

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



Image Source: www.stockholmresilience.org

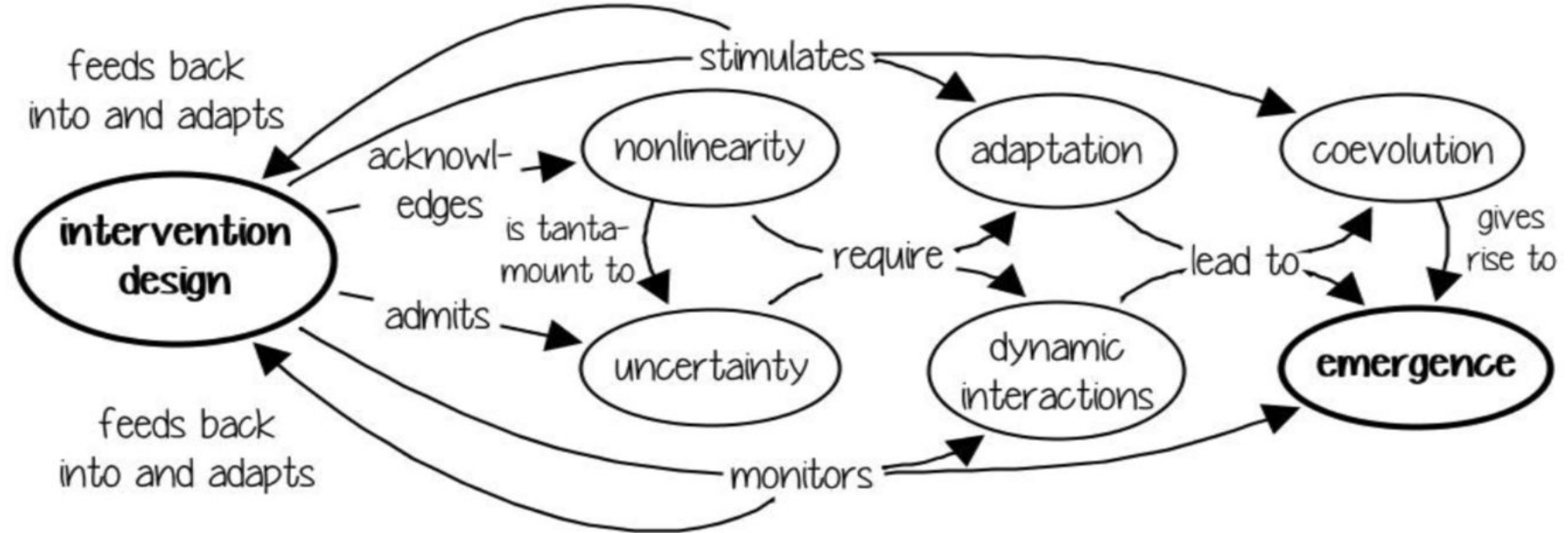
Reality Check..

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/>

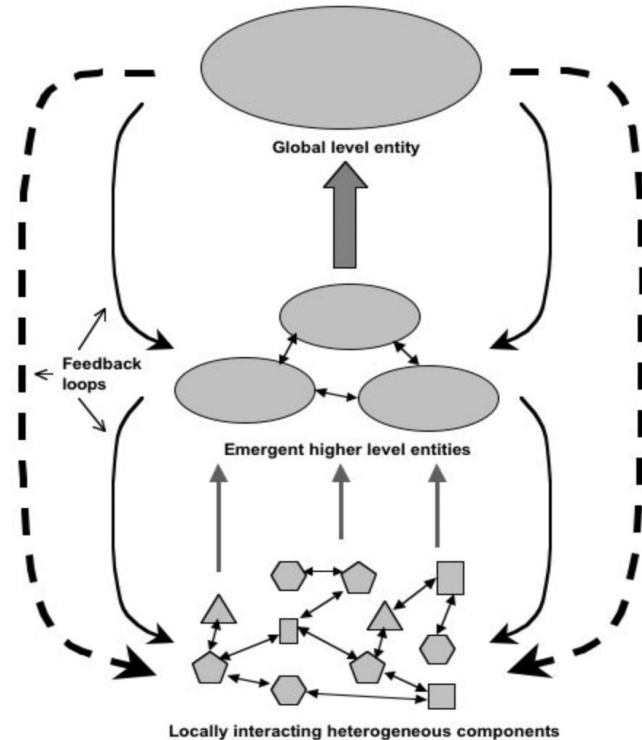
Dynamics at Local Implementation Level



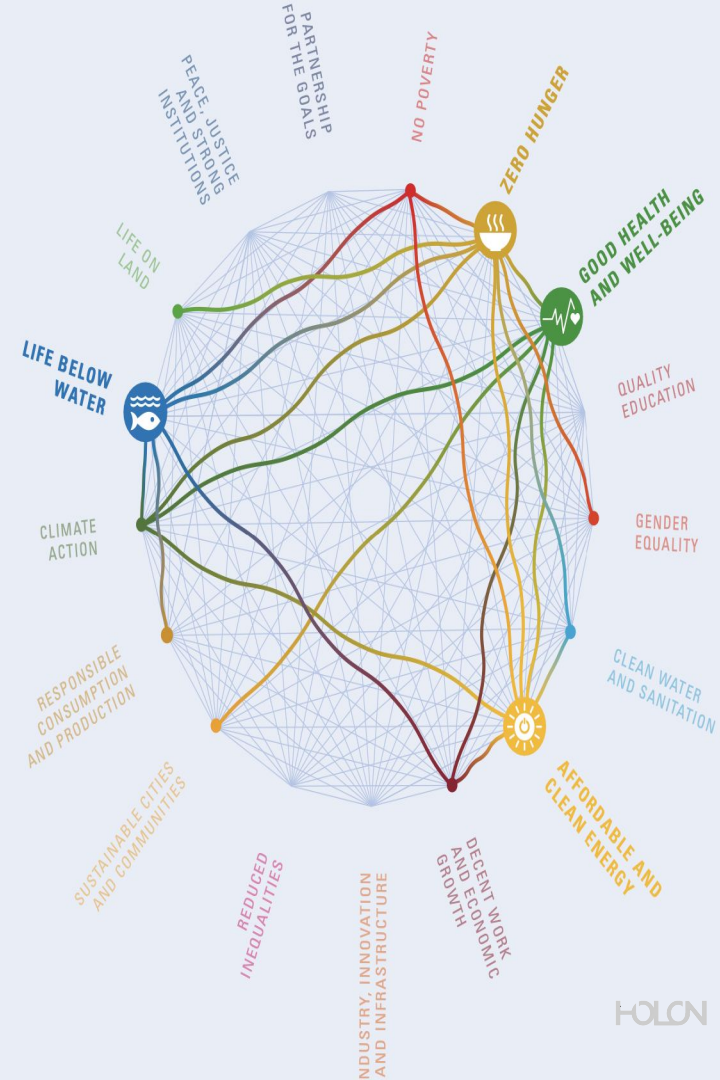
Incorporating emergence from local to global level

“**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

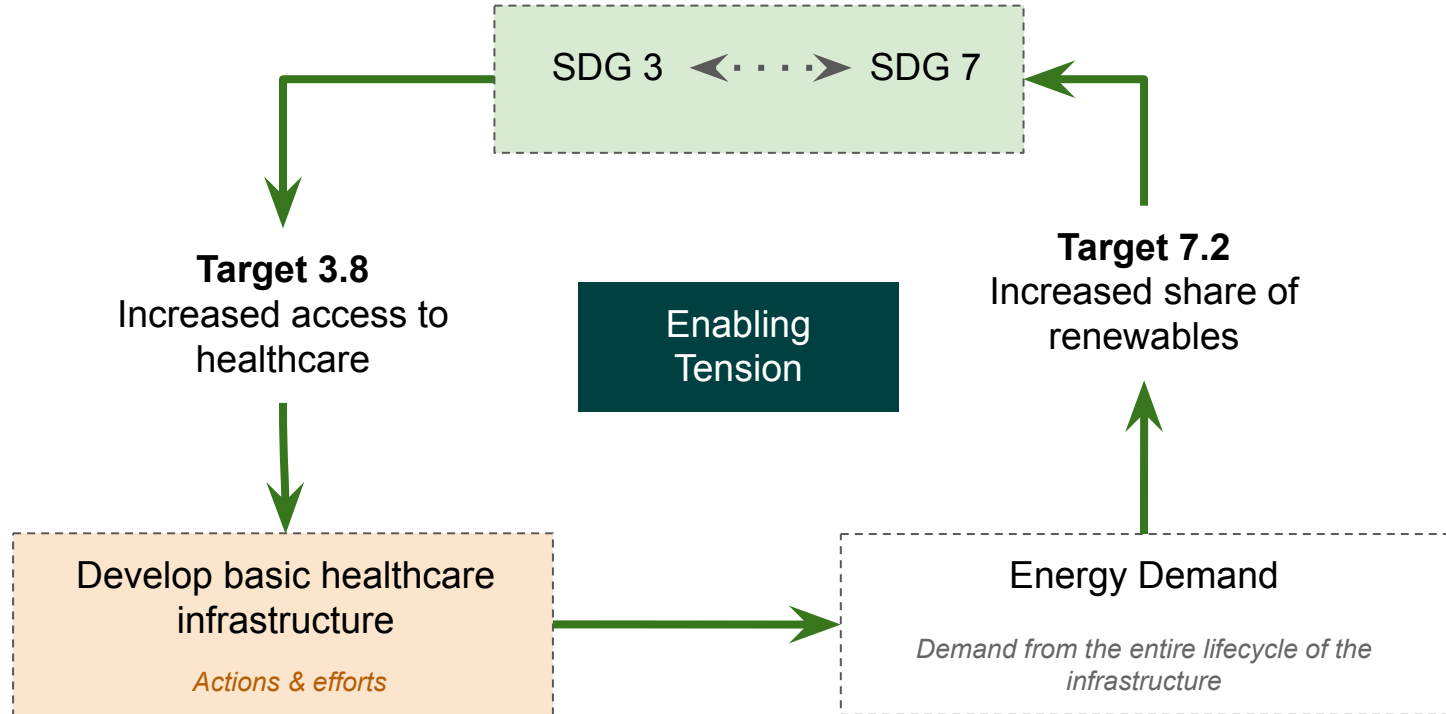


“Understanding possible trade-offs as well as synergistic relations between the different SDGs is crucial for achieving long-lasting sustainable development outcomes.”

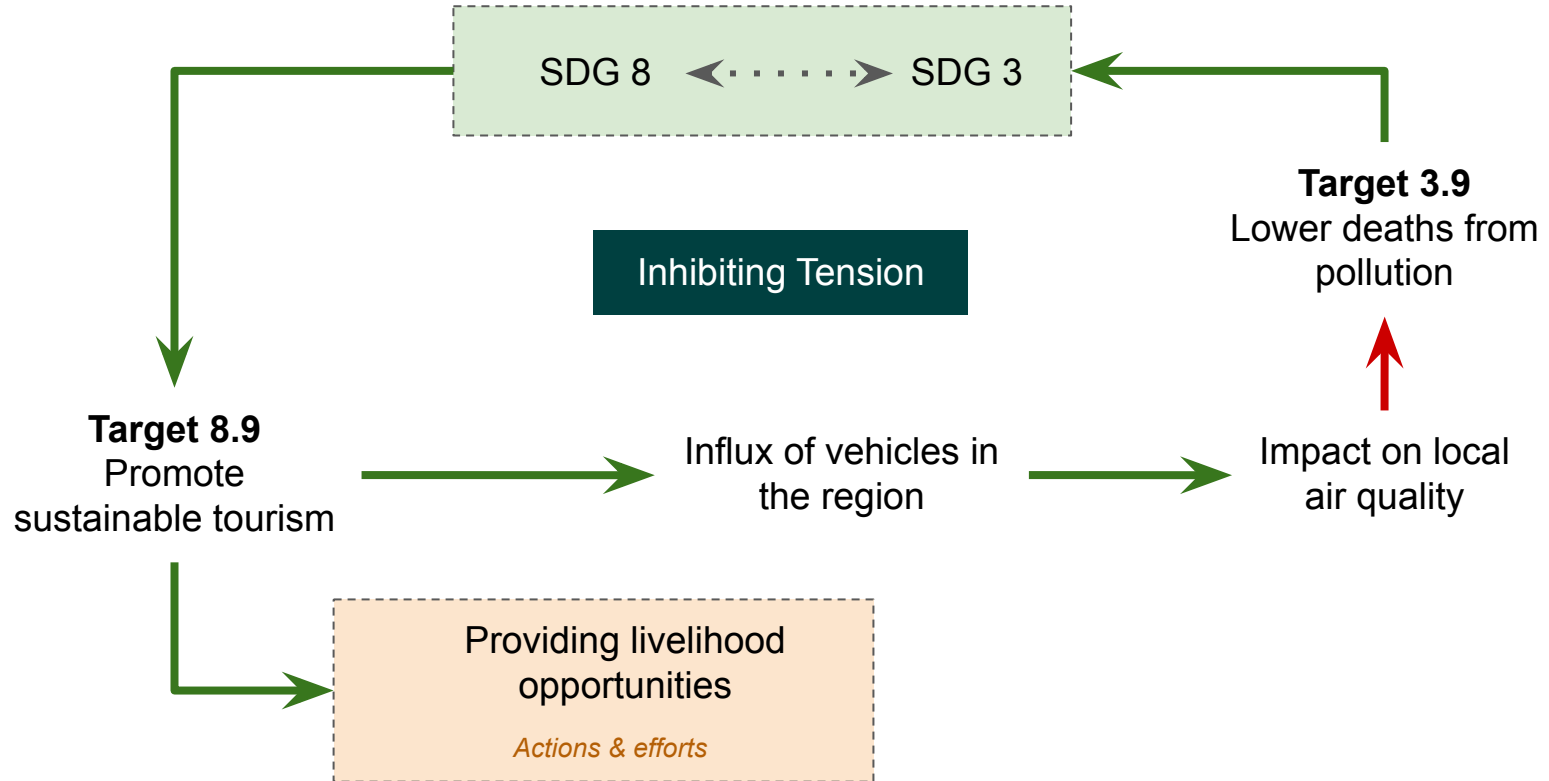


Source: <https://council.science/publications/a-guide-to-sdg-interactions-from-science-to-implementation/>

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

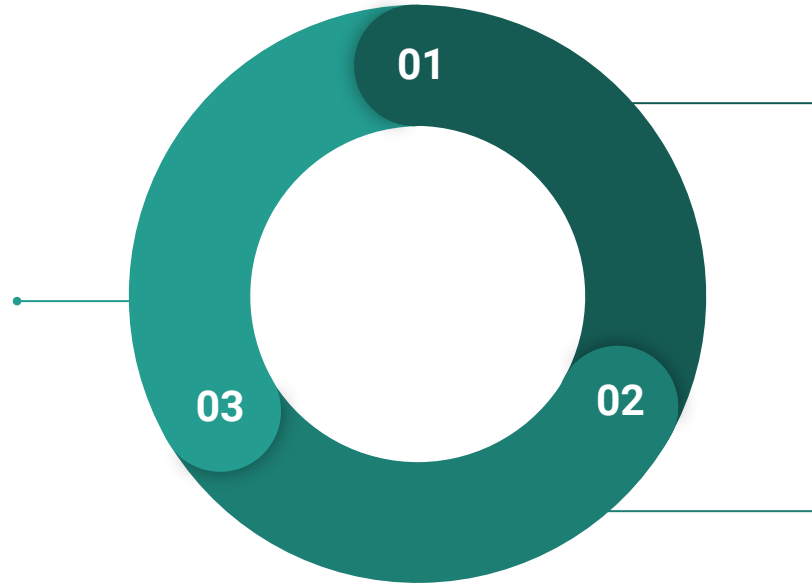
Research questions:

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

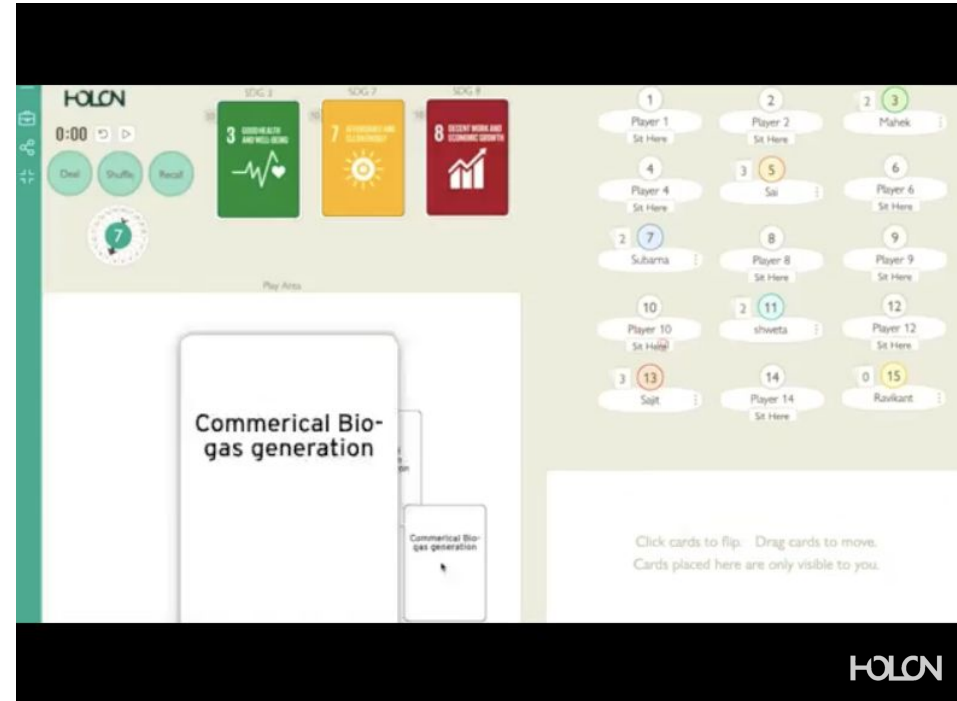
Using Gamification

To explore interplays between SDGs

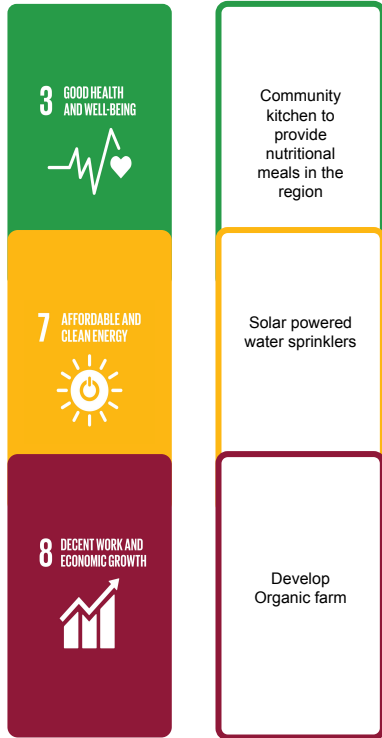


Card game as a design tool

- 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 improvise 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



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cartoon connie.