond and interact with media.
  - The design of the technology is important, but also its implementation.
  - Advertising changed the way people feel. It uses psychology and other sciences.
  - The concept of “living well” instead of development. Acknowledge that other alternatives to development exists.
  - The audiences are different. The frame and discourse that would work in USA probably wouldn’t work in Nigeria. The climate agenda could be considered a luxury item in many countries or realities that have others priorities.
- Jump from global scales to personal scales to get everyone into the conversation.

## **BREAKOUT GROUP IV: LOOKING TOWARDS FAILURE IN THE ANTHROPOCENE**

Discussions included environmental artists, a philosopher, an educational coordinator, risk thinking specialists, applied artists, and a freelance producer.

### **Preliminary Discussion**

- Power of education in the future.
- Creative storytelling.
- Scenario planning, doomsday scenario.
  - Climate change is a doomsday scenario
- Meta theme is the Anthropocene
  - Reconnecting to nature through objects and materiality
- Failure is something that artists are particularly good at
- Role of entrepreneurship -- Elon Musk
  - Change opportunity
- Proposed themes:
  - Living with Failure
  - Are you addicted to phones?
  - Changing paradigms

### **Idea Development**

- Help people understand failure through the power of stories
- Satellites can measure everything at all times, but it is not understanding necessarily. We see this as a trend: data mining expands dramatically
- Concept of the jester in changing paradigms. The artist traditionally occupies a jester like role, in an outsider position
- Failure in climate change: what is the expectation? Is it the outcome analysis that has been wrong? Are we late in detecting outcomes?
- Mining company says 100,000 jobs in mining will be had from diesel gate, because of loss of demand for diesel.

- Active innovation ecosystem of accepted failure in California. In Boston, individual who observed the start up culture realized that institutions cannot handle failure. Message: decentralized policies work. Isolate institution from failure. Gave a more general insight into characteristic nature of bureaucracy. Maybe secret to open market is that they are resilient to failure.
  - Risk to international research:
  - The military spends more time in planning than execution (4-1). The calculus is risk-reward. You would think the academy is a perfect place for this, but it's not happening.
  - People have blinders.
- If you ask people what is the opposite of success, they will say failure.
  - If you ask what is the opposite of failure, they might say success. But they may also say learning.
  - Assumptions are often unvoiced.
  - Hope is the plan.
  - Institution does not facilitate real discussions.
  - Big institutions cannot deal with failure because of blame
  - Failure escalates exponentially.
- What is the role of culture in failure? There are certain types of failure that attract highly expert and non-judgemental forms of investigation. When a plane goes down, it is a failure of a system with safety built into it.
  - In the US there is an agency that investigates near-misses without blame. What is the near-miss in climate change?
  - Tracking the near misses in climate change.
  - The idea of what a near miss might be.
- David Hawkney makes collages of photographs. Takes close-up issues to form larger image. Incorporates the failures of development
  - Turning face of disaster into opportunity
  - Increase in vulnerability is actually the failure. All living beings.
  - Everyone has not signed up to the same expectations.
- Failure is that we have inherited the Holocene, a relatively stable environment, and disrupted the climate.
- Narrative of gradualism. Impossible to talk about extreme events for this reason. Assumption that we have inherited relatively stable environment is perhaps not helpful.
- Failure is also a perception
  - Mismatch between fact and proposition
  - Defining failure in certain ways would be to make a categorical mistake.
- People who suffer sometimes do not have the resources they need to fight the cause of their suffering.
- Market failures:
  - Scotland has tremendous capacity for renewables, more so than it needs itself. Therefore the fact that it does not currently do this could be seen as a market failure. Justice impact in specific localities. Lack of strategic rebalancing. Big failure

- o of Paris was that everything that was agreed upon in Paris was predicated on the mass acceleration of the production of biomass globally. This is a failure -- physically this acceleration will cause more problems down the line.
  - o Takeaway point: a solution somewhere will bring a problem elsewhere.
- We have many examples of more environmentally friendly technologies
  - o Notion of failure of perception: how could people possibly be against technologies as benign as windpower?
- Is population growth a failure? If we are talking about systemic roots to problems, must we not address overpopulation?
- We are baking in these sorts of mismatches right from the beginning.
- The failure then would be not asking the right question in the first place: because if we don't do this we won't learn from the failure.
- Can we identify 'good failures'?
  - o The problem of interested students is that students don't fail enough? Concept does have its problematic elements.
  - o Charities sometimes say they have failed if they don't have any failures
- Silicon Valley ethos has become dominant en vogue thinking
- 95 percent of science has been rejected, but you only see the 5 percent.
- The more failures you have the more success you have--Oxford is prestigious because it fails more people.
  - o In some cases of natural disaster there is an after effect of an increase in giving. Failures than can be an opportunity for empathy.
- Global problems are a problem of empathy
  - o Does this eventually wear off -- do people become calloused to empathy?
  - o Do campaigns tap into empathy or guilt? Is this problematic?
    - Perhaps these two feelings can coexist.
    - This combination of guilt and empathy (the question of how can we not) taps into this.
- Social Problem: Failure has been ignored. Then, failure can be productive. Second, we can have institutions that address this. Third, we look at legislative level.
- Corollary viewpoint: failure is not a productive concept in certain facets of life.
  - o In certain categories we should not even measure. What are those fields?
- One of the biggest issues facing children now is the neurosis of failure--the mental health impacts of our current education system.
- If we are looking at population growth, then perhaps climate change will not be a failure but rather a success? Should we look at different policy framings?
- Is the Paris Agreement fixing a symptom and not a failure? What alternative opportunities for action than do we have?
- If we look at the history of failure in art, we see early failures
- Maybe the process is more important than the outcome.

- Is framing iterative? Is framing a temporary barrier that we impose for our convenience?
  - Can frames have their own vulnerability, and then thus the frame can be a source for failure? It is easy to look back at a frame and project divergent understandings? A fundamental characteristic of humanity is the casting aside of paradigms and frames and saying they are inadequate.
- A fundamental characteristic of humanity is our motivation by failure.
- Cast out and considered a conservative: the teacher essentially had to sort student
- Is this not essentially what the IPCC does -- the IPCC can be considered a school of sorts.
- Suggestion: produce a collection of essays, get a McArthur Grant
- You cannot have success if you do not have a standard, and if you have a standard then you cannot avoid failure.
  - Relationship between failure and mental health:
  - Teachers and pupils are both impacted
  - Where does the learning come in?
- Suggestion for outcome: climate change in the classroom failing.
  - What drives us to be empathetic-- is it pain?
  - Could it be joy? Is it something that is hardwired into us.
- Henry Minzberg: Why I Hate Flying. Idea that we hate airlines for overbooking flights. But really it is something we do to each other.

### Summary of first round of discussion:

- Is climate change a failure? If so, of what?
- Is climate change a failure of empathy? Perhaps instead it is a way to learn a very painful lesson: Until it is in your backyard we cannot care, or understand why we should care.
- Climate change is a reality uncomfortable to people. What we bring to the discussion is our empathy and our emotions.
- A lot of emerging research about the lack of empathy. (Concern can be synonymous used in the research). Do we empathize with droughts
- Is climate change a failure of imagination?
- Is it a failure of education?
- Within education, we can look at the field of behavioral risk for examples. Disruptive conduct (violence) has increased demonstratively over the last 10 years.
- Expectations of students are different when we introduce fees for education. Only very recently have fees been introduced. Children are now digital natives. Climate changes as a problem.
- If we are having this meeting in 10 years, what would we talk about as a failure?
  - Looking at Rwanda 25 years later
- The Great Derangement: the failure of creative fiction to create narratives that capture the scale and danger of climate change; climate change does not seem to fit the habits of fiction that we have.

- *Collapse*: Jared Diamond. Climate change as a civilizational failure, taking a macro scale lens.
  - Climate change as a cultural force. When people say climate change do they only mean global temperature increases? Or is it also a cultural phenomenon that has nothing to do with temperature?
- Sustainable Development Goals look at interconnectivity; temperature is galloping ahead of other considerations. In general, we talk about all the options on the table.

### Development of theatre performance

- Ideas for conceptualizing discussion points (the parable of the climate change kid):
- Climate Change as a Kid in School
- All assessments in the school of quantitative (IPCC)
- There are regular family/school meetings about the child
- The school library does not have any books that the kid can relate to
- The kid doesn't have any friends
- The kid is growing up to be destructive
- Are there mental health issues
- The kid's family is pathological -- abuse generates abuse, generation on generation
- Is there a direct connection between education and climate? Maybe it is not a direct connection but also series of complex dependencies. Part of it is social behaviour among humans, social behaviour among humans and other species.
- We project societal issues on younger generations--saying that there are behavioural problems with younger children etc. However, at the same time, younger generations are demonstrating positive aspects as a generation:
  - Demonstrate less consumerism: shift away from car society in places, from house ownership. Rise in veganism and vegetarianism in some places.
  - Have a greater understanding of climate change, and a greater awareness of the impacts of climate change.
- When we imagine the future we think of things like flying cars. We do not think about disappearing species or people who will die in Africa.
- Systems complexity issue comes from idea
- Metaphor: abuse to 'climate kid' we have identified actually then has spillover impacts to the next generation. Cycle of abuse -- intergenerational equity issues.
- If you reduce the complexity of climate change in simpler terms, it makes it something more easily relatable.
- How can we relate the causality?
- IPCC: Puts climate change in terminology. Is this part of the problem. Is the goal for climate to stop changing?
- Will there always be someone impacted by climate change? We have a model in our head wherein stability is the norm. In effect, the question we need to ask is what kind of change to the climate would be positive.
- Moving back to the metaphor we discussed above, how can we consider the variables?
  - When we say we, who is the we? In the metaphor we would be the family.

- We do not blame the child.
- We are coming back essentially to self-evident truths: if we solve the climate change problem we can solve the mental health problem.
- The child is the victim not the cause.
- Now let's suppose we tell the story of the kid and the family 10 years from now. If things have gone 'well,' what does the behaviour look like? Then we will discuss next what the pathway to get there looks like.
  - At the moment, the only measure that is going on at the school is quantitative. Is measuring qualitative approaches something to aim for.
    - Example of arts in prisons: the art in prisons is perhaps the only time prisoners have had the experience of being praised for something creative in their lives.
    - Is a possible benefit of climate change that we can produce wine in England now? Looking for win-win solutions.
    - Mechanisms to help people understand problems by exposing them to problems.
    - Does the climate change kid go to Cambodia on holiday and witness change?
- The kid is climate, and he suffers from change.
  - Is the kid crippled? Not killed?
  - It is only a minor heart attack until it is your kid
- Actually there are three kids:
  - Economy (everyone thinks this child is doing really well but in reality he is the most dysfunctional)
  - Society
  - Environment (this child is forgotten out about)
- Is culture the child that wraps around all of these?
  - Orchestra in Venezuela that teaches poor children to play music by putting them in groups. Perhaps the climate child has been in the wrong groups.
  - Learning to play with others. What happens if a child cannot live in the house anymore and is failing -- sent off to the military academy. The kid that needs the most love is the one shipped out.
- Maybe the kid in 10 years is grown up and learning and more independent.
  - 10 years down the line we need to embrace the climate change kid more, not separated from it more.
  - Climate kid 10 years down the road helps the economy kid do well.
- Mental health problems are environmental problems;
  - The microcosmic and the macrocosmic are directly related to each other.
- Risk of overexposure to environmental issues.
- Make people describe themselves.
  - Who is who in this story? You don't know how kids are going to grow up. Experimental theatre

- There are three kids in the family. They might not grow up to be these three things. But they might.
- How will the kids then be able to tell who is who? Maybe they were raised in the wrong type of system, where they can't measure their own happiness.
- Outcome we don't know: which mirrors the risks associated with climate change. We really don't know the outcome of climate change and its timescales.
  - Trophic cascades: reintroducing wolves to Yellowstone National Park.
- Donella Meadows: places to intervene in a system. The last one in actually letting go. In the *Art of War*, the best strategy at the end is no strategy. Vigilance is the characteristic that is needed.
- Accepting the constant dynamics. How do we live with it, how do we learn from it?
- Rather than telling kids to be careful, we tell them to pay attention. Kids understand paying attention, but they might not understand what being careful means if they don't know what the risk necessarily are. If you pay attention, you will then become more aware of the risks.
- If we tell the kids that their parents are pathological, how do we complicate the situation? The diet the parents feed the kids is good for one of the kids but bad for the others.
- Don't want to write the story. Question what the parents are doing, the food, the school. If you tell people something is bad then you are already making the system.
- Describe the symptoms rather than the disease. Why is he feeling bad? He is disruptive.
  - If the kid is disruptive, why is he disruptive?
- The conditions for 'climate kid' as a metaphor (follows assumptions and then side effects)
- The kid thinks he is a failure. Why does he think he is a failure?
  - Parent teacher conference.
- We failed the kid. And he is dead? How did he die?
- Different scenarios to consider.
  - Ways to model different considerations.
  - Pedagogy of the oppressed.
  - CSS Halling: Creative Destruction.
  - Minimal resilience in a system, which creates creative destruction. Big points from a humanistic viewpoint, because none of us want to be creatively destroyed.

## **BREAKOUT GROUP V: LOOKING BEYOND THE CLIMATE HERO**

- **How not to be a hero?**
- General Scope of Conversation: The group elaborated on telling stories and the hero narrative within the climate change framework.
- The hero narrative is toxic to the climate change conversation

- Hero narratives stop at the best part of the story and don't look at what happens afterwards. In reality, your actions have additional consequences.
- One of the members advocated that climate change must be viewed in terms of realistic hope
  - People need a space where they can bridge good and bad perspectives to create space of hope, only then will you achieve change.
- There are other roles, in which you can exercise agency, not just the hero
- Identify situation where you can give people power to make change and they can take action.
  - For instance, Wikipedia, maker labs, communal economy
  - These spaces lower the threshold of involvement but still allow you to get involved in the climate change conversation.
  - You need to create scenarios where individuals have tools at their disposal to create change.
- Furthermore, the group agreed that policy makers/society members must stop the box scenario approach because the world is varied and they are a lot of different problems associated with climate change.
- Next, the group questioned narratives practical impact on climate change:
  - The group members agreed that we don't have an effective narrative about climate change because some people accept that there is climate change and others do not.
  - The new narrative must have some key elements: interactive, direct to own life, hopeful realistic
- Lastly the group talked about the exercise they wanted to present in front of the other conference members. They decided that they would ask three key questions to open up a discussion about climate change. These prompts are:
  - Describe the day when you stopped waiting for to climate change to happen.
  - What is the context in which that day happened?
  - What would you do earlier?

## **BREAKOUT GROUP VI: LOOKING FOR SIMPLICITY IN CO-CREATION**

- Ideas from different participants who joined the group:
- 'Value creating'
- 'Product for emotion'
- A gender perspective is necessary "What if it was a heroine story?"
- Bringing in simple yet effective ideas (simple but smart ideas which help decrease carbon footprint and investment in resources) => "reconnect with solutions in a simple way"
  - Toothpaste story proposed as example by one of the participants: A toothpaste company had a faulty system where, at a random moment, a toothpaste tube was not dropped into a box. Hence, an empty box was packed. To solve this problem, the company invested in sensors that would detect empty boxes on the line and

trigger an alarm. Someone on the line would then go and replace the box or reset the machine. However, after a while, there was no alarm and it turned out that the person had found a solution (simple and cheap): to place a fan that would blow sufficiently strong air to blow away light (hence empty) boxes off the conveyor belt.

- Co-creation of work and theory of change: what are the parameters involved?
  - Example: what kind of art work or project that appeals to a wide-range a people: of different ages groups, cultures, educational backgrounds, to name but a few aspects.
- The need for long-term study of the impact of art.
  - Making the art, mimicry, co-created piece of work have a long-term impact, not just an impact on the spectator on the spot.
- Using role-models to sway people's reactions and opinions and habits
- Importance of understanding people's values
- Understanding future scenarios to see the impacts it might have
  - What world would I be living in, in the future and what does that involve? (a perspective useful in design but that could be applied to climate change)
  - Which stakeholders?
  - What changes must be made?
  - Hence, we need to reframe issues and find simple solutions
- Different perspectives are important => brings about better interaction and collaboration
- Ideas: presenting a few tableaux-vivants that would depict the scenario 50 years from now. For example:
  - All seasons in a day (flooded metros, need for layers of clothing)
  - Changes in day-light patterns, temperature fluctuations
- Mini-projects that will be presented the next day:
- Evolution of the weather over a time-frame of 20 and 50 years
  - Presenting the various life-style changes: the need for new transport systems and weather apps
    - Urban living changes: how people commute to work
      - Use of humour: The need for a bi-yack (hybrid of bicycle and kayak)
    - Climate-responsive clothing that adapts to climate change
      - The app helps predict which climate responsive clothing is needed for the next day
- Contextualising why these tableaux-vivants are necessary:
  - Scenario-building to develop an imaginary of everyday and have an impact on people
  - Looking at an "everyday" situation so people can relate to it
  - Then analyse what impact these can have in our decision-making today

## **BREAKOUT GROUP VII: LOOKING TOWARDS COMBINING ETHICS & DATA**

- Group theme explores combining ethics and data, including blockchain and automation.
- Risks – data ethics were discussed. Ways to collect data and methods to incentivize people.

- Like gym membership, shopping data and health could all be connected and speak to each other.
- It would be interesting to develop a need for the “poetic of concern” in organisational settings. This could be relevant to organisation’s value statements or mission statements.
- What would a chief poetic officer look like?
- What company or country need most help with the poetics of ethics?
- What about the ethics of smart phone producers?
  - Chief resilience officer?
  - Chief resource officer?
  - Chief strategic ethics officer?
- So there is the ethics of mobiles phones – the “fair phone” which isn’t exactly fair. In China there is the example of open software for phones.
- Poetics allows us to create a new vocabulary, to redesign a management structure for an organisation. To change to a focus around the poetics of ethics.
- Collection of data, at the moment we ask “Who owns that data?” and is it very creepy to think about.
- In the beginning the group were interested in the ‘evil’ in the radical extreme example to show people the possible reality of where things are going. However, the idea of a platform for cooperatism, alternative to VC funded platforms, alternative to the sharing economy emerged.
- The irony of the sharing economy is that its not democratic, so a new platform that is completely decentralised would be trying to build an alternative.
- What happens if we don’t take strategy seriously and we embrace love and other facets of emotion too? Involving philosophers, and the beauty of soft elements, and this would never come out without the philosophers.
- Self governing data cooperatives, this would be a great idea.
- What about the ownership of the means? There is no separation between the people and the infrastructure. The people make the infrastructure.
- A mechanism to rethink what are “new commons” to reorganise our daily lives, our sharing – a real sharing economy. A self-regulating system. How do we bring in the natural environment as non-human actors? That data then should dictate how the wider community uses things and regulates the system, both human and non-human.
- The problem with blockchain is the energy efficiency. But this is being worked on already.
- It’s like creating another layer of the Internet to try and create a new sharing co-operative.
- We could go in the direction of scoping out how we can build a smart contract for co-operative sharing.

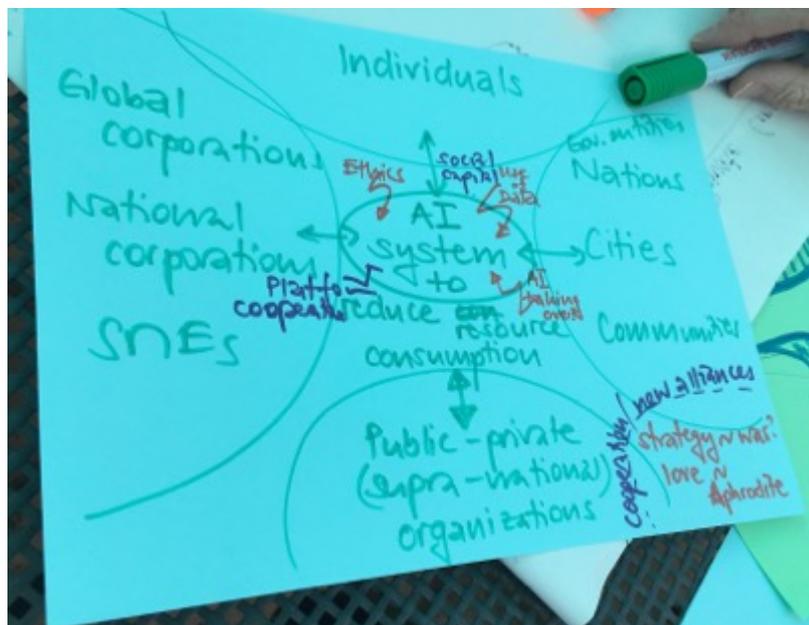
OR

- We go with scoping out how we see a poetics of ethics within an organisation.
- The problem with foresight work is that a lot of initial foresight is qualitative and this is very hard to bring to the boardroom. Therefore the technological approach would be

helpful in creating data to take to the boardrooms. What about really focusing on the interrelations of different groups, like nature, cities, people, etc.? But others like the idea of poetics, adding into the mix. Is it going to look at the personal level, so it's on a more human and emotional level?

- We should or could look at the internal organisational structure and then look at the public implications. The weirdness of –‘suffer festivals’ and also the weirdness of CSR. We should also consider where is the climate change imaginary now operating?
- It is interesting that the onus of control is on humans to control the climate. Where does the imaginary lay within the network of actors and organisations?
- For example: How do we balance the need for palm oil with the need for oxygen?
- Climate and the rainforest are intangible; therefore this is why personification works. There is a lot of personification already in traditional religions.
- The concept of the personal carbon footprint does evoke a feeling of sinning in us, which is just like religion. An evangelistic or crusading element, which leads to a lot of resentment.
- How can we form new positive emotions with respect to climate change?
- We have limited power- the biggest power we have is a consumer to boycott the ‘evil’ companies.

*Final drawing out of idea for integrated self governing data cooperatives:*



# DAY ONE CONCLUDING PLENARY

- Commentary on games being as focus of discussion thus far in the conference. Why? What are the aims of this game? Who should we aim for reach? Who are we likely to reach? Brief discussion ensues. The games industry is now bigger than the film industry. Games are working as a concept that helps us understand.
- How not to be a hero? Reflected on the role of heroes in dialogues about the future. Will utilise experiment tomorrow.
- Co-creation: Spent time talking about virtues of co-creation as process. Both in internal and external transformations.
- Woodpecker: Articulating initiatives with young people. Preparing initiatives about how we can educate young people.
- Ecodrivers: teaching people how to let go, and can also be a way of distributing things. AI takes things away from you that you are not using.
- Living with failure: long and philosophical discussion about failure. Focusing on what is overlooked about failure. Discussion is around what sort of failure climate change is.
- How can we enable transformative change? Need for a new social contract. Discussion around technology ethics. Technology itself is neutral, but how we use it entangles ethics. Theme around systems change. How to instigate system change. What is the role of new technology in forming a new civil commons? Work to define key ingredients for that.

# DAY TWO OPENING PLENARY

What were our reflections – what went well or not yesterday? Reactions from participants:

- Love it, for the interaction with new people. It has worked really well, what I enjoyed about the first session is that balance between elements. The provocation brought out specific conversations, which focused our cross disciplinary efforts on bringing our knowledge to a common point and moved into new territory very quickly. Therefore this shows how well the provocations work.
- The co-creation process moved into the ether, but then all of a sudden we reached a tipping point.
- At the beginning it was very messy and we had very different insights, but in the end we had some very interesting ideas that had to bring together these remaining ideas.
- The process of open space works really well. But there could be some more facilitation of the groups, it required more sense making here. On the open space, there was a lot of good ideas, but it would have been great if we could have put them on the wall and had more exposure to the ideas.
- Observation – surprised at how many people are making a fun or gaming approach to make some sort of tool.
- If you don't have a process, then you will cluster and this has resulted in fewer ideas. Therefore this required more facilitation.
- It is important to realise we are only half way through the process yet. So what we have now is what we have already come with. The next stage is to turn it on its head and to challenge each other.
- What about linking climate change to scenarios – the point of this session is to link the two?
- The issue that we have is we treat climate change as disciplinary phenomena, but it is very tied up with lots of different areas! There is a systemic issue, and it relates to how we treat climate as part of a larger imaginary.
- What was important for me is the feeling of getting out of my bubble. In our group we thought about doing something evil. We liked that you start with something and end up with something completely different, and it worked out well in the end.
- It would be interesting to look at the design process over the years of OFF, looking at this as a design process would be a really interesting project. And it would be helpful for us to consider the frame that we each bring to the issue when thinking about how we join scenarios with climate change. What are the limitations of the current framing you are bringing to the table and what alternative framing can we use to help (or not)?
- Using the artists in the room to think about how they create narratives and artworks, but they won't be making art today.

- The intersection between art and scenario planning – both are about changing mind-sets. Art is doing this and so are the scenario planners.
- The diversity of the group means that a lot of time is spent getting to know each other. But it would be good to not produce imaginaries, but rather to come away with a new set of positions or research questions.

# CONCEPT CATWALK

During this session, groups that had formed and re-formed on day one presented their insights and concepts for new scenarios, initiatives, projects, ventures, and art works.

- **1<sup>st</sup> group.** Performance. Ecosystem lotto.
  - x% of your quota of water, food, waste production, CO<sub>2</sub>, etc. is determined. A minimalist uses less than his quota and receives rewards. Instead, someone that uses more gets things confiscated.
  - This lotto would be voluntary, people would choose what stuff to sign up.
  - Tech like AI would be able to monitor consumption levels.
  - Ecosystem Lottery; 'ecosystem gangsters' whose inactivity and Wi-Fi abuse is excessive, people will be 'punished' or have to give up a luxury or given a sustainable action to do.
  - Also a lottery, involving containers which the 'gangster' has to fill up with items, or people are delivered rewards for e.g. growing of organic tomatoes in urban farm.
  - AI knows what your balance and inputs and outputs are.
    - This initiative will be in line with local and national laws and authorities.
- **2<sup>nd</sup> group.** How gaming could reframe climate change issues.
  - Explore the aim of games for learning and for behaviour change.
  - Games can be inclusive and make things happen considering limitations in concentration spans. It gets people acting and then changing their perspective.
  - Games are fun and bring people together.
  - Domain theory: By asking people questions to reflect about themselves, games can bring them from a personal domain into a reflection domain by reflecting with others and then changing their own belief system. Afterwards, they go to the production domain to act, changing things in society.
  - The mechanics are not defined yet. It would focus on the dialogue of individual or group ideas, bringing them together. For example, asking people ideas to deal with climate change. Knowing that there is other people caring about climate change issues reduces the fatigue.
  - The scaling up requires money and administration.
  - Who is the audience? Most of the voters are over 45 so it would include them, not just for younger people.
  - The approach needs to consider the barriers for behaviour change.
  - Psychology of the game. What would the mood the player should be in at the end of the game? People receive a sense of accomplishment, so what would be the sense of accomplishment they people should get?

- The idea of games and fun was questioned, considering that people are dying because of climate change. A balance must be found so it doesn't turn into a comedy of a tragedy, but also avoiding making it all about pain either because people won't engage with that.
  - Gaming can be profound; it actually gets people to connect on deep levels. It relates with attitude, behaviour, not just yet the action. Although attitude comes before action, we need to do something more concrete.
  - There is a rigour behind gaming and fun is important. The community of climate change researchers need fun; it is exhausting so self-care is necessary.
  - Game focused on dialogue where people state their ideas to address climate change and create novel ideas.
  - It is like a civic therapy, where people can unite and become part of collective action. It attempts to challenge worldviews of people.
  - Process of gaming is deep and immersive and can engage the self, and a physician was dubious of the idea of it but came to realise that it can.
  - But we need to remember there is a difference between attitude change and behaviour change.
    - How can gaming examine the action and access more than theory and words but action?
- **3<sup>rd</sup> group.** Performance. Failure: Mismatch between expectations and actions.
    - The environment as a child that died.
    - Interactive. People in the audience ask questions too.
      - "How did we fail?"
      - "Last words: you failed me".
      - "What will you do now?"
      - "Your best memory of him"
      - "Didn't you listen?"
      - "It made climate change personal, emotional, close to us."
    - In many cultures it is about Mother Nature and they reversed the roles, because the child is in the school. The internal narrative is that economy as the other child is thriving sacrificing the environment.
    - Living with failure; cultural and educational failure; as a mismatch between education and outcomes.
      - How can we make positive things happen from failure?
        - People gather together and write papers on failure and gather all together.
        - Understand and analyse failure; to succeed in failure. Climate change is like a child in school, IPCC is like assessment process and this child, "Environment" is a fail.
      - Environment constantly failing the IPCC assessments. Asking why the child was destructive, what were his inputs? Do conferences and parent meetings work?

- Are we asking the right questions?
      - This addressed the cognitive dissonance on how we are related to the environment and how climate change is a personal thing built on relationships.
      - Climate change is a blindness and we need to bring it to life in a personal way.
      - This was a really powerful demonstration, creating a dialogue which was made relatable to all.
- **4<sup>th</sup> group.** How not to be a hero. Agency and action.
  - The group asked to participants to 'Describe the day you stopped waiting for CC to happen? What did you do, smell, hear, taste, feel...?' Participants shared.
  - Changing to a green energy provider.
  - Focusing career in climate change
  - A future seeing the last polar bear.
  - The point of this activity is that the scenarios are usually like black boxes, it is difficult to engage with them. The group wanted to fast-forward people to the action, to what would they do.
  - People think that they have to do a huge thing to be heroes. Thinking about more real daily actions on how to interact to the future that may happen, help realize the many roles and levels people can act on to help with climate change.
  - The concept of hero was analysed, the group unpacked the idea of a hero and stayed with the everyday idea of hero of small stuff, against the stereotype of hero.
  - Audience asked to describe the day you stopped waiting for climate change to happen; what did you do, smell, hear, taste, feel...?
  - But we need to remember that it's good to talk about these things but we need to be aware of the unintended consequences and we don't want people to misread the game aims.
- **5<sup>th</sup> group.** Co-creation Performance. They presented everyday situations of London in 2067, reflected on a news forecasting. After a long conversation about co-creation, the interaction between the participants and the expertise in the group generated something unique that couldn't have been generated otherwise.
  - What are the new metaphors related to climate change and how can people reconnect to it.
  - One of the issues is that climate change is overwhelming, so they decided to use an urban location (London), using commuting time, preparation to commute, gear adapted to climate change and branding about the new products (vehicles, clothes, tool kits, etc.) that would be needed in the future related to climate change impacts.
  - This experience combined with gaming or a radio show, could achieve a larger audience than in a theatre.

- What are the new metaphors we can use to connect people to climate change?
    - Climate change is overwhelmingly complex and so what action is the best one we can do?
  - What happens to the commuting time when we experience increased extremities of climate change?
  - They picked an everyday reality, looking at London in particular, however would extend to all cities.
  - Looked at clothing of how the microfibers will be best for the changing weathers and pollution from protection.
  - Developed a tool for problematizing scenario planning through interactive theatre.
- **6<sup>th</sup> group.** Performance. Each participant of the group reads moving reflections related to climate change from every part of the room. During group work, they talked about how to unleash the existing talent, creativity and knowledge, and how art can put them together and express them. The reflections are based on the conversation they had about their frustrations, ethics and other issues regarding with climate change.
    - “Art can empower actions by making them visible”.
    - “Failure is part of the process”
    - “Climate change needs a new humanity and capacity”
    - “To take care is a new ethic”
    - It combined emotion with intellect.
    - The way it was presented around the audience, and not in front of the audience, was very engaging.
      - This performance is a script for a script that could be performed in any place: schools, street, social media, business meetings, etc.
    - Group proclaimed to not accept the challenge the way it was worded; rather they stated it needed to take place in nature and embrace cultural community of what happens in climate change to give it a greater meaning.
      - Reframing perspective is essential, we need leadership not leaders to engage with cultural shifts.
      - Often people in power do not share or think so greatly of cultural ideas.
        - Art can empower small actions by making them visible.
      - Need a mutually inquisitive dialogue between science and the arts. We need to make Paris agreement personal, and go beyond governments. Essentially a new ethic of taking care.
      - How can we redefine our cultural value system?
        - We need all the variety of the emotional experience; based on frustration of lack of cultural values systems.
- **7<sup>th</sup> group.** Innovation circle. A process of co-creation, considering differences of values led to define the ingredients for the innovation circle.

- Liberation of time from the users, bottom-up process, loose framework considering that things change depending on the context.
- The current types of time, form and space need to change. Abstract/expert knowledge coming and merging with the everyday experience/knowledge.
- Artists need more platforms in policy-making.
- The technology of the global south needs to be more visible in the ways they are dealing with climate change issues.
  - We have lots of individual examples and successful art instalments and ideals, but, should we use the term 'scale', we need not just these small scale extraordinary ideas, as we will not see these ideals on a global level. Rather, we need infrastructure to be institutionalised into a global recognizable movement, for it to become a social norm.
  - Innovation circle. A process of co-creation, considering differences of values led to define the ingredients for the innovation circle.
    - Liberation of time from the users, bottom-up process, loose framework considering that things change depending on the context.
    - The current types of time, form and space need to change. Abstract/expert knowledge coming and merging with the everyday experience/knowledge.
    - The technology of the global south needs to be more visible in the ways they are dealing with climate change issues.

# IDEAS MARKET II

## BREAKOUT GROUP I: CLIMATE IMAGINARIES WEBPAGE/PLATFORM

Guiding Questions:

How to become sustainable?

- How to launch minimally?
- How to engage and get used and achieve critical mass?

Objective:

- Co-creation

Preliminary Ideas:

User types:

- 1) Organisations function and strategy, NGO,
  - What they need:
    - o Inspiration
    - o Workshop facilitators
    - o Case studies
    - o Collaborators
    - o Data sets to challenge
- 2) Environmental scientists
  - What they need:
    - o Inspiration/ perspectives
    - o Collaborators
    - o New ways to present complexity
- 3) Higher education (BA/MA/MSc)
  - What they need:
    - o Examples of work
    - o Access to expertise
    - o Guest speakers
- 4) Artists/markers (independent)
  - What they need:
    - o New commissions with funds
    - o Connect with others
    - o Learn about relevant topics
- 5) Arts organisations/ mediators
  - What they need:
    - o Publishing opportunities
    - o Showcase works
    - o Connect with new partners (like environmental scientists)
    - o To pitch ideas

- 6) Humanities Scholars.
- What they need
    - o Inspiration/new perspectives
    - o New modes of inspiring
    - o Ways to engage and deliver policies

Hence the webpage needs the following features:

Feature of webpage	Key words/ Verbs
A list where people can register/join:	Add, join, share
DIY/pop up	Explore, Influence, connect, create
Find Collaborators	Find, Get, Offer, compare, assess
Want to commission artists?	Play, create, plan, create, compare

Mock up of webpage features and key words for use cases/functionality

Additional idea: Have a map that can help who is doing what and where in the world.

## BREAKOUT GROUP II: NEW CONNECTIONS AND THINKING

### Introductory thoughts

- Ideal of different domains coming together to create a global consciousness. We are still in our stone-age mental model, we are still hunter-gathers stuck in the technological age. We need to improve our social innovativeness. We can innovate tools, but we can't reinvent how to think of tackling the current situations.
- Is the problem in the interconnectedness? One think tank manager thinks that we have enough connectedness. But this idea is challenged; is this the case for all countries? There is lacking of education and an asymmetry on a global scale; we as scientists and knowledgeable people need to understand and know this with emphasis of a climate consciousness.
- Massive smart funds, but what came before that? Not all initiatives gain hegemony and can lack awareness despite potential. As our technology advances more and goes beyond smart phones, can we take advantage of what is thought of as a wasteful act of abandoning our old appliances and embrace a new ideal? Birth something new and sustainable from this unsustainable movement.

### Final Plan

- Embrace public policies; two scenarios for the future; the first being a full future run on emotions doing what we want where the citizen is completely empowered; scenario two where full AI is embraced with no privacy and every action you take is known to all. This could work because every life matters, every action and small impact leads to the overall impact of climate change mitigation; it's like an ultimate Big Brother, extreme order. But what are the ethical implications?

- Scenario 2; lots of republics runs their own rules or law, each either fails or flourishes; if ones works others can copy in a quick real time and adapt. There is no single country, rather a mass global scale of republics connected by Mass AI. The platforms allow you to link all over the world and convert and link to all countries. Create an evolutionary destiny for everything on earth. Political, social, economic aspects.
- This is very radical concept, with very drastic change. Lots of republics, or one major nation state. How realistic is this?
- How do we link this to climate denialism? The ultimate patriarchy.
- But this is aiming at two impossibilities; current conflicts would not be overcome to even start to deliberate on this. Would involve an immense amount of moving people; people may rebel. Questions of ethics; what is the right way to go about nudging people? Should people be watched constantly? We don't want this to become a norm. People shamed for sub-optimal action of pollution; this would reduce privilege. Need for privileges; e.g. if you get your money bank from giving back the bottle at a bar.
- There is a book called 'Nudge' which describes all the social theories about the mechanisms to effectively nudge the public
- People have free choice to improve upon the natural and social capital. This may take generations as we may not be able to handle this right now.
- What would be the artistic contribution to this?
- Discussion of how to act this out most effectively and present it to the rest of the people; toll booth situation which asks you 'what do you want'? Or a Mother Nature situation where the doors are not opened for free; one can go by and stick to their ways but this will cost lots. Or push the door open; this will be hard, however ultimately more rewarding. Sounded very much like the doors to heaven or hell; could this be a relatable image to people as is a myth they are familiar with. Or situation where there is a barrier or a fork in the road and they are asked which way to turn?
- How can people make money out of climate change e.g. through renewables? We are coming from a situation of order, a hunter-gatherer thinker group. Freedom is the highest virtue, Freedom, Order and Good Life in a triangle. We continuously choose where we are on this scale. And how can we link this to the climate; what are the everyday actions of this world?

### **BREAKOUT GROUP III: BRIDGING NATURE AND COMMUNITY**

- Group work. Discussion about values and connectedness with nature and communities.
- Differences between progress and meaningful progress.
  - Technology can alienate people from nature. It is not just about protect it from the outside, but actually connecting with nature, and also connecting with the community.

- Cultural differences on what value is. What is legacy? In some cultures your value when you die is reflected on the history you leave. How social media relate to that? Is it about just showing off, or actually telling stories?
  - Working outside surrounded by nature is better. It triggers new perspectives and ideas.
  - Valuing the discipline of simplicity, silence, solitude.
  - Regaining the sense of value for old things. Fast vs. slow consumption. Rational vs. emotional. Finding value on simple things rather than instant gratification. Smart adaptation.
  - Owning vs. sharing. Discourses about technology (i.e. Silicon Valley) that are completely disconnected from emotions. Technology created to adapt to problems or behaviours, instead of changing them.
  - Social construct of practices. For example, how an occasional feast has normalized to an everyday feast. Are extremes what we need? From alcoholism to fasting? Are we trying to stop consuming with a consumerism mind set? What is the right amount of good?
  - How the meaning of words change. The turn from “artificial” from a negative connotation in the past, to a positive one now with “artificial intelligence”.
- Inclusiveness and participation
    - Who is participating at the OFF 2017 and other conferences? Is it participatory? Instead of doing these events in developed countries, why not making them in developing countries? Would it be imposing? The key is co-creating.
    - Who owns the knowledge? The global south can benefit from the knowledge from the global north, and exchange of ideas or products, but the north could also benefit from their knowledge. The only technology needed is listening to record their stories.
    - South African and Asian people are the majority in the world, so their mind-set, informal story and frameworks should be considered at all times. The informal story of humanity in general provide opportunities.
    - Collaborative societies that have those frameworks and values are invisible or not valued buy the western societies. To illustrate, the story about a woman that travelled around Africa with almost no money relying in the community collaboration, to prove the concept of Ubuntu “I don ´t exist without we”.

Maybe it is not about innovation, maybe it is about going back and re-discovering and embracing what is already there.

## **BREAKOUT GROUP IV: LOOKING FOR SAFE SPACES FOR ACTION**

- Scope: Problem isn't that people don't care about climate change, it is that climate change may not be the space to create change.
- Used alternative language instead of the word climate change
  - A passive individual approach is engrained into the word climate change.
  - We need to look at climate change like it is a habitat that we can impact.
- The group agreed that individuals need a safe operating space

- For instance, these safe spaces could be framed in positive suffering space, caring, living with failure space, realistic hope safe, etc.
- We have the diagnosis about climate change, but we need to look at the narrative
- As a society, we need to understand that we must deal with climate change now, or painful lifestyle readjustment later.
- Society will be grieving the current economic systems because we do not like change.

## BREAKOUT GROUP V

Idea to make games to move us to action

- Games and tools that we can use in society and in professional life
- Customisation of the message that you want to get across to different audiences and narratives
  - Sometimes you need reward to lead to action (financial incentive), but also emotional rewards. In the end people want to know what they can get out from action.
  - Understand that people respond to different motivations, and recognise this.
    - Factual vs emotive responses. Head vs heart. Tailor the message to receiver.
    - Learn what arts and games can provide through engagement. Are our current ideas of how we can convey messages too narrow?
    - In some senses a scenario process is a sort of game. We engage and establish ideas of stories. Extend the gamification elements to real life. Ideally, the goal is to extend the simulations to reality. At some point the game becomes a call to action.
      - Scenarios are memories of the future.
      - We can rehearse the future
    - Customization allows scenarios and games to become much more meaningful
      - We want to get beyond conceptualization
      - How do we establish what is a fair share for individual actors
      - Games can get away from blaming and the idea of cognitive dissonance. Rewards in a broad sentence.
    - Accept that people have different opinions -- supportive or sceptical
      - Can this game help people find real meaning?
    - Quota idea: reactive to trends. Millennial who are interested in minimalism. Services that let you borrow or rent things. These are becoming more popular in the US. How can we support behaviours against over consumption? Imagined the future wherein the AI takes things away from you that you are not using. Want to talk to 50 percent of people who are outside our bubble. Idea of a lottery is appealing because you will get a lot of novel things, but you will also lose random things. This can be used in policy? Electricity bills tell you about your consumption in relation to other people. Your consumption could be monitored by the government or a service. Compare against other people. Could this lead to dystopian Big Brother scenarios. Reward and punishment at

a societal level. How can we monitor social behaviours. Practicality to this: people have a surplus of clothes, and they realize they can do something about this. Is it a good or bad big brother? The experience of people taking things from you could be a visceral experience.

- Could this be extended to high carbon behaviours: if you take an international flight, you will face a punishment. Idea that taking monetary punishments from people will have less of an effect.
- Games should support action based on values.
- Bringing meaning to discussion is broader only than climate change. Go through different scenarios.
- Pitch: I want to help your company and employees find meaning in what they are doing.
- Can we use scenario planning as a tool for fighting climate change?
  - Leader-board model to this: people compete against each other. Are people winning in relative terms, but actually everyone is performing terribly? Establish quotas to help get to this threshold. We could be looking to get an optimum balance. Say the aim is to reduce miles driven to work.
- Is what is missing a sense of urgency? If you make a game, do you need to create certain constraints and rules within which people operate? Behaviour of sharing is something that you can reinforce. How can people put value into a game? Do you create a game that increases value?
- Maybe you could have a feature wherein if you see someone doing something good in society you give them a star
- Example of film about scenarios -- strategy development. Film discussed scenarios. Implementation. Sessions with various departments: use film at every meeting. Film was a way of conveying the need for change.
- Using arts made change more tangible. If you show someone a ready made film you can engage people, but maybe what is more effective is the scenario production. When people work together they create a shared language and understanding. The idea of creating something that is artistic. The most impact falls on someone who produces something. Essentially you can allow people create their own visions of the future. What tradeoffs exist?
- Does scenario creation lead to cooperation, or societal action? Normally people who are engaging with climate change are people who operate in government or businesses -- where really the problem is maybe with the public.
- Game idea:
  - There are tokens to divide up, which implies that you need to take certain priorities.
- Are we going about this wrongly: maybe we should be a venture capital fund that helps people put together games and gives them funding. Let the ideas that work thrive, and let those that don't fail. Quickly then test in real time.

- Another approach could be the creation of ready made games. LEGO does not make ready made games, it provides tools for people to make their own game. The interesting thing is that you have tools and the person is the one who creates objectives. Can be built on their own and together. For those involved it makes sense, for others maybe not. The process of narrative creation is very satisfactory. In the LEGO environment there are no constraints really.
  - Element that needs further discussion: what are you trying to achieve? How someone wants to live?
  - Often LEGO builds partnerships -- Star Wars LEGO etc. Apple App Store operates under similar principles. Maybe a card type system could work. People have the tools. Idea is the assembly.
  - How does this drive action? This idea of narrative production.
  - If you create a marketplace wherein you facilitate games that change behaviour, then you collect data. Value is information about what works to change behaviour.
    - Could use a rating system to understand this. Understand what works in effectiveness and financially.
    - Putting money behind
      - If you have gaming data and want to see what is effective, that could be hugely valuable. No one has these understandings. Data is hugely valuable in informing policy, government action, businesses, NGO space.
      - How can you foster engagement at an emotional level in an analytical setting? If you can create an emotional engagement, it is a very different experience.
      - Emotional engagement comes when things become concrete.
      - Moment things become close to you is when change happens.
  - Maybe specific challenges or goals or contexts are needed. Is there an architecture available that tells us what is most effective at changing behaviour? Back-end data is more valuable than game itself.
  - Knowledge is part of changing behaviour, but maybe knowledge is not enough. Most of us have enough knowledge about climate change but we don't change our behaviour sufficiently. We should work to making sustainable choices easier. To think about how we can be good citizens. Be energized. Reframing climate action. If the game can be based on those kinds of principles it could be effective.
    - Do people want to avoid thinking about climate change? Could an alert system be effective?
  - How can we demonstrate this:
    - It could be a shark tank like platform--we can demonstrate this in session by letting audience talk about different divergent ideas.

- Concern about feasibility -- how do we take this forward?
- What are the talents that are present in the group -- should we use a LEGO type analogy, a card type idea? What is maybe more important is what happens after. Need to implement the game into the action.
- Architecture evaluates the effectiveness.
  - Need to consider social concerns and expert concerns. If you have enough people in the voting system than you can figure out what works.
  - Imagine a particular kind of change and behaviour. Unless we talk about a specific example it will be too abstract.
  - Target: private citizens and consumers.
  - Support reflection time. Each person who does something is charged with having to reflect on what they are doing. Activating consumer is harder to do than activating a business.
    - The consumer could be a niche that still needs to be explored. Can we shift this from a company to a consumer? CSR based games
    - Describe a concrete situation. Mobility is a good example. Walking scenarios and metro scenarios. What kind of mobility choices do we make?
    - Is it a shared future, a private future?
      - Gamification of competition

## **BREAKOUT GROUP VI: HOPE = HOPELESS**

- We talk about the future but we do not recognize what happens now. What happens in the cultural movement is very important. Cultural organizations are rethinking the way the use art to change the idea of sustainability, that is, how to think about policy-making.
- The question is how to change the language of sustainability. There is new cultural economy with an ethical motor behind it.
- It is cultural movement, as an ecosystem, which leads the discussion of the ethical dimension about of what we do and its consequences.
- We need leadership, not leaders to activate the discussion about the ethical dimension of sustainability.
- Change needs diversity of visions, that is, why the cultural movement, as an ecosystem, is so important in leading the ethical way we think about sustainability.
- The cultural movement and its diversity has a responsibility to change the system of beliefs we share.
- In Latin America, after the fall of Berlin wall in the 90s, socialism took the ideas of environmentalism. However, because of the political struggles in the region,

environmentalism became attached to socialism. This phenomenon inhibits the discussion on the protection of the environment. Leadership is needed to change that perception and turn environmentalism in a cultural movement.

- It is important to use culture and education as key pillars of change.
- It is important to reach a consensus that activates a cultural movement as a driver of change.
- Fashion is an experimental field; it works with nature. It is easier for this field to understand nature as an experience.
- In the case of climate change, the question is how to make people see the benefits in the climate narrative.
- Good governance is very important for ideas to endure. There is a problem with people in power who do not share those ideas of cultural change.
- Changing our perspective about climate change is the most important aspect. However, when we see things, we might be deceived by our brain; we might not appreciate the importance of climate change.
- We have many filters for our ideas. Environmentalism is thought to be leftish, so we reject it if we were conservative. Cognitive dualism makes us to reject something but adopt it for pragmatic motives. Arts might help to overcome this problem by using creative ways to look at problems as climate change.
- Arts brings people together. However, climate change does not bring people together. It is argued that as it requires massive actions to solve it, it discourages people to take individual actions.
- Can we create a common enemy to fight against climate change? People are tired about the negative images of climate change.
- There is not a silver bullet for climate change. We need a common purpose. How do we push that idea forward? How do we develop a consensus, a common purpose?
- Cultural change requires proving every possible thing it can be made, not a silver bullet. Failure is part of that process.
- We can't afford to fail on climate change. There is a need to have a dialogue between sciences and arts so that former finds creative ways to deal with climate change.
- Human have not been able to cope with planetary problems.
- The system of beliefs has not incorporated nature protection. That is a key issue for fighting climate change.
- The ancient systems of beliefs were concerned with the end of humanity. These systems worked very well when that end was not plausible. Now that we know that the end is possible, our system of beliefs is not working properly to fix the problem.
- We forget to think about the gloom and focus on the doom. News only focuses on the bad aspect of the problems, on tragic stuff.
- We shall think in a different way about the Paris Agreement. It is not a problem of national governments but a personal issue. How to make Paris attractive to normal people, something appealing to them?
- Arts must play an active role in inspiring a change of mind-sets about climate change. Education is an instrumental tool to drive that change.

- We have to incorporate an alternative reality for people. We need to work on different solutions, not a silver bullet. They have to permeate politics, culture, economics, all fields; we need a societal solution that incorporates a new ethic about climate change. It is about creating a new movement. It is not as easy as to write down a business plan to push an idea. To operationalize this idea, it is necessary that everybody commit to something.
- We need to create an image of a positive future that people can understand. It is important to move from the negative idea of climate change; we should move to a strategy that uses positive images.
- Fashion has been discovering that an ethical change is driving the behaviour of millennials.
- Trump has to be thought as an opportunity instead of a failure. It has united Europe to work harder on climate change.
- “To take care of things” is an ethics; it can be extrapolated to the problem of climate change. To take care of things, you have to experience them, you need to feel them.
- The academic community works with minds not with emotions. It might be one of the reasons why it is disconnected to society about climate change.
- The academic approach rejects immaterial things; it prefers material things, a quantitative approach. Arts leverages on its beliefs on immaterial perceptions.

#### Conclusions:

- We need to avoid the impulse to come with a simple idea to cope with climate change. A multi-solution and a pluralistic approach are needed to engage in fighting climate change. The arts must play a key role in pushing change; the cultural movement has traditionally worked with experiences. Nature has to be felt to be understood. This is the reason why arts might be a key contributor.

### **BREAKOUT GROUP VII: CULTURAL MANIFESTO**

- We talk about the future but we do not recognize what happens now.
  - Cultural organizations are rethinking the way they use art to change the idea of sustainability.
  - We do not need a new a language; we need to give it a greater meaning to climate change.
- We need leadership not leaders to activate the discussion about the ethical dimension of sustainability.
  - Change needs diversity of visions
- The cultural ecosystem has a responsibility to address the challenge of climate change
- Culture is critical in order to change the perception that climate change and environmentalism are ideologies.
- Culture and education are key pillars for transformation.
- Good governance should underpin culture; it is very important for ideas to endure. There is a problem with people in power who do not share the ideas of cultural change.
  - Reframing perspectives is essential.

- Art can empower small factions by making them visible.
- Can we create a common love to fight against climate change? The ethic is to create a common love not a common enemy.
- Climate change has not a silver bullet. We need a common purpose.
- Failure is part of the process.
- There is a need to have a dialogue between sciences and arts.
- The scientific and creative methodologies have to cross-fertilize.
- Climate change needs a new humanity and capabilities.
- We need to bring the full range of emotional intelligence to the climate challenge.
- The cultural movement shall challenge the prevailing media narrative of bad news.
  - Make Paris personal; we go beyond governments.
- The creative community shall prototype and demonstrate new realities.
- “To take care of things” is an ethic.

Takeaway points:

The group created a Cultural Manifesto the day before. They would like to continue to build up on the work done before.

New ideas and topics:

- How to foster cross-fertilization?
- Shared intent, shared ethic
- The catwalk was rejected because it was prescriptive. The idea was to keep the idea of a conversation flow opposing the sheer scientific approach towards a problem.
- A scientist does not report about failure. They either publish, which is the success story, and keeps failure hidden. That is a problem in the way we think about a problem.
- Artists might do the same as scientists; they discard failure too.
- The value of this event is to use the methodologies of arts to solve a collective problem.
- We are capable to learn collectively.
- Arts practices are constantly building scenarios; it is like what scenario planning does.
- Climate change is more about the way we live.
- Good scenarios clarify ideas, visions. Is scenario planning an art?
- Arts have been working in the idea of scenario planning. It is not explicit.
- What is the range of particular practices related to scenario planning?
- Scenario planning is about showing multiple realities.
- Scenario planning and cultural practices can create a new ethic through cross-fertilization.
- Artist must learn about the context.
- Cultural movements are exploring the idea of feeling about the context.
- There is a mutual curiosity about what the members of the cultural movement do.
- What might art become in future? What is the role of art?
- What is happening in the creative movement is the redefinition of what an artist should be.

- The example of the impressionism is very important because they reinvented the metric of success for artists at that time.
- It is possible that artists underestimate other fields as management.
- There is a difference between arts and scenario planning: Probability, plausibility and usability.
- Probability and plausibility are a form of judgment; Arts use many other forms of judgment.
- When people locates in a space and look around the things that recognize with yourself, it might help you to have a new perspective.
- Some pieces of arts might attract people to change the perspective about specific issues
- To create an invitation to change a perspective.
- Why are people not attracted to work on a topic as climate change?
- The problem is that scenario planning is heavily influenced by context, arts are less prone to this contextualization.
- How to create a space that expands? How to invite people to that space to be influenced?
- It is important that this space does not enclosed people to act in different way that they do out of that space. This is the challenge.
- Is that space only built to deal with really tangible issues? Is there no time in that space?

# CONCLUDING PLENARY

- How can we engage with nature in a new way?
  - Engage with communities in a new way.
  - What about using new apps and technologies, but are these in their own Silicon Valley bubble and how do we release these to our daily basis?
- How can we bring stories to the fore and shift values based systems?
- Connectedness with nature. Almost none went to see the orchids. The groups that worked outside in nature said it was engaging.
- Cross-fertilization between scientific and arts, both have many similarities and share intent and ethic. Science needs a magnetism to attract people to it and nurture it. How art and design can help create a magnetism? What is the intersection between art, design, and scenario planning (focuses on probability and plausibility as a form of judgment)? What makes a difference, and what is the pattern that connects?

## Group ideas

- How do you recognise a new social movement? Leadership over leaders.
- What does this new cultural movement actually consist of? We need to recognise distinction of each part whilst acknowledging the whole of the movement.
  - This is the ecology of the cultural movement.
    - Need clarity and ethic but also a magnetism to draw people in, nurture and feed them, 'we' is broader sense of lots of people from lots of different place.
    - Do not detract people from the broader image and ideal, and use art to do this.
    - How can we ensure to be non-porous? How does time change in this space and be recognised as your part in terms of a bigger whole?
    - Very much identification of the cultural arts movement. Where is the intersection between arts, design and scenario planning? What is in common and what are the differences?
      - Scenario planning looks at probability and plausibility as forms of judgment, but the arts don't necessarily use these, design may use them more, but it is NOT an opposition, rather is a spectrum.
        - How these two areas can work together we need to mine these areas of similarity.
        - Bateson asks questions of what are the differences of differences.
        - Similarities and differences need to be further explored.

- What is Open Climate? a creative space with engagement and emotion deployed for scenario development.
  - To make existing art visible and findable for easy identification, to provide purpose and commission to share.
  - So this website can be built to create a space where all come together; all diverse stakeholders whilst finding and building on relationships, to ask offer play, learn, create, create and connect together.
  - Called this website OpenClimates. Can this be built upon existing networks? Who is going to fund it? To broker and share resources for these communities and all communities.
- AI system looking at individual, public, global corporation and public-private systems which don't exist today.
  - How can this be managed?
  - How do we use that?
  - Who owns it?
  - What are the ethics?
  - What decision power do we have as users?
    - About system thinking.
    - Strategy founded on gaming; how can strategic gaming be built on emotions and war and a new novel approach?
      - Maybe need a different kind of internet, a new social contact to increase trust, which is lost today.
      - This is a system of radical transparency so you know what you are consuming and how you live; a self-regulated and natural environment.
      - Also need safety nets, to counteract ethical effects of data. So maybe a separate fund.
      - To define the interactions of relationship between human and machine. Old world of NGOs and CEOs, but need chief strategic officer, different boards coming together.
      - But do not create same way structures as we have today, but needs to be smaller and more agile to be smaller and take collaborating in a new way.
      - Need a new form of incentives, to have a less resourceful impact on the future.

\* Climate change is the wrong frame. The ways climate change works as a frame for the problem and whether it does, and for how it works for action and whether it does.

- How do we use narratives to engage people to action?
- How do these frameworks work?
  - Most current ones about crisis and fear; death or grief can be paralyzing; often very overwhelming and so how do we engage and translate into action.

- What new narratives can we use to rethink problem of action and engagement? Language and metaphors, terminology, character and how can narratives changing mind-set?
  - Basic reframing could be to consider to steer conversation to mundane elements of adaptation.
  - How can we get a conversation going?; inspired from voicemails of the future to encourage reflection and investments in alternatives. Provide a frame for the mundane.
  - Use a different phrase? 'Habitat change' instead? Implies agency? How the space we choose to live in is affected? What could we situate ourselves in? Very solutions based. Look at what metaphors which are too limited and which ones do not work to see which ones to avoid in the future. Do caricatures and heroes work?
  - Outside of a diagnostic space could lead to inaction. How can we think of metaphors for solutions rather than actions and so audience can contribute to what their agency looks like rather than top down?
  - We need to think of how the habitat layers onto different agencies. So does the 'habitat' change work? Can we have a nested narrative like a Russian doll, thus involving all scales of habitat? We struggle with how we deal with our living in this world that is visibly decaying.
  - There is always ways to go round fear and overcome it. Also a realisation, as manifestations and knowledge systems embed, we start to see new relationships with our planet with what we have right now.
  - Talking about the ways in which climate change works for the problem: and for the action. Narrative frameworks and the ways in which we use narratives as a way of moving to action. What does it mean for frameworks to work? What is the role of current frameworks? Death and grief can be paralyzing. Hard to find a way to engage sometimes with stories. New narrative frameworks can rethink the relationship between problem and action and engagement.
  - Role of character, language, metaphor. How does character change?
  - Should we consider that we wish to steer conversation towards more mundane elements of adaption? How do we get a conversation going?
  - Perhaps we should not call it climate change, or maybe something like habitat change. What is it that we can situate ourselves around in terms of narrative? What metaphors or

narratives aren't helpful because they are too limited? Liberatory or antagonistic narratives.

- Grains of sand that embedded the oyster:
  - We are addicted to coherence--it is difficult to imagine a system that is emergent. We are struggling to get out of what is here. Realization that the type of manifestations that imaginaries help us with come new systems. New realities will be dramatically different.
- Gaming group; were looking for a silver bullet, where they probably isn't one; no one game will solve the problem, but what is the problem and what is the game to solve whatever this is?
  - We need to come up with a way to understand to facilitate how people can be brought into it.
  - Need a new way of thinking, not what the game is, but rather take the people in the room and create a community to judge which games would and wouldn't work in different circumstances.
  - So a social, environmental contributions and liking systems where all experts have their say. And let the game go through its life cycle; if there is a natural endpoint, either seek to reform or reinvent the ideas. Should we let audience come to us?
  - What ways will creating scenarios change, how will we create a new narrative and engage and encourage action?
  - We can see if it works but are we able to collate change and how will we measure and evaluate this? Gamification limits; what is good and bad?
  - Direction; how will we make people score points in certain ways? What is the purpose of the actual gaming action? We do not want logical and rational decision to connect people in ways.
  - These obviously have to be realistic; not just talk about the inspirational aspect but create action in such a movement.
- Social approach to plenty of technological resources to make differences, biggest barrier perceived to be how we socially accept and make these drastic changes.
  - How can we modify underlying social contract and changing policy or to nudge and incentivise much more efficient and useful resources approaches to everyday life. Using and gathering data to find and use resources in more useful ways, it devolved into science fiction with radical ideas.
    - E.g. it would cost more to go to a bar and keep the bottle, but imply this incentivise over entire systems and instead of drastic change, accord more rational and emotional aspects of action and smaller notions how we approach climate change.
  - The three countries which are in world climate change crisis, Bangladesh, Honduras and Peru; there is a sense of frustration because the agenda of the congress climate change is absent in Peru.
  - Good to have this event in Europe, but in the real world how do you handle the reality and extend the boundaries of the event to proliferate and affect

global ideals? We can look at Greek perceptions of the real world to understand this. Politicians need to combine rationality to link emotions and willingness to get into action.

# TAKEAWAY IDEAS

Came up with almost 20 different project ideas

- List of potential papers to work on
- More exhibitions for museums of the future
- Social design bootcamp
- Considerations of how to design next meeting

Actionable work:

- Writing things counts as doing something
  - Voluntary
  - Capturing insights
  - Ideas are in the public domain
  - Make it concrete

## PLEGGED IDEAS FOR DEVELOPMENT:

1. Poetics for concern (various events)
2. Foundations of Rethinking Climate Change Perceptions through Arts and Science (paper)
3. How best to have a cultural movement be recognized? (forum)
4. Making scenarios real through artists and strategists (workshop)
5. Couture CO2 Speculative design exhibition to incentivise investment in carbon removal (exhibit)
6. Create a scenario planning exercise to train students (exercise)
7. Explore connection between gaming and scenarios (research)
8. Five year game called slow meteorite to source impacts from real meteorites (game)
9. Gamification techniques for further action (game)
10. Call for action to design floating communities (design)
11. Ice bucket challenge equivalent (challenge)
12. Media engagement strategies
13. How to visualize a world, which is used to quantitative data through art?
14. Guide book(s) to use games for climate change actions (books/games)
15. Twin cities project to revive the project
16. United Way America Summit to look at climate change (summit)
17. Scenario planning versus arts and humanities, exhibition to explore similarities and differences (exhibition)
18. Open Climates website (website)

# SUBMITTED PROJECTS AND REFLECTIONS

## OPEN CLIMATES WEBSITE

Create a platform of 50 million people sharing data about their electrical consumption, energy certification of their residence, type of car and consumption, type of home appliances and consumption, and some living habits like use of public transport in order to aggregate political and economic power. The objective of the platform is to negotiate better tax conditions and privileges, aggregate purchasing power when buying more sustainable items. There will be scores, depending on how sustainable the way of living is. The people involved will have a digital environmental passport, which will allow companies to offer them discounts. It is linked to the reputation of the person and these people will be preferred customers because they take care of the environment and that attitude applies in how they take care of things when they share a car, rent a house, go to an hotel. They will no have extra charges when they buy recyclable packaging that may be returned back because they are supposed to do it in contrast with the people who do not have this reputation who will have to pay in advance. Depending on the countries, the score may differ, depending on the difficulties of adopting some behaviours and technologies because it is a global platform. On the other hand, countries will be scored on the same basis to incentivise the culture of improvement. This database will be considered as an international benchmark. Government environmental agencies may be involved targeting their groups of interests with recommendations and financial incentives. Users can be audited, required to implement some procedures like sending pictures and install some simple devices for measuring electricity, gas and water easily. This platform will have more influence that many countries and will help to reward the aligned behaviour and boost proactively sensibility about environment.

## MULTICAPITAL SCORECARD

I will work towards making the MultiCapital Scorecard a widely accepted performance measurement process for progression towards sustainability. This includes pressing the IIRC and accounting institutes to adopt the MultiCapital Scorecard as a prime means of measuring integrated performance reporting. As part of this endeavour I will develop tools for applying games or other devices for potential users to make it more engaging for them.

If any of this involved members off the OxFF, I will endeavour to make that fact known and to acknowledge the OxFF in its role in cross-functional collaboration.

## SOCIAL DREAMING AND SUSTAINABILITY

Description: Media and engagement strategy to inspire social dreaming\* in order to re-define possibilities within “sustainability”, re-branding sustainability as a desirable social and cultural movement.

Social-dreaming as mentioned in: Dunne, Anthony, and Fiona Raby. *Speculative Everything: Design, Fiction, and Social Dreaming*. S.I.: MIT, 2014. Print.

## I DREAM OF A FUTURE...

I dream of a future where ...

- Environmental damage can always be successfully mitigated
- Leaders in every community and nation are personally committed to protect the environment.
- Every citizen is informed about the climate change issues, the risks and impacts on society and the economy (access to information).
- Every citizen is welcome to present his/her concerns and proposals to protect the environment.
- Governments and civil society organisations, all, are committed to achieve annual and long-term goals to protect the environment and transparent report their results (accountability).
- The academic community carries on a dynamic process of research and publication of findings related to environmental issues.
- Education is a key factor to create a positive attitude towards climate change. Children are the best candidates to be agents of change and influence the change of attitude in the society.

I worry, feel, or think that ...

- Climate change initiatives may not be successfully implemented before too much irreversible damage is made.
- Scientific data has not been and may not be effective to provoke alone a massive attitudinal change in response to the climate change threats. Arts and social media are called to be the new actors to drive the change through the emotions.
- Successful implementation of change will probably involve the “youth movement” sustained on the rationality given by the irrefutable facts and data, but energized by the emotions that the arts are able to communicate and through the massive and effective reach of social media.

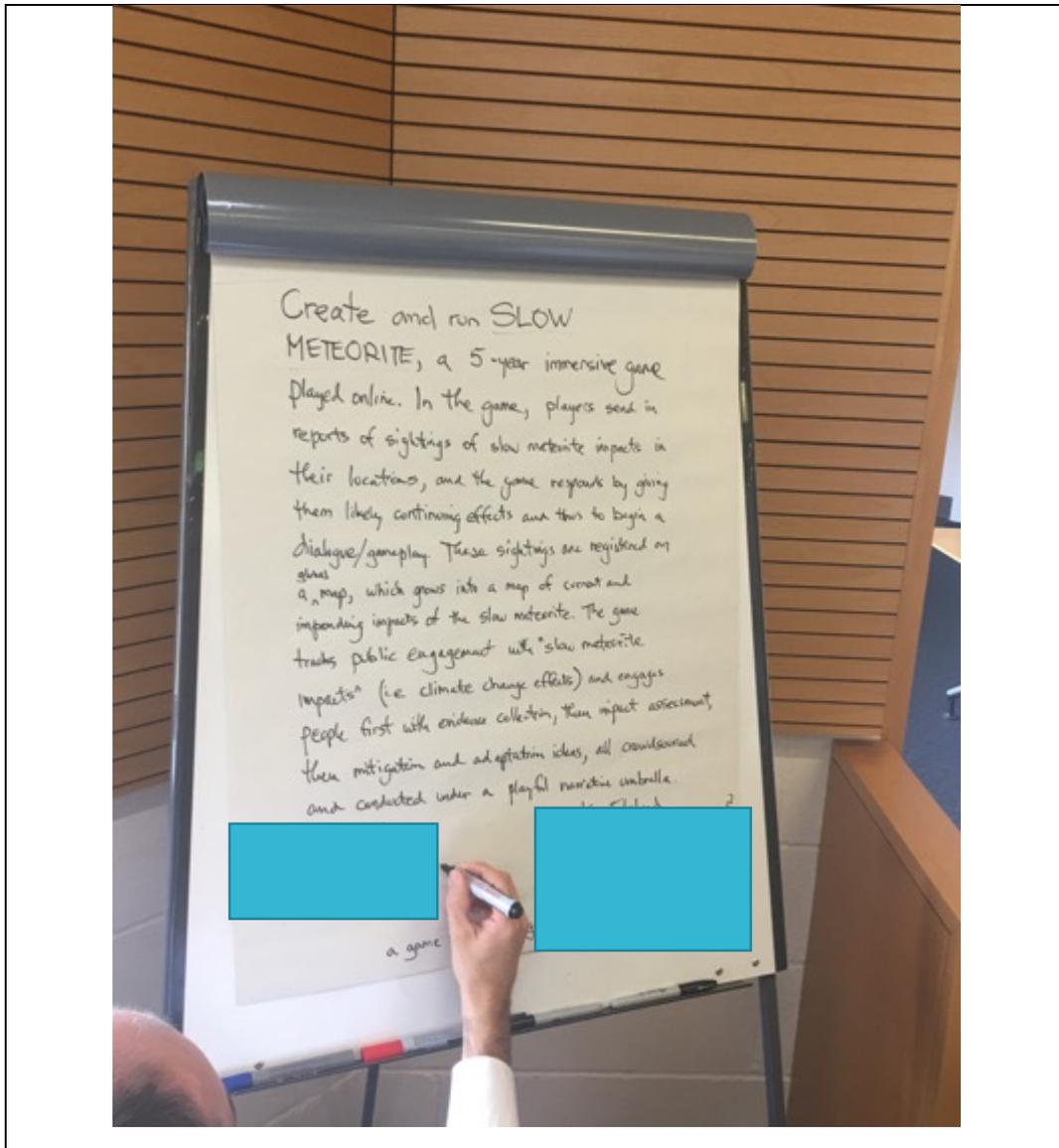
## UNITED WAY

Idea / Action	Type	Target Audience
<p>Taking Action: Corporate Social Responsibility Engagement Platform (game). We will design an interactive and fun game designed to be played by business leadership and employees which will be designed to gather generative input from organizations which expedites their ability to understand community and environmental (sustainability) issues in a way that allows for design of innovative strategies and solutions. This “game” would allow for an accelerated design lab for companies and help organizations and their employees find purpose. Through the Mile High United Way and ASU's School for the Future of Innovation and Society, we will target 3 to 5 companies and test a platform and outline if the</p>	<p>Paper</p>	<p>Corporate / Business</p>

concept produced better engagement and ideas.		
Collective Impact Community Design Lab. Using the same approach above, we would test a gaming strategy for collective impact work through our United Neighbourhoods program to identify how non-profit agencies and government could work together to expedite issue identification and solution design.	Paper	Corporate / Business
Collaboration between the United Way and leading climate change groups. We would like to facilitate a meeting with identified climate change organizations to understand how the United Way system could be more supportive and engaged in climate change. We believe we can bring in perspectives about job creation, healthcare, social enterprise, and education benefits to adjust the framing of climate change. The goal of the convening would be to activate key United Way regions and markets to work with environmental / sustainability focused organizations in a more cohesive manner.	Session / Summit	NGO
Collaboration between Mile High United Way and Arizona State University. As part of a larger effort to engage stakeholders in the public, non-profit, and commercial sector – how can we produce a digital gaming platform specifically designed to activate businesses and employees / individuals in specific actions and behavioural changes which benefit the environment AND the community.	Partnership	Business and Individual

## PLEDGE POSTERS

In the following pages are some of the idea posters developed at the Forum, some of which are signed by participants.



MAKING SCENARIOS  
REAL:    
ARTISTS & STRATEGISTS



BOOT   
CAMP

2-DAY WORKSHOP

~10 PEOPLE

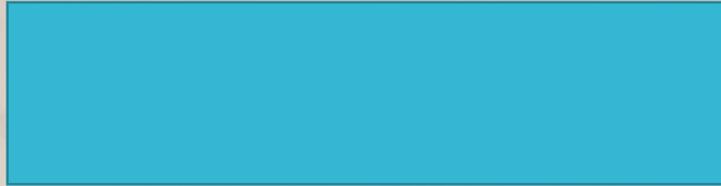
SAs + SSs

→ art beyond reports  
creating compelling experiences  
based on real scenarios  
"pockets of the future"

5, 2 and  
shareable  
resources  
... which  
can be  
shared  
online

SCENARIO PLANNING VS ARTS, DESIGN + HUMANITIES

EXHIBITION TO EXPLORE SIMILARITIES + DIFFERENCES  
AND TAKE DIALOGUE TO A NEW LEVEL ....





NEED FOR CLEAR  
IMAGES COMPARING  
CONSUMPTION IN  
"CLIMATE CHANGE"  
PARAMETERS

www.sbs.oxford.edu

(See Abstract 'Climate  
Change quote') 



To come to calls for action:

## GAMIFICATION

→ FOR DIFFERENT TARGET GROUPS

→ INFORMATIVE

AND/OR

REFLECTIVE

← Most important!

→ ILLUSTRATE WITH IMAGINARIES

→ POSSIBLE ACTIONS

→ e.g. idea  
? on insects  
(Peter, Jan...)

↳ FOR WHOM?

↳ HOW TO PROMOTE?

CO<sub>2</sub>-URE (Couture)

Speculative design  
exhibition showcasing  
LUXURIOUS products made  
from Captured Carbon



Env. Change Institute  
U Oxford

-> how can we create the  
solution space, not  
just the problem assessment



# SPECIAL ISSUE (FUTURES?)

- SCENARIO PLANNING  
AND GAMING (8 other forms  
of interaction)
- S. P. & THE ETHICS OF THE FUTURE

Create a shared message broadcast thru radio, TV, theater, game, poem, etc. that is focused on the ways everyday life is changed by ~~climate~~ ~~change~~ human activities that cause climate change & other negative impacts.



# AGGREGATION OF MARGINAL GAINS

CREATE AN INVENTORY OF REAL ACTIONS THAT WILL MAKE A SMALL (S/M) INCREMENTAL IMPROVEMENT IN CLIMATE FUTURES



---

DISRUPTIVE TECHNOLOGY CONCEPT PAPER  
CREATING A GLOBAL RESOURCE INVENTORY



\* How do you measure  
the effect of the scenario  
narrative (format, style,  
language, elements) on  
actions (by individuals in  
society as well as companies etc.)  
?

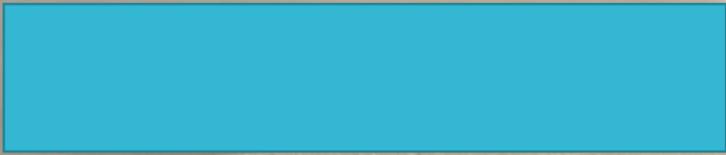
ESSAY COLLECTION  
ON FAILURE.

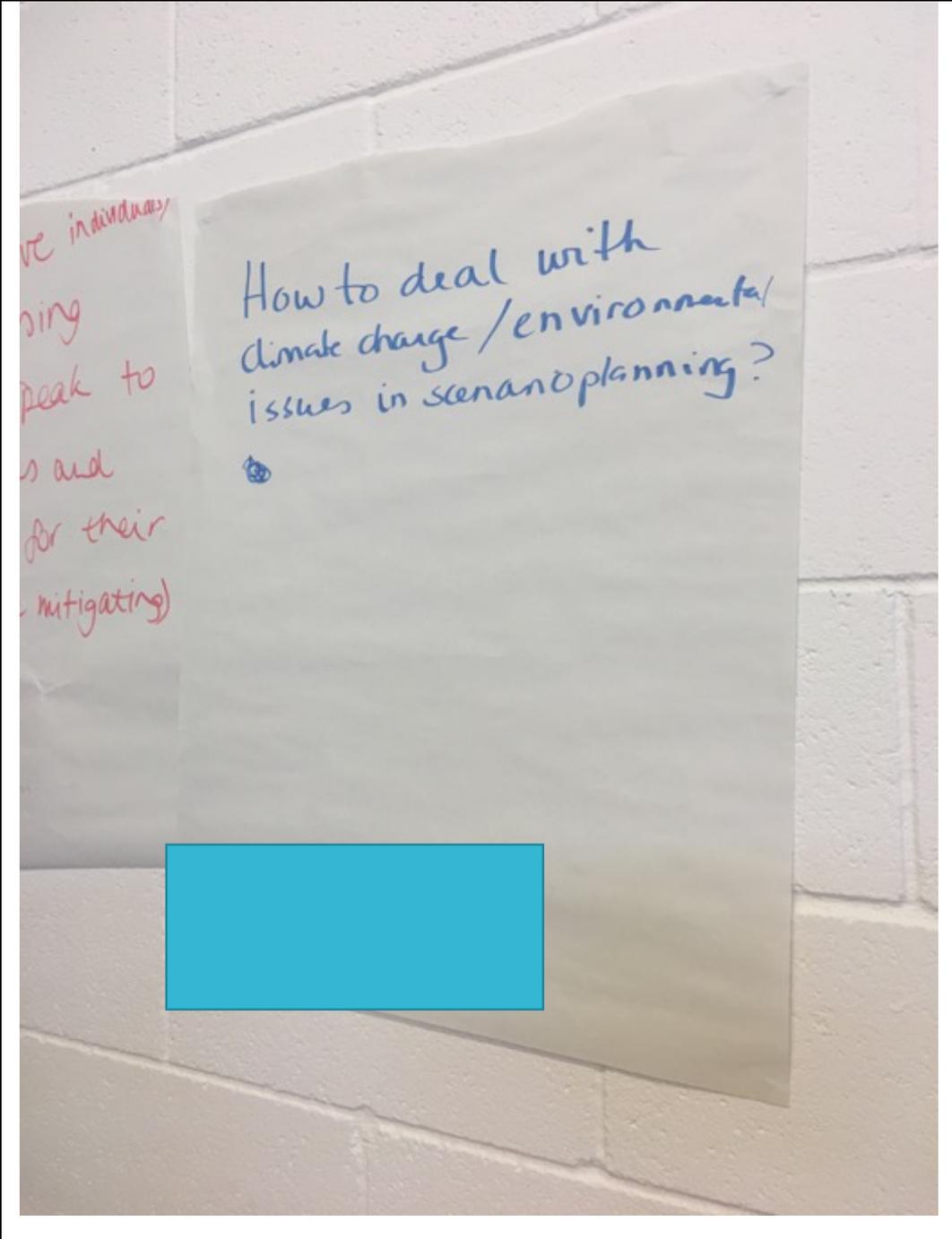


Make a Field Book (like Peter Senge) with examples of Art in scenarioplanning

- Engaging exercises
- Games
- Pictures, films, photo
- Emotions → actions
- Books/films etc as metaphor
- Stories as structure
- Humanities - history, philosophy?

(Link with 'making scenarios real' boot camp)





Twin-Cities for life supporting  
systems

Design, test and  
(if successful)  
replicate, a  
competition between  
two communities to  
reduce the use  
of energy, etc...

A CONCRETE SCENARIO  
PROCESS, WHICH INJECTS  
ELEMENTS SUCH AS :

ART

GAME-ELEMENTS

ESTABLISHING A MODEL  
FOR DOING SO

(WOULD REQUIRE A CONCRETE CLIENT TO TRY IT  
OUT ON)



# POST-FORUM CORRESPONDENCE

**NAMES AND IDENTIFYING INFORMATION HAVE BEEN REDACTED FROM THE POST FORUM COORESPONDENCE INCLUDED BELOW.**

Dear Rafael

Am sitting in the train, mind abuzz, having just listened again to {participant} and my 'leaked voicemail' from the future and wanted to write to say thank you! What an amazingly stimulating event! I'm so grateful for the chance to participate, and the scholarship that made it possible.

I hope my sitting at the back was ok, it gives me mental space but also means my fidgeting (that disc) is less distracting... I felt very engaged and had a brilliant time!

Thank you and congratulations and see you soon, I hope!

{Attendee}

---

Dear Rafael,

This is to express my highest appreciation for the opportunity to attend the 5th Oxford Futures Forum.

I would also like to express my sincere congratulations to you and the convenors for the outstanding organisation and direction of the Forum.

I am looking forward to the opportunity sharing this experience with academics from Escuela de Postgrado de la Universidad del Pacífico and ESAN Graduate School of Business, both in Lima Perú. This will create value by enabling the necessary feedback to this important edition of the OFF-2017 and will stimulate the generation of regional initiatives under the scope of the Forum.

Much obliged,  
{Attendee}

Dear Lucy,

I just wanted to drop you a short line to thank you for the opportunity to be involved in the Oxford Futures Forum. It was an incredibly stimulating time, and a privilege to be able to interact with so many experts. I hope some fruitful collaborations will result, and look forward to seeing the outcomes evolve, Many thanks again,

{Attendee}

---

Dear {Attendees}

It was so nice meeting you at the OFF2017. Our discussions in the breakout session were a perfect kick-off of the Forum. Thanks for sharing personal stories, ideas and insight, - and questions that brought both new inspiration - and recognition.

Enclosed you will find a presentation made on Strategic reframing of Global warming - How Can We Make People Care About Climate Change? based on the book What We Think About When We Try Not To Think About Global Warming. I find that many of the dialogues and reflections during the Forum were the same as in Stoknes' book. Enclosed is a photo from my cottage in the mountains – the view from my window an early morning in February. Please feel free to contact me if you are planning to visit {my home country}.

All the best,  
{Attendee}

### REPLY TO ABOVE:

Thank you so much for sending through your presentation which summarises the key themes and approaches so well. Your mountain view is incredible!

The Forum threw up much in terms of ways of communicating, and recalibrating our different assumptions in relation to climate change, that I am still digesting.

Our first group that you chaired was rather special, and I very much look forward to seeing the eventual outputs from these intense few days.

Thank you again,  
{Attendee}  
Rafael,

Thank you so much for the invite to the OFF. I had a fascinating, mind-bending experience, and am quite excited about some of the potential leads developed during the forum.

I'm compiling some reflections on the forum, which I'll send through in due course. I assume this would be helpful for the forum report.

I've been reading your Strategy for a Networked World and enjoying it. It seems like a natural extension to Fifth Discipline and Blue Ocean Strategy.

I'm processing some thoughts on its implications for the mining sector at the moment, which may make it into our weekly column in due course. I'll let you have a look beforehand.

It has many links to my PhD work too, which of course, is great.

{Attendee}

---

Thank you for letting me join the Oxford Future Forum. I have left inspired and convinced more than ever that there is a useful and fruitful collaborations between the arts and scenario planners. Both in my world; using the scenarios as a source of inspiration for art, engagement and public debate and in the scenario planning world; to bring some creative thinking to the output of scenarios.

As part of the end project-market, {participant} and I committed to organise an artist-scario strategist Sandpit. We want to host a practical workshop with an eye to quickly iterate a series of possible outputs for the arts and engagement domain and for the scenario planning domain. We will start with a selection of existing scenarios and apply creative iterative processes to come to a series of possible formats. I will make sure you are updated on the results and plans that emerge.

Again, many thanks for letting me be part of these wonderfully inspiring two days.

Warmest of wishes,  
{Attendee}

---

Dear Lucy and Rafael,

I want to thank you both for a really stimulating 2 days last week - a lot of good people, thoughtful ideas and curiosity - in short, great potential to take forward. I would love to be kept up to speed with any results/outcomes.

With warm wishes,  
{Attendee}  
Dear all,

It was a pleasure meeting you at the OFF 2017!

If I'm correct you were interested in working on a special issue in FUTURES on the connection of Scenario Planning and Gaming / & other frames of interaction / Scenario Planning & the ethics of the future.

In a first step I would suggest that those interested in shaping the focus of a potential special issue should have a first conversation. Please let me know if you would be interested in contributing to this discussion and I will be happy to set up a first call. Also please let me know if you feel that names are missing in this email.

Kind regards,

{Attendee}

# TWITTER FEED

COLLECTION OF TWEETS FROM THE CONFERENCE

*Twitter hashtag: #OxFutures17*

Search filters · Show

Who to follow · Refresh · View all



**Marsha Rhea** @mlrhea

Follow



**Natalie Dian** @Fstyles

Follow



**ROSA ALEGRIA** @rosaal...

Follow

Find friends

Trends · Change

**#TooExcitedTo**

...wait for the UEFA Champions League Final?

Promoted by Nissan Europe

**#LionsNZ2017**

A win for the Lions, but lots to work on ahead of the next game

**#bbcqt**

@Nico\_Macdonald, @marksimpkins and 3 more are Tweeting about this

**#DerbyDay**

**#SLvSA**

1,070 Tweets

**#bbcaq**

**#ElectionBandsAndSongs**

**#ExperienceTransat**

**#parkrun**

**#YSJMonsters**

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**Matthew Robinson** @\_RobinsonM · 15h

Time to rename and reframe? -- from #ClimateChange to #HabitatAction ?  
**#OxFutures17**

Retweet 1 Message



**Eric van den Heuvel** @EricvdHeuvel · 2d

Woke up today with this question: did we discuss how art will change due to climate? **#oxfutures17**

Retweet 2 Message



**Dr Jamie Brassett** @Jamie\_MAIM · 2d

We can cooperate from art+design too **#OxFutures17** #poeticsofconcern

**Greenfields Research** @greenfieldsres

Replying to @Jamie\_MAIM @lixindex

At very least I think we might be able to do something on this in the business school

Retweet 1 Message



**Dr Jamie Brassett** @Jamie\_MAIM · Jun 3

Replying to @lixindex

who's ready to design the organisation of the future that incorporates these roles? More to come... **#oxfutures17**

Retweet 1 Message 2



**Greenfields Research** @greenfieldsres · Jun 3

**#Oxfutures17** has reminded me why geologists still need to do fieldwork even in these days of satellite data & remote sensing...

Retweet 1 Message



**Greenfields Research** @greenfieldsres · Jun 3

Just on the way back from **#OxFutures17** mind slightly blown

Retweet Message



**Greenfields Research** @greenfieldsres · Jun 3

Replying to @lixindex

Job descriptions from the future **#OxFutures17**

Retweet Message

CSM Innovation Mgmt and 1 other liked



**Dr Jamie Brassett** @Jamie\_MAIM · Jun 3

Replying to @ParsonsTransD @parsonsdesign @LaraSPenin

Great to meet you guys this weekend at **#OxFutures17** hope to work together w/ @CSMmaim sometime

Retweet 1 Message 4

Dr Jamie Brassett liked



**Greenfields Research** @greenfieldsres · Jun 3

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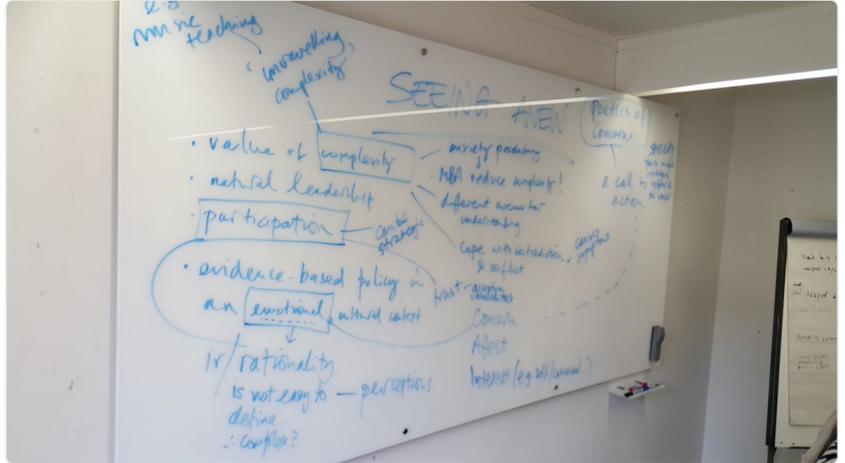
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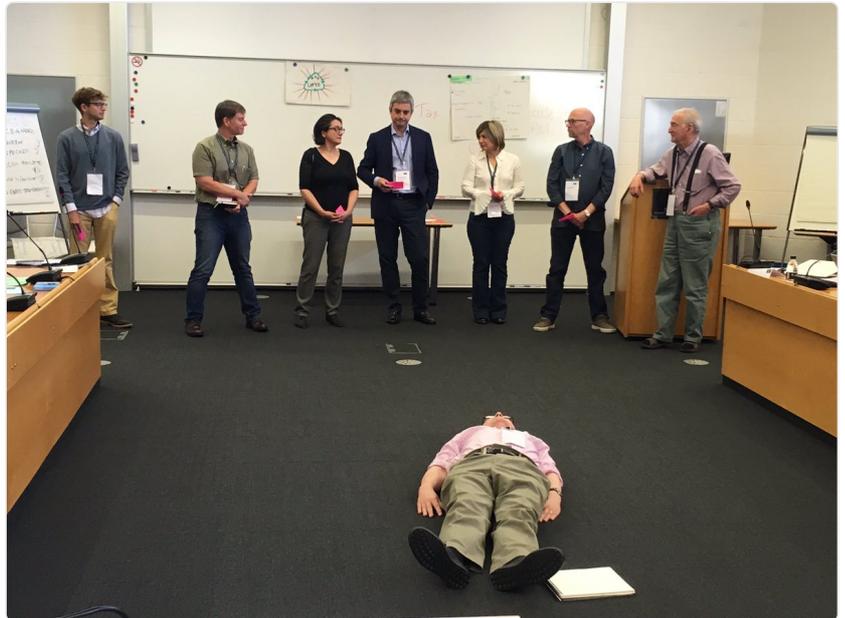
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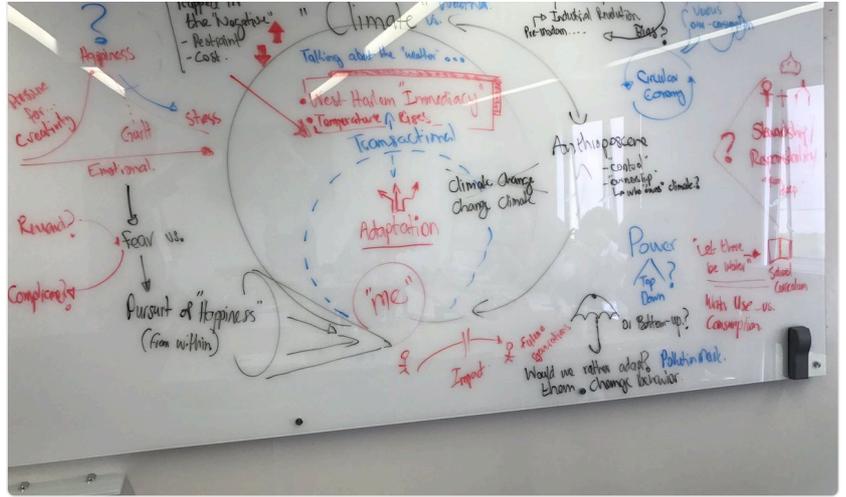
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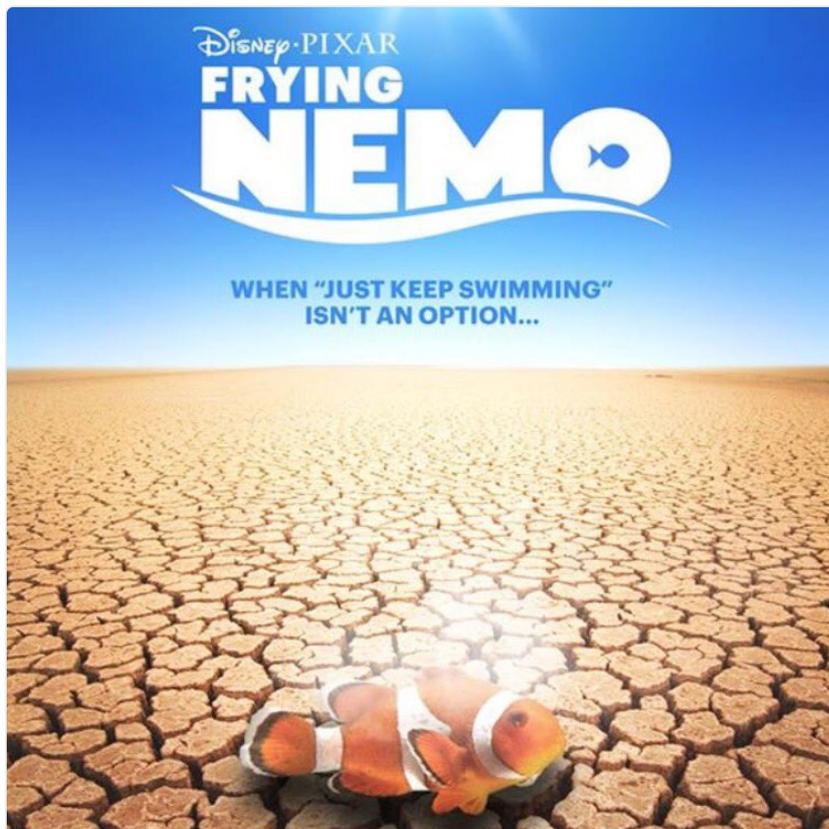
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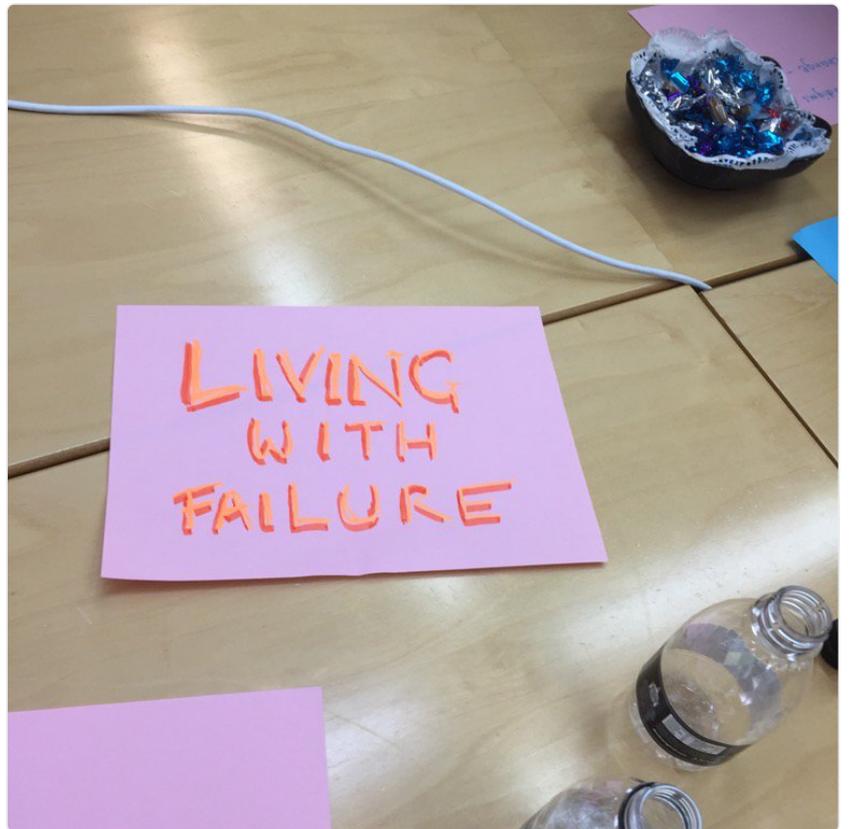
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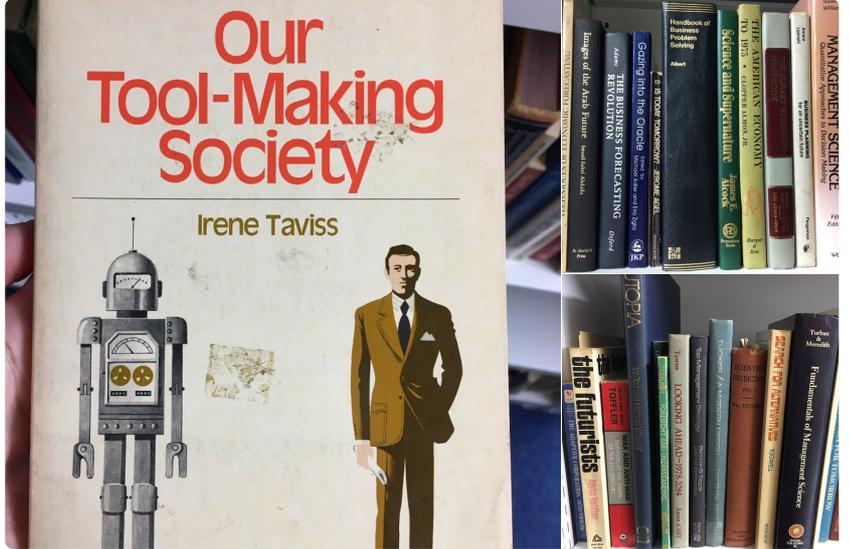


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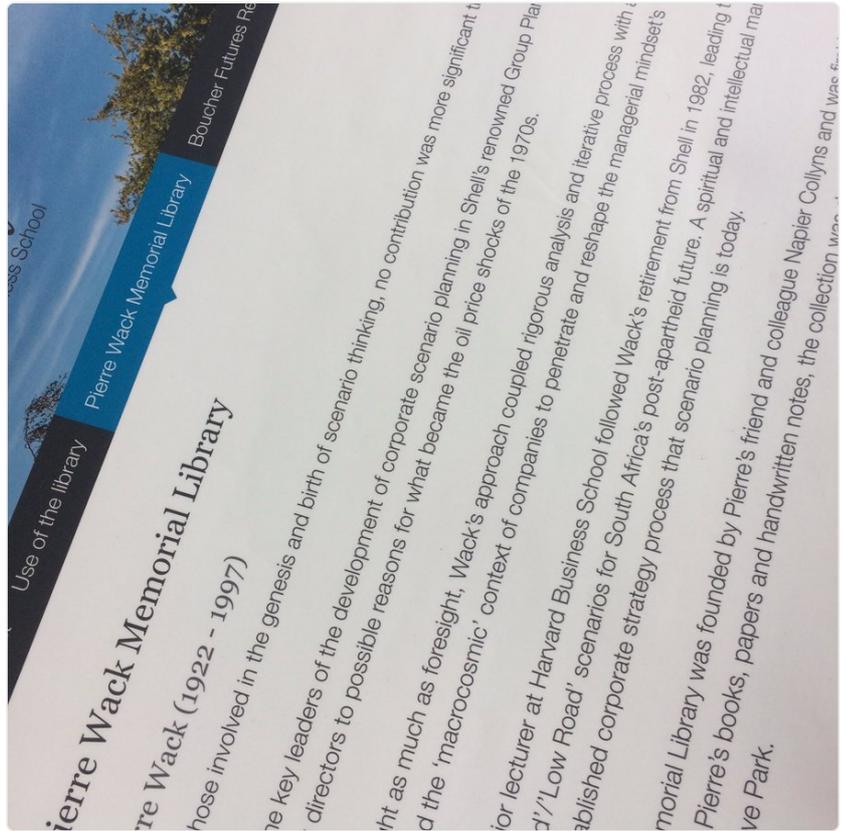


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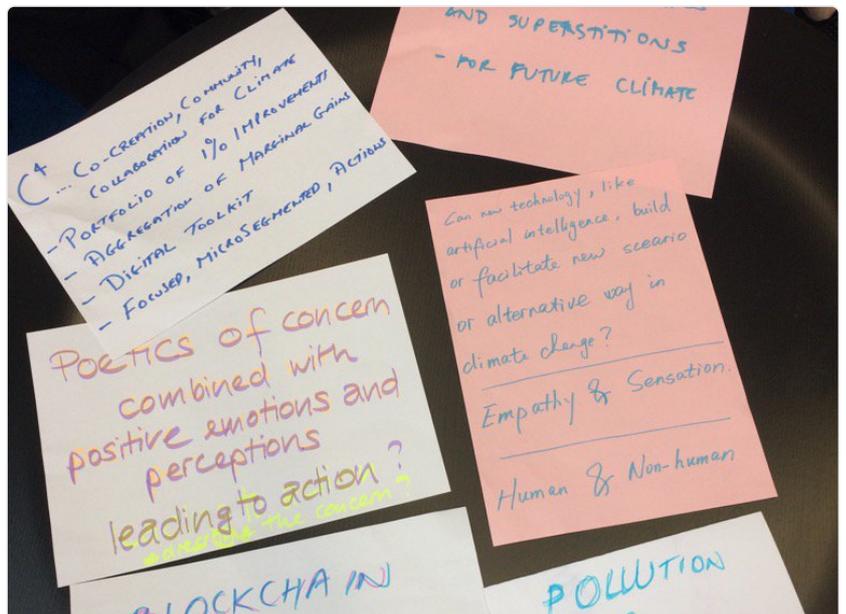
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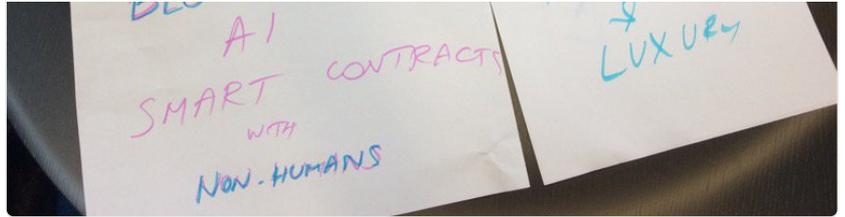
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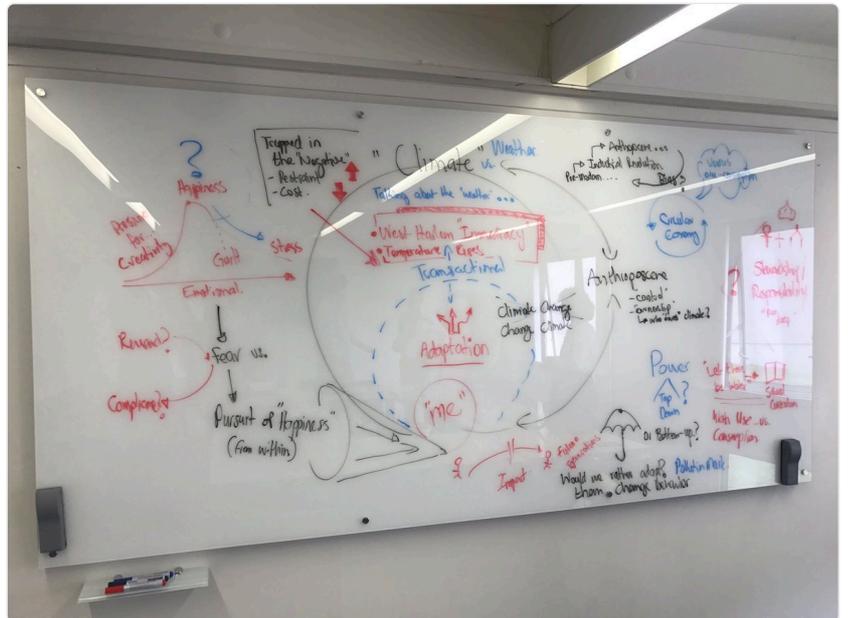


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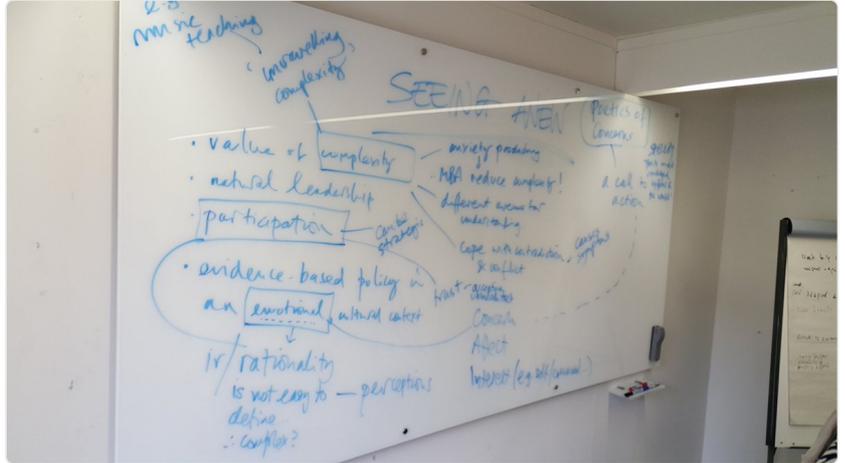
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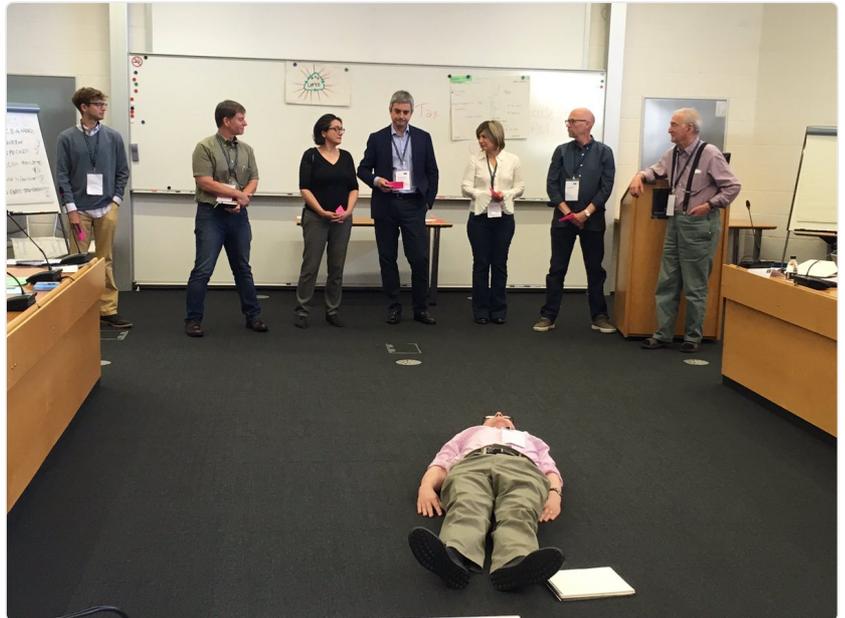
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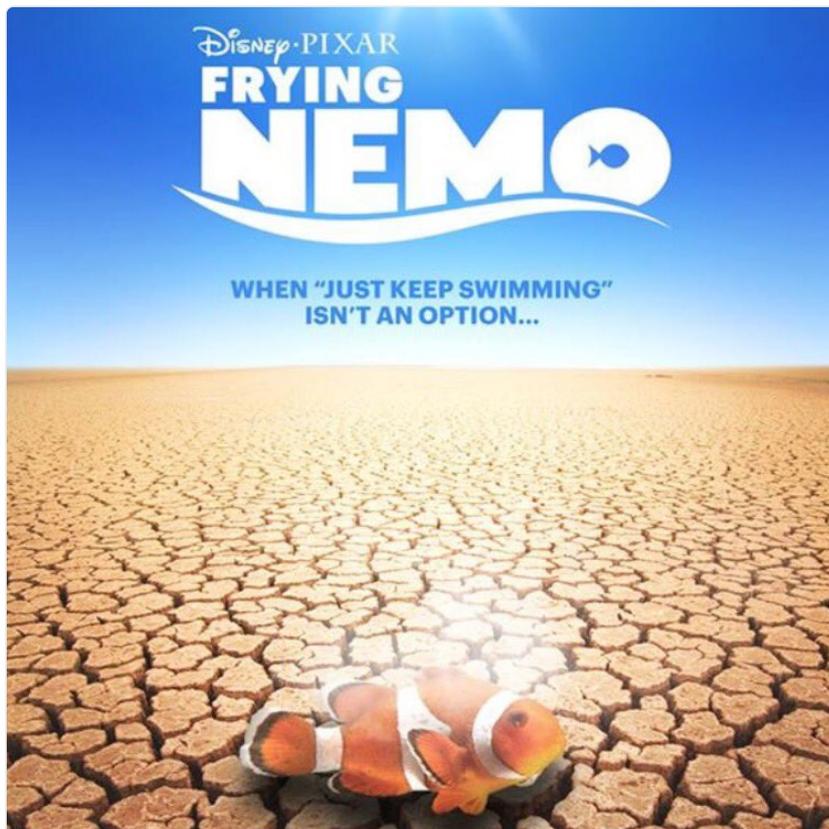






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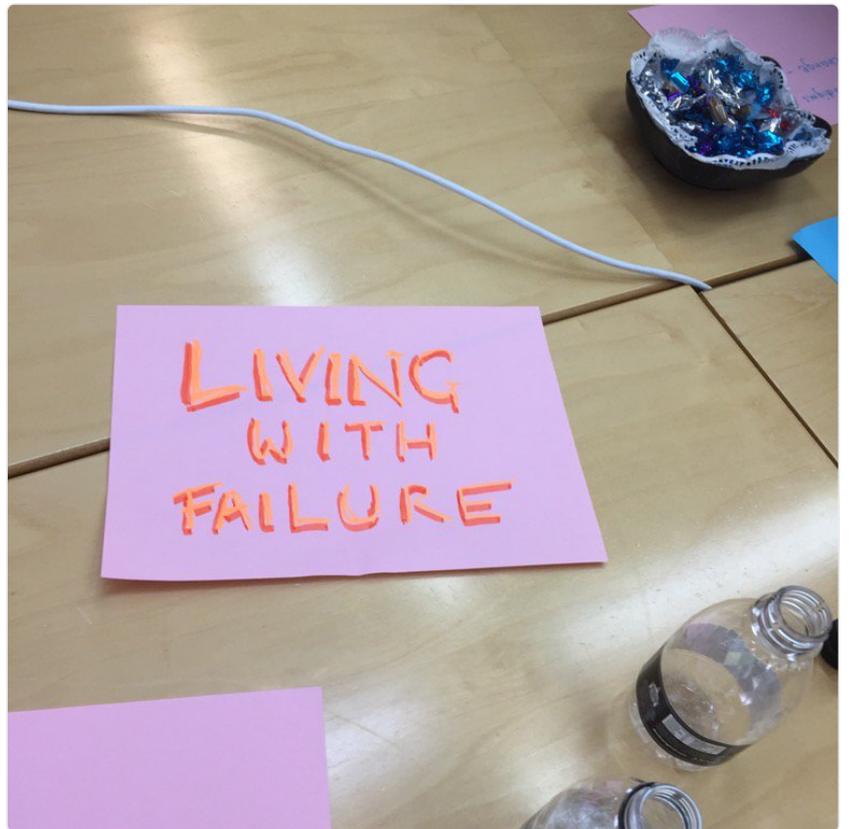
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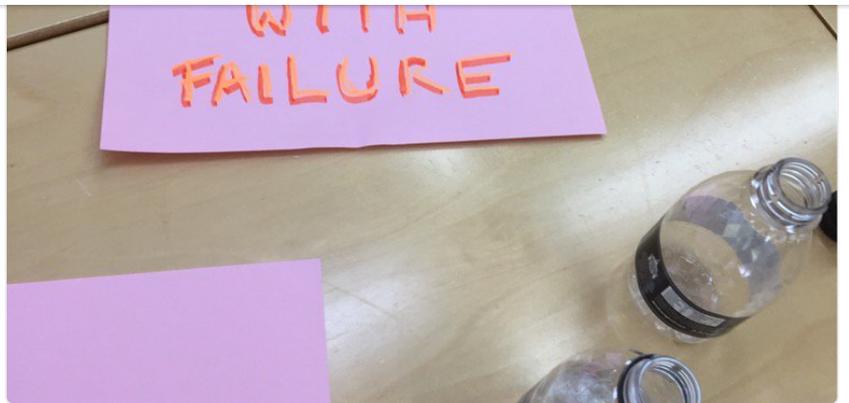
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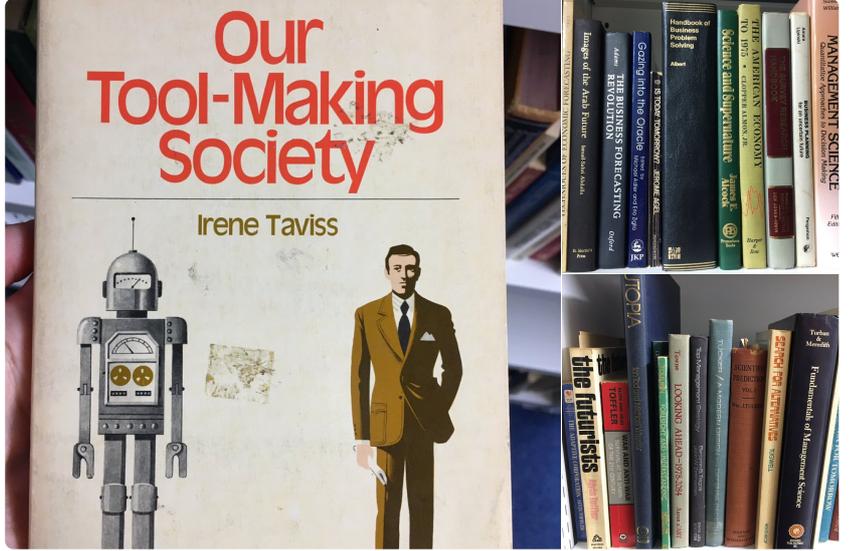


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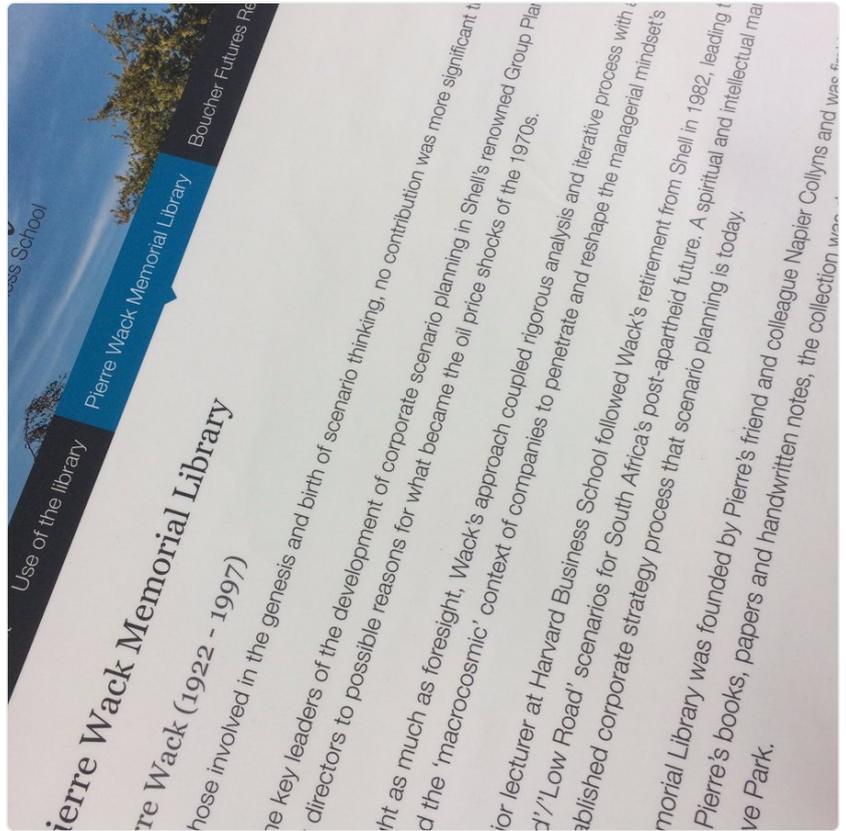


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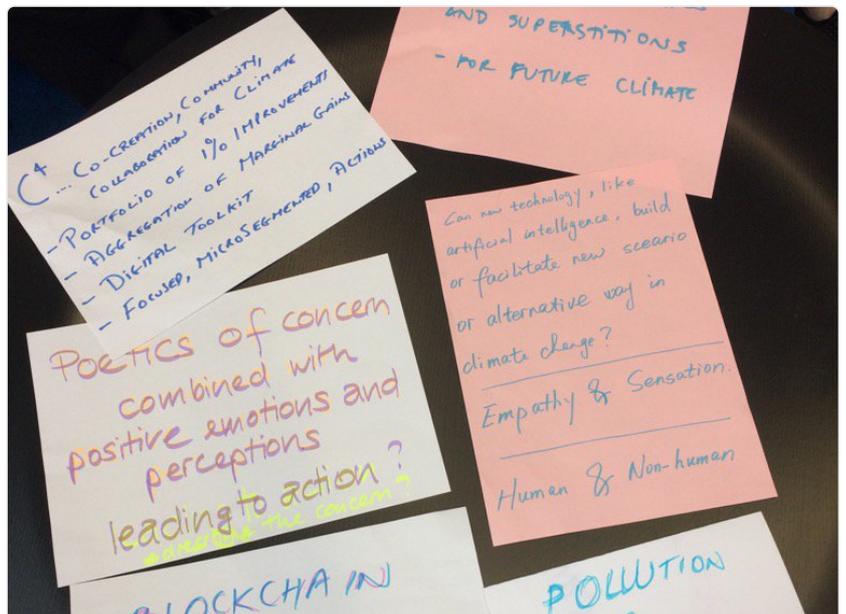
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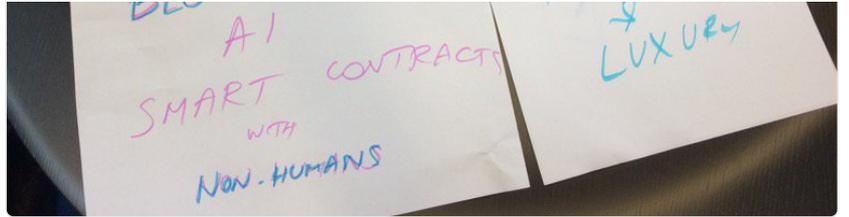
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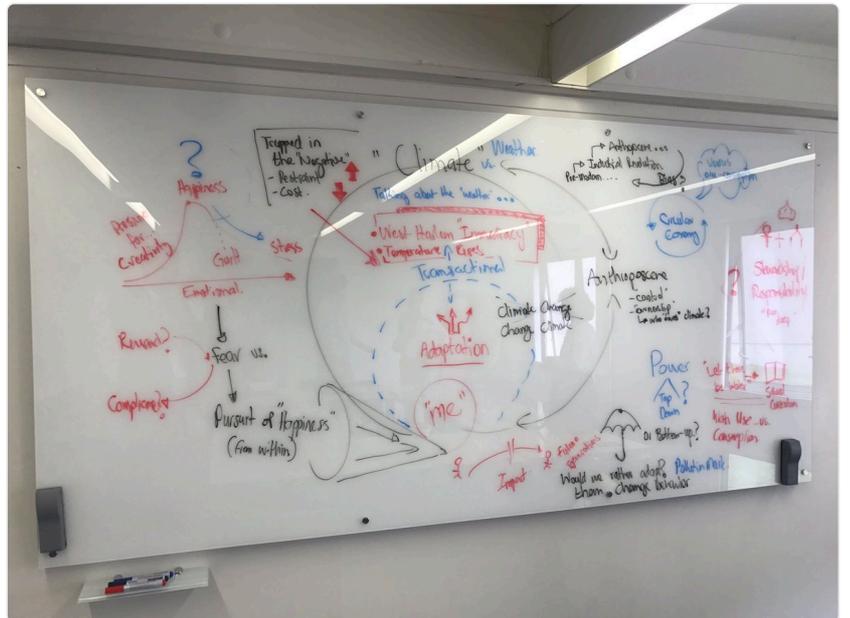


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