

Takeaways from Geoff Mulgan: How to energise our collective imagination

In: "Another World is possible"

What it's generally about?

- How to generate new ideas in fields where creativity does not usually happen, like government institutions
- Proposes theoretical insight to "decomposing creativity" but does not give many practical examples
- "It's essential to be able to take distance from the subject and get rid of old dominant narratives"

Distancing and questioning current reality

Designing an alternative

Creative methods proposed:

- Extension : extension of an aspect of an existing practice
- Grafting : taking an idea from a field and applying to another
- Inversion : do the completely opposite thing
- Addition- Add things, (solutions, measures, ideas)
- Subtraction- Take away parts (sometime not doing things is better than doing them")
- Mobilising metaphor and analogies : "Society as a war"
- Using Randomness : expanding possibilities and unleashing creativity
- Inspiring alternative ways of thinking through Storytelling

What stuck with us?

- Examples of Extension - Play with imaginary scenarios.
- Building worlds and narratives- Climate change
- Children's imagination
- Scenarios: bland but possible future scenarios
- Backcasting: Desired outcomes but time and lives are non-linear
- Three Horizons Framework as a complementary method to backcasting