



Faculty of Design

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## Leveraging Creative Tension between Sustainable Development Targets for Developing Micro-macro Level Collaboration

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## Leveraging creative tension between SDGs for developing micro-macro level collaboration

Design methodological research to develop tools for dealing with systemic conflicts

Presented at RSD10 by:  
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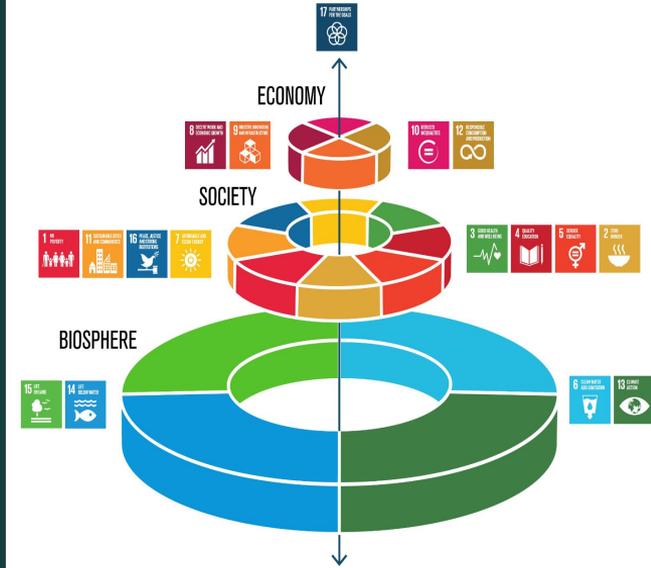


# About The 2030 Agenda

“The Sustainable Development Goals and targets are integrated and indivisible and balance the three dimensions of sustainable development - economic, social and environmental.”  
- *UN General Assembly Resolution, 2017*

The SDGs fall into the ambit of a system comprising of :

- Elements
- Interconnections
- Purpose/Function



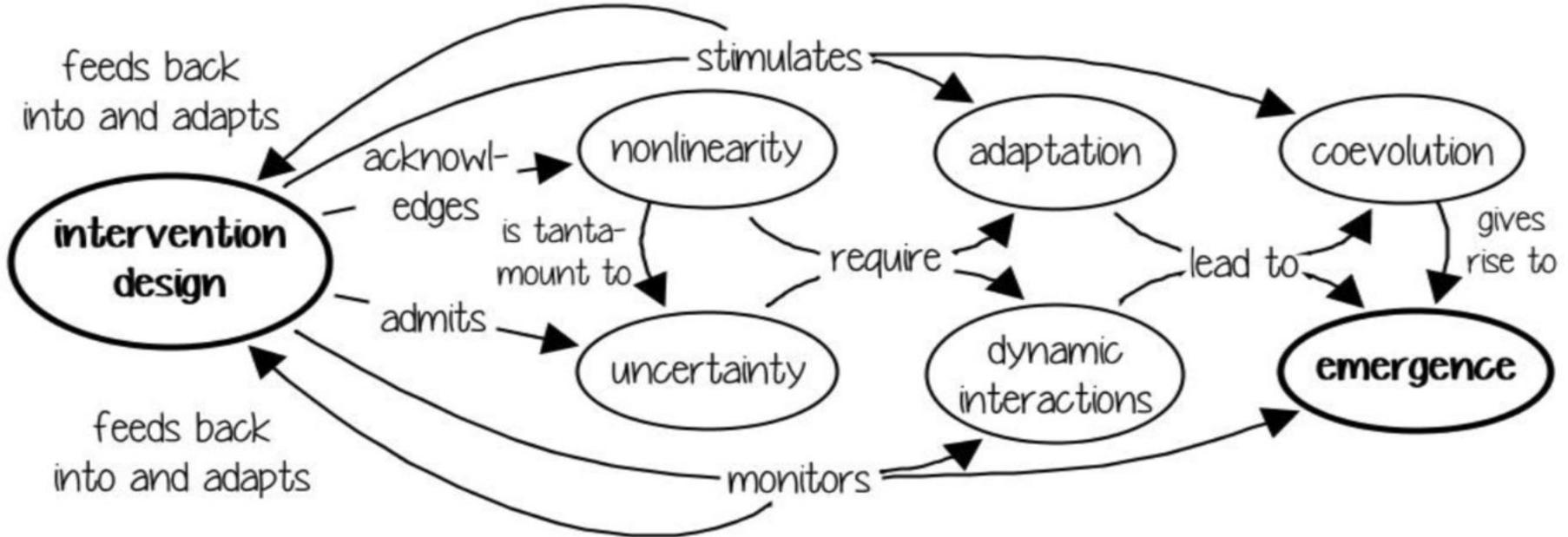
# Reality Check..

As the [SDGs 2020 Report](#) makes clear, the world is not on track to achieve the goals by 2030. Even before the COVID-19 outbreak, progress had been inadequate. Now, with the pandemic continuing, progress has stalled, and, in some cases, decades of progress have even been reversed.



*Image Source: <https://www.sei.org/perspectives/lets-get-the-sdgs-back-on-track/>*

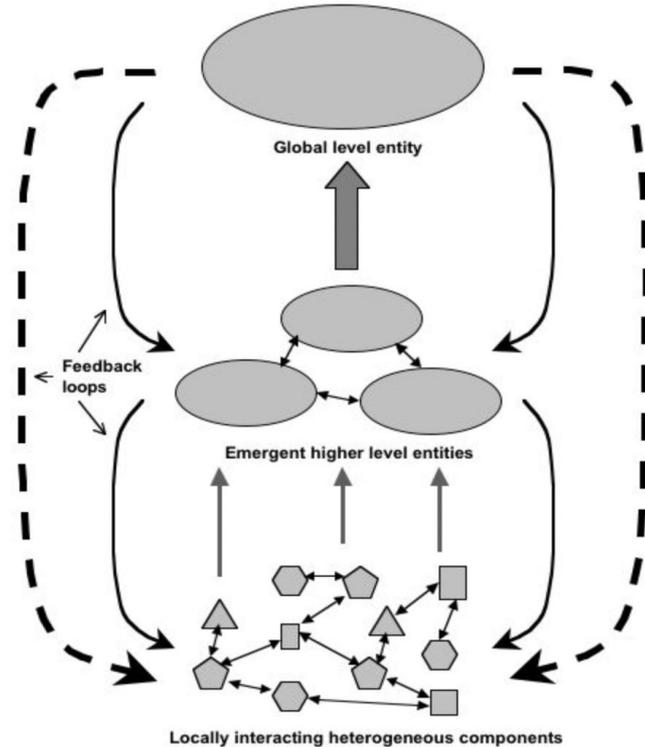
# Dynamics at Local Implementation Level



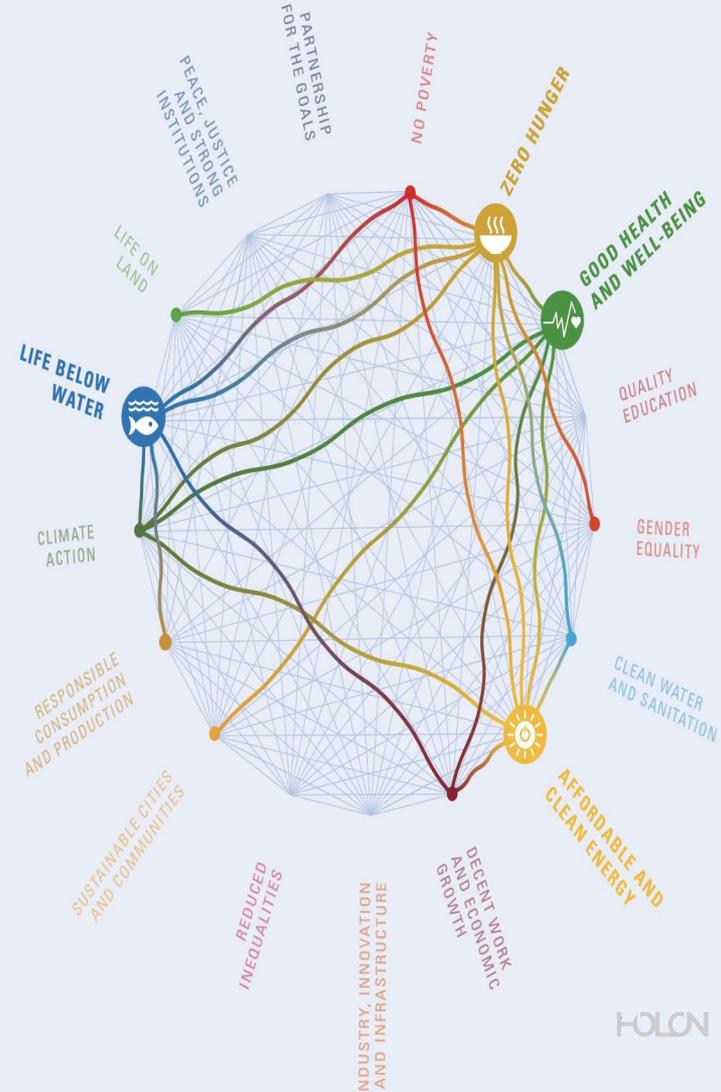
# Incorporating emergence from local to global level

“**Second Cybernetics theory** has established that a social or economic system contains change-amplifying causal loops as well as change-counteracting and equilibrating ones. Policy makers ought to utilize morphogenetic loops to amplify desirable changes and prevent undesirable ones. Not to do so is unrealistic and wasteful.”  
**(Maruyama, 1987)**

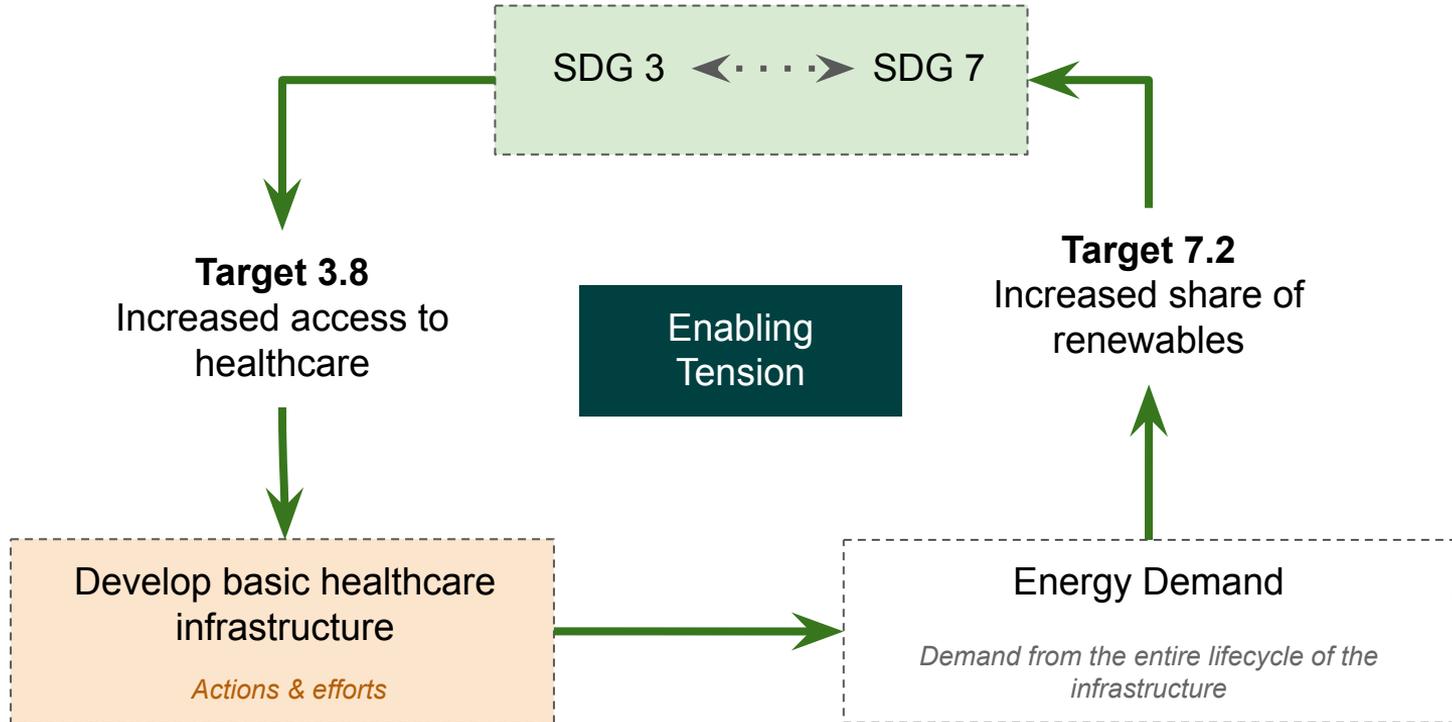
1. Need for both agility & performance
2. Need for in-depth understanding of the interactions and feedbacks being generated as a result



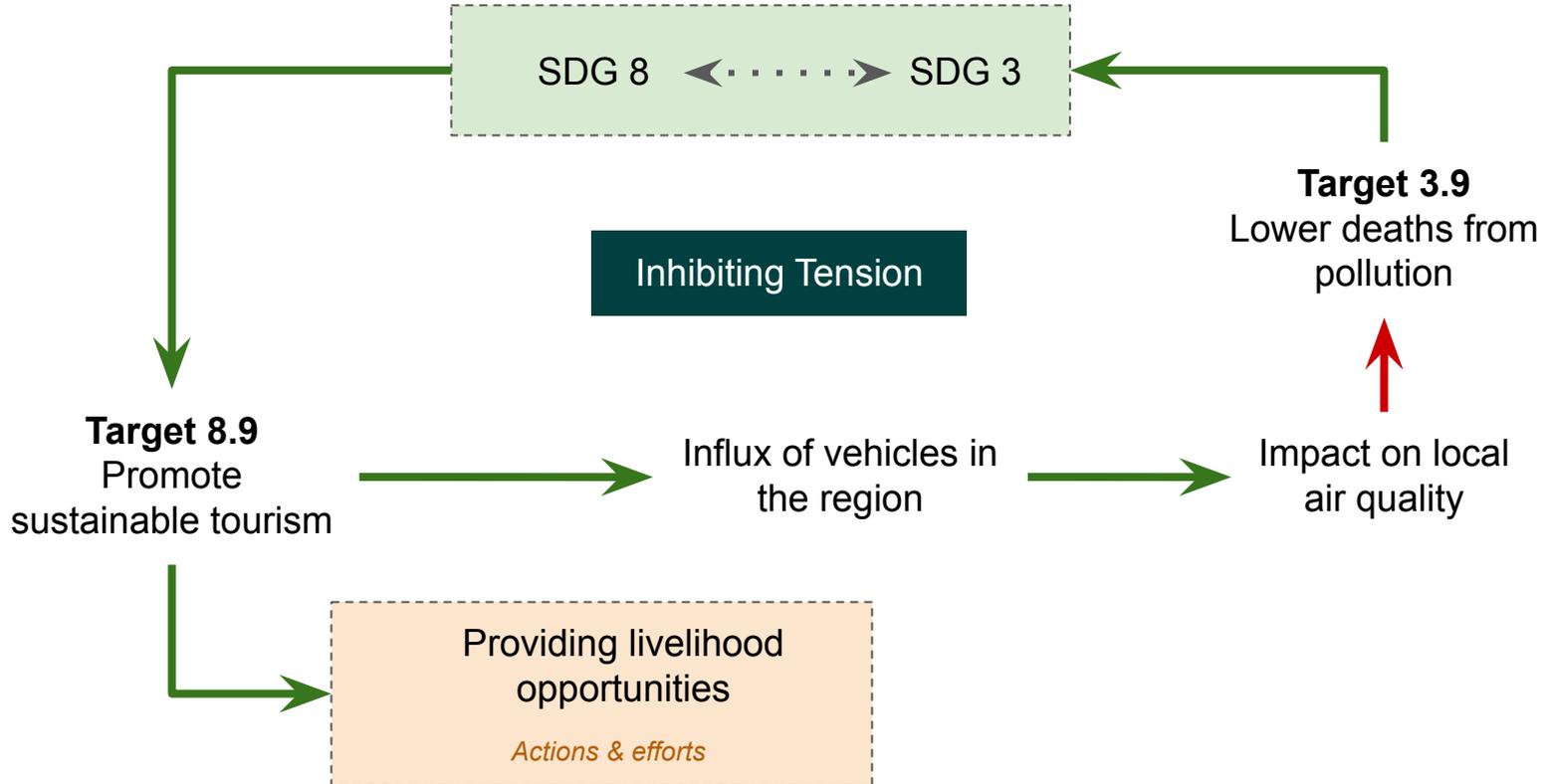
**“Understanding possible trade-offs as well as synergistic relations between the different SDGs is crucial for achieving long-lasting sustainable development outcomes.”**



# Examples: SDG 3 & SDG 7



# Examples: SDG 8 & SDG 3 Nexus



# Research Objectives

## Hypothesis

Leveraging the tension between various SDG targets can help in unlocking their transformative potential

## Research questions:

1. How can we empirically establish interconnections between different SDGs and targets?
2. How can we design an objective lens to address concerns of co-benefits and trade-offs among different stakeholders?
3. How can we support policy makers and other stakeholders in making more coherent and effective decisions for achieving The 2030 Agenda?

# Research Design

## Conceptualize design tool

Synthesizing narratives into decision support tool to help practitioners make use of the information about tension to design better solution.



## Hypothesis validation

Validation from field practitioners that understanding about the type of tensions b/w SDGs helps improve in decision making w.r.t to program/policy designing

## Sensemaking

Developing narratives around how practitioners are leveraging the tension in their work and what are challenges they face

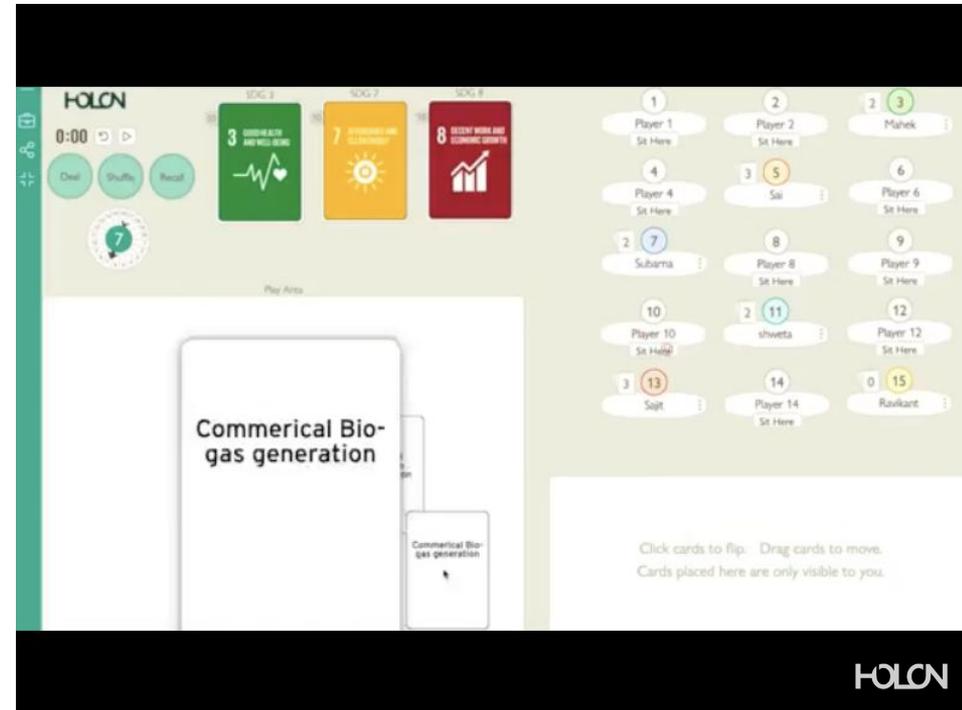
# Using Gamification

To explore interplays between SDGs

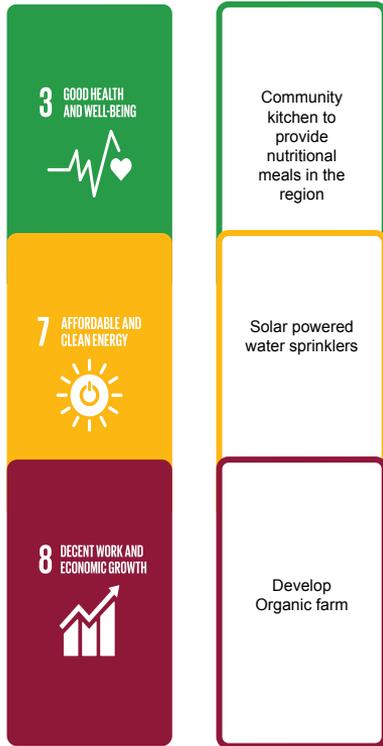


# Card game as a design tool

- Gamification as an approach to construct relatable system experiences, tapping into various stakeholder engagement scenarios
- Helps in gathering multi-perspective narratives and making practitioners aware about the enablers and inhibitors tension
- Insights on what combination of SDGs target should be leveraged for unlocking their combined impact
- More efficient and fun way for conducting research than traditional methods



# Card game as a design tool



Objective is to optimise an entrepreneur's impact in a geographic location using a mix of 3 different SDGs cards

- Multiplayer game: 8-12 players at once
- Action cards for each SDGs: Relevant to solutions implemented by practitioners
- Action cards categories:
  - Policy
  - Finance
  - Technology/Infrastructure
  - Program/Intervention

# Next Steps

- Since gamification allows for optimising an experience, we plan to improve the game design incrementally, making the activity fun to participate in and more rewarding by implementing in-game benefits
- Incentivising users using a variable reward system to nudge participants towards behaviors with the biggest impact towards achieving multiple sustainable development goals, while promoting ongoing collaboration

## Q&A

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## THE UNBEARABLE INTERDEPENDENCE OF BEING

