



GEM – Sustainable Futures Camp

Preparatory Courses – Learning Materials and Templates

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Introduction

The online courses leading up to the Sustainable Future Camp served to bring all participants from different countries and different disciplines together to get to know each other and to bring them to a common level of knowledge about sustainability and new media formats.

All knowledge transfer took place in the form of workshops and almost always had to be worked out by the participants themselves.

This document guides step by step, including detailed timelines and templates, through the four preparatory workshops and can thus be used as a blueprint for other workshops with the same or similar objectives.

A detailed description of the procedure and methods for the onsite workshop can be found in a separate document.

Preparatory Course basic data

Preparatory Workshops – Schedule Overview



- Online Workshop 1**
 02.05. | 15:00 – 17:30 CET
 Introductions of all partners and students (Icebreaker)
 Unit Overview Building a knowledge Hub → Research
- Online Workshop 2**
 09.05. | 15:00 - 17:30 CET
 Intro into Future Prototyping and Art For Futures Lab method → Research
- Online Workshop 3**
 23.05. | 15:00 - 17:30 CET
 Exchange on innovation research + Speculative Design and Design Sprint methods
- Online Workshop 4**
 30.05. | 15:00 - 17:30 CET
 Overview of goals, settings etc → Camp organisations

Preparatory Workshops – Collaboration Tools

- Miro Board**
 The Miro Board will be our main source of truth and our collaboration space
- Zoom**
 Zoom as communication platform during all preparatory workshops
- Google Drive**
 All content and documentation will be shared on Google Drive
- Discord**
 All participating teachers and participants will communicate on Discord

Workshop 1

Schedule 02.05.2023 | 15:00 – 17:30 CET | Workshop 1

- **15:00 - 15:20**
Introductions of project idea by Björn Stockleben (FUB, Germany)
Camp and workshop outlook by Nicole Loeser (IFAI, Germany)
- **15:20 - 15:55**
Introductions of all partners (5 min each)
 - [Film University Babelsberg KONRAD WOLF](#), Germany
 - [Tampere University](#), Finland
 - [Tampere University of Applied Sciences](#), Finland
 - [National and Kapodistrian University of Athens](#), Greece
 - [University of Malta](#), Malta
 - [Academy of Dramatic Art, University of Zagreb](#), Croatia
 - [Jagiellonian University in Kraków](#), Poland
 - [Lodz Film School](#), Poland
 - [Institute for Art and Innovation e.V.](#), Germany
- **15:50 - 16:20**
Mentimeter and Typeform (Evaluation)
Introduction of students (Breakouts)
- **16:20 - 16:30 Break**
- **16:30 - 16:45**
Knowledge Hub - Research of relevant terms by 12-13 groups (Breakouts)
- **16:45 - 17:15**
Exchange and definition of working terms / Summary + Outlook
- **Next steps**
 - All camp participants fill in their team cards (due to 09.05.2023)
 - Check out the contributions for prep and camp to detail the program

Knowledge Hub – Working Definitions | Instructions

1. In groups, research the term individually and write your explanation on a post-it in the template. Don't forget to mention sources!
2. Exchange on your findings/context to find a common ground.
3. Pick a person to present.
4. Present back to the main group.

Schedule:

→ 15 min in breakout groups

→ 15 min for all groups to present

Knowledge Hub – Working Definitions | Terms

Climate Change	Anthropocene	Planetary Boundries
Sustainability	SDGs	Circular Economy (+Degrowth)
Carbon Footprint	Water footprint	Biodiversity + Biodiversity Loss
Limits of Consumption	Regenerative Culture	Biorevolution

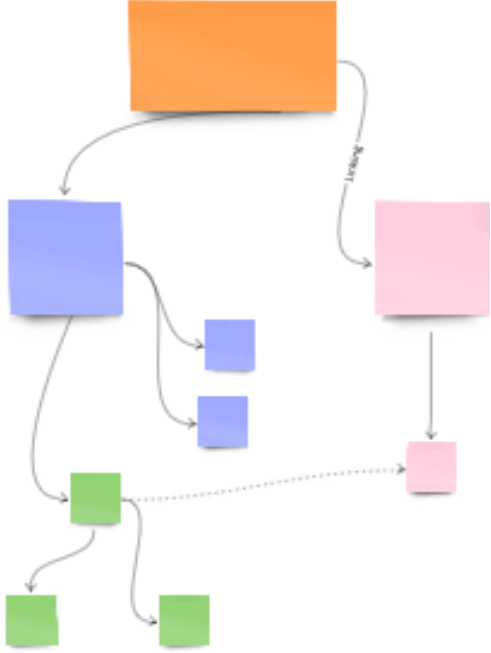
Other optional terms

The list of terms to be defined can be extended for larger groups. The 14 terms above are those agreed by the GEM Consortium for this workshop.

Here just a few examples for further terms:

Cradle-to-Cradle	Greenwashing	Tipping Points
Speciesism	Urban mining	Zero Waste

Knowledge Hub – Working Definitions | Template

<p>Term:</p>	
<p>Source:</p>	<p>Definition:</p>

Knowledge Hub – Working Definitions | Example Results

Example Result 1: Planetary Boundaries

Planetary Boundaries:



Sources:

<https://www.stockholmresilience.org/research/planetary-boundaries.html>

<https://www.helmholtz-klima.de/en/planetary-boundaries>

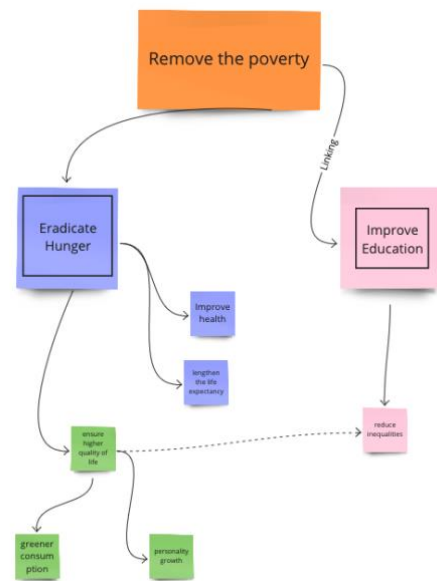
Definition:

The planetary boundaries concept presents a set of nine planetary boundaries within which humanity can continue to develop and thrive for generations to come.

Example Result 2: SDGs

SDGs:

Sustainable Development Goals, also known as the Global Goals, were adopted by the United Nations in 2015. Are *a universal call to action to end poverty, protect the planet, and try to ensure sustainability by 2030.*



Sources:

[Sustainable Development Goals | unfoundation.org](https://www.unfoundation.org)

https://en.wikipedia.org/wiki/Sustainable_Development_Goals

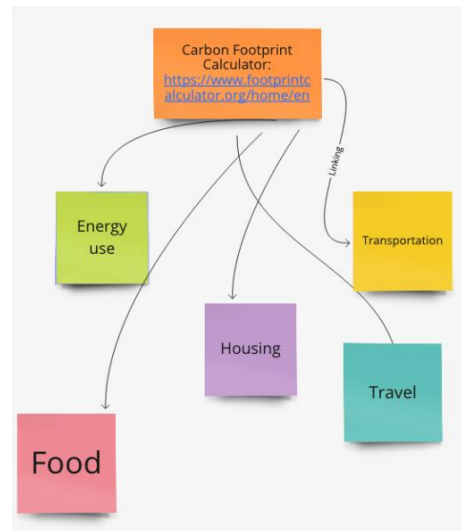
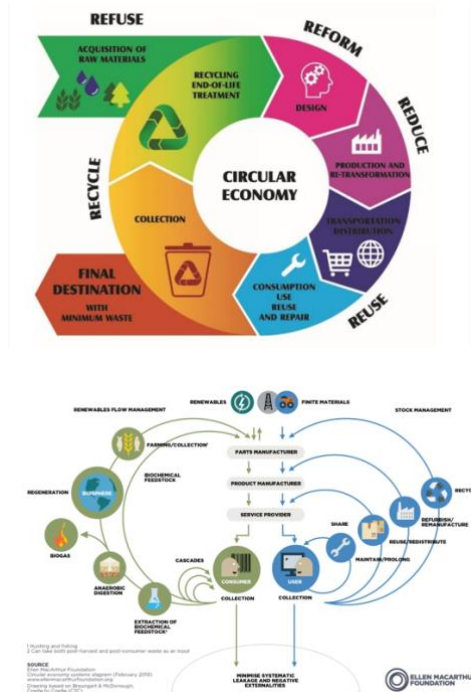
Definition:

The **17 Sustainable Development Goals (SDGs)** are the world's shared plan to e.g. end extreme poverty, reduce inequality, and protect the planet by 2030.

It was adopted in 2015 by 195 countries.

Example Result 3: Circular Economy (+Degrowth)

Circular Economy (+Degrowth)



Sources:

Chat GPT

<https://www.weforum.org/agenda/2022/03/21-circular-economy-solutions/>

[Ellen Mc Arthur Foundation](https://www.ellenmacarthurfoundation.org/)

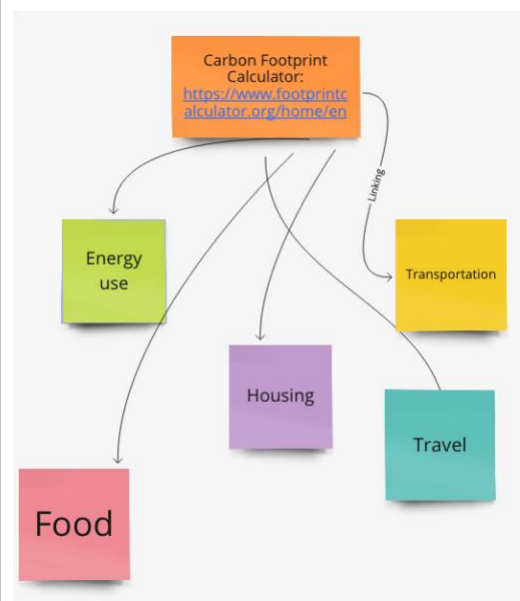
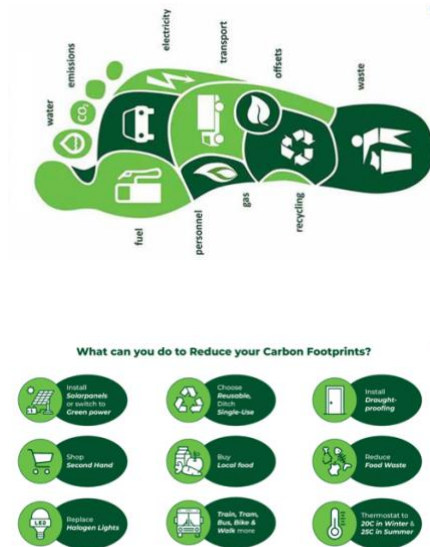
Definition:

CE is an **economic system that aims to eliminate waste and promote the continuous use of resources.** Products, materials, and resources are kept in use for as long as possible, and waste is minimized or even eliminated.

The butterfly diagram shows a natural circle and a technical one to keep the material flows separated

Example Result 4: Carbon Footprint

Carbon Footprint:



Sources:

<https://www.nature.org/en-us/get-involved/how-to-help/carbon-footprint-calculator/>

Definition:

A carbon footprint is the total amount of greenhouse gases (incl. carbon dioxide and methane) that are generated by (daily) human actions.

Team Player Card | Template

My expertise

You can add points here about:

add photo

Name and Title

My Why

add you purpose of being here

My Style

You can add points here about:

- your personality
- what energises you
- what drains you
- your preferences working in a global environment:
- your leadership style:
- your Business Chemistry categories

What I Value

You can add points here about:

- what is important to you at work
- what is important to you in your personal life
- what you value from Miro
- what you value from the team members you lead

What I bring to the workshop

You can add points here about:

- what expertise you can share

What I bring to the camp

You can add points here about:

- what expertise you can share

My identities

Add the identities that are important to you e.g. daughter, runner, entrepreneur etc.

add identity

add identity

add identity

add identity

What people misunderstand about me

You can add points here about:

- what you would like people to understand about you that you don't often verbalize;
- some of your behaviours that people misinterpret

add photo

Team Player Card: [add name]

Team Player Card | filled example

My expertise

Interdisciplinary Collaboration, EU-Project Management, Digital Transformation, Social and Cultural Entrepreneurship, Social Design, Art Curation, Public Art Projects, Future Prototyping



Nicole Loeser / IFAI Berlin

My Why

Empowering people to their full potential to steer towards positive futures

IFAI Berlin, Germany

My Style

- creative, rebellious, progressive, motivating
- loving sunshine and oceans
- it gives me pleasure to solve complex issues
- loving intergenerational, interdisciplinary collaborations
- keen about transformative and integrative leadership

What I Value

- Seeking better ways to understand the world, and striving to provide imaginative, diverse and inclusive visions for desirable, regenerative and resilient futures.
- Working interdisciplinary and interculturally across sectors.
- Bridging digital and physical realities.

What I bring to the workshop

- AFFL method
- ideation and workshop facilitation
- knowledge of sustainability models

What I bring to the camp

- Open Innovation, Scenario-Planning, Future-Prototyping.
- Facilitating educational, art & innovation, co-creation workshops.
- Coaching and mentoring creatives and entrepreneurs

My identities

Add the identities that are important to you e.g. daughter, runner, entrepreneur etc.

Entrepreneur

Gardener

Teacher

System Innovator

Dancer

Curator

Yogi, Mediator

What people misunderstand about me

- that I'm overworking myself with many different projects and roles
- that I don't care when I know the facts
- that I laugh (sarcastically) when people become dark and negative - and I wish to stay positive...

add photo

Team Player Card: Nicole

Workshop 2

Schedule 09.05.2023 | 15:00 – 17:30 CET | Workshop 2

- **15:00 - 15:10**
Speed Dating (All participants of the meeting on Zoom have been randomly divided into groups with the task of getting to know each other.)
- **15:10 - 15:15** Mentimeter
- **15:15 – 15:30**
Introduction into Art For Futures Lab (AFFL) method by co-founders Prof. Angelica Böhm (FUB, Germany) and Nicole Loeser (IFAI, Germany)
- **15:30 - 16:25**
Art For futures Lab Workshop Part 1 – Co Creation
- **16:25 - 16:35** Break
- **16:35 - 17:00**
Art For futures Lab Workshop Part 2 – Presentation (2-3 min per group)
- **17:00 – 17:15** Feedback Round
- **17:15 – 17:30**
Outlook for the next preparatory workshops and homework.
Homework: Research on existing solutions/ innovations in business, politics and society. Please fill in at least three examples in the table.

AFFL | Introductions and Time plan

1. In groups, research the term individually and write your explanation on a post-it in the template. Don't forget to mention sources!
2. Exchange on your findings/context to find a common ground.
3. Pick a person to present.
4. Present back to the main group.

Schedule:

- 15 min in breakout groups
- 15 min for all groups to present

AFFL | Workshop Result Example

Team + Roles	TOPIC	LOCATION	CHARACTER 1	CHARACTER 2	OTHER SPECIES
First Name, Last Name 1. Anke Weisenburger (trepreneur) 2. Marco Maturska (manager) 3. Tuomo Joronen (artist) 4. Dimitris Charitos (ionary)	Which green production innovation will there be in 2030? Hydrogen generator	e.g. city district / mobile living space / film school off road - in the wild nature - supporting media production in the wilderness - overnight	e.g. politician / young father or mother / senior chef from the catering truck	e.g. farmer / filmmaker / person in transition / art student biologist	e.g. 1000 year old oak / rare birds / bugs frogs


SUCCESS STORY / NARRATIVE

How do we want to live in 2030? Develop a scene of a positive future with the ingredients from above. Please write sentences. (15 min.). Note: In a good story there is a problem that gets solved ;-)

Sometimes it's hard to shoot in the wilderness (for example, nature reserves, jungles...). Not only because you rarely get a shooting permit, but also the conditions are difficult. For example, you don't have electricity. At the same time, there are a lot of conditions that you have to meet in order to protect the nature, for example that you can't bring cars - exhaust fumes - into these protected areas.

Our art student thought about how to solve this problem - to have electricity in the wilderness, so that the cook of the catering truck (and also the light crew) is happy, but at the same time protects the environment and came up with the idea of a hydrogen generator that would solve this problem.

After the shoot, he noticed that the water - which comes out of the generator as waste - has formed a small pond in which a family of frogs is enjoying themselves. So a hydrogen generator is not only practical to produce electricity, but also at the same time to give frogs a small fun pond.



MEASURES

How would an action plan over the next 7 years look like to implement and realise your future vision? (5 min)

research the process of producing green hydrogen from animal and human excrements

if we could fit this technology in a vehicle we could transport it to the areas where nature is abundant and produce hydrogen which can then be used to support the production of media

www.artforfutureslab.com

Template for existing solutions and innovations

Country	City	Name of Startup	Website of Startup (Business, Social Initiative etc.)	Innovation description (max. 500 characters)	...

All Columns of the spread sheet template on Google Drive:

Country | City | Name of Startup | Website of Startup (Business, Social Initiative, etc) | Innovation description (max. 500 characters) | Sustainability Field | Founding Year | Link to 1-2 images (royalty-free or ask for permission) | Founders' name | Portrait Pics (of founders) | Short bio of founders (max. 250 Characters) | Founder Contact (Email) | Founder Contact (Phone) | Researching Student's name | Researching Student's Email

Workshop 3

Schedule 23.05.2023 | 15:00 – 17:30 CET | Workshop 3

- **15:00 - 15:15** Speed-Dating
- **15:15 - 15:45**
Exchange on innovations that were found in local areas – what is Green Production?
- **15:45 - 16:00**
Understanding of New Media Formats by Nicole Loeser, IFAI, Germany
- **16:00 -16:15**
Nature walk as a starting point for creative and sustainable projects by Carita Forsgren, TAMK, Finland
- **16:15 - 16:30**
Design Sprint methods in Sustainable Design context, Sprint with planet by Kirsi Karimäki, TAMK, Finland
- **16:30 - 17:00**
Exercise: Planet as a persona in design project
- **17:00 - 17:15**
Exchange on outcomes
- **17:15 - 17:30**
Outlook for next session (goals of camp)

Innovations that were found in local areas | Examples

Example 1

Country: [Finland](#) | City: [Tampere](#) | Name of Startup: [Liquid sun](#) | Website of Startup: (Business, Social Initiative, etc): <https://www.liquidsun.fi/> | Innovation description (max. 500 characters): [Taking CO2 from the air and turning it into synthetic fuel.](#) | Sustainability Field: [Energy](#) | Founding Year: [2023](#) | Link to 1-2 images (royalty-free or ask for permission): / | Founders' name: / | Portrait Pics (of founders): / | Short bio of founders (max. 250 Characters): / | Founder Contact (Email): / | Founder Contact (Phone): / | Researching Student's name: / | Researching Student's Email: /

Example 2

Country: [Malta](#) | City: [Santa Venera](#) | Name of Startup: [Infrastructure Malta](#) | Website of Startup: (Business, Social Initiative, etc): <https://www.infrastructuremalta.com> | Innovation description (max. 500 characters): [They placed a vertical garden on a 350 metre concrete wall. The vertical wall is made from eco-friendly recyclable material. An automatic drip irrigation system was also placed near the vertical garden. The development of this vertical garden will be studied by Infrastructure Malta and Ambjent Malta to assess the feasibility of introducing this green infrastructure in other public spaces. In fact, the vertical wall has also been placed in Paola.](#) (<https://www.infrastructuremalta.com/news/27600-plants-longest-green-wall-malta>) | Sustainability Field: [Environment](#) | Founding Year: [2018](#) | Link to 1-2 images (royalty-free or ask for permission): / | Founders' name: / | Portrait Pics (of founders): / | Short bio of founders (max. 250 Characters): [Infrastructure Malta is an agency that maintains the development, maintenance and upgrading of Maltese roads and infrastructure.](#) | Founder Contact (Email): info.im@infrastructuremalta.com | Founder Contact (Phone): [\(+356\) 23341000](#) | Researching Student's name: / | Researching Student's Email: /

Example 3

Country: [Poland](#) | City: [Lublin](#) | Name of Startup: [Saule Technologies](#) | Website of Startup: (Business, Social Initiative, etc): <https://sauletech.com/> | Innovation description (max. 500 characters): [First in the world solar panels in technology of perovskite on building Aliplast. Perovskite solar cells printed on thin, flexible substrates at low temperatures. Our solar cells' architecture and manufacturing process are based on our own patented technology. The unique features of perovskite solar cells broaden possible applications of the solar PV we know today](#) | Sustainability Field: [Energy](#) | Founding Year: [2020](#) | Link to 1-2 images (royalty-free or ask for permission): / | Founders' name: [Olga Malinkiewicz](#) | Portrait Pics (of founders): / | Short bio of founders (max. 250 Characters): [Olga Malinkiewicz, co-founder and CTO discovered and patented a method of printing perovskite on flexible foils. Since then, Saule Technologies gathered an international team of scientists and engineers to expand the possibilities of perovskite solar. As a PhD student at the University of Valencia, Olga Malinkiewicz invents a revolutionary method to produce solar cells by coating perovskites on flexible foils. This achievement earns her multiple awards and garners international media attention.](#) | Founder Contact (Email): b2g@sauletech.com | Founder Contact (Phone): / | Researching Student's name: / | Researching Student's Email: /

Understanding of New Media Formats | Groupwork

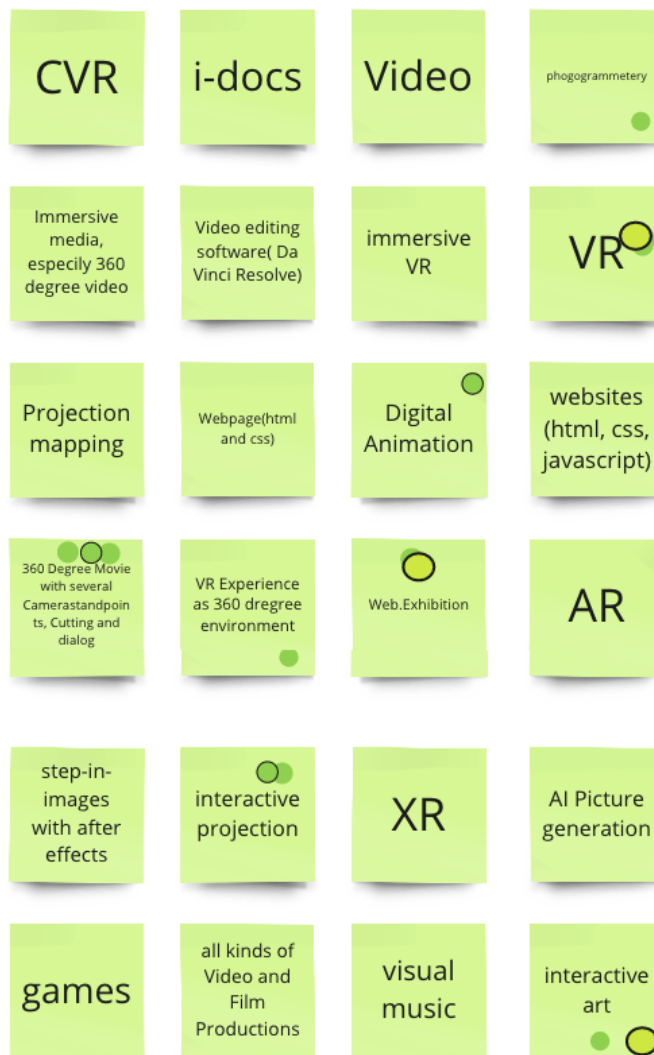
New Media Formats I can develop

Groupwork Instructions:

10 minutes for all participants to fill the post-its to all three questions:

Afterwards:

Request to put a green dot on every format one is interested in, but did not write himself



New Media Formats I'd like to develop

AI Cinema	AI motion capture	Virtual Reality	3D printing
Generative immersive media, like VR game	AI art	3D Video	3D modelling
Interactive formats - video games	art generator	new engaging fictional Social media content	360 degree movie with easy presentation-ideas (VR is difficult)
virtual reality	evolutionary audiovisual immersive spaces	animation videos	

New Media Formats I don't know (yet)

Underwater motion capture	meditative media	EEG media	technoshamanistic media
Immersive mobile projections like cave but on home equipment	360degree streaming	Interaction with animals	mind interfaces
interactive storytelling with smart materials	hybrid geolocated augmented multi-user experiences		

New Media Formats – XR | List by IFAI

Extended Reality (XR):

XR refers to the spectrum of technologies that encompass virtual reality (VR), augmented reality (AR), and mixed reality (MR). XR as a new media format expands the possibilities for creative expression, interactive experiences, and engaging storytelling. It provides a unique way for users to consume and interact with media content, offering immersive, participatory, and spatially aware experiences that transcend traditional media formats.

Virtual Reality (VR):

VR involves creating a simulated environment that users can interact with through specialized headsets. It enables immersive experiences by placing users within a digitally created environment, allowing them to explore and interact with the virtual world.

Augmented Reality (AR):

AR overlays digital content onto the real world, typically through the use of smartphones or wearable devices. It enhances the user's perception of reality by adding computer-generated elements, such as graphics, information, or interactive features, to the physical environment.

Mixed Reality (MR):

MR combines elements of both VR and AR, allowing digital content to interact and coexist with the real world. MR enables users to interact with virtual objects in a real-world setting, resulting in more seamless and realistic experiences. It merges the physical and digital realms, creating interactive and immersive narratives and simulations.

Immersive Experiences:

XR technologies offer users the opportunity to engage with media content in a highly immersive manner. Whether it's exploring virtual environments, interacting with virtual characters, or visualizing information in 3D space, XR provides a new level of immersion and interactivity that traditional media formats cannot replicate. These experiences may involve interactive installations, live actors, multimedia elements, and personalized narratives.

Interactive Storytelling:

XR enables new forms of storytelling by placing users at the center of the narrative. Users can become active participants in the story, make choices that influence the plot, and interact with characters and objects in the virtual or augmented space. This interactive storytelling aspect of XR provides a unique and engaging media format.

Interactive Storytelling Apps:

Interactive storytelling apps combine elements of storytelling, gaming, and interactivity to engage users in immersive narratives. These apps often involve choose-your-own-adventure storylines, puzzles, and interactive elements that allow users to shape the outcome of the story.

Spatial Computing:

XR introduces spatial computing, which enables the understanding and interaction with the physical space and objects in a virtual or augmented environment. Users can manipulate virtual objects, navigate through virtual worlds, and collaborate with others in real-time, creating a highly interactive and dynamic media format.

Training and Simulation:

XR has significant applications in training, simulations, and virtual prototyping. It allows users to practice skills, experience realistic scenarios, and receive immediate feedback in a safe and controlled environment. XR as a new media format can revolutionize training methodologies across various industries, including healthcare, engineering, and military.

New Media Formats | List by IFAI

Wearable Technology:

Wearable devices, such as smartwatches, fitness trackers, and augmented reality glasses, provide users with personalized and interactive experiences directly on their bodies. These devices often integrate with smartphones or other platforms to offer a range of functionalities and interactive features.

Holographic Displays:

These displays use technology to create three-dimensional projections that appear to float in space without the need for special glasses. These displays enable interactive and immersive experiences by allowing users to interact with and manipulate holographic content.

Interactive Art Installations:

Interactive art installations blur the boundaries between art, technology, and user interaction to create immersive experiences in physical spaces, inviting viewers to actively engage with the artwork. They may involve sensors, motion detection, projection mapping, augmented reality, or interactive objects and interfaces that respond to the presence or actions of viewers, creating dynamic and participatory experiences.

Interactive Web Experiences:

With the advancements in web technologies, interactive web experiences have gained popularity. These include interactive websites, web-based games, and multimedia storytelling platforms that engage users through interactive elements, animations, videos, and user-driven narratives.

Data-driven Storytelling:

Data visualization and storytelling techniques are employed to convey complex information and narratives in a visually engaging and interactive manner. It enables users to explore and interact with data, uncover patterns, and gain insights

Blockchain-enabled Content Platforms:

Blockchain technology has enabled the development of decentralized content platforms that provide creators with more control and ownership over their work. These platforms leverage blockchain's transparency and security to facilitate direct interaction and transactions between creators and audiences.

AI-powered Personal Assistants:

AI-powered personal assistants, such as Amazon's Alexa, Google Assistant, or Apple's Siri, offer interactive and voice-controlled experiences. They assist users with tasks, answer questions, provide recommendations, and control smart home devices, all through natural language interaction.

3D Printing and Digital Fabrication:

3D printing and digital fabrication technologies allow for the creation of physical objects based on digital designs. These technologies provide opportunities for customization, personalization, and interactive design processes, enabling users to participate in the creation of physical products.

Interactive Videos:

Interactive videos enable viewers to interact with the content by making choices or engaging in branching narratives. They often incorporate elements like clickable hotspots, quizzes, or decision points, providing an immersive and personalized viewing experience.

Webcomics:

Webcomics are comics or graphic novels that are published online. They provide a platform for artists and storytellers to share their work digitally, often incorporating interactive features, animations, and sound effects.

Mobile Apps:

Mobile applications encompass a wide range of formats, including games, productivity tools, social networking platforms, educational apps, and more. They leverage the capabilities of smartphones and tablets, providing interactive and personalized experiences to users.

Gamified Learning Platforms:

These platforms combine educational content with game mechanics to create engaging learning experiences. They often incorporate elements like points, badges, leaderboards, and challenges to motivate and reward learners.

Interactive Learning Platforms: Interactive learning platforms leverage technology to provide engaging and interactive educational experiences. They may include features like gamified learning, adaptive assessments, virtual laboratories, collaborative learning tools, and personalized learning paths.

Podcasts and Audio Experiences:

Podcasts have seen a resurgence in recent years, providing audio-based content on various topics. Additionally, new audio formats, such as immersive audio experiences and interactive audio dramas, are emerging, utilizing binaural sound and interactive elements to engage listeners.

Virtual Events:

With advancements in virtual event technologies, virtual conferences and events have gained popularity. These platforms provide opportunities for attendees to participate remotely through live streaming, interactive sessions, networking tools, and virtual exhibition halls.

Social Virtual Reality (VR):

Social VR platforms enable users to interact and socialize with others in virtual environments. These platforms allow for immersive social experiences, virtual gatherings, and collaborative activities in a shared virtual space.

Live Streaming and Webinars:

Live streaming platforms enable real-time broadcasting of events, performances, presentations, or discussions to a global audience. Webinars, on the other hand, focus on interactive online seminars, workshops, or training sessions where participants can engage in real-time with the presenter or host.

Social Media Stories:

Stories, a feature popularized by platforms like Snapchat and Instagram, allow users to share temporary content such as photos, videos, or text that disappear after a short period. This format encourages more ephemeral and casual storytelling, fostering user engagement and interactivity.

Live Collaborative Streaming:

These platforms enable users to collaborate and create content together in real-time. They provide features for multiple users to contribute to a shared stream, enabling interactive collaborations, virtual performances, and real-time co-creation.

Live Social Media Experiences:

Social media platforms continuously introduce new formats and features to engage users. Live videos, 360-degree photos and videos, Stories, and ephemeral content have transformed social media into dynamic and interactive spaces for sharing experiences.


Nature walk for creative and sustainable projects



Minireature: Tips for using nature as a learning space | [Link to the Video on YouTube](#)

Planet as a persona | Template

Planet as a persona



Quote:
"Is is just me or is it hotter than in a while?"

Name:
Tellus

Age:
4.5 billion years

Location:
Solar system

Goals & objectives:

- Circulating around a star
- Keep life on earth: Provide liveable conditions to all life forms
- etc.

Canvas by: Katri Pakula. Icons: Flaticon.

Chosen goal / Our focus today:
"Keep life on earth"

Gains

Potential gains [Tellus] has regarding the goal: what would be potential upside of things?


I hope I get to further evolve the bio pool richness & balance of systems I created over time...

Pains

Pain points [Tellus] has regarding the goal. Why can't they solve this goal? What are their barriers?

I struggle to produce enough resources and balance the planetary system to keep up with the needs of human beings. Oh why are they so short-sighted!

TASK / Create a Planetary sub-persona:



Quote:
"

Focus area:

LIFE BELOW WATER

LIFE ON LAND

<https://sdgs.un.org/goals>

Name:

Age:

Location:

Goals & objectives:

What are the pains and gains of the persona now and in the future regarding key objectives?

Gains:

Pains:

Course GEM – Action!

If you were to create a business concept in Future kitchen industry, what actions should be done considering this specific persona you created? (i.e. use renewable energy, self-powered transport, minimizing buying electronic devices...)

To Do's

Write bullet points / post-its of how to consider this persona in service creation:

GEM – Sustainable Futures Camp / Preparatory Course – Learning Material and Templates


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Planet as a persona | Instructions and Example Outcomes

Planet as a persona is a sustainable design method. The planet will be our target group. The chosen goal is to keep life on earth.

Create a planetary sub-persona in regard of the SDG's. Follow the template questions and be empathetic with your chosen persona.

TASK / Create a Planetary sub-persona:



Focus area:
 LIFE BELOW WATER
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Name: Polar Bear
Ursus maritimus

Age: 20-30 years

Location: Arctic regions

Goals & objectives:
traveling, hunting, mating, resting

What are the pains and gains of the persona now and in the future regarding key objectives?

Gains: preserving biodiversity; preserving sustainable food-chain (the polar bear is an essential part of the Arctic food chain)

Pains:

- their habitat needs to be preserved (ice is melting)
- their main source of food (seals) also needs the ice to raise their babies


Quote:
 “ I have become a living symbol of the dangers of global warming. My habitat is shrinking more and more.

To Do's

Write bullet points / post-its of how to consider this persona in service creation:

- Slow down climate change
- Think locally and sustainably
- Reduce carbon footprint
- Save energy and water, use renewable energy

TASK / Create a Planetary sub-persona:



Focus area:
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Name: Northern Pike, *Esox lucius*

Age: 13 years (running for 25!)

Location: A clear, rocky lake

Goals & objectives:
Need for space, smaller fish & specialities to eat, some vegetation to pray for food in

What are the pains and gains of the persona now and in the future regarding key objectives?

Gains: Humans prefer other culines than me, so I should be free to swim around. (Though they do eat my food...)

Pains: If there's much more plantation and microbes → less clear water → I can't see the pray! Will I get enough food? Will I get new parasites to my gills? Also, humans like me as a sport, so I need to keep eyes open...

Quote:
 “Hunting is best. You have to excel in holding still and then – strike! Muddy waters, no thank you”

Image: "Esox Lucius - Northern Pike" by [author] is licensed under CC BY 2.0.

To Do's

Write bullet points / post-its of how to consider this persona in service creation:

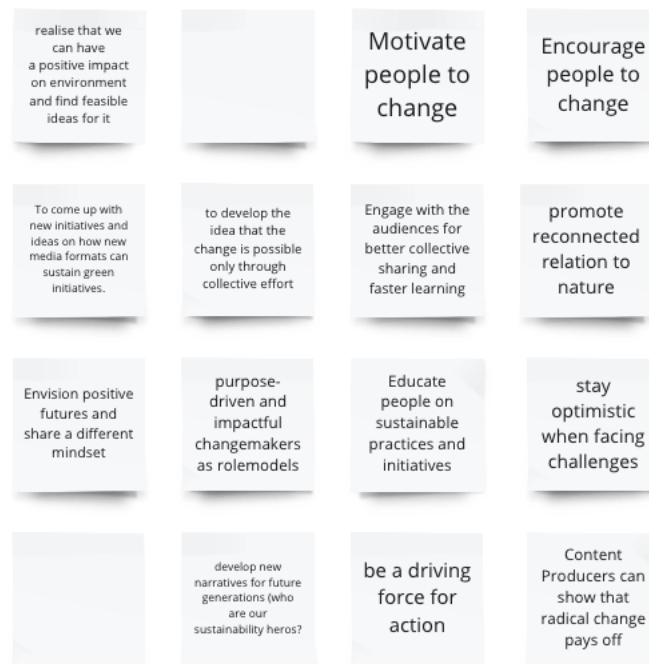
- Use sustainable fish (e.s. MCS certification)
- Use cleaning agents that are biodegradable
- Hold also stakeholders accountable for their emissions to water

Goals for the Camp Outputs

What goals do we want to achieve with our Sustainable Futures camp outputs (new media formats)?

1. Brainstorm for 10 min. on the envisioned outcomes
2. Exchange in the main group for 5-10 min
3. Cluster the planes outcomes
4. Define main goals and subgoals

What goals do we want to achieve with our Sustainable Futures Camp outputs, the new media formats?



Guiding question: How can content producers address sustainability in the next two decades as it might determine the kind of world current and future generations will live in?

There needs to be tools that are easy to use that enable calculating the impact of the actions taken.

Call to action that will be heard

We need more transparency and openness to the energy consumption since in cloud and AI era, the consumption takes place elsewhere.

Workshop 4

Schedule 30.05.2023 | 15:00 – 17:30 CET | Workshop 4

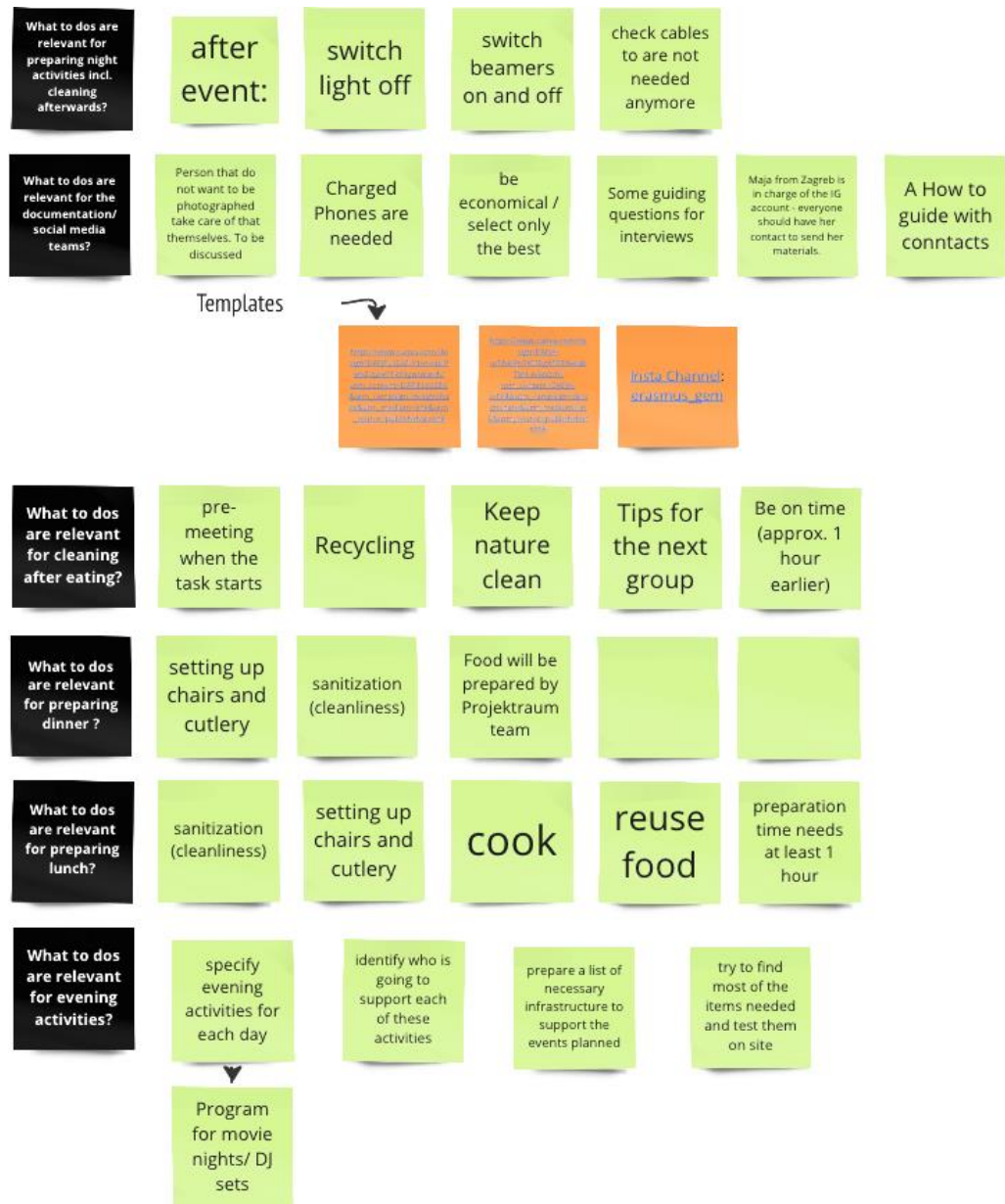
- **15:00 - 15:15**
Team Cards - Introductions on Miro
- **15:15 - 16:00**
Overview of Camp Organisation and Team Structures
- **16:00 - 16:30**
Breakout Sessions for defining Working Teams' duties
- **16:30 - 17:00**
Sustainability aspects of New Media Formats
- **17:00 - 17:15**
Green Production facets of New Media Format development
- **17:15 - 17:30** Check-Out

Overview of Camp Organisation and Team Structures

- Sun: Arrival / **8 Working Teams** (Sun - Fri) á 8-9 people
Teams are assembled by lottery on arrival
- Mon: Nature Walks in **4 groups** á 17-18 people
- Mon: AFFL Workshops in **14 groups** of 5 people
- Tue - Thur: Design Sprint / **10 Creative Teams** á 4-5 students + 2 facilitators
Mixed international groups

Defining Working Teams' duties | Brainstorming

30 minutes breakout sessions with the lead of the task to define the camp duties in further detail.



Sustainability aspects of New Media Formats | Brainstorming

How can the development of New Media Formats be more sustainable?



Sustainability aspects of New Media Formats | by IFAI

New media formats can contribute to sustainability by adopting and implementing various practices and principles.

By incorporating sustainable practices into the development and deployment of new media formats, the industry can reduce its environmental impact and contribute to a more sustainable future. It requires a collective effort from all stakeholders involved to drive positive change in the media landscape.

Digital Distribution:

Emphasize digital distribution over physical formats whenever possible. Digital distribution eliminates the need for manufacturing, packaging, and transportation associated with physical media, reducing carbon emissions and waste.

Energy Efficiency:

Optimize new media formats to be energy-efficient. Consider factors such as file compression techniques, streaming protocols, and device power consumption to minimize energy usage during content creation, distribution, and consumption.

Renewable Energy:

Power the infrastructure supporting new media formats with renewable energy sources such as solar, wind, or hydroelectric power. This reduces reliance on fossil fuels and helps decrease the carbon footprint of the media industry.

Minimal Resource Consumption:

Design new media formats with a focus on minimal resource consumption. Encourage efficient use of computing resources, bandwidth, and storage to reduce energy and material requirements.

User Education and Awareness:

Promote user education and awareness about the environmental impact of new media formats. Encourage responsible consumption habits such as streaming optimization, device power management, and digital content sharing rather than physical media consumption.

Environmental Education and Engagement:

Foster environmental education and engagement among the cast and crew. Raise awareness about sustainability issues and encourage responsible behavior both on and off set. Provide resources and guidelines on sustainable practices to promote environmentally conscious decision-making.

Multi-Stakeholder-Collaboration and Industry Initiatives:

Foster collaboration among media industry stakeholders, including content creators, distributors, technology providers, and policymakers. Support industry initiatives and standards that promote sustainability and encourage the adoption of sustainable practices.

Green Production facets of New Media Format development

Sustainable Green Production Practices:

Incorporate environmental considerations into the entire production process, e.g. using eco-friendly materials, implementing recycling and waste reduction measures, and sourcing renewable resources for equipment and infrastructure. The main factors are:

Responsible Waste Management:

Establish proper waste management practices on set to reduce waste and promote recycling and composting. Provide clearly labeled recycling bins and communicate waste reduction goals to the cast and crew.

Responsible E-Waste Management:

Address the issue of electronic waste (e-waste) associated with new media formats. Encourage responsible e-waste management practices by promoting recycling, refurbishment, and proper disposal of electronic devices.

Green Hosting and Data Centers:

Choose hosting and data center providers that prioritize energy efficiency and sustainability. Look for providers that utilize energy-efficient infrastructure, employ cooling and power management technologies, and support renewable energy initiatives.

Eco-friendly Materials and Props:

When designing sets and props for media production, opt for eco-friendly and sustainable materials. Use recycled or upcycled materials whenever possible, and prioritize the use of non-toxic, biodegradable, and renewable materials.

Sustainable Transportation:

Minimize carbon emissions associated with transportation during media production.

Encourage the use of hybrid or electric vehicles for cast and crew transportation, and promote carpooling or public transportation options to reduce the overall environmental impact.

Low-Impact Locations:

Choose filming locations that have a low environmental impact. Consider shooting in sustainable buildings, outdoor settings with minimal disturbance to ecosystems, or locations that align with eco-tourism initiatives.

Efficient Lighting:

Implement energy-efficient lighting techniques during filming to minimize energy consumption. Use LED lights, which are more energy-efficient and have a longer lifespan compared to traditional lighting options. Properly manage lighting setups to avoid unnecessary energy usage.

Water Conservation:

Conserve water during media production by utilizing water-efficient practices. This can include using water-efficient equipment, implementing recycling and reusing systems, and promoting responsible water usage on set.

Sustainable Catering:

Provide sustainable catering options during production. Opt for locally sourced, organic, and vegetarian or vegan meals to reduce the environmental impact associated with food production and transportation. Minimize food waste by implementing effective waste management strategies.

Paperless Workflows:

Embrace digital workflows and minimize paper usage. Utilize digital scripts, call sheets, storyboards, and production documents to reduce paper waste. Implement digital collaboration and communication tools to streamline workflows and minimize the need for physical documents.

Green Post-Production:

Extend sustainability efforts to the post-production phase. Encourage the use of energy-efficient hardware, implement power management settings on computers and equipment, and optimize rendering processes to reduce energy consumption.

Lifecycle Assessment:

Conduct lifecycle assessments of new media formats to understand their environmental impact across different stages, from production to consumption and disposal. Use the findings to identify areas for improvement and implement sustainability measures.