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Bringing Systemic Design to Communities with the Circular Design Lab

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Suggested citation:

Oestereich, Chris and Savie Lawrence, Courtney (2020) Bringing Systemic Design to Communities with the Circular Design Lab. In: Proceedings of Relating Systems Thinking and Design (RSD9) 2020 Symposium., 9-17 Oct 2020, Ahmedabad, India. Available at http://openresearch.ocadu.ca/id/eprint/3616/

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Bringing Systemic Design to Communities with the Circular Design Lab

Tuesday, October 13, 2020

Chris Oestereich and Courtney Savie Lawrence

Please join our ice breaker here: bit.ly/rsd9ib

We are a self-organized, citizen-driven project focused on prototyping and delivering solutions to humanity's big challenges.

A collaboration story that begins with a common goal

Guiding Questions

As we began the project, we discussed what we wanted to achieve as we looked to align around a shared purpose. In doing so, we asked each other questions like these.

- How could we foster the sorts of impacts we're seeking, but at a much larger scale than we were?
- How might we leverage the skills within our group to make that happen?
- How could we marry design principles with systems thinking in a way that's accessible to a broad audience?
- How could we instill the confidence in others to test possibilities?
- How could we design a program that was intentionally inclusive and open?

Circular Design Lab: The Backstory

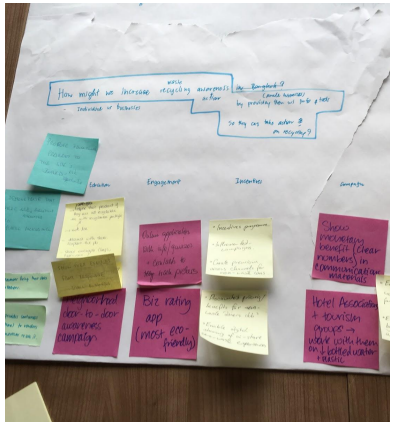
CIRCUL\R DESIGN L\B

circulardesignlab.org

Goal #1:
Create Community

CIRCUL\R
DESIGN
L\B

circulardesignlab.org



Goal #2:
Build capacity for future possibilities.

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DESIGN
L\B

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Goal #3: Use Systemic Design to Drive Beneficial Change

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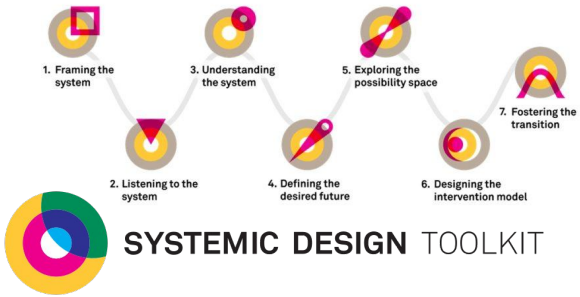
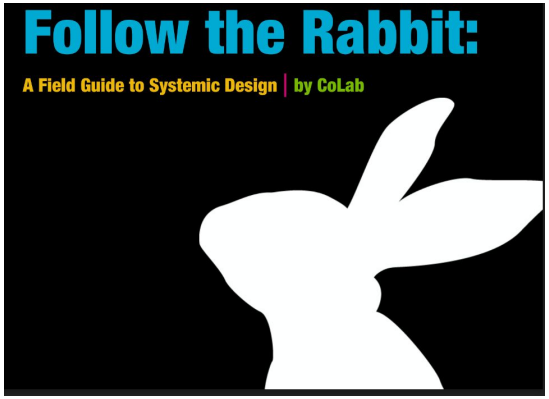
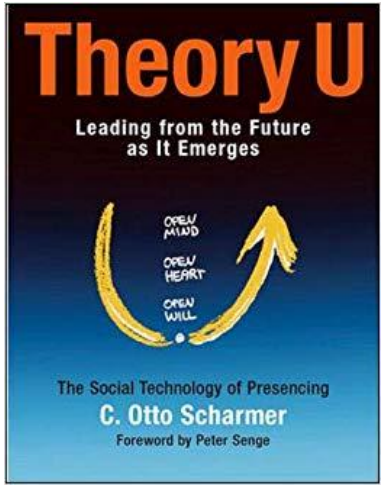






Lift, Borrow, 'Steal', and *Remix*

CIRCUL\R DESIGN L\B

circulardesignlab.org

Living Case Study: ‘From 2.5pm to Zero’ #right2cleanair

Air Pollution is one of the biggest risks to planetary health

HEALTH

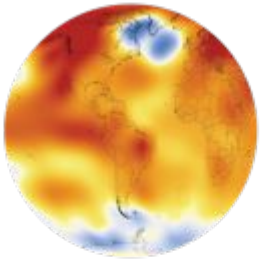
Air pollution is the leading environmental health risk. It is responsible for 6-9 million premature deaths annually. It also contributes to the large global burden of respiratory and allergic diseases.

FOOD

Air pollution reduces crop yields. Estimated 6-12% global yield loss for soy, wheat, maize, rice at 2010-12 pollution levels; higher in some regions.

WATER

Air pollution has been shown to weaken the monsoon, disrupt rainfall patterns, and increases storm intensity – locally and across continents and hemispheres.



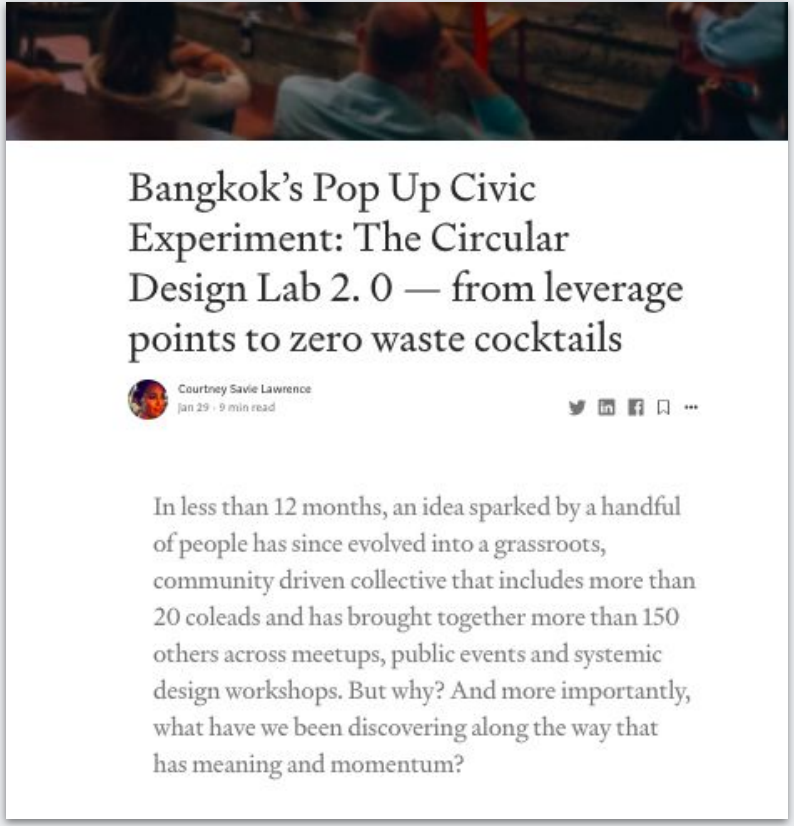
CLIMATE

Reducing air pollution could avoid an estimated 0.6°C of warming by 2050, slow the pace of Arctic warming by 2/3, and reduce heat islands.

BIODIVERSITY

Air pollution, particularly Sulphur and nitrogen emissions, and ground-level ozone affects forest and vegetative health.

“We call ourselves the ‘Circular Design Lab’ - a 100% volunteer, citizen driven, ground up (experimental) open innovation “platform”. We aren’t technically registered, we don’t have a director, we don’t have sustainable funding sources, we don’t have a manifesto, yet we have been able to run on the energy that civil society idea and social capital offers.”

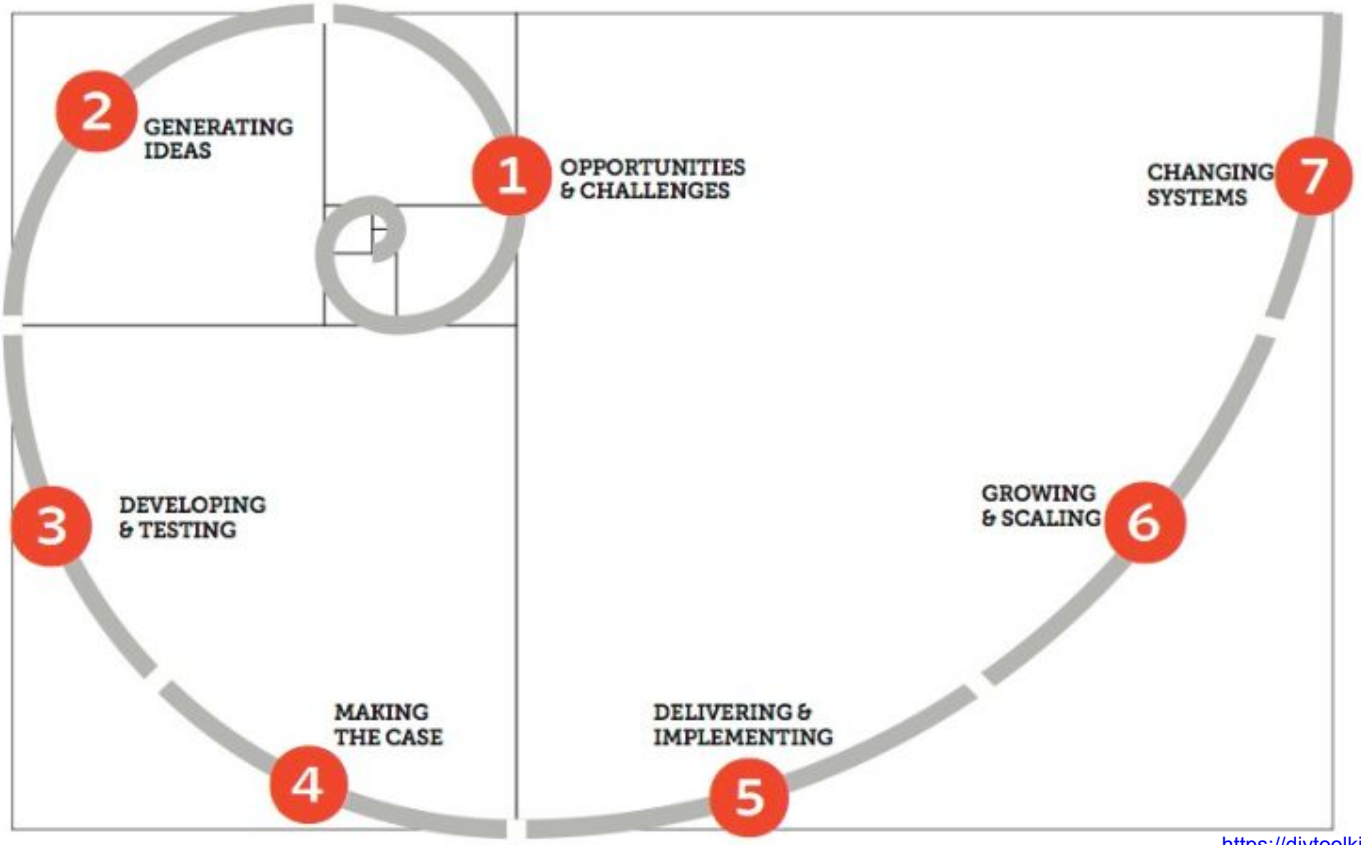


Bangkok’s Pop Up Civic Experiment: The Circular Design Lab 2. 0 — from leverage points to zero waste cocktails

Courtney Savie Lawrence
Jan 29 · 9 min read

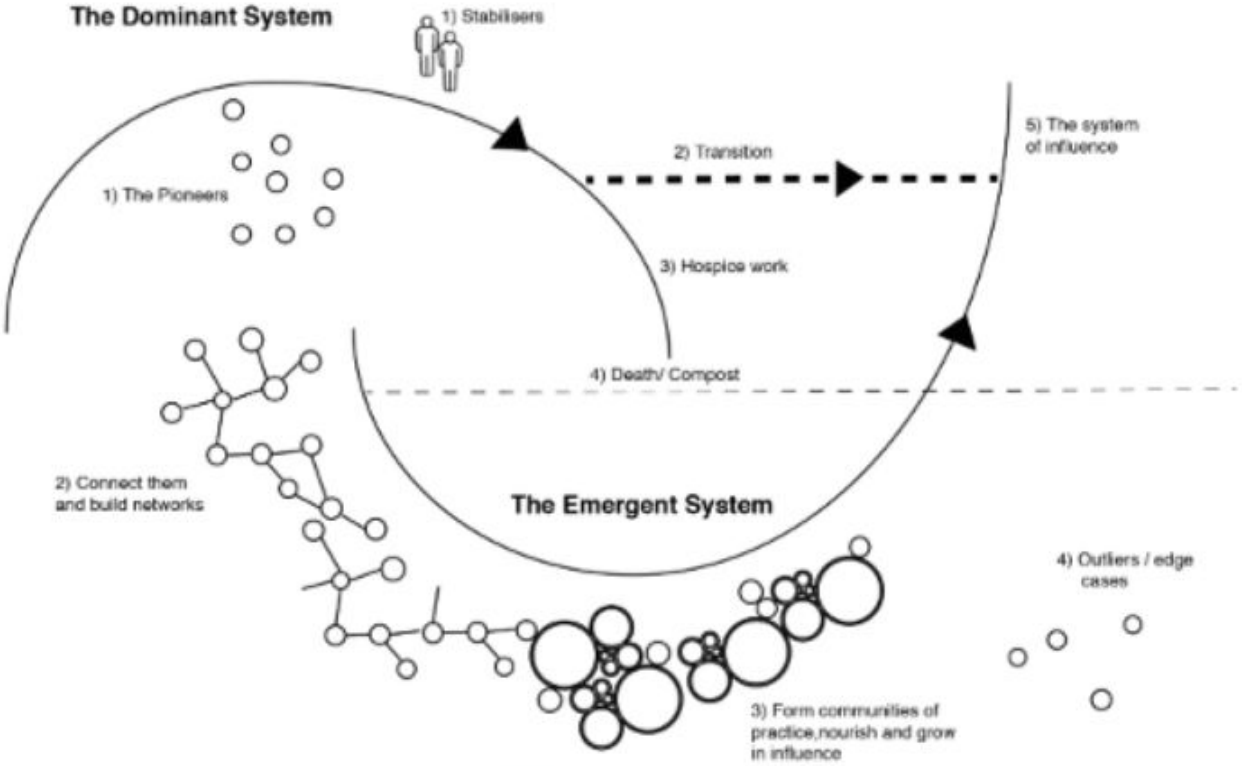
In less than 12 months, an idea sparked by a handful of people has since evolved into a grassroots, community driven collective that includes more than 20 coleads and has brought together more than 150 others across meetups, public events and systemic design workshops. But why? And more importantly, what have we been discovering along the way that has meaning and momentum?

Big Picture: Contextualizing Our Innovation Approach

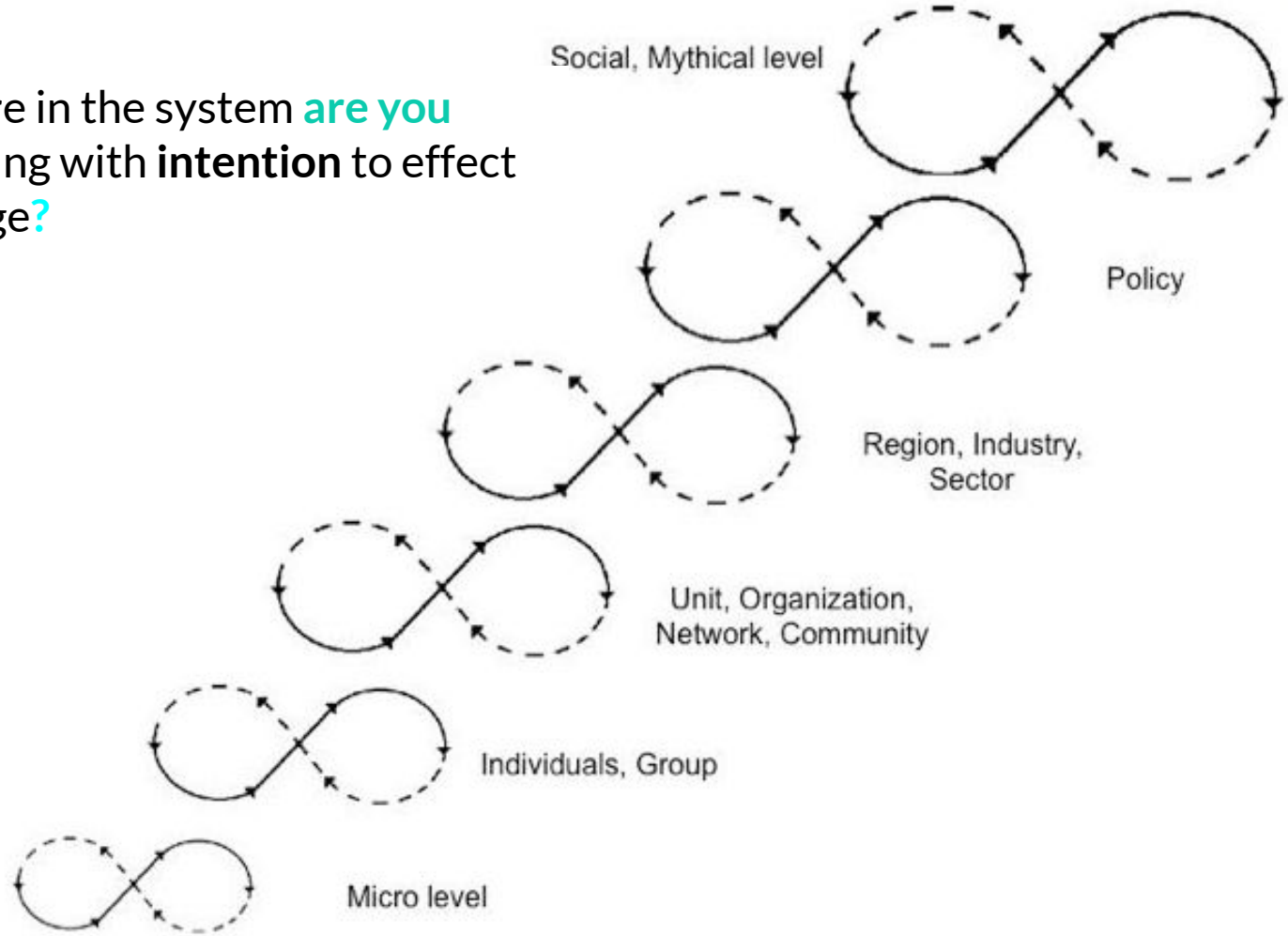


https://diytoolkit.org/background/

We know, feel and sense that we are in a significant time of exponential transition



Where in the system **are you** working with **intention** to effect change**?**



AirVisual Earth Shot Taken March 10 , 2020— the day that Chiang Mai, Thailand was recorded as the most polluted city on earth

Circular Design Lab Notes: from#airpollution to citizen driven policy design — what we are discovering in Bangkok

Courtney Savie Lawrence
Mar 12 · 7 min read

By the co-leads of the Circular Design Lab air pollution track: Courtney Savie Lawrence, Weenarin Lulitanonda, Laura Hammett, Sivalee Anantachart (Soma)

The Circular Design Lab, as detailed in a recent previous post, has been up to a lot in the past twelve months. Since flinging open the digital doors to see who in Bangkok would be keen to invest time towards tackling some of the most entrenched and complicated societal issues, we have seen the volunteer run community grow from less than five people to several dozens more. Our open innovation platform has since held two cycles of 'systemic design' workshops focused on the tricky themes of *waste management*, *unsustainable fast fashion* and *air pollution*. Now, in 2020, the resultant

More on the backstory @
http://bit.ly/CDLAirNotesBKK1

Waste \ Air Pollution \ Sustainable Fashion
Systemic Design Workshops

Registration and Participation in Workshops 1-3 Required
(experience is offered free, at no cost)
Who's co-leading the workshops? Take a look at the team and profiles here.

About systemic design as an innovation process: Our workshops are designed to build off of one another, so from the first workshop to the last you will learn about systems change and human centered design as tools that help us discover possible ways to see the challenges (of waste, air pollution, fashion) in new and different ways. We will also work to find 'leverage' points, or strategic ways to experiment with solutions to the challenges we see. We will work in teams- you can come alone, encourage a friends to apply with you or simply meet other likeminded folks to become a team with during the workshops.

1

Systems Design Workshop 1 Co:Initiating Lab

NOVEMBER 9
SATURDAY
Time: 11am-5pm

Understanding and listening to the 'system' is step zero. By the end of the workshop teams will form and prepare to develop a common understanding of their urban challenge.

2

Systems Design Workshop 2 Co:Sensing Lab

NOVEMBER 16
SATURDAY
Time: 1-5pm

Teams will be guided through an intentional process that blends elements of design and systems thinking with behavioral insights.

3

Systems Design Workshop 3 Co:Creation Lab

NOVEMBER 23
SATURDAY
Time: 1-5pm

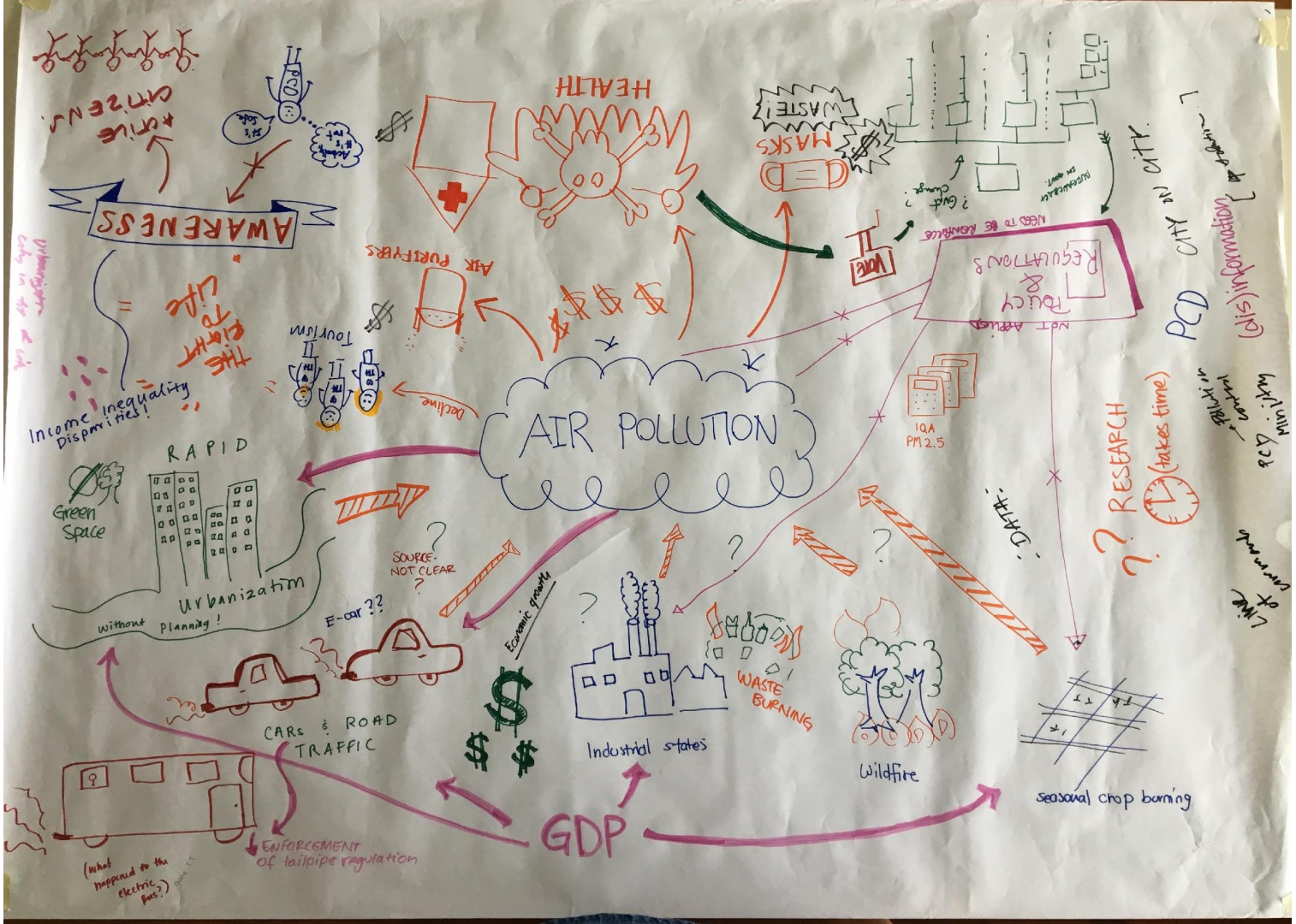
Teams will refine their ideas especially in terms of experimentation strategy and foresight. The non-linear process of iteration will be emphasized as the teams get ready to test in the idea networking section.

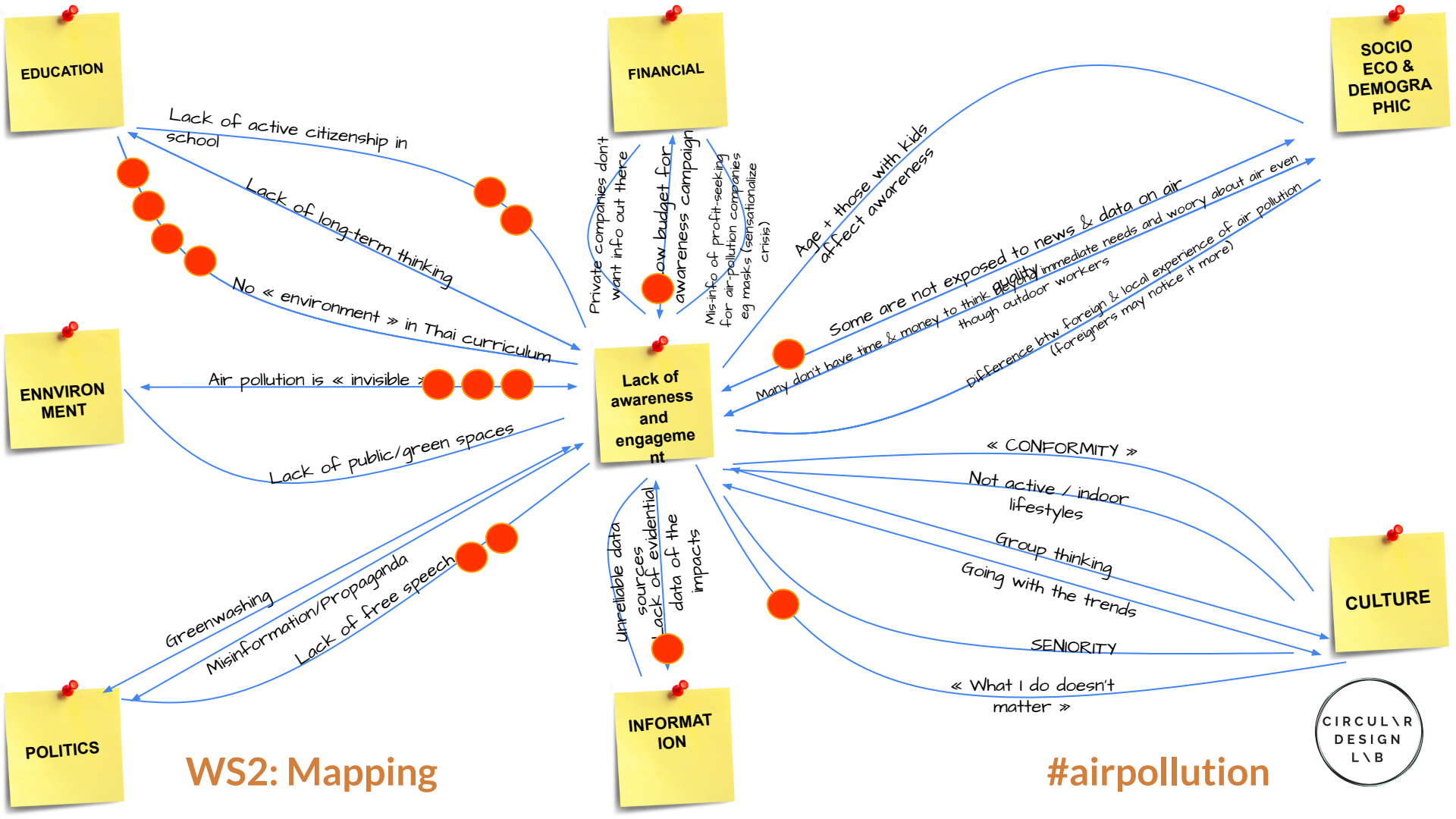
4

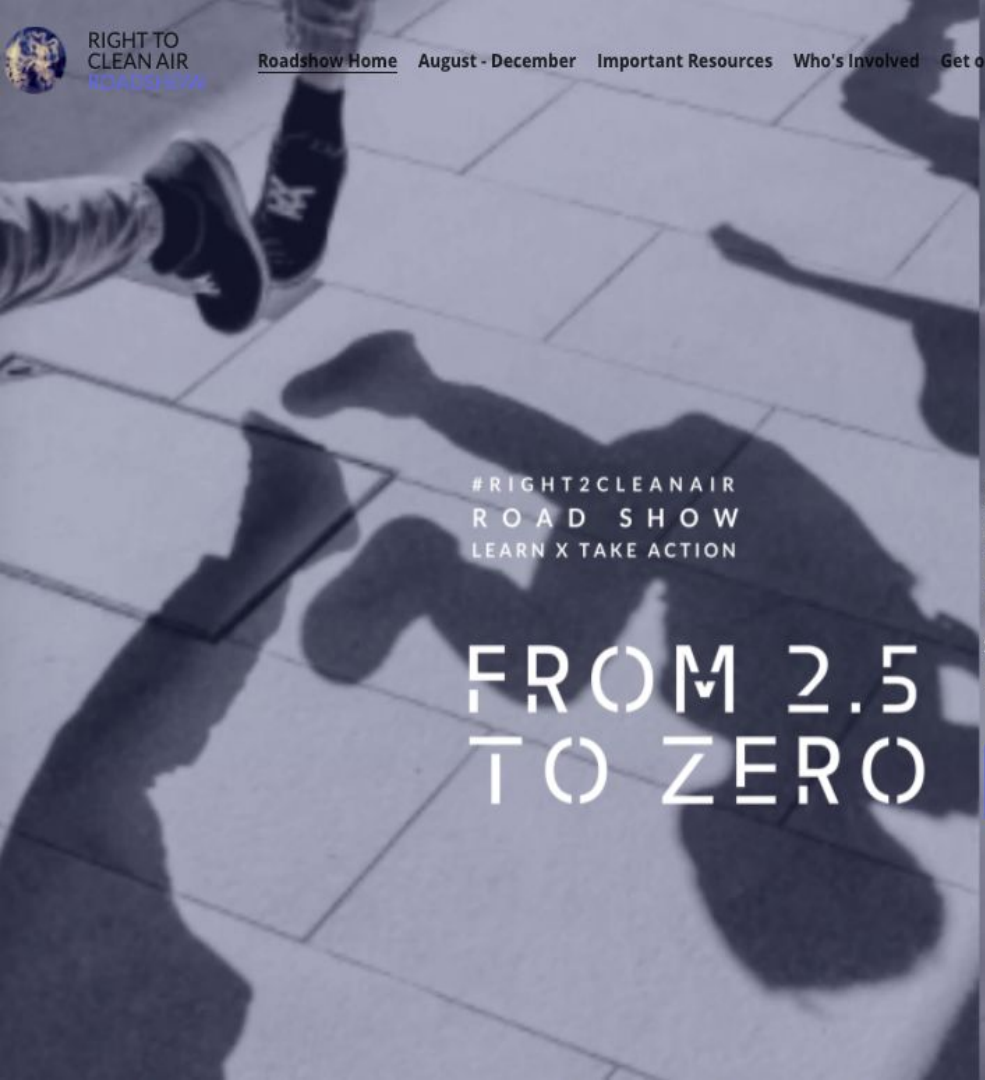
Systems Design Workshop 4 Co:Synthesis Lab

TBC
SATURDAY
Time: 1-5pm

Teams will share the story of the system as they've re-conceived it. We'll then cross-pollinate ideas between groups and teams will reflect and adapt their ideas using the feedback they receive.


AIR POLLUTION
HEALTH
AWARENESS
Active citizens
THE RIGHT TO LIFE
Income inequality Disparities!
Tourism
Decline
AIR PURIFYERS
MASKS
WASTE!
VOTE
NEED TO BE REINFORCE
Policy & Regulations
NOT APPLIED
IQA PM2.5
PCD
City on city
(dis)information
RESEARCH
(takes time)
DATA
Pollution control
PCD Ministry
Line of commands
RAPID
Green Space
Urbanization
without planning!
SOURCE NOT CLEAR ?
E-car ??
Economic growth
CARs & ROAD TRAFFIC
Industrial states
WASTE BURNING
Wildfire
seasonal crop burning
GDP
ENFORCEMENT of tailpipe regulation
(what happened to the electric bus?)


EDUCATION
FINANCIAL
SOCIO ECO & DEMOGRA PHIC
ENNVIRON MENT
Lack of awareness and engageme nt
CULTURE
POLITICS
INFORMAT ION
Lack of active citizenship in school
Lack of long-term thinking
No « environment » in Thai curriculum
Air pollution is « invisible »
Lack of public/green spaces
Greenwashing
Misinformation/Propaganda
Lack of free speech
Private companies don't want info out there
Low budget for awareness campaign
Mis-info of profit-seeking for air-pollution companies eg mask's (sensationalize crisis)
Unreliable data sources
Lack of evidential data of the impacts
Age + those with kids affect awareness
Some are not exposed to news & data on air quality
Many don't have time & money to think beyond immediate needs and woory about air even though outdoor workers
Difference btw foreign & local experience of air pollution (Foreigners may notice it more)
« CONFORMITY »
Not active / indoor lifestyles
Group thinking
Going with the trends
SENIORITY
« What I do doesn't matter »
WS2: Mapping
#airpollution
CIRCUL\R DESIGN L\B



#RIGHT2CLEANAIR
ROAD SHOW
LEARN X TAKE ACTION

FROM 2.5 TO ZERO

Did you know that we have partnered with the RSA Student Design Awards and World Resources Institute on a brief to support the creative response to Air Pollution? More here

Start Here

At the human scale, this is what you can do

Want to educate yourself more or influence policy?
Start with the data and facts - the latest research for the Thailand context is below for you!

Explore the reasons why air pollution exists

Below we want to keep it simple. Here are three options you can enjoy:

"Clean Air White Paper"

published 2019

Have only a few minutes? This high level overview of the Air Pollution context in Thailand will get you caught up to speed in just a few short pages.

See the PDF you can download here

"Clean Air Blue Paper"

published 2020

Maybe you looked through the White Paper, and want to go deeper- indeed this is what the 'Learn' Inhale track is all about. This paper, created by medical professionals, environmental lawyers, economists and researchers goes well beyond the surface - a rich synthesis of data, evidence and facts, under 200 pages will ensure you are well equipped to shape your life, community and policy.

See the PDF you can download here

SDA Online Br....docx

Principles of draw

CAN

#MUEBON
CAN
LEAN AIR
FUTURE

Contextualizing Air Quality- in Asia

Thailand Clean Air Network (aka. Thailand CAN) is an active civil society group united by the common desire for Sustainable Solutions to the Air Pollution in Thailand.

Approach

Diverse: Cross-Cutting Field of Study and Institutional Affiliation

Aim: Redefine Air Pollution beyond normal boundaries to reach Solutions based on New Understanding of Complex Situations

Focus

Holistic: Comprehensive and LongTerm Focus

Comprehensive & Long Term Focus

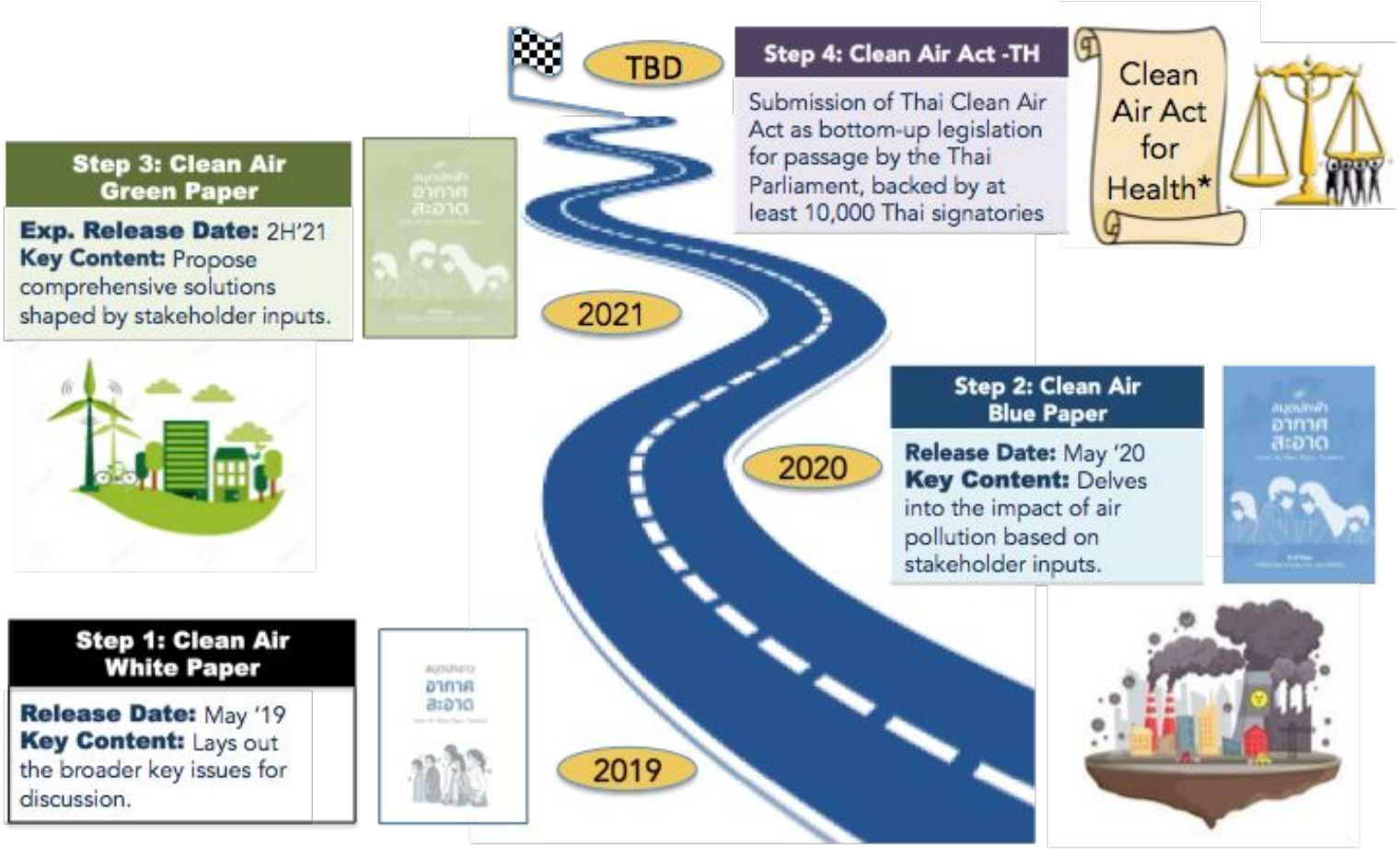
Multidisciplinary Approach

Bottom-Up Design

Design

Inclusive: Bottom-Up Approach for All Stakeholders

Replicating the EU's Consultative & Legislative Process



* Proper Full Name: "Draft Legislation for Regulating the Management of Clean Air for Health BE …"

On a final note

As Buckminster Fuller once said,
“Pollution is nothing but resources we’re not harvesting. We allow them to disperse because we’ve been ignorant of their value.”

right2cleanair.com

Spread the Word

Follow and share the journey towards the #right2cleanair

Want to get involved? Questions? Ideas?

Reach out and let us know.

Name

Email

Message

Send Away

RSA + International Day of Clean Air for blue skies

Student Design Awards
2020-2021

THE RIGHT TO BREATHE

How might we ensure that everyone living in areas with poor air quality is guaranteed their right to clean air?

Workshopping our way to impact

Session Overview

Ex 1: Sharing Experiences & Reflecting

- Participants will share:
  - What brought us to systemic design
  - What we use it for
  - How we spread its use
  - What we think might help increase its spread
- We'll then reflect on what they've heard from our groups

Ex 2: Rapid Ideation & Sorting

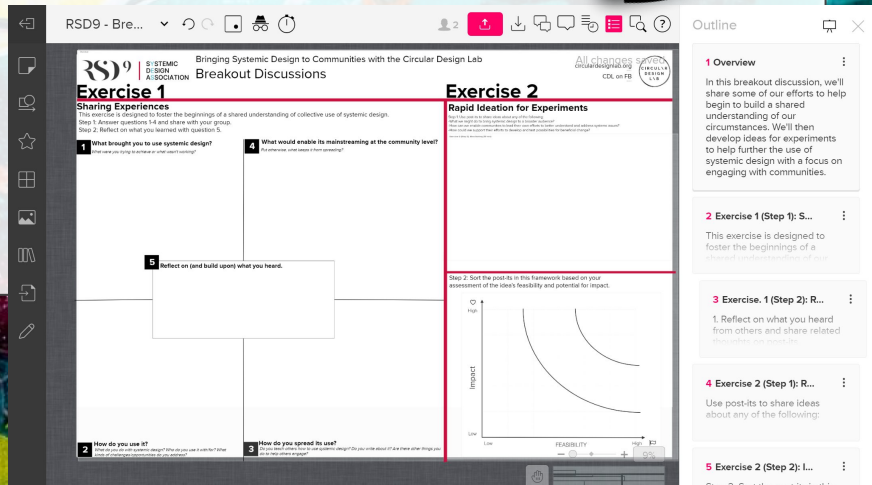
- We'll propose ideas for delivering systemic design with communities and making it more accessible in general
- Then we'll sort ideas based on perceived feasibility and impact to give us one view of the possibilities we've created
- Given time, we'll do a bit of sharing.
  - If not, we'll share the outputs with all participants

Exercise 1: Sharing & Reflecting

- We'll send everyone to breakouts in a moment. Links will be shared to your template in chat.
- Facilitators will assist with the exercises.
- An outline with detailed instructions is available in the upper-right corner of the screen.
- We'll come back to the main room for Exercise 2's instructions.

Outlines

- Step 1: Share your responses to the 4 questions on post-its and discuss with your group
- Step 2: Reflect on what you've heard



Exercise 2: Rapid Ideation & Sorting

- Step 1: Rapid Ideation
  - Take stock of the sharing and reflection exercise and think about what might be done to foster broader community participation with systemic design
  - Things to possibly consider (*These are all in the Outline for Ex. 2: Step 1*)
    - Think about roadblocks and potential enablers
    - What sorts of experiments might be tried? (Even if you're not interested, it might be useful for others.)
    - What sorts of resources might be beneficial?
    - Who could support such efforts?
    - How might we help potential supporters see the value in doing so?
    - How can we built ecosystems that can support and deliver change?
- Step 2: Idea Sorting
  - Looking for possibilities from the ideas we surface

Sharing/Final Thoughts

- Were there any key learnings or insights?
- What possibilities intrigued you?
- How could we take these ideas forward and support each other?

Thank you

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@costrike

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@cocosavie

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@circular_lab