



Values in Design Futures

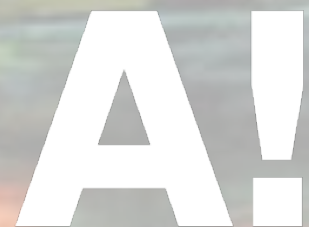
Eeva Berglund

Professor of Sustainability Policy

İdil Gaziulusoy

Professor of Sustainable Design

Week 5 - Change as an Imperative (Transitions)



Aalto University
School of Arts, Design
and Architecture

Outline

Group work - reflecting on readings

“Theory of change”

Group work - develop a theory of change

Gallery walk



Change */S* imperative...

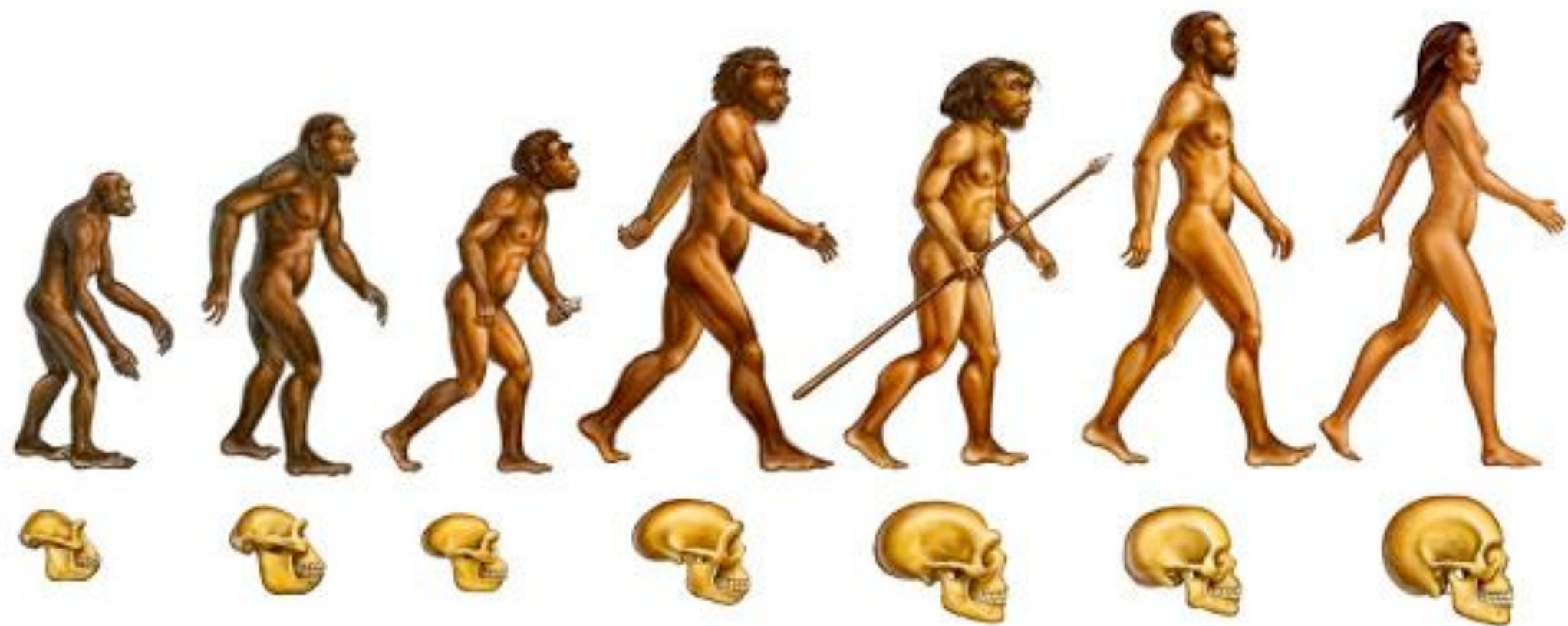
Change */S* imperative...

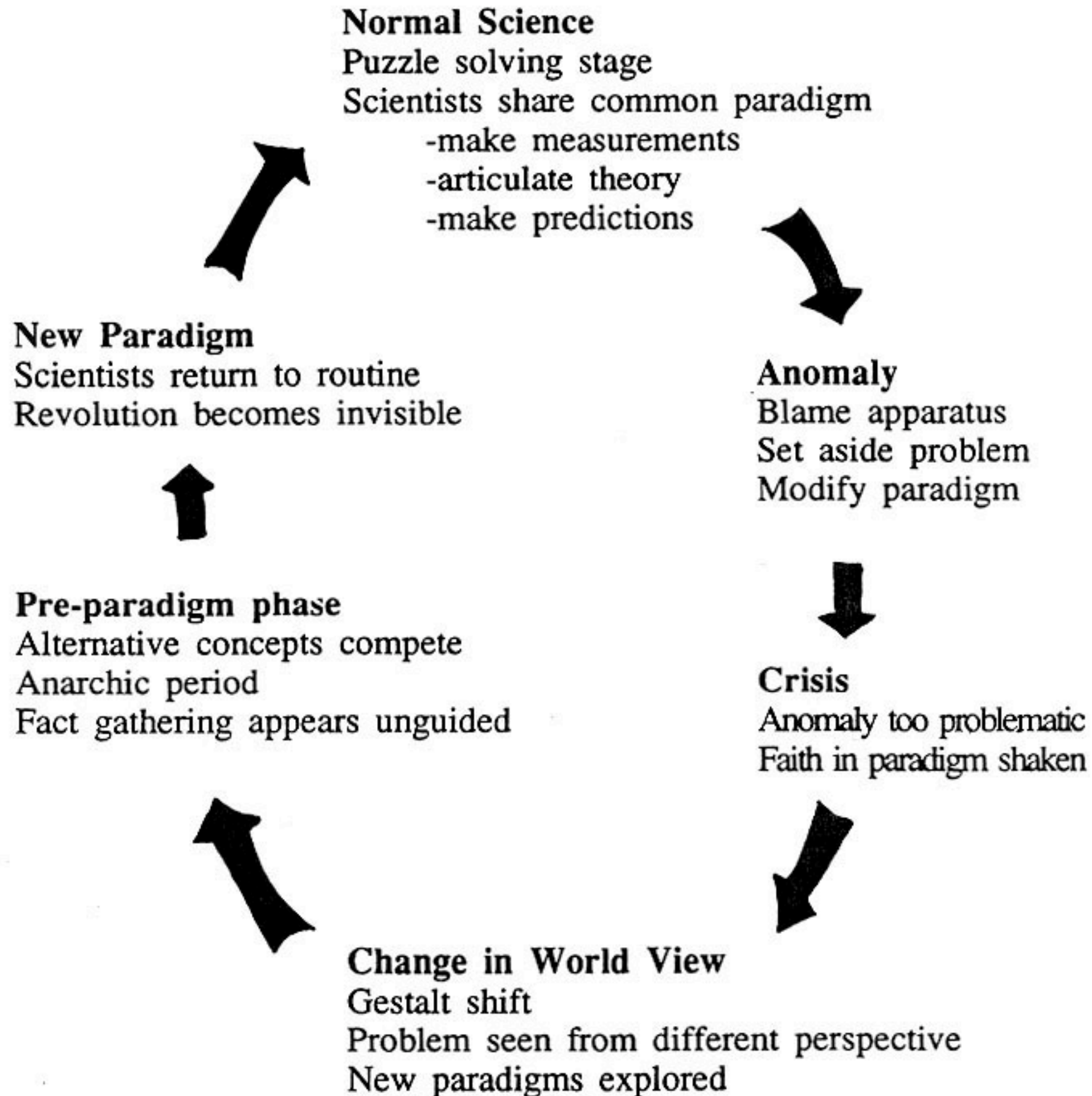
But how does change happen?

What is a “Theory of Change”?

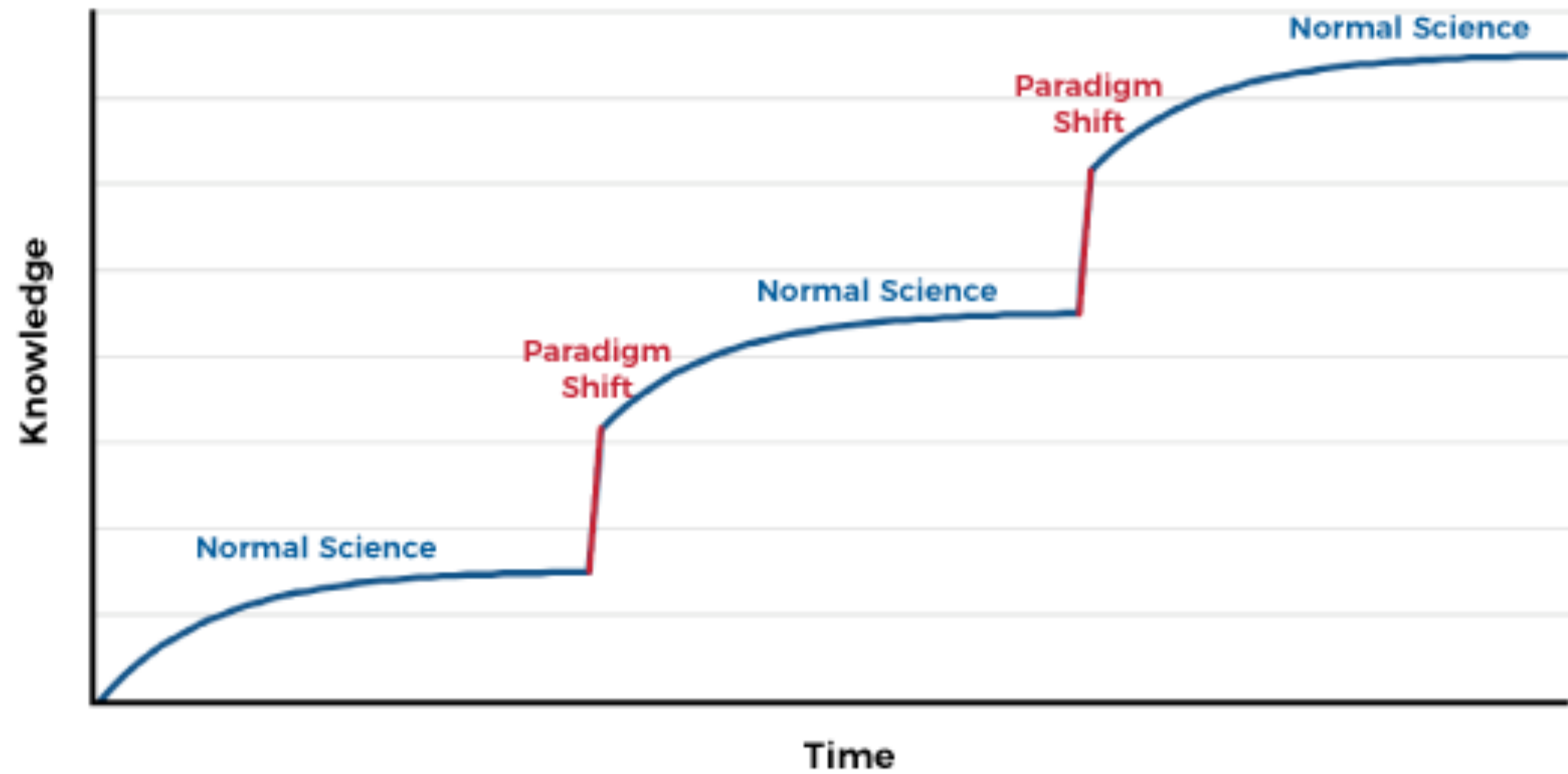


What are some examples of “a theory of change”?

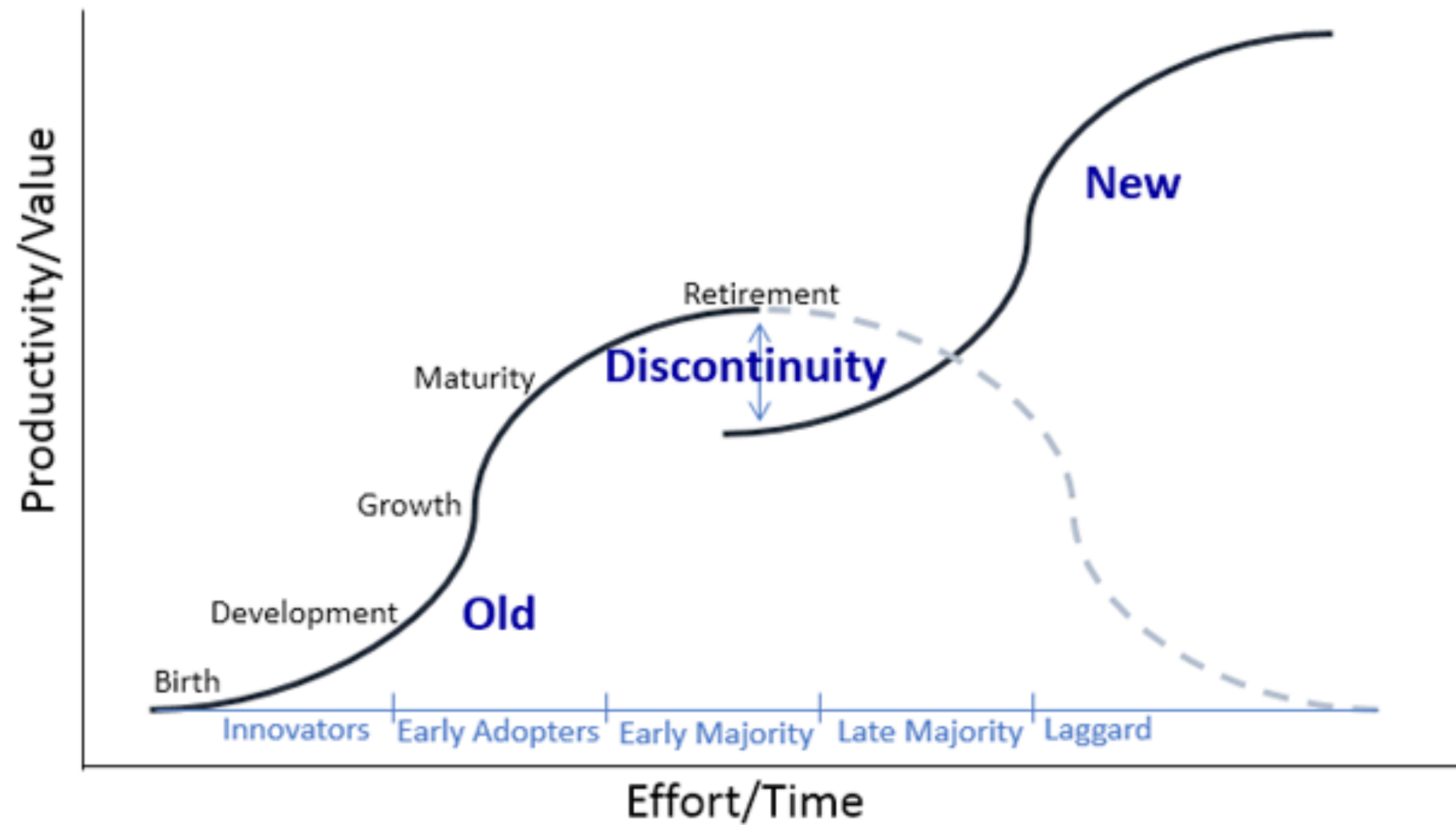




KUHN'S CYCLE OF SCIENTIFIC PROGRESS



Paradigm Shift and Diffusion of Innovation



What about theory of change in sustainability context?

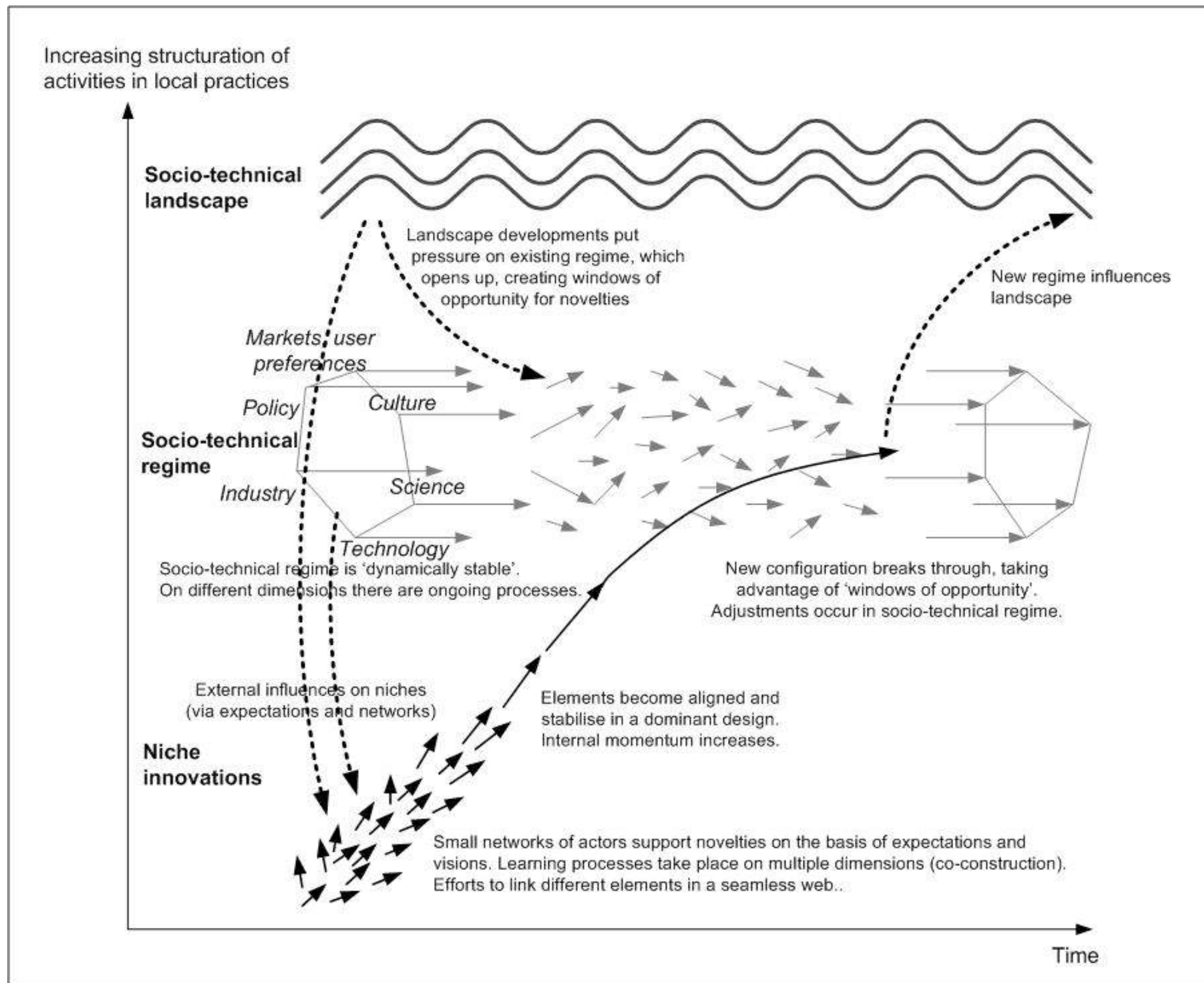
“Such a theory must, Lin believed, **be grounded in an expanded evolutionary paradigm** that is capable of explaining not only how organisms evolve and change, but also how rules, norms, institutions, and cultures evolve and change.

.....

On the other hand, one unique feature of **cultural evolution compared to biological evolution is that it is “reflexive” in the sense that goals and foresight can affect the process.** “To a certain extent, we can design the future that we want by creating new cultural variants for evolution to act upon and by modifying the goals that drive cultural selection. If our societal goals shift from maximizing growth of the market economy to maximizing sustainable human well-being, different institutions will be better adapted to achieve these goals. As we learn more about the process of cultural evolution, we can better anticipate the required changes and can more efficiently design new institutional variants for selection to work on”

.....

The rapid rise of *homo sapiens* is a result of its ability to rapidly change behavior through cultural rather than biological evolution.”



“In addition to regime dependencies, **socio-cultural values and practices increase the complexity and thus increase the difficulty of analysing and, more so, transforming regimes.** Again in the example of laundry, Shove (2003) points out that, in addition to design of washing machines and developments in textiles and detergents, gender relations, values of hygiene and cleanliness, and expectations of comfort and convenience are important characteristics of the regime. **These sociological aspects are less manageable within an analysis approach focusing solely on technological change yet are very important in creating markets for yet-to-be-developed technologies.** The necessity to consider sociological aspects also challenges the autonomous regime concept since **socio-cultural aspects of a socio-technical regime underlie other regimes as well. The socio-cultural aspects shared by different socio-technical regimes increase the regime dependencies.**”

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For example, findings of Shove (2003) regarding the values of cleanliness suggest, socio-cultural change might happen rapidly, sometimes even within the same generation. Therefore, for an effective management of regime transformation socio-cultural (i.e. behavioural) change needs to be taken into consideration as well as technological change both when analysing the current regime and when developing strategies to transform it.



Transition versus Transformation

Table 1
Comparing applications of ‘transition’ and ‘transformation’.

Dimension of system change	Transition	Transformation
System focus	Focus on complex adaptive systems Social, institutional and technological change in societal sub-systems (e.g. energy, mobility, cities) (Loorbach et al., 2017)	Large-scale societal change processes (global, regional, local etc.) involving social-ecological interactions (Brand, 2014, Folke et al., 2010, De Bruijn and Norberg-Bohm, 2005)
Dynamics and processes	Complex and uncertain system patterns and mechanisms including path-dependency, emergence, thresholds ‘How’ non-linear change occurs focusing on dialectics between support and hindrances (Geels and Schot, 2007, Rotmans et al., 2001)	‘What’ are emergent patterns of change and how do these affect outcomes (Folke et al., 2010, Holling et al., 2002)
Normativity	System change is contested and can be desirable and undesirable Outcome focus on shift from unsustainable to sustainable system state (Loorbach et al., 2017)	Outcome focus on creating safe and just operating spaces to avoid undesirable system change (Olsson et al., 2014, Raworth, 2012)
Agency and governance	Multi-actor processes enabling innovation, learning, collaboration and knowledge integration Developing disruptive interventions to support sustainability transitions (Farla et al., 2012)	Respond to the implications of change (e.g. risks, vulnerabilities); individual motives and values supporting transformations (Olsson et al., 2014, O’Brien, 2012)

What is a “Theory of Change”?

intentional versus unintentional

forced versus voluntary

top-down versus bottom-up

biological/genetic adaptation versus socio-cultural cultural adaptation

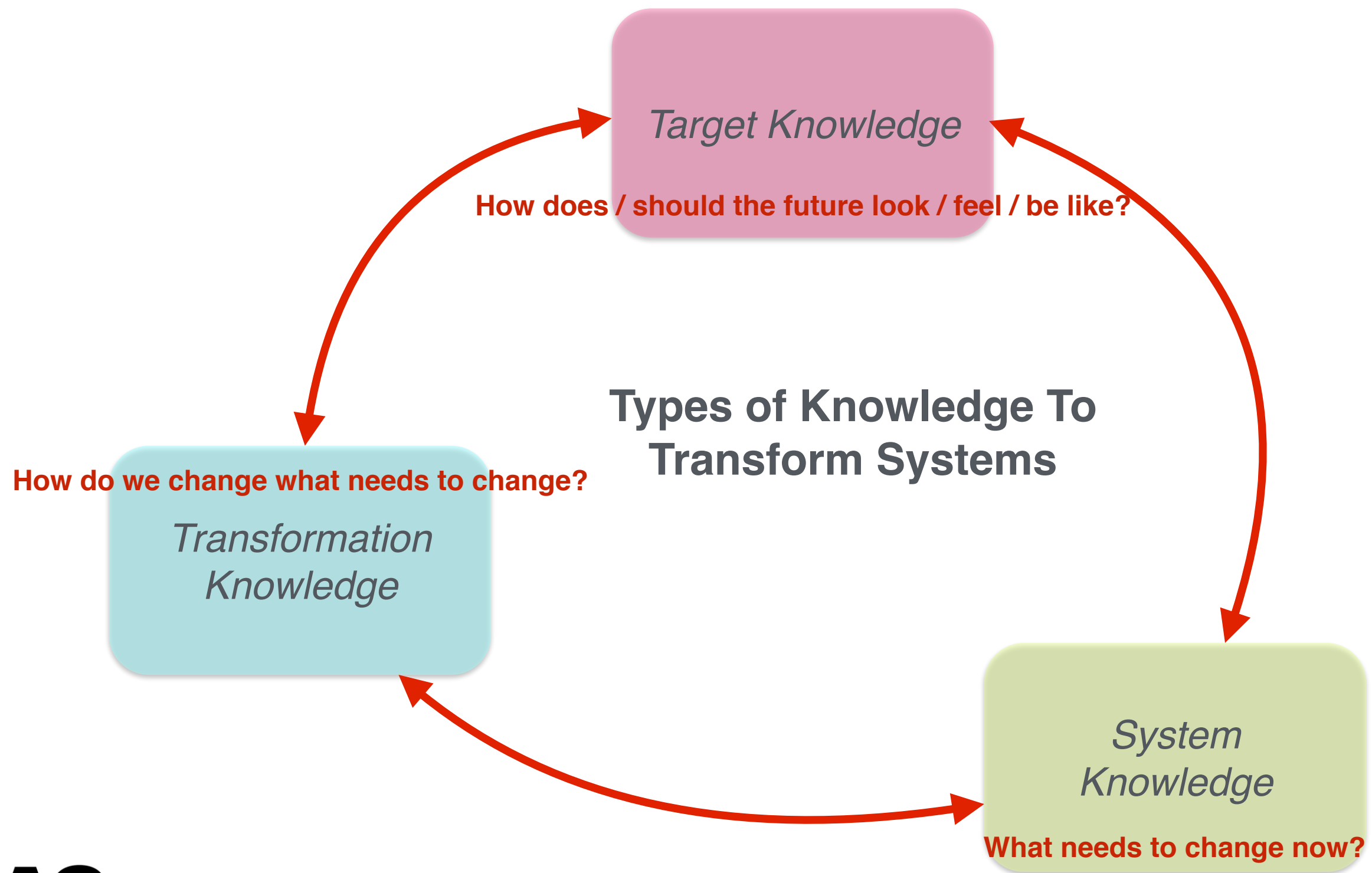
technological versus behavioural

revolutionary versus incremental

...



If we put all of this in context...



If we put all of this in context...

How do we change what needs to change?

*Transformation
Knowledge*

Group Work - Develop a Theory of Change

Form 4 groups of equal number of students

As a group you will develop your “theory of change”

What needs to change?

How do these change?

What do these change mechanisms imply on managing/leading/designing change?

Who are the key actors? What do they do?

Think about the readings and your learnings from other courses in CS

Think about which disciplines or bodies of thought would be needed to develop your theory



Gallery Walk

Four rounds

Briefly explain the theory of change your group has developed (5 mins)
Others feedback on what's good, what's missing, what's indicative of
“researcher bias”



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**Remember Next Week
You're Presenting**



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