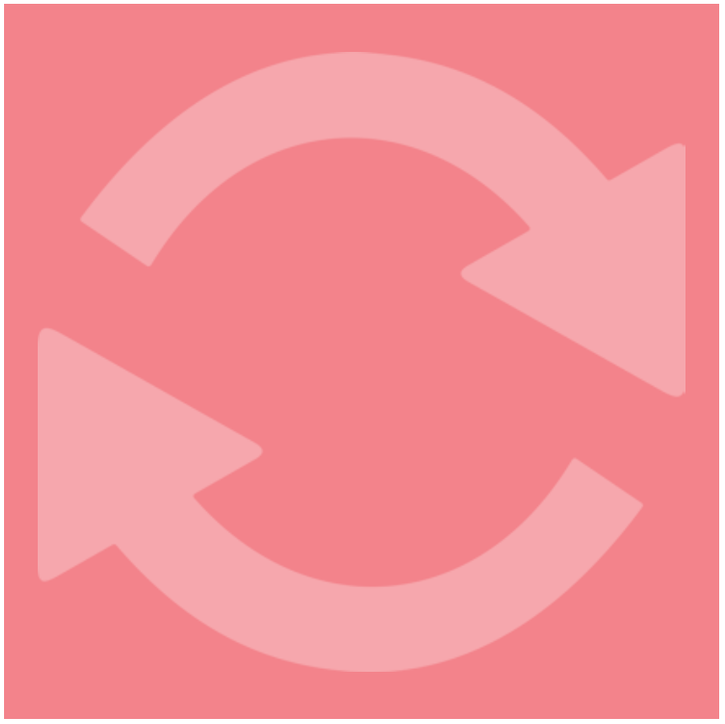


Transformation Design Toolkit

INTRODUCTION

The Transformation Design Toolkit is a transformational thinking set co-created by Carola Verschoor, Alberto Barreiro and Digital Society School.

This set can be used in workshops, conversations, dialogues, but also to prompt fresh ideas into organisations, leadership teams, innovation labs or any other form of co-creation or co-design.

The cards are also excellent at individual level for reflection, brainstorming, strategising, preparing presentations and papers.

The idea is to help you transform your thinking so you can transform your doing as we work together to create a better future for all.

HOW TO USE THIS TOOLKIT

We believe that 'wicked problems' require transformational thinking. This creative thinking set is designed to aid co-creation in navigating transformational challenges for sustainable change in the digital society.

DIGITAL SOCIETY SCHOOL | Amsterdam University of Applied Sciences

WHY?

We envision a society that is not only more intelligent, but also more inclusive, sustainable and more engaging for everyone.

No quick fixes will get us there, so join us in asking new questions that will transform our thinking and doing.

The time to create impactful change is now! Use these transformational thinking cards to trigger yourself and everyone around you to join into the challenges we face together, with determination, courage and a can-do attitude.

WHY IS IT CALLED A 'DESIGN' TOOLKIT?

Design can mean many things. For some it is the process of creating items, for others it is about graphics, visualisations or services and interactions. But for us, it is even broader. We like to see design as an attitude, striving to take mindful steps (iterations) towards a preferred future, while working together with other disciplines, stakeholders and cultures. Design becomes the glue that binds the (often broken) systems we have in our society. If you think as a designer, you can show leadership and take initiative in co-creating a better world.

WHAT?

There are 3 categories of cards in this set:

1. TRANSFORMATIONAL TRIGGERS

Each card introduces a wicked problem of our time, namely social, economic, political, technological, legal or cultural topics that require transformational solutions.

2. SUSTAINABLE DEVELOPMENT GOALS

Each card introduces one of the United Nations' Sustainable Development Goals (SDG's). By considering triggers through the lense of specific SDG's, new creative ideas or solutions can be considered.

3. MINDSHIFTS

Each card introduces a series of questions based on the work of Kantar Added Value* to help you reframe issues, define your position and build scenarios for a better future.

*https://www.kantar.com/campaigns/modern-marketing-dilemmas

HOW?

Make 3 separate stacks of cards, one stack per category.

T **G** **M**

1. DRAW ONE CARD PER CATEGORY

Place them next to each other and discuss and/or write down possible ideas and solutions that the combination of a transformation trigger, a sustainable development goal and a mindshift make you think of.

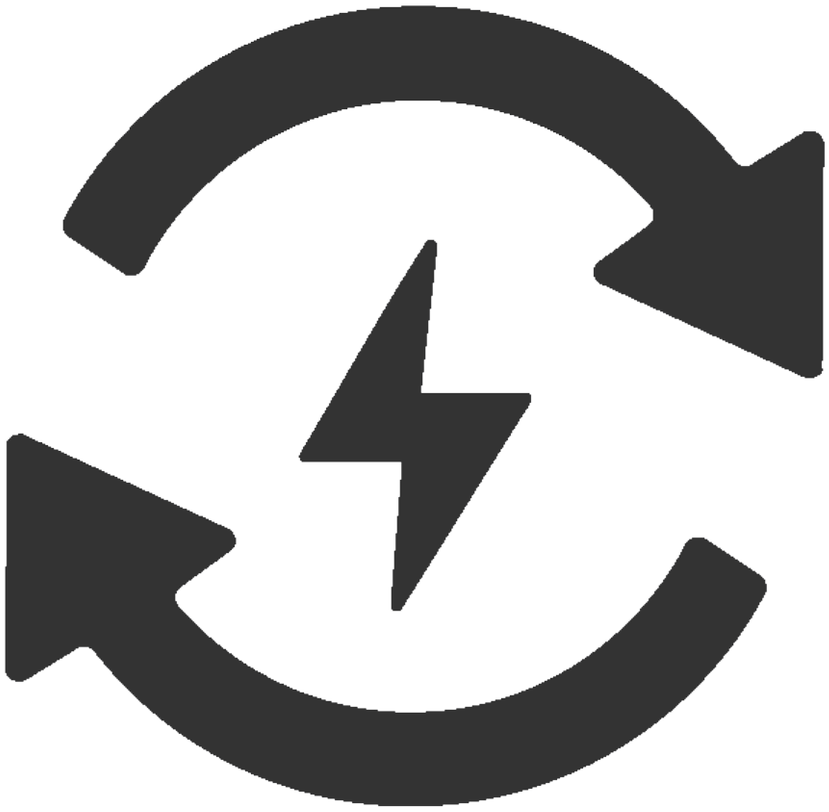
2. ITERATE AND DO SEVERAL ROUNDS

Once you are done with the first round, pick 3 other cards or change one or more of them. Get playful and iterative! Keep iterating and asking new questions with each new combination. Then, make a long list of ideas, select the best one(s) and create a pitch for what you select.

3. REFLECT

Once you have played several rounds, reflect on what you have learned, discovered and what you might do or who will you engage with to bring your transformational ideas into fruition.

Renewable Energy



TRANSFORMATIONAL TRIGGER

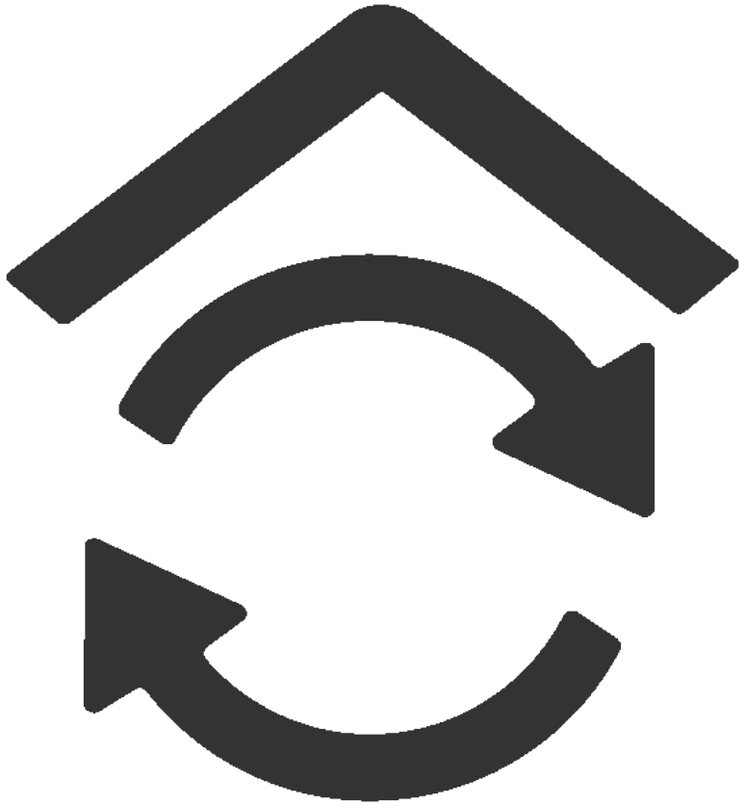
DIGITAL SOCIETY SCHOOL

Renewable Energy

Renewable energy includes all kinds of sources for fuel and power which is collected from renewable resources.
Also known as **clean energy**, it comes from natural sources or processes that are constantly replenished. Renewables are used to provide energy for electricity, heating and cooling, as well as transportation. They include solar, wind, hydro & tidal, geothermal and biomass energy. Sometimes collected at scale but often also within homes or in rural areas.

Through continuous innovation these sources are becoming less-expensive and more widely available.

Sustainable Housing



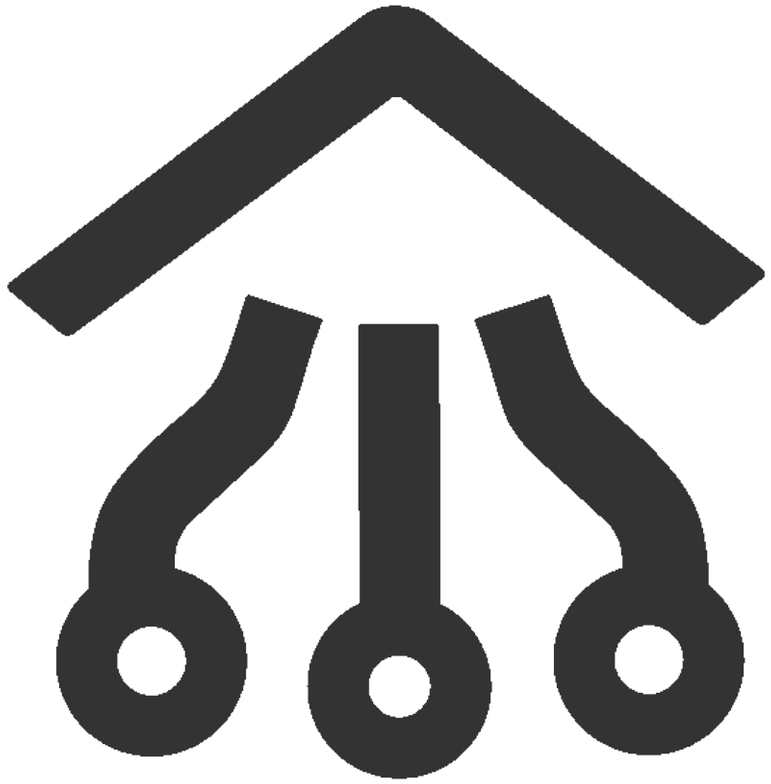
TRANSFORMATIONAL TRIGGER

DIGITAL SOCIETY SCHOOL

Sustainable Housing

Sustainable, **eco-friendly** and **disaster-resilient housing** has become an imperative in many parts of the world. Reducing the cost and time of construction and adaptation of housing is a goal that many emerging technologies address, especially with regards to materials and construction. But also new forms of residential sharing, multifunctionality of buildings and flexible organization of spaces are increasingly rising to meet the **challenges of availability**, **affordability**, **resilience** and **sustainability in the global housing market.**

Connected Homes



TRANSFORMATIONAL TRIGGER

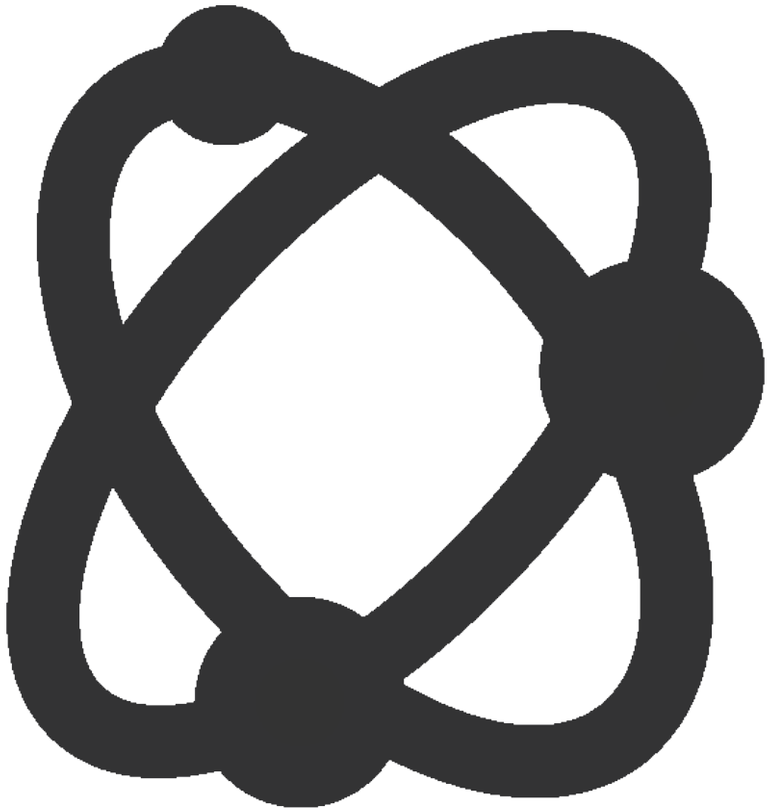
DIGITAL SOCIETY SCHOOL

Connected Homes

Connected homes enable the interconnection and interoperability of multiple devices, services and apps through a network and automation. A variety of sensors and devices within the home is connected (often in real-time) to platforms, applications and tools that deliver services and functionalities as diverse as security, communications, entertainment and tracking (usage, health, energy management, temperature and other indicators).

The home can be controlled and monitored both remotely as well as through direct interaction.

Sharing Economy



TRANSFORMATIONAL TRIGGER

DIGITAL SOCIETY SCHOOL

Sharing Economy

A **sharing economy** is a **socio-economic system** or **platform organized for sharing** unused or underused resources. It is often peer-to-peer or community-based. In it, goods and services are exchanged and traded differently than that in the traditional business models of the industrial economy. Acquiring, providing, or sharing access to assets and services is dynamically and collaboratively organized.

VALUE IS CREATED BY SHARING.

As we become more connected digitally, it is expected that sharing economies will continue to rise.

Caring Economy

TRANSFORMATIONAL TRIGGER

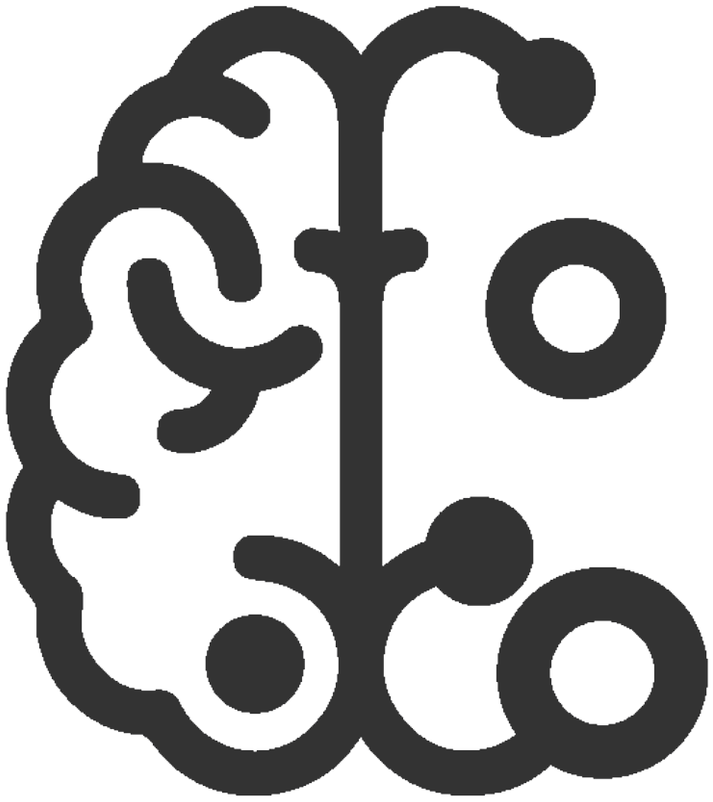
DIGITAL SOCIETY SCHOOL

Caring Economy

The **caring economy** includes childcare, early childhood education, care for the ill, disabled, as well as elderly and long-term care. As the world's population rises and longevity increases the caring economy is evolving to new forms. Investing in care makes economic sense, since well-being, the development of human capital and women's participation in the workforce are important socio-economic drivers.

Caring economics aims to sustainably improve the quality of life for all by caring for ourselves, our environment, and our planet.

Artificial Intelligence



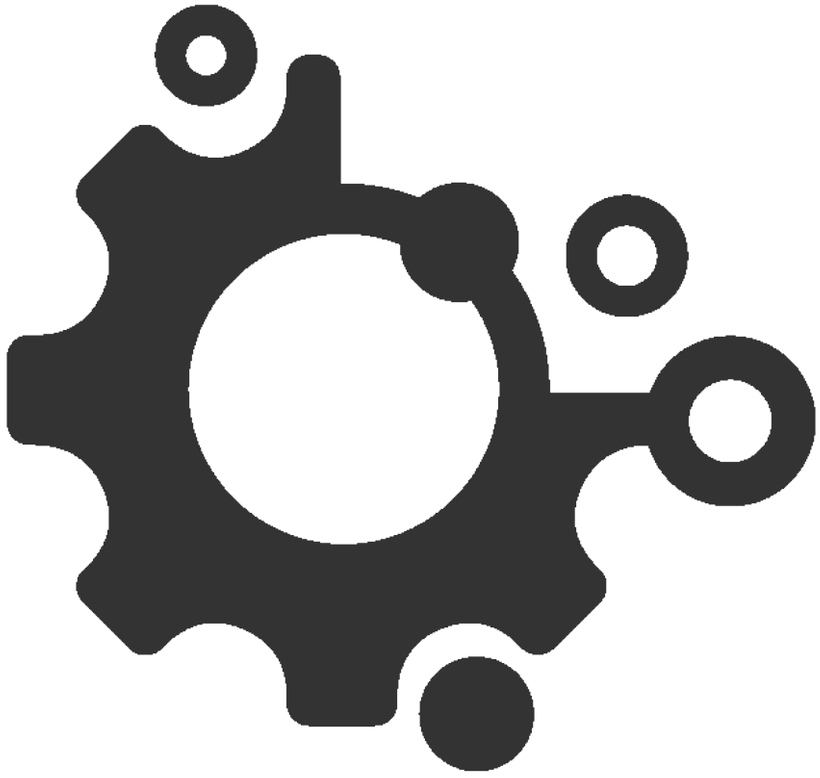
TRANSFORMATIONAL TRIGGER

DIGITAL SOCIETY SCHOOL

Artificial Intelligence

Artificial intelligence (AI) is the intelligence of computer systems. Through AI machines and/or robots are able to perform tasks that normally require human intelligence, such as speech and **image recognition**, **data processing**, **conversation** and **even driving cars**.
AI is based on algorithms and machine learning and is used in different environments for reacting, learning, reasoning, and perception. It's application ranges from simple, functional tasks to very complex systems and is used in a wide variety of industries that can range from agriculture to healthcare to transportation to finance and beyond.

Industrial IoT & Digital Operations



TRANSFORMATIONAL TRIGGER

DIGITAL SOCIETY SCHOOL

Industrial IoT & Digital Operations

Industrial Internet of Things (IIoT) digitizes the production and manufacture of goods within both light and heavy industry. By connecting, monitoring and operating industrial assets digitally, processes are automated and optimized with the use of artificial intelligence and machine learning. Sensors, actuators, dashboards, instruments, machines and industrial sites are interconnected and networked. Through the connectivity cyber-physical systems are created that allow the **decentralized management of complex systems as well as analysis**, **sharing** and **comparison of information** that enhances the **productivity and efficiency of industry.**

Automation & Robotics

TRANSFORMATIONAL TRIGGER

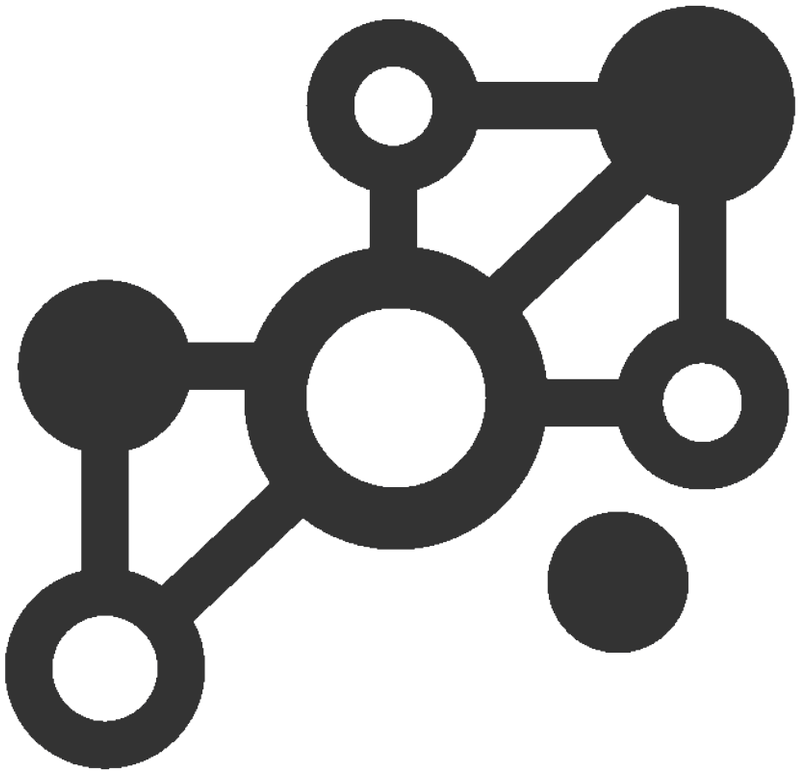
DIGITAL SOCIETY SCHOOL

Automation and Robotics

Automation involves using machines, software and other technologies to perform tasks. Thanks to automation, we are able to design, build, program and use robotics. Robots are used to automate some physical tasks, they are programmed to perform a series of actions autonomously or semi-autonomously. **Robot Process automation (RPA)** can be used to programme software to perform tasks which humans usually do when they are using computer programs. Automation is successful in many domains, leading to increase in efficiency, speed, learning velocity and productivity.

It will continue to increase, replacing a significant part of the global workforce and leading in some cases to hyper-automation.

Nanotechnology



TRANSFORMATIONAL TRIGGER

DIGITAL SOCIETY SCHOOL

Nanotechnology

Nanotech is about very, very small scale. Nanotechnology is science, engineering, and technology conducted at the nanoscale, which is about 1 to 100 nanometers.
Picture this: **there are 10 million nanometers in a centimeter!**

So nanotechnology is about seeing and controlling atoms and molecules at the nano-level, which is impossible to do without the use of technology as it is at a scale we cannot interact with from our senses.
Through nanotech we can deliberately develop materials with enhanced properties such as **higher strength, lighter weight, increased control of light spectrum, or greater chemical reactivity.**

Extended Reality

TRANSFORMATIONAL TRIGGER

DIGITAL SOCIETY SCHOOL

Extended Reality

Extended reality (ER) encompasses all immersive technologies that enable human-machine interactions which extend the perceptual field. It combines **real and virtual environments** and simulates perceptual reality. People can dive into hybrid or virtual environments and in some cases interact with those environments through gestural and haptic interfaces.
Different types of technology allow for different degrees of combination between real and virtual.

Augmented reality (AR) is a combination of real and virtual reality. Virtual reality (VR) is mainly virtual.

Quantified Self

TRANSFORMATIONAL TRIGGER

DIGITAL SOCIETY SCHOOL

Quantified Self

Tracking, **logging** and **adopting technology** to **measure physical, mental and/or emotional performance**, allows us to quantify ourselves. The quantified self refers both to self-tracking as well as the aggregated data of communities of users who incorporate data collection into daily life.
Its objective is to track, **analyse** and **optimize people's lives** through wearables, **apps, sensors** and other **data points.**
The use of self-tracking data is widespread and goes under all kinds of names such as auto-analytics, body hacking, self-surveillance and personal informatics.

Medical Artificial Intelligence

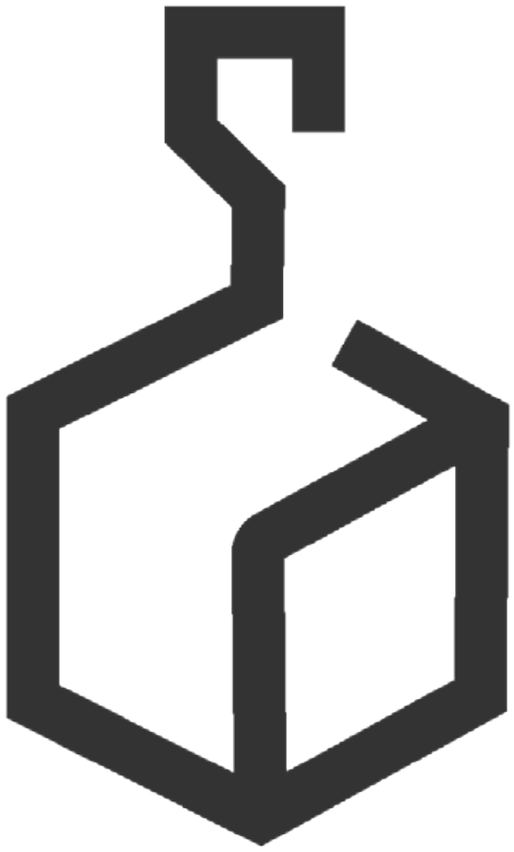
TRANSFORMATIONAL TRIGGER

DIGITAL SOCIETY SCHOOL

Medical Artificial Intelligence

Medical artificial intelligence combines the use of data (analysis, imaging, diagnostics, tracking) in electronic medical records to algorithmically interpret and provide suggestions for medical intervention. In many cases the **diagnostic accuracy of machines exceeds that of physicians, which is influencing the practice of medicine**. It is likely that a 'computer' will see you before the doctor does.
Also, the **availability of diagnostic care spreads beyond the clinical infrastructure** thanks to these technologies. While doctors are unlikely to be replaced by machines, more and more they are being assisted by them in primary tasks including screening, identification of patterns, and data-driven diagnostics.

3D Printing



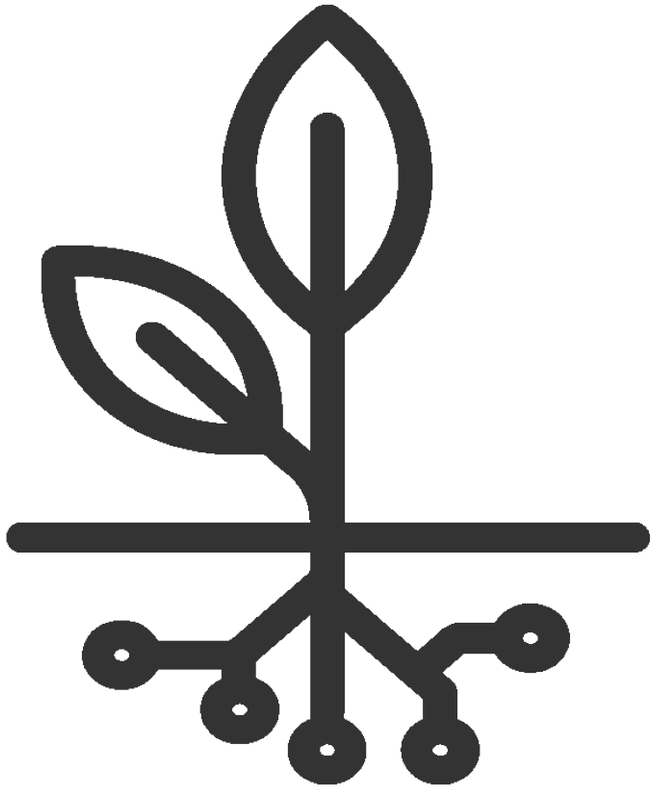
TRANSFORMATIONAL TRIGGER

DIGITAL SOCIETY SCHOOL

3D Printing

3D printing is also known as **additive manufacturing**. It is the creation of three-dimensional solid objects from a digital model or file. To make a 3D printed object additive processes are used, which means that successive layers of material are deposited, joined and layered in order to create an object. The **precision and quality are very high**, especially for hollow shapes or technically accurate parts. Increasingly they are not only used industrially but also for example in the **medical field** (bioprinting, artificial organs and prosthetics) or in **construction** (printing concrete to build foundations and walls).

Sustainable & Digital Agriculture



TRANSFORMATIONAL TRIGGER

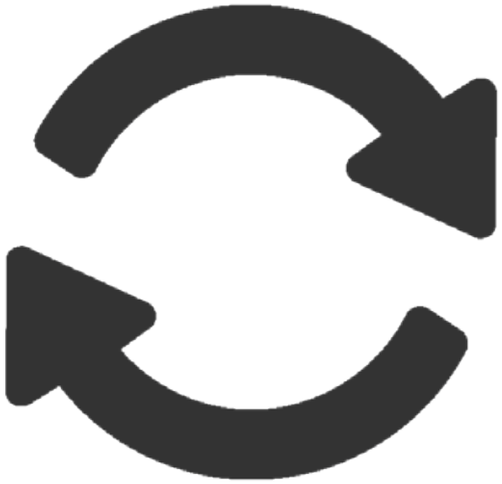
DIGITAL SOCIETY SCHOOL

Sustainable & Digital Agriculture

The future of food depends on our ability to transform both the way we eat as well as the way we cultivate the land.

High-tech can help. **Precision farming helps to reduce the usage of water and fertilisers.** Micro-sensors, aerial crop imaging and robotic soil sampling can help farmers gain insight into the conditions of the crops. Autonomous farming allows the use of tractors, robots and data management for optimization of the agricultural operations. But also low tech measures such as the collection of rainwater, stimulation of biodiversity and crop rotation can be very effective.

Waste Prevention & Management



DIGITAL SOCIETY SCHOOL

TRANSFORMATIONAL TRIGGER

Waste Prevention & Management

Our society produces a lot of waste, a lot of which has residual value.

We must take measures to prevent waste, and where it occurs to manage it efficiently.
According to the European Parliament, this involves the "control of generation, storage, collection, transport or transfer, processing and disposal of waste materials in a way that best addresses the range of public health, conservation, economic, aesthetic, engineering, and other environmental considerations. Its scope includes planning, administrative, financial, engineering, and legal functions."

Digitalization plays a critical role in processing data gathered about waste streams and can help optimize waste collection rounds and flows.

Autonomous Vehicles

TRANSFORMATIONAL TRIGGER

DIGITAL SOCIETY SCHOOL

Autonomous Vehicles

Unmanned or **driverless vehicles** are operated **without direct human involvement**. They are self-operating in the sense that the vehicles are navigated, operated and controlled without human passengers.
These vehicles are fully automated and respond to their environment autonomously.
Mostly they are used in industrial contexts for example when there is high toxicity or for very heavy tasks.
Increasingly they are being used for delivery: like the use of small vehicles or drones. And they offer **potential for further development** in situations in which humans cannot drive due to for example age or disabilities.

Connected Mobility

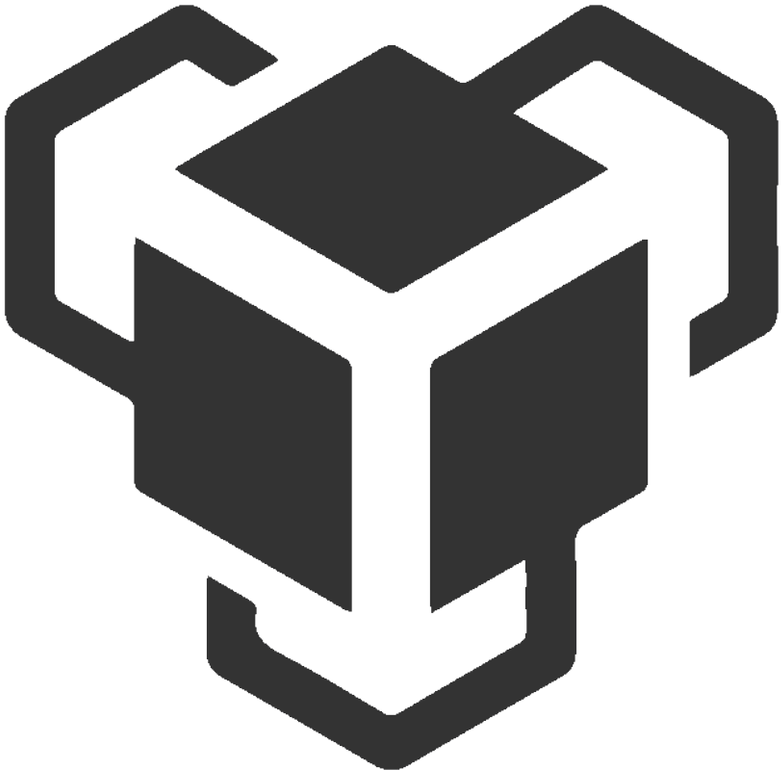
DIGITAL SOCIETY SCHOOL

TRANSFORMATIONAL TRIGGER

Connected Mobility

All our devices are **potential portals** to **connectivity** and as **technology evolves** thanks to GPS, sensors and internet connection. **Artificial intelligence** can collect, analyse and interpret data to support traffic management within cities and transportation systems.
Connected mobility can help improve traffic flow, increase transportation network efficiency and reduce accidents and safety issues.
Additionally the usage, maintenance and improvement of transport and traffic can be optimized through AI and machine learning.

Blockchain



TRANSFORMATIONAL TRIGGER

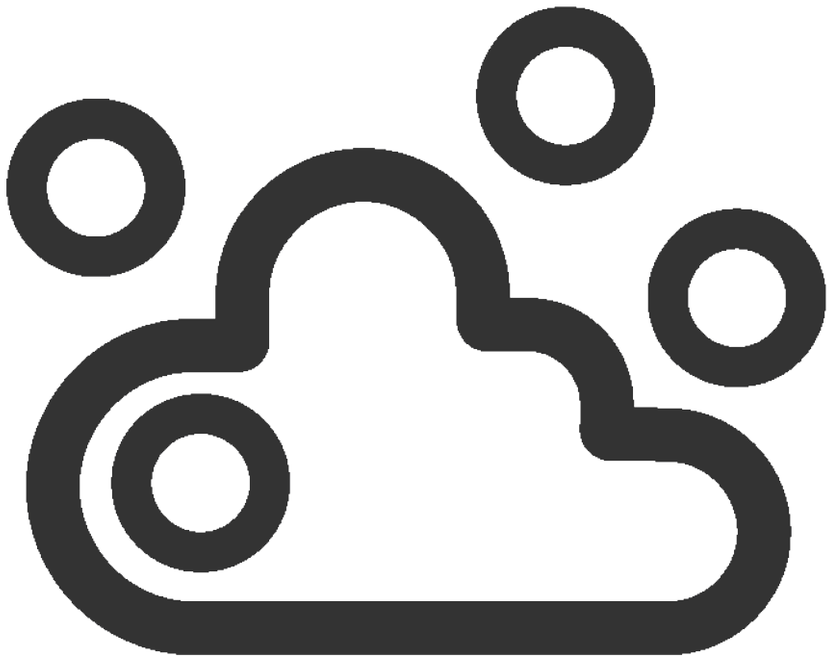
DIGITAL SOCIETY SCHOOL

Blockchain

The **blockchain** is a public electronic ledger that keeps digital record, it was originally created to record transactions made in **cryptocurrencies** but it can be used for all sorts of transactional data. Each individual digital record is called a ‘block’. These blocks are structured in the form of a list, which forms a ‘chain’. Hence the name block chain.

The information in the ledger recorded chronologically and publicly, and copies of the ledger are saved in distributed servers across the globe.

Big Data



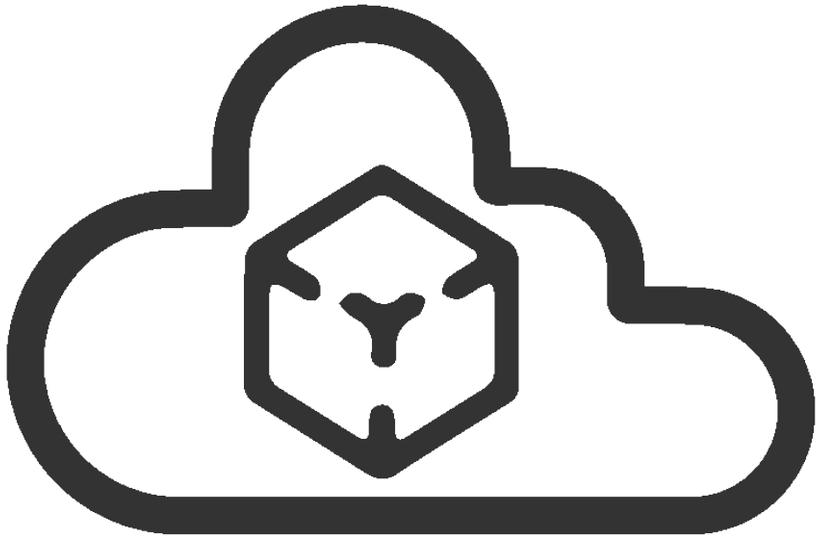
TRANSFORMATIONAL TRIGGER

DIGITAL SOCIETY SCHOOL

Big Data

We refer to very large amounts of data as **big data**.
It's three defining characteristics are **volume**, **velocity and variety**. Very high volume ranging from terabytes to petabytes. Data streams at high speed that are received and exchanged at high rates, often in real-time. Variety includes not only structured data that can easily be stored in databases but also semi-structured or unstructured data in many forms such as audio, image, text or code.
In the **digital society**, **big data** has value because by **analysing it**, **valuable insights** can be obtained about **behaviour**, **trends and other patterns**.

Internet of Things



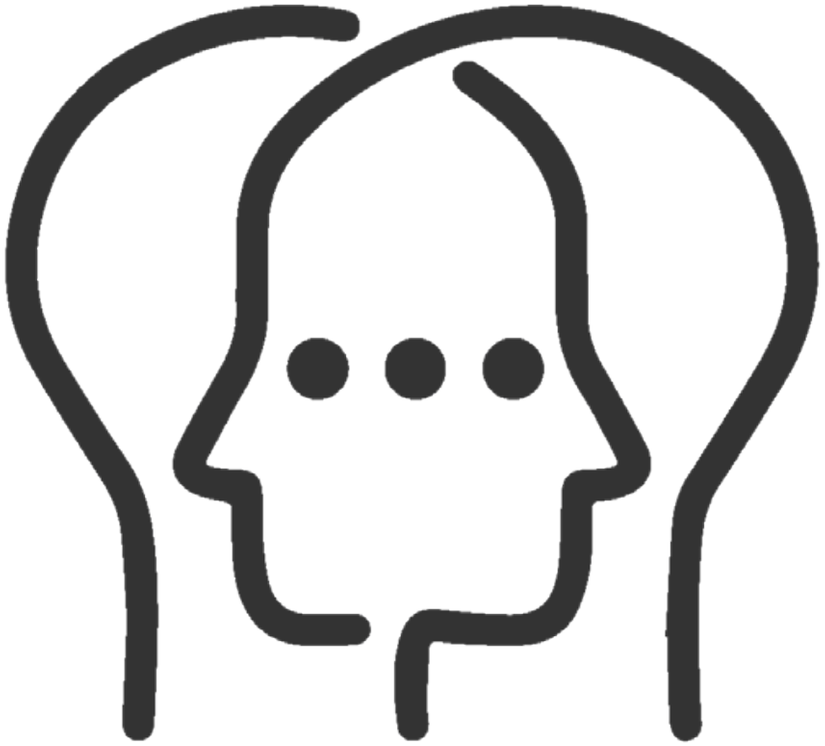
TRANSFORMATIONAL TRIGGER

DIGITAL SOCIETY SCHOOL

Internet of Things

The internet of things (IoT), as the name suggests, is a **connected network of machines and objects** that gather data and can perform actions.
The devices are physically separate objects, which collect data and can communicate and share that data through an internet connection.
The information they generate is contextual, allowing them to be responsive within actual contexts. Sometimes as an orchestrated effort amongst several devices and sometimes by individually interacting with the context. Increasingly, consumers are using IoT applications in their homes, cars and even for tracking sports performance or health.

Digital Twins



TRANSFORMATIONAL TRIGGER

DIGITAL SOCIETY SCHOOL

Digital Twins

Digital Twins are **virtual models** of a process, product or service. More often they are remote, meaning that they are in a server far away from their physical twin.
They **connect the virtual and physical worlds**, to monitor the operation of systems and analyse the data that is generated in the physical world.

Digital twins are excellent tools for analytics, maintenance.

Urbanization

TRANSFORMATIONAL TRIGGER

DIGITAL SOCIETY SCHOOL

Urbanization

According to the UN, in 2007 we crossed the threshold of more than half of the world's population living in cities. In high income countries, it is estimated that up to 80% live in cities. **Expectations are that by the year 2050, about 7 billion people will live in urban areas.** While urban residents globally have better living standards and a higher life expectancy, there are also challenges such as 1 in 3 living in slums, such as a higher incidence of crime and drug abuse. Urban agglomerations not only have a higher density of population, they offer a **network of infrastructure**, goods and (social) **services which allows them to become hubs of jobs**, **industry, commerce, transportation, education and technology**.

Consumerism

TRANSFORMATIONAL TRIGGER

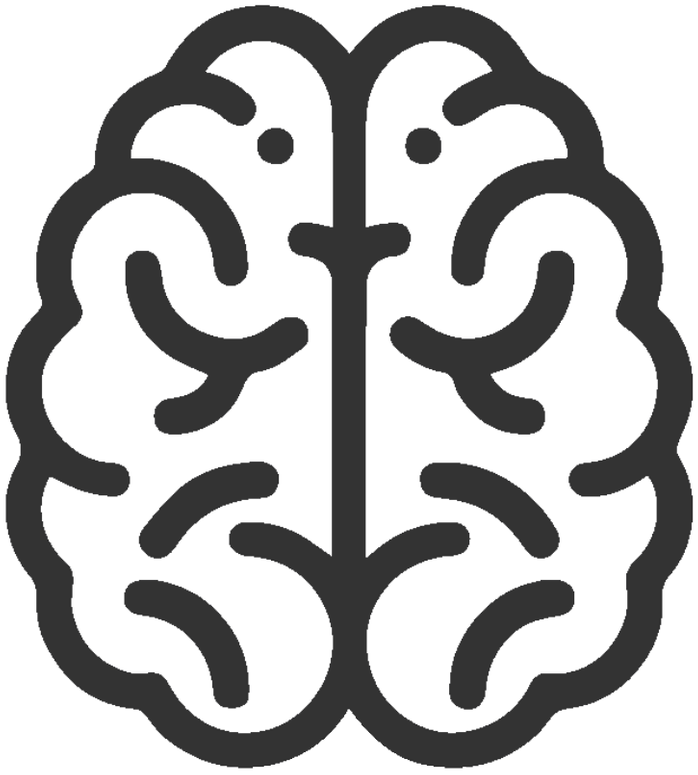
DIGITAL SOCIETY SCHOOL

Consumerism

The **consumer-culture** that is present in many economies around the world, is shaped by the deeply ingrained belief that a person's happiness and wellbeing depends on access to and accumulation of material possessions and consumer goods. Both mainstream media and social media feed this belief through advertising, product placement and influencers.

However, the **knowledge and awareness of the planetary impact of materialism and consumerism is leading to counter trends such as minimalism and sustainable consumption.**

Neural Networks & Swarm Intelligence



TRANSFORMATIONAL TRIGGER

DIGITAL SOCIETY SCHOOL

Neural Networks & Swarm Intelligence

Artificial neural networks (ANN) or **neural networks** in short, are computing systems **inspired by the organic neural networks of the human brain**.
The artificial neurons, are modelled from the human nervous system that allows analysis, interpretation and learning as a networked system. They **process large amounts of complex information** by acting as a network in which each artificial neuron receives inputs and assigns weight to the information and passes it on to the network which aggregates the information. **The layering of data enables deep learning.**
Because they act both as decentralized agents and as a network that interacts with itself and with the context, they are said to have **'swarm' intelligence** much like in the natural world with for example animal herds or bee colonies.

Diversity

TRANSFORMATIONAL TRIGGER

DIGITAL SOCIETY SCHOOL

Diversity

Diversity (in organizational context) refers to a culture in which different people can collaborate. There are **3 layers of diversity**. The most obvious one is the **demographic**. The first layer, demographic, includes, but not limited to, skin color, gender, sexual orientation, etc. The second layer, **contextual**, focuses on the differences of opportunities and access to resources; which type of school the person attended, socio-economic situation growing up, and so on. The third layer of diversity, **cognitive**, is about the approach to problem solving.

Some people are results-oriented, some like to focus on the analysis of the issue at hand and some like to focus more on the process.

Inclusion

TRANSFORMATIONAL TRIGGER

DIGITAL SOCIETY SCHOOL

Inclusion

Inclusion is the agency that (a diverse group of) people have in an organization. There are **two levels of inclusion**. The first level is being **included as part of the organization** while the identity of the person is fully accepted and there is no need to hide any aspect of it. The person is welcome to be him or herself in the organization. The second level is being **able to obtain any position and feeling being part of the organization** and not only be accepted by it, which is referred to as **'reaching a sense of belonging'**.

Polarization & Politics

TRANSFORMATIONAL TRIGGER

DIGITAL SOCIETY SCHOOL

Polarization and Politics

Polarization arises from the ideological divergence between people or groups of people.

We live in a time of **high uncertainty** with a **wide spectrum of points of view in the public opinion and media**.
People's search for the **'right'** or **'true'** answers leads to opinions going to **extremes**, leaving very little middle ground or nuance, combined with a lack of moderation.
In politics, especially in countries with two-party systems, it can lead to high tension and the exaggeration of the opposing points of view to enhance clarity and win voters.

Education & Learning

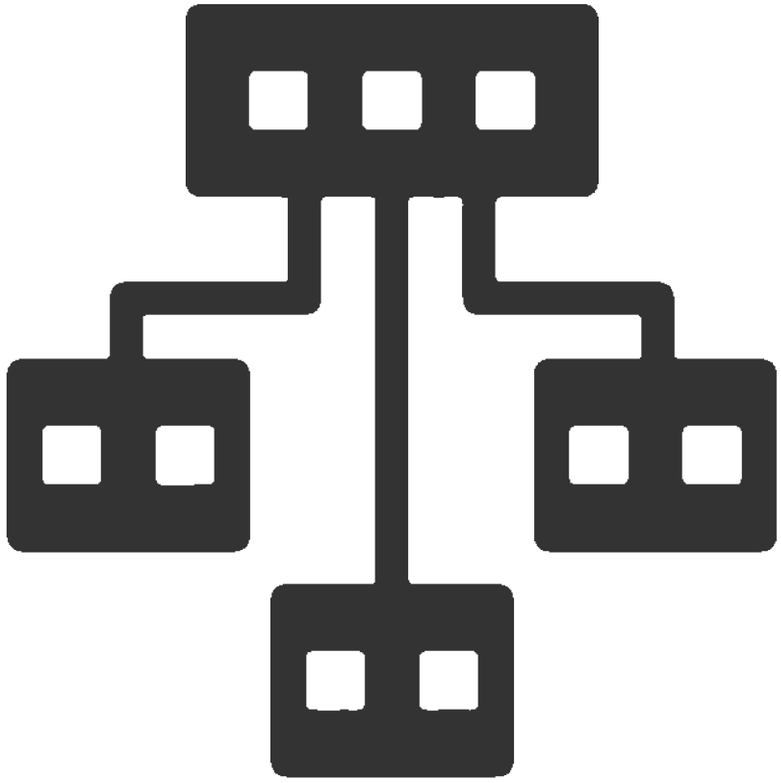
TRANSFORMATIONAL TRIGGER

DIGITAL SOCIETY SCHOOL

Education and Learning

The systems that we live with and that support our society are crumbling down, **the cracks are becoming visible** (climate change, biodiversity collapse, economic injustice, social exclusion, the list goes on and on). Organisations and individuals want to **act** and **help** the t**ransformation of these systems**. Regular education is not equipped to keep up and provide the re-adaptive learning experiences that are required: **to learn how to evolve and adapt while the world around us changes rapidly**. Experiments with flexible learning paths, stackable credentials and diploma's, the rise of educational technology (edtech), life-long learning approaches, transdisciplinary learning and further integration of education and the workfield
will have to prove their worth
in the next decade.

Virtualization of Work



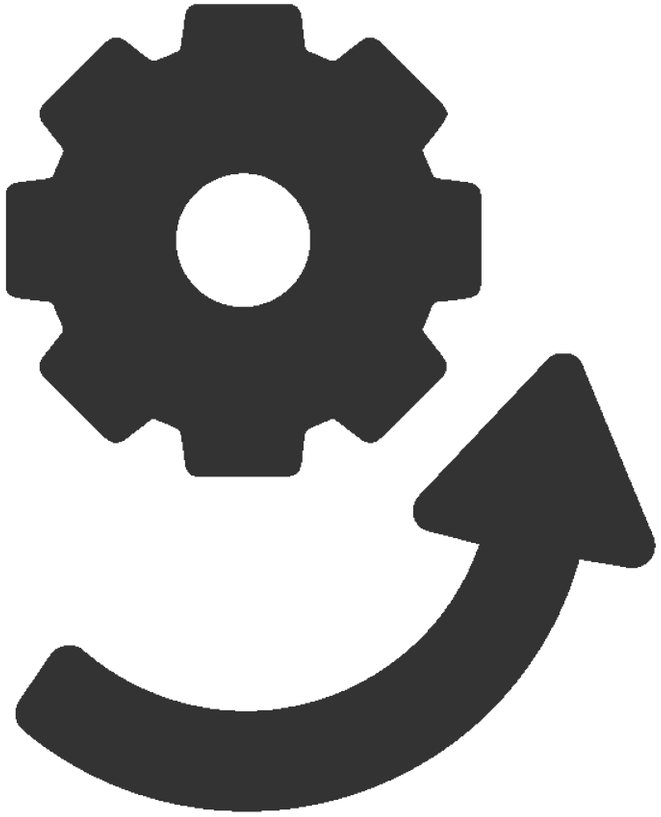
TRANSFORMATIONAL TRIGGER

DIGITAL SOCIETY SCHOOL

Virtualization of Work

The rise of **digital technologies** in combination with the **effects of the global pandemic** are causing jobs to be lost as well as new jobs to emerge. Automation and robotics as a trend go back to the industrial age, now accelerated by digital and networked solutions. We can expect a shift in skills: with mechanical and automated activities performed by machines whereas humans perform tasks requiring **critical thinking, creativity and collaboration**. The rise of e-commerce and remote work are at the edge of the next wave of **virtualization, in which social, emotional, and cognitive skills** will be more important than ever before, r**equiring a reskilling of the global workforce**.

Data-driven Economy



TRANSFORMATIONAL TRIGGER

DIGITAL SOCIETY SCHOOL

Data-driven Economy

Tech companies have access to the **digital footprint of users through analytics and tracking**.
Regulation and legislation have been slow to react to the actual behaviour of people and companies on the internet.
Every day data is generated, **collected and exchanged on the internet**. Effectively creating an economic market place based on data. Some proponent argue that all data should be used for the benefit of a fair an well functioning data economy. This is known as the **human-driven data economy**. But is it not always the case, as there are question marks about **transparency and morality of the use of data**.
The term surveillance economy has been coined by Harvard professor **S. Zuboff** who argues that the datafication of the economy has led to the commoditization of data as a means to create value, not always in a fair way.

Security & Safety

TRANSFORMATIONAL TRIGGER

DIGITAL SOCIETY SCHOOL

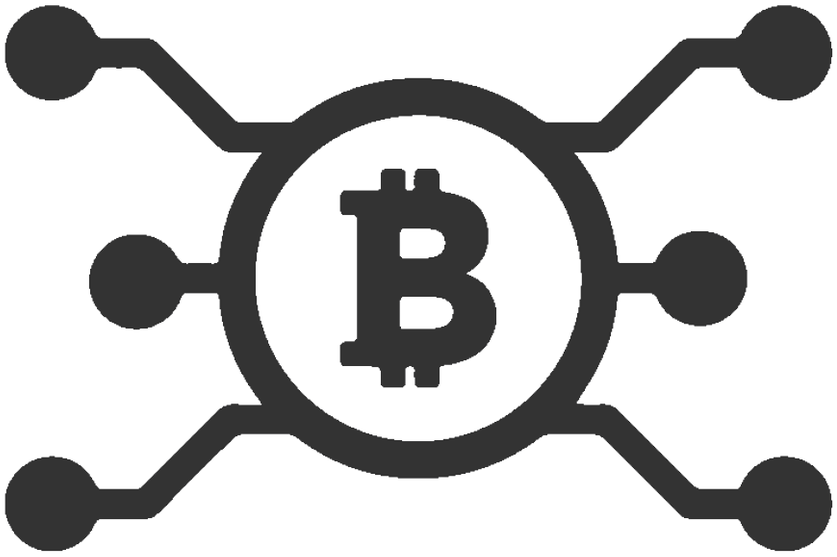
Security & Safety

As humanity rises within the **Maslow pyramid**, the definition of security changes. Human security is a basic human right, linked to the security of people and communities.

Security has several levels: personal security, community security, food security, health security, economic security and political security.

Safeguarding and increasing people's vital freedoms through security and safety is critical to protect people from critical and pervasive threats that are globally present, while also empowering people to take charge of their own lives and communities so that they can thrive once the basic security and safety needs are met.

Cryptocurrencies & Bitcoin



TRANSFORMATIONAL TRIGGER

DIGITAL SOCIETY SCHOOL

Cryptocurrencies and Bitcoin

Bitcoin was created in 2009 and is the world's first **cryptocurrency**. More cryptocurrencies are continuing to emerge as technology develops and transactions can be processed faster and faster. As such, cryptocurrencies do not aim to replace money as a system but rather to offer an alternative by guaranteeing the trustworthiness of the currency. They are able to do this because there is no central authority, so the accuracy and integrity of the cryptocurrency can be guaranteed without requiring trust or a central authority.

It's approach is transaction-based and built in transparency.

Well-being Economy

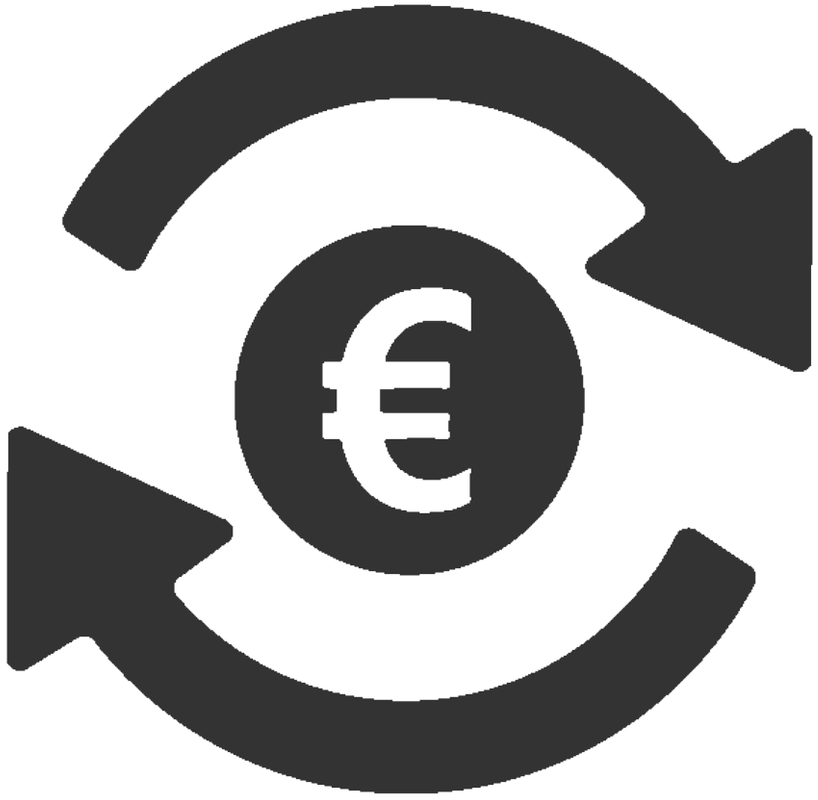
TRANSFORMATIONAL TRIGGER

DIGITAL SOCIETY SCHOOL

Well-being Economy

Well-being is the result of **societal health** and **systemic prosperity**. It requires that we innovate in the way we socially organize to create a more prosperous and healthier society. A well-being economy focuses on the restoration of a harmonious relationship between society and nature, in which people benefit from a fair distribution of resources, and live in healthy, resilient communities. Governments and (social) institutions need to embrace **new ways of thinking and create new policies for the benefits of society, economy and environment**. Some countries are already adopting policies and changing their metrics to align with the concept of wellbeing, such as Iceland, Canada and New Zealand.

Circular Economy



TRANSFORMATIONAL TRIGGER

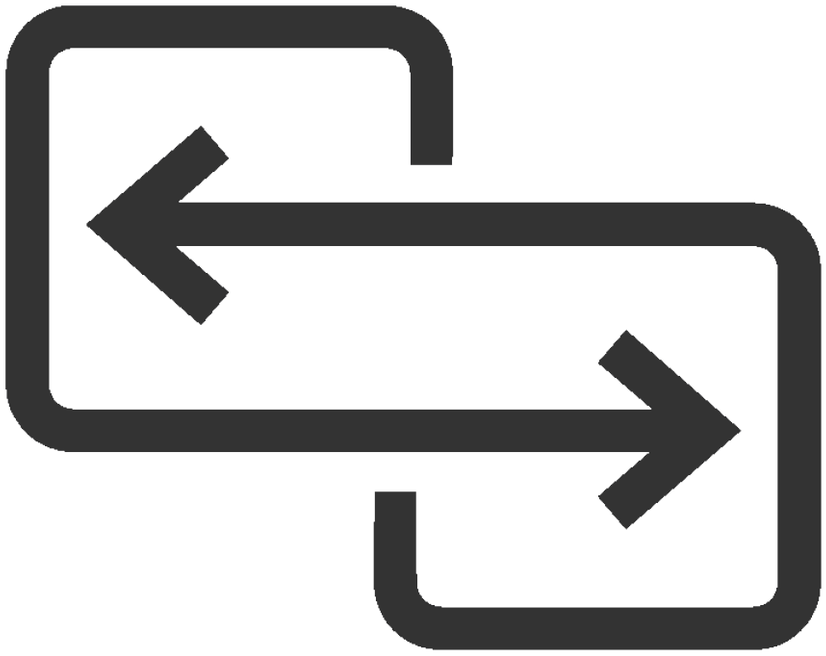
DIGITAL SOCIETY SCHOOL

Circular Economy

Circular economies are closed-loop systems that builds economic, natural, and social capital. On the one hand by avoiding extraction and waste, by ensuring that in raw materials, components and products lose as little value as possible. On the other hand by ensuring circularity and reuse, for example through renewable energy sources. It involves gradually decoupling economic activity from the consumption of finite resources, and designing waste out of the system. According to the **McArthur Foundation**, it is **"based on three principles:**
1- design out waste and pollution,
2- keep products and materials in use,
3- regenerate natural systems".

Circularity is characterized by a regenerative approach.

Mass Migration



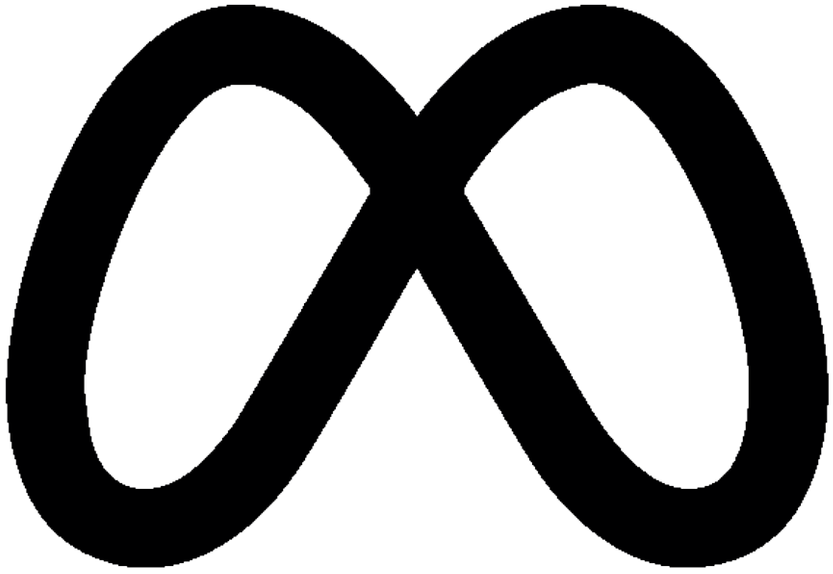
TRANSFORMATIONAL TRIGGER

DIGITAL SOCIETY SCHOOL

Mass Migration

Mass migration refers to the geographic displacement of large groups of people due poverty, environmental degradation (lack of water, flooding, ecosystem collapse, natural disasters, crop failure,), high crime and violence, war and conflict, political instability, persecution, global warming, or lack of safety. Mass migration occurs at global scale, yet most of the burden is on neighbouring countries within the Global South. While refugees and **mass migration involve an estimated 3% of the global population**, **its impact on humanitarian**, **economic and political level is much greater**. It is expected to continue to increase and there still is a significant lack of international agreement and governance on this issue.

Metaverse



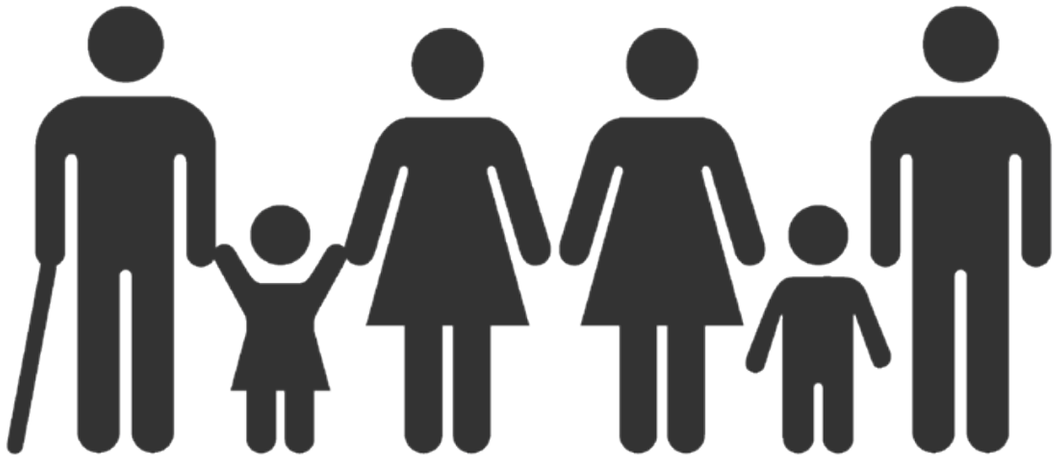
TRANSFORMATIONAL TRIGGER

DIGITAL SOCIETY SCHOOL

Metaverse

The metaverse is **a virtual reality that allows people from all over the world to interact**, both with each other and with the metaverse itself. Users are allowed to obtain items that remain theirs between sessions, or even buy land within the metaverse. It's a way for people to share a virtual universe together, be it for work, school, exercise, or simply for fun. Vital technology used in combination with the metaverse are VR and AR tools. These will go a long way in expanding the metaverse and making it feel like a real experience as opposed to a video game with extra steps. However, the concept of the metaverse goes beyond just VR and AR — it's meant to bring people closer together in ways not seen before.

No Poverty



DIGITAL SOCIETY SCHOOL

SUSTAINABLE DEVELOPEMENT GOALS

1 NO POVERTY

Right now there are 30 million children growing up poor in the world's richest countries

At least 80 per cent of humanity lives on less than 10 dollars a day. Poor people in developing countries spend 60 to 80 per cent of their income on food.

How can we ensure that people all over the world aren't just surviving, but have enough resources to be healthy, educated and have dignified working conditions?

Zero Hunger

DIGITAL SOCIETY SCHOOL

SUSTAINABLE DEVELOPEMENT GOALS

2 ZERO HUNGER

A profound change of the global food system is needed to nourish today's 795 million hungry and the 2 billion people expected by 2050

One in nine people in the world do not have enough food to lead a healthy life. Poor nutrition causes nearly half of deaths in children under 5 years old.

How can we guarantee that everyone has access to a nutritious and balanced diet?

Good Health & Well-being

DIGITAL SOCIETY SCHOOL

SUSTAINABLE DEVELOPEMENT GOALS

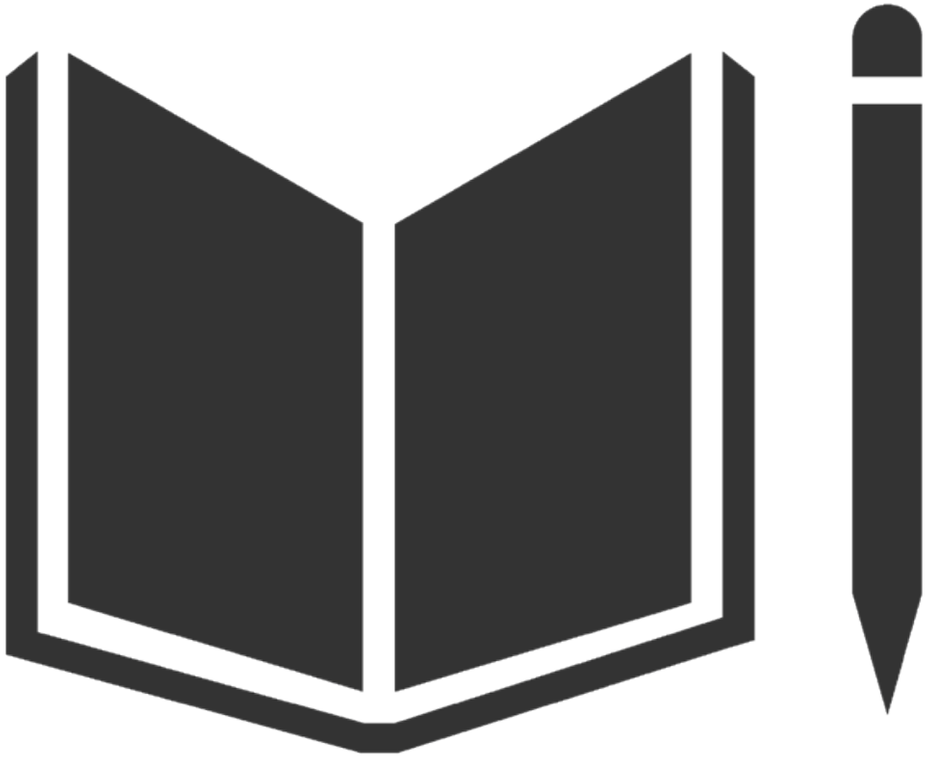
3 GOOD HEALTH AND WELL-BEING

At least 400 million people have no basic health services, and 40 per cent of the world's people lack social protection

In 2015, more than 16.000 children billion people worldwide lacked access to healthcare systems.

How can we guarantee that everyone around the world has access to a healthy lifestyle as well as to a good quality health system?

Quality Education



DIGITAL SOCIETY SCHOOL

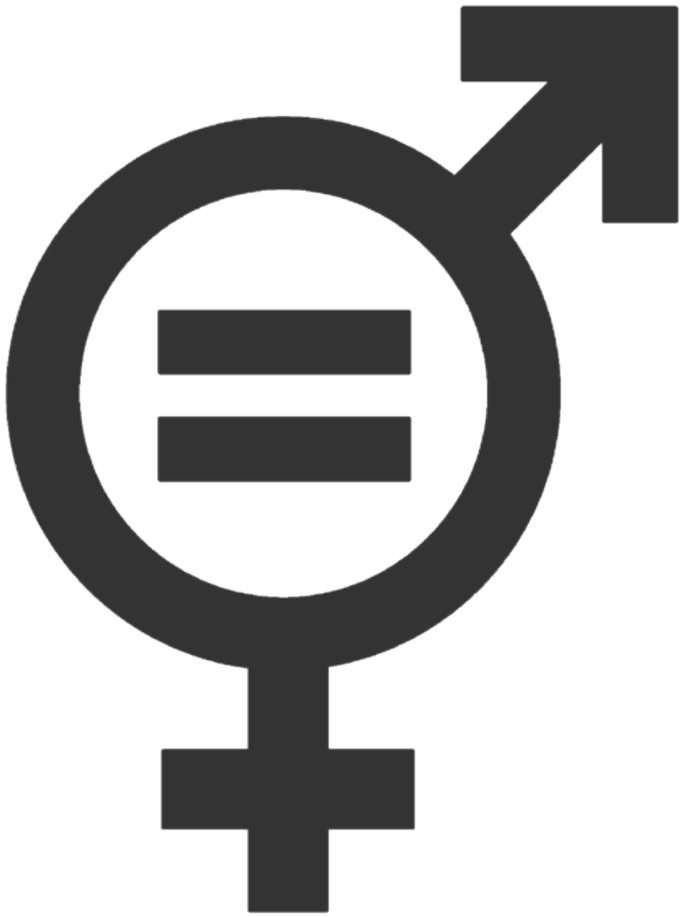
SUSTAINABLE DEVELOPEMENT GOALS

While enrolment in primary education in developing countries has reached 91 per cent, 57 million children remain out of school

103 million youth worldwide lack basic literacy skills, and more than 60 per cent of them are women. 57 million children of primary school age don’t have access to school.

How can we make sure more children have access to equal education?

Gender Equality



DIGITAL SOCIETY SCHOOL

SUSTAINABLE DEVELOPEMENT GOALS

5 GENDER EQUALITY

On average, women in the global labour market still earn 24 per cent less than men

Women do 2.6 times more unpaid care and domestic work than men. Only 52 per cent of women married or in a union freely make their own decisions about sexual relations, contraceptive use and health care.

How can we ensure equal pay for women globally?

Clean Water & Sanitation

DIGITAL SOCIETY SCHOOL

SUSTAINABLE DEVELOPEMENT GOALS

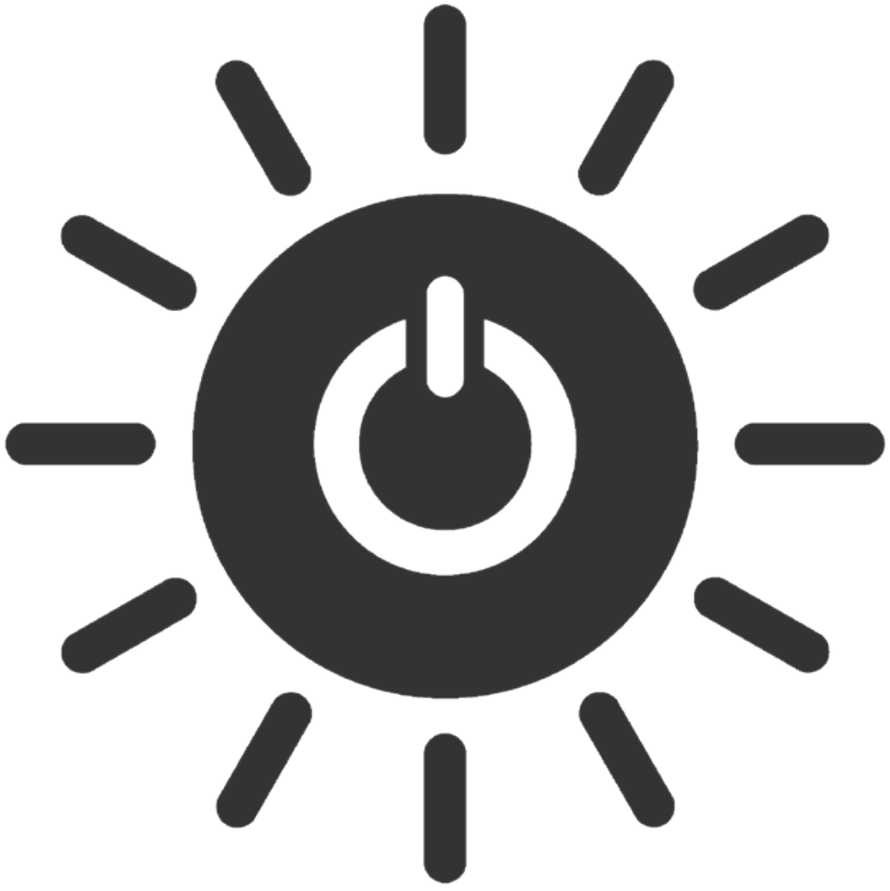
6 CLEAN WATER AND SANITATION

Water scarcity affects more than 40 percent of the global population and is projected to rise

More people have access to a mobile phone than a toilet. One person out of nine in the world doesn't have clean water close to home.

How can we guarantee that good sanitation and clean water is easily accessible?

Affordable & Clean Energy



DIGITAL SOCIETY SCHOOL

SUSTAINABLE DEVELOPEMENT GOALS

7 AFFORDABLE AND CLEAN ENERGYN

Energy is the main contributor to climate change, accounting for about 60 per cent of total global greenhouse emissions

One in five people still lacks access to modern electricity - that's like Europe and North America living without power.

How can we make electricity easily and locally accessible?

Decent Work & Economic Growth

DIGITAL SOCIETY SCHOOL

SUSTAINABLE DEVELOPEMENT GOALS

8 DECENT WORK AND ECONOMIC GROWT

30 million jobs are required every year for new entrants to the labour market to keep up with the growth of the global working age population

Almost 73 million youth worldwide are looking for work - and that number is set to rise.

How can we guarantee safe and fair working conditions are available to anyone willing to work?

Industry, Innovation & Infrastructure

DIGITAL SOCIETY SCHOOL

SUSTAINABLE DEVELOPEMENT GOALS

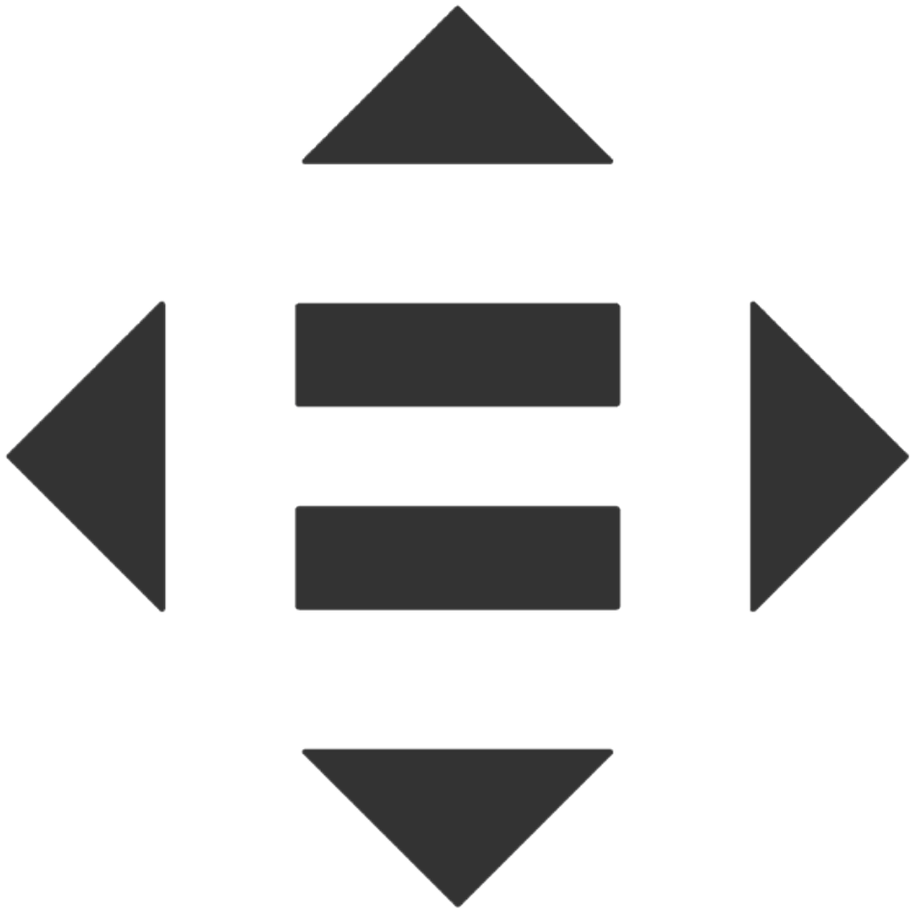
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

More than 4 billion people still do not have access to the Internet; 90 per cent of them are in the developing world

1 to 1.5 billion people do not have access to reliable phone services. About 2.6 billion people in the developing world are facing difficulties in accessing electricity full time.

How do we make sure the industry develops in a sustainable way for people, planet ánd profit?

Reduced Inequalities



DIGITAL SOCIETY SCHOOL

SUSTAINABLE DEVELOPEMENT GOALS

We cannot achieve sustainable development if we exclude any part of the world's population

On average, income inequality increased by 11 per cent in developing countries between 1990 and 2010.

How can we make sure that everyone has the same chances regarding their education, their work, their health and their nutrition?

Sustainable Cities & Communities

DIGITAL SOCIETY SCHOOL

SUSTAINABLE DEVELOPEMENT GOALS

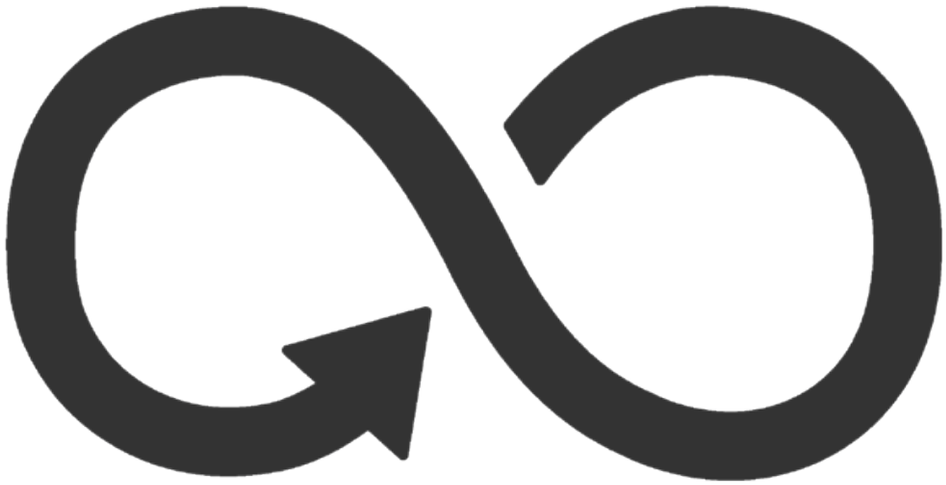
11 SUSTAINABLE CITIES AND COMMUNITIES

95 per cent of urban expansion in the next decades will take place in developing countries

Cities produce nearly 80 per cent of the world's carbon emission. Every second the urban population grows by two people. Almost 180,000 people move into cities each day.

How can we ensure that our cities offer a place and provide quality of life for everyone?

Responsible Consumption & Production



DIGITAL SOCIETY SCHOOL

SUSTAINABLE DEVELOPEMENT GOALS

If the global population reaches 9.6 billion by 2050, the equivalent of almost three planets will be required to sustain to current lifestyles

1.3 billion tonnes of food is wasted every year, while almost 2 billion people go hungry or undernourished. And did you know that the Great Pacific Garbage Patch is three times the size of France?

Do we really need all that single use plastic? How might we use natural resources sustainably and efficiently?

Climate Action

DIGITAL SOCIETY SCHOOL

SUSTAINABLE DEVELOPEMENT GOALS

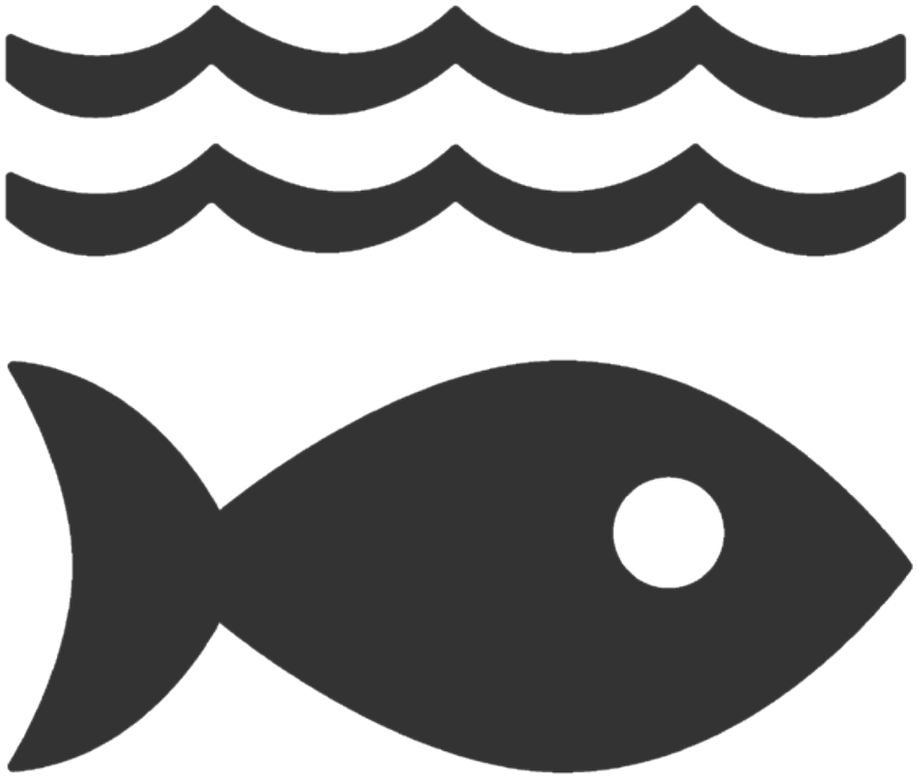
13 CLIMATE ACTION

To limit warming to 1.5C, global net CO2 emissions must drop by 45 per cent between 2010 and 2030, and reach net zero around 2050

As of 2017 humans are estimated to have caused approximately 1.0°C of global warming above pre-industrial levels. Global sea levels have risen by about 20 cm since 1880 and are projected to rise another 30–122 cm by 2100.

How do we prevent, prepare for and act on climate change?

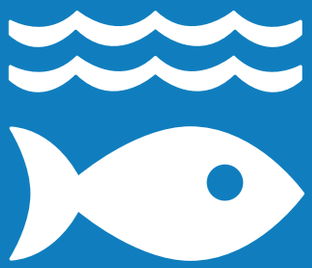
Life Below Water



DIGITAL SOCIETY SCHOOL

SUSTAINABLE DEVELOPEMENT GOALS

14 LIFE BELOW WATER

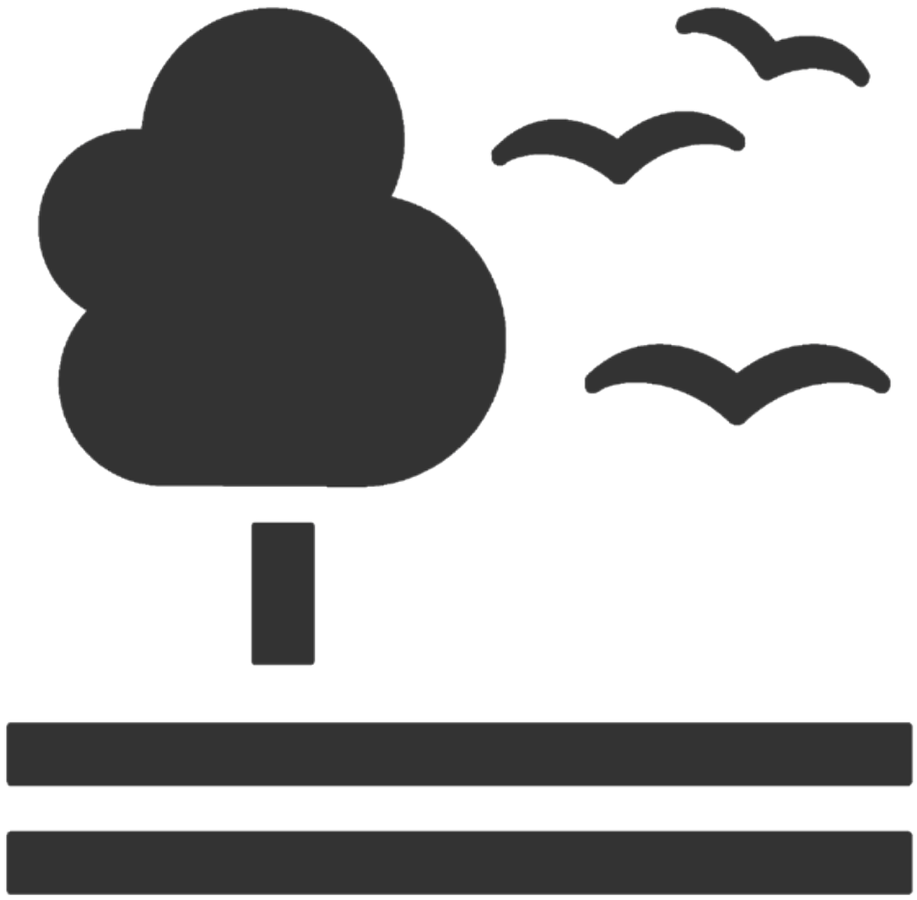


The ocean covers three quarters of the Earth's surface and represents 99 percent of the living space on the planet by volume

The ocean absorbs about 30 percent of carbon dioxide produced by humans, buffering the impacts of global warming. As much as 40 per cent of the ocean is heavily affected by pollution, depleted fisheries, loss of coastal habitats and other human activities.

How do we achieve healthy and productive oceans, ensuring coastal biodiversity and minimising ocean acidification?

Life on Land



DIGITAL SOCIETY SCHOOL

SUSTAINABLE DEVELOPEMENT GOALS

Around 1.6 billion people depend on forests for their livelihood

60% of the world's ecosystems are currently being degraded or use in unsustainable ways. 10% of tropical forests have been cleared out in the past 25 years.

How can we ensure healthy and sustainable relationships with our natural surroundings?

Peace, Justice & Strong Institutions

DIGITAL SOCIETY SCHOOL

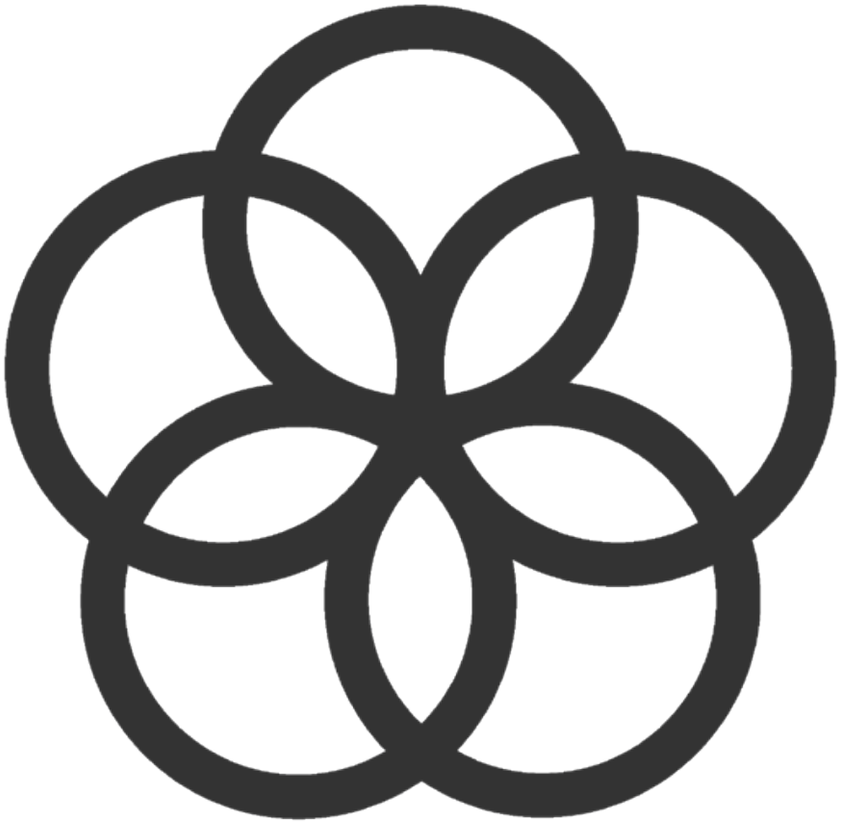
SUSTAINABLE DEVELOPEMENT GOALS

Peaceful, just and inclusive societies are necessary to achieve the Sustainable Development Goals

There are at least 10 million stateless people who have been denied nationality and its related rights. Corruption, bribery, theft and tax evasion cost developing countries US$1.26 trillion per year.

How can we make sure that our justice systems ensure honest and transparent procedures for everyone?

Partnerships for the Goals



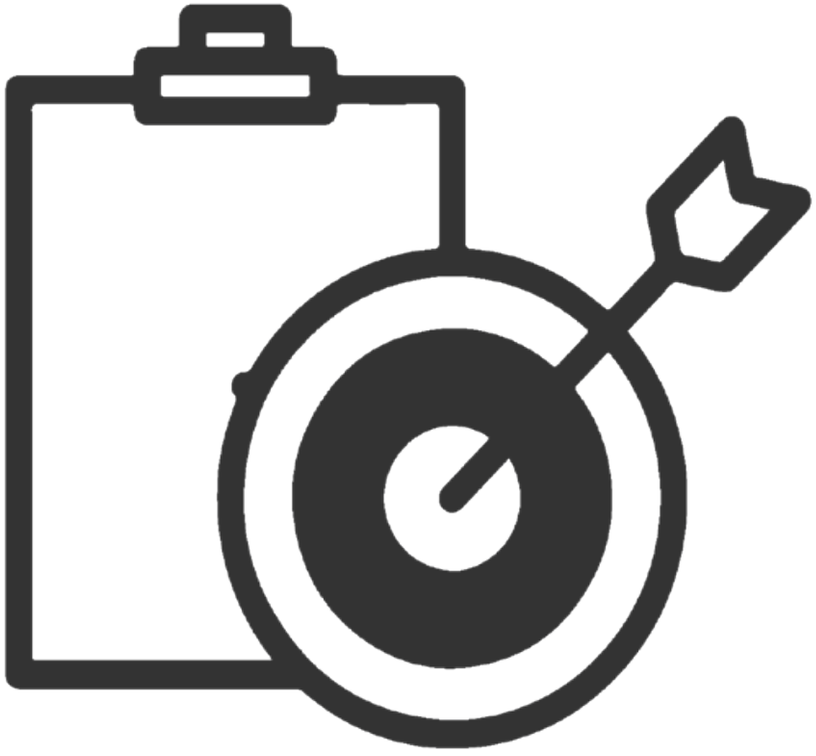
DIGITAL SOCIETY SCHOOL

SUSTAINABLE DEVELOPEMENT GOALS

We are all in this together.
The Agenda, with its 17 Sustainable Development Goals, is universal and calls for action by all

How do we create effective partnerships that create action and impact for the Global Goals?
How do we measure and monitor progress on sustainable development?

Accomplishment



DIGITAL SOCIETY SCHOOL

MINDSHIFTS

Accomplishment

Achieving goals and making something of oneself; a sense of satisfaction that can result from productivity, focus, talent, or status.

What if our key metric changes from:

QUANTITATIVE INDIVIDUAL SUCCESS → to → **QUALITATIVE COLLECTIVE VALUE**

Replace the metric of your project from quantitative results-based with a meaningful outcome,
for example:

- **Wellbeing,**
- **Learning,**
- **Personal Growth,**
- **Inclusion.**

Beauty

DIGITAL SOCIETY SCHOOL

MINDSHIFTS

Beauty

The appreciation of qualities that give pleasure to the senses or spirit.

What if we move from:

AN AESTHETIC OF STATUS → to → **AESTHETICS OF CARING**

Think about the aesthetic aspects of your project, and reflect on the values that it represents.

Is it approachable, playful, kind, and inclusive?

Creation

DIGITAL SOCIETY SCHOOL

MINDSHIFTS

Creation

The sense of having produced something new and original, and in so doing, to have made a lasting contribution.

What if we change our focus from:

INNOVATION → to **ADAPTATION**

Reflect on the purpose of your innovation and design processes. Instead of trying to impose an innovative solution, ask yourself:

How can I create starting with an acknowledgment and understanding of the social and natural context, what if I cannot change anything in the system?

Community

DIGITAL SOCIETY SCHOOL

MINDSHIFTS

Community

A sense of unity with others around us and a general connection with other human beings

What if we change our focus from:

DESIGN FOR THE I → to → **DESIGN FOR THE WE**

When you visualize the targets of your design process.

How does the process changes if we replace the focus on **“personas”** as individuals with an understanding of them as part of a complex ecosystem of relations made of humans, objects, values and institutions.

Duty

DIGITAL SOCIETY SCHOOL

MINDSHIFTS

Duty

The willing application of oneself to a responsibility.

What if our commitment to transformation changes from:

TRANSFORMATION IS AN OPTION → to → **TRANSFORMATION IS A RESPONSIBILITY**

Transformation is seen as a nice-to-have.

How will we design if due to the environmental and social pressures, Transformation is made mandatory?

Enlightenment

DIGITAL SOCIETY SCHOOL

MINDSHIFTS

Enlightenment

Clear understanding through logic or inspiration.

What if the focus of our personal growth moves from:

LEARNING → to **BECOMING**

What if we focus our personal learning on developing a better and more compassionate understanding of the world and the challenges that affect us.

Freedom

DIGITAL SOCIETY SCHOOL

MINDSHIFTS

Freedom

The sense of living without unwanted constraints.

What if of the view of ourselves changes from:

INDEPENDENCY to **INTERDEPENDENCY**

We build our world pretending we are independent individuals seeking our own happiness driven by our own interests.

How does our worldview change by acknowledging the connections and interdependencies between us and the others.

Harmony

DIGITAL SOCIETY SCHOOL

MINDSHIFTS

Harmony

The balanced and pleasing relationship of parts to a whole, whether in nature, society, or an individual

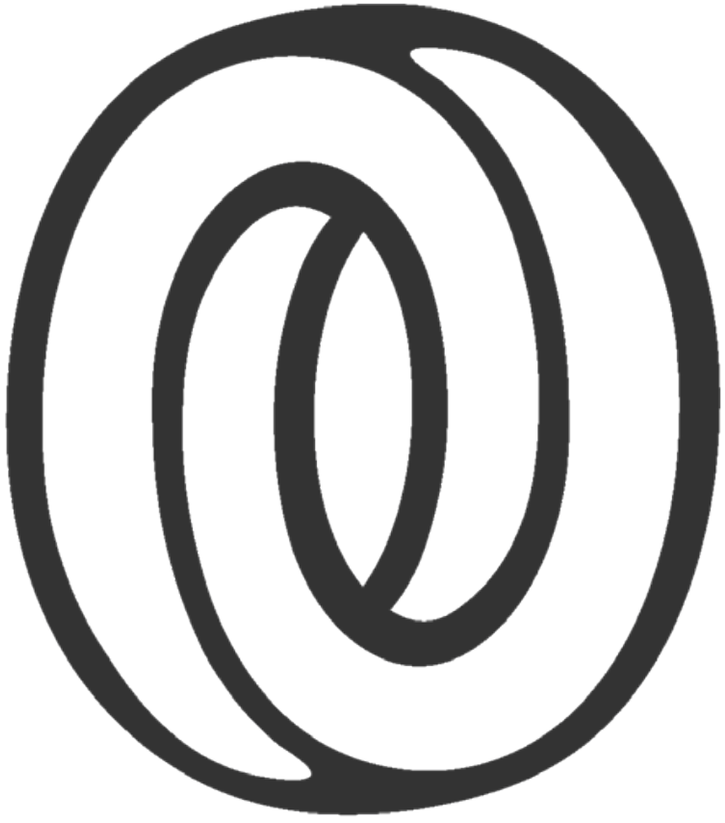
What if the outcome of our creation changes from:

ACCELERATED ACTION to **REFLECTIVE BALANCE**

We live in a world that keeps demanding more and more effort from us in order to stay balanced.

How can we create environments, products, services or business that promote harmony and gives the opportunity to reflect before we act?

Oneness



DIGITAL SOCIETY SCHOOL

MINDSHIFTS

Oneness

A sense of unity with everything around us.

What if our relationship with the world goes from:

INDIVIDUAL CONSUMERS to **CONNECTED CITIZENS**

Businesses tend to target individuals, focusing on their individual needs and desires as consumers.

What would happen if we work for citizens, that is, rights-bearing individuals in an inseparable relationship of interdependence with other citizens.

Justice

DIGITAL SOCIETY SCHOOL

MINDSHIFTS

Justice

The assurance of equitable and unbiased treatment.

What if at the core value of our relationships changes from:

SELF-INTEREST → to **FAIRNESS**

Our economic system is built around one simple principle, we aim to maximise the return of every interaction based on our own interests.

What if we include a sense of fairness and mutual benefit as the core economic principle.

Optimism

DIGITAL SOCIETY SCHOOL

MINDSHIFTS

Optimism

Atonement or deliverance from past failure or decline.

What if at the core value of our relationships changes from:

IRREVERSIBLE → to **REGENERATIVE**

We tend to feel that the negative impact of human activity over the environment is irreversible and the only thing we can do is to stop making things worse by applying a sustainable approach to our economy,

what if we move a step beyond and think on how the economic activity can help to regenerate the environment and the social fabric.

Security

DIGITAL SOCIETY SCHOOL

MINDSHIFTS

Security

The freedom from worry about loss.

What if in order to create protection we change from:

SOLID STRUCTURES to **RESILIENT ECOSYSTEMS**

We used to think that the right way for society and organizations to ensure durability was to build solid walls and structures that could protect us from shakes-ups.

Perhaps resilience is best achieved through flexibility and adaptability rather than rigidity.

Truth

DIGITAL SOCIETY SCHOOL

MINDSHIFTS

Truth

A commitment to honesty and integrity.

What if we change our perception of the world from:

POST-TRUTH  to **POST-CYNICISM**

The excess and deliberate manipulation of information and the loss of prestige of experts and of scientific truth to the benefit of opinion and propaganda creates a state of continual uncertainty in us.

What would happen if we rebuilt our actions on certainties instead of opinions. What would those certainties be?

Validation

DIGITAL SOCIETY SCHOOL

MINDSHIFTS

Validation

The recognition of oneself as a valued individual worthy of respect

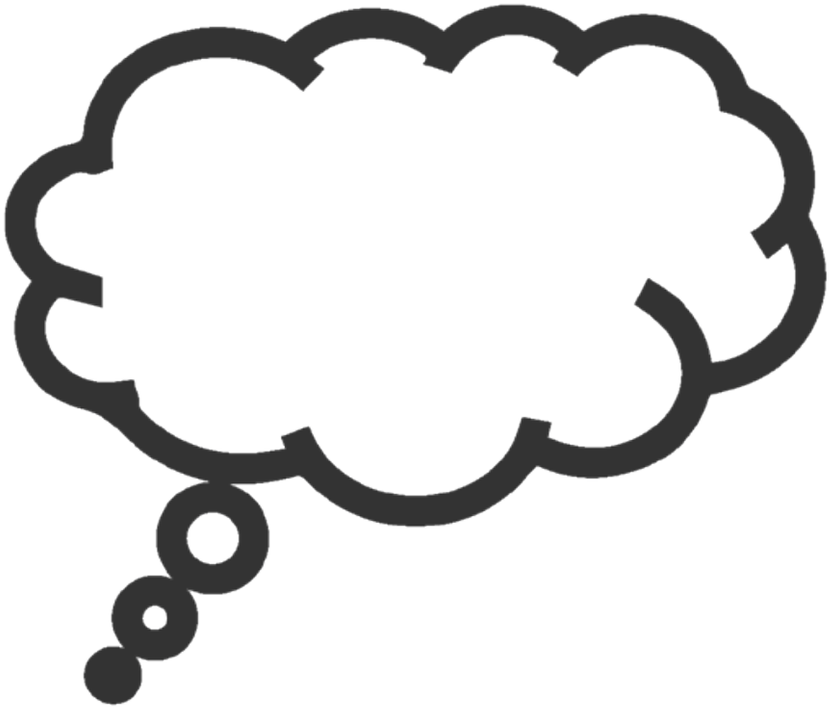
What if core professional aspiration changes from:

LEADERSHIP → to **STEWARDSHIP**

The idea of leadership, even when it is surrounded by positive values, is linked to a model of hierarchy and power.

What would happen if we changed the role of the leader to that of a companion, from going ahead, to going hand in hand, from directing to dialoguing.

Wonder



DIGITAL SOCIETY SCHOOL

MINDSHIFTS

Wonder

Awe in the presence of a creation beyond one's understanding.

What if what causes wow changes from:

Most of the experiences that we conceive are built to wonder, to generate a wow effect based on novelty and the activation of our senses and emotions.

What if the wow doesn't come from the senses but from the way those experiences manage to impact and change our lives in a meaningful way?

Reframing Super Pivot

DIGITAL SOCIETY SCHOOL

MINDSHIFTS

Reframing Super Pivot

This is the human pivot that allows us to reframe ourselves beyond our selves.

What if instead of:

MAXIMIZING TRANSACTION BASED ON SELF-INTEREST

we focus on →

BUILDING MEANINGFUL RELATIONS BASED ON SHARED INTERESTS

Our world is built on the premise that we are rational beings in constant negotiation with others, seeking to maximise every interaction based on our own self-interest.

What would happen if we replaced that principle with one of creating relationships built on shared interest, where we maximise the mutual benefit.