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SENSE

Parallel Perspectives



UNRAVEL TOMORROW

bespoke

INSIGHT

01



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one

INSIGHT_ONE

HEADER:

New possibilities to create awareness and attention

BE DIRECT

The digital space and social tools created new ways to promote ideas and attention to moral topics.

BE EMOTIONAL

We have to rethink how to draw attention to moral questions.



INSIGHT_ONE

QUESTION 01:

How can we use digital space to address moral issues?

QUESTION 03:

What other tools can we use to draw attention?

QUESTION 05:

What is the potential behind our multiverse and the connectedness around the globe?

QUESTION 02:

Is it okay to use Social Media for this?

QUESTION 04:

Isn't it simply a question of innovation and creativity to address moral questions the right way?



INSIGHT ONE DESCRIPTION

Information and cultural capital dominates money. Having this in mind, we should look for the opportunities the digital age has given us to use alternative forms of capital for e.g. funding social development projects.

How we critically examine moral issues today and draw attention to them needs to be adapted to the digital age. Also Social Media tools are new possibilities to create awareness and attention around moral issues. Within seconds, we could draw attention to any topic to any person within our target group. An influencer for example, posts different issues every day. Why can't also moral questions be raised the same way?

Digital Space is only one tool though, also the offline world offers a wide range of opportunities to raise attention, e.g. art, politics, theater. It is simply a question of trying out new things.



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IMPLICATIONS FOR THE PIONEERS

CHALLENGES:

- + Moral questions are often declared as “uncool” in Social Media
- + Catch the right target group
- + Trying out new formats

SKILLS:

- + Openness for digital space
- + Access to the right target group

POTENTIAL:

- + Attention to important questions
- + Attention to social entrepreneurs
- + New ways to create awareness



INFORMATION AND CULTURAL CAPITAL DOMINATES MONEY

Using alternative forms of capital for funding social development projects

DESCRIPTION /

In 2018 a tweet by Taylor Swift led to a spike in voter registration in the US. As a pop cultural phenomena Taylor Swift can use her SoMe channels, music and video to change consumer patterns as well as democratic elections. When companies buy a SoMe post from Swift or Kendall Jenner, it is a signal of how business and financial capital is trying to use the cultural capital for influence.

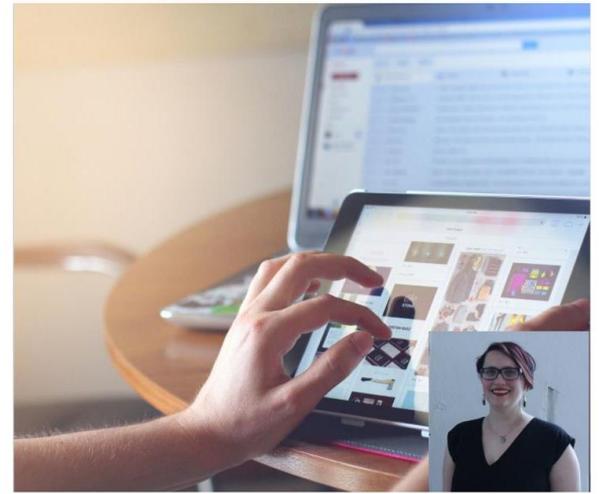
People in the metamodern tribe are working towards using the tools of finance on cultural and information capital to create action and power change through a cultural capital fund.

RELEVANCE /

How can pioneers use alternative kinds of capital for raising awareness, influencing markets and democracies?

New forms of media for expressing opinions give rise to new organisations/people that are able to create hype, shitstorms or lovestorms. Look out for the structure of how value transactions happen and identify the currencies traded.

SOURCE / <https://www.theguardian.com/music/2018/oct/09/taylor-swift-pro-democrat-instagram-post-causes-spike-in-voter-registrations>



“The one thing that we will need to learn - to balance the real world with the digital reality”

The future task

DESCRIPTION /

“I try not to think about future too much because in my experience so many unpredictable things can change our plans. But what I feel is that there will be one thing that we all will need to learn - to balance the real world with the digital reality. This digital space is substantially changing the way we think and react. The ideal model would be to keep and advance our full existence in this real world and add the potential of the digital space. But that is a hard task to learn.”

RELEVANCE /

Advancement of new technology and digitalization will make modifications in almost all spheres of life. To remain human and keep the values and qualities that we share today, we will have to balance the two worlds. This will also affect the creative industry - how to keep people interested in such forms of art as theater in the fast technological era when people have everything they need by only pressing the touch-screen.

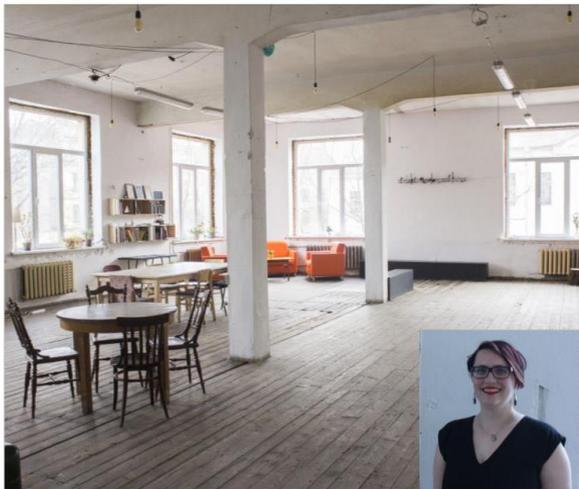
SOURCE / [Majja Pavlova](#)/ co-founder and producer at Gertrudes Street Theater



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**“Initially we rented the space for one month.. now we have been here for 10 years”
Unplanned success**

DESCRIPTION /

“We decided to do our last project with the theater group that I worked in. Initially we rented the space for plays only for a period of one month. Who would have thought that this “last” play will be so successful! We rented the space for few more months.. new plays were performed and now we are here for 10 years. It was a random set of circumstances that helped us get here.”

RELEVANCE /

Unexpected success and all the right circumstances can change the plans completely upside down.

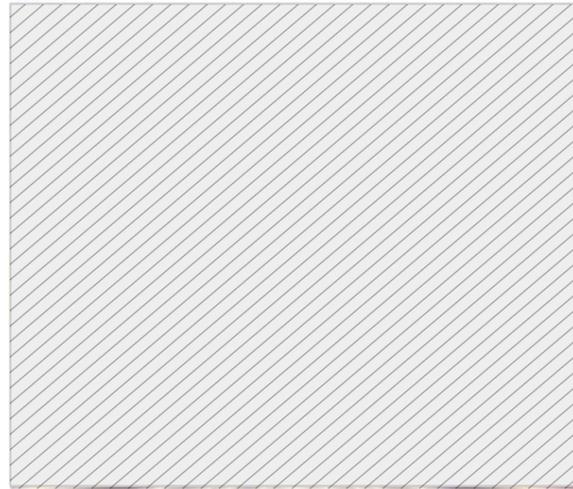
SOURCE / [Majja Pavlova](#)/ co-founder and producer at Gertrudes Street Theater



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SCAN CARD TITLE

HEADLINE TEXT

DESCRIPTION /

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed luctus tristique diam a egestas. Duis iaculis, erat sed scelerisque consequat, nibh turpis porta sapien, et venenatis arcu dolor vel velit. Nullam sed nisl urna. Mauris vitae finibus orci. Proin auctor neque purus, eu ultricies dolor pulvinar sed.

RELEVANCE /

Pellentesque fermentum quam suscipit magna dictum hendrerit. Vestibulum lacinia felis ut urna suscipit imperdiet. Vestibulum vulputate tincidunt ligula, non consectetur nibh fermentum non.

SOURCE / <https://wetransfer.pr.co/163518-wetransfer-launches-content-platform-wepr-esent>



INSIGHT

02



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two

INSIGHT_TWO

HEADER:

The biggest change comes from the people who work together.

BE DIRECT

If people start working together, we could create possibilities we've only dreamed of.

BE EMOTIONAL

We have the future in our hands.



INSIGHT_TWO

QUESTION 01:

How can we boost the development of society?

QUESTION 03:

Does it matter who is in the team?

QUESTION 05:

How can we overcome the consumer society?

QUESTION 02:

Can we achieve more if we work together in collaborations?

QUESTION 04:

What will the future generation do about societal development?



INSIGHT TWO DESCRIPTION

People working in a team can ignite incredible power together. The actual change in development of society comes from the people who work together itself.

The right collaboration needs the right people put together on the right level. This makes it possible to create open-minded communities with people who are eager to share their opinion and are more willing to take action. Often these people have an inner urge to do something good and are strong team players.

Unfortunately, the consumer society in which we live makes us very individualistic and a little selfish, but there is a high chance of a change in the next generation.



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IMPLICATIONS FOR THE PIONEERS

CHALLENGES:

- + Overcome the consumer society
- + Building strong teams
- +
- +

SKILLS:

- + Strong-mindedness
- + Willing to act (together)
- + Teamspirit
- +

POTENTIAL:

- + Change of development of society
- + Unfold energy
- + Creating new possibilities as a team



CREATING TRIBES WITH AGENCY TO ACT HOW TO AVOID THE TRAPS OF TRIBES AND CREATING AGENCY TO ACT

DESCRIPTION /

When a community is loosely defined, people tend to project their own opinions on the shared project, and breakdown will happen when moving from conversation to action. Communities with very strict rules and beliefs though, tend to exclude new perspectives and will effectively become single minded echochambers.

RELEVANCE /

The key to creating communities with agency to act is to find the right people and put them together to collaborate on the right level. The shared project has to be well enough defined to attract the right people and exclude the wrong ones. Additionally the shared project have to be defined enough for people to engage in it and start action, yet not so directive that people feel unable to influence it.

SOURCE / Interview with Daniel Gorz



“The biggest change comes from people who work together”

Not waiting for a miracle but taking things in your own hands

DESCRIPTION /

“The biggest and most valuable change that can contribute to the development of society very rarely comes from the “top” – government institutions and organizations. These are people themselves who can express their needs or concerns and create something that would make their lives better. But in order to be heard or to be able to create something, we need to work together. Unfortunately the consumerism model that we live in makes us very individualistic and a bit selfish, but I see that changing in the new generation.”

RELEVANCE /

There are some policies that are solely in the hands of government institutions, but there are so many chances (in the culture and creative field especially) for people to take things in their own hands and express their views through innovative forms of art (Gertrudes Street Theater being one of the best examples).

SOURCE / Majja Pavlova// co-founder and producer at Gertrudes Street Theater



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Unravel your opportunities

Small solution for great results

DESCRIPTION /

Both in public institutions and in private companies there are small activities, essential for the business, which cannot be categorised under any specific job category. People with mild disabilities are actually suitable for this "buffer-zone activities": they would enter the job market and, consequently, they would be better integrated into society. On the other hand, both private companies and common welfare take advantage of their work. The first, solving the problem of the allocation of unpretentious job positions; the second, saving money intended to facilitate the integration of people with disabilities.

RELEVANCE /

There are a lot of smart opportunities that are waiting to be unravelled. Sometimes solving a single problem can trigger the improvement of many other linked situations.

SOURCE / Pietro Giuliani



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"I have an undefined inner urge to do what I am doing"

Fulfillment of the inner vision

DESCRIPTION /

"I have an undefined inner urge to do what I am doing here and what brings me the inspiration and energy is the fact that there are other people who come with exactly the same inner need to create something different. What keeps us going is the realization that we wouldn't be able to do this anywhere else - only in this format of theater."

RELEVANCE /

Creating novel and innovative forms of theater when the existing cultural establishments cannot provide the space for fulfillment of certain ideas and inner vision - the importance of taking things into your own hands when you see that what you do does not fit in any formal box.

SOURCE / Majja Pavlova// co-founder and producer at Gertrudes Street Theater

INSIGHT

03



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three

INSIGHT_THREE

HEADER:

Personal & social development gets influenced by large institutions, politics, tech giants, etc.

BE DIRECT

Large institutions today have the potential to influence our development to a great extent.

BE EMOTIONAL

We need to be aware of these giants seeking to change us and our behaviour.



INSIGHT_THREE

QUESTION 01:

By who do we get influenced?

QUESTION 03:

What indicates, that I am already influenced to a great extent?

QUESTION 05:

What potentials might arise through this?

QUESTION 02:

Should this really become a political issue?

QUESTION 04:

How can we defend ourselves?



INSIGHT THREE DESCRIPTION

In the modern world and through potentials of big data, AI, brands, influencers (in Social Media e.g.), it is made possible for giant institutions, to influence the citizens of the world to a great extent. They can affect which political parties we vote, how we govern, how we want to live, what we want to buy.

We need to be aware of these influences and affects and need to listen to ourselves first.

The potentials of big data, AI etc. might also have a positive effect. It could be possible to solve disease mysteries through deep learning, for example.



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IMPLICATIONS FOR THE PIONEERS

CHALLENGES:

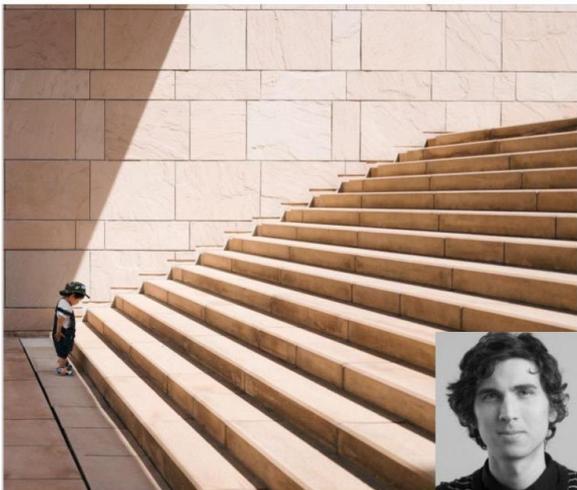
- + Trust in technology
- + Control of society
- + Real world vs. fake world

SKILLS:

- + Self-awareness
- + Trust in yourself

POTENTIAL:

- + Solving mysteries (diseases, crimes, etc.)



DEVELOPMENT MATTERS

Social innovation is a matter of psychological and social development. Let's move towards higher levels of development.

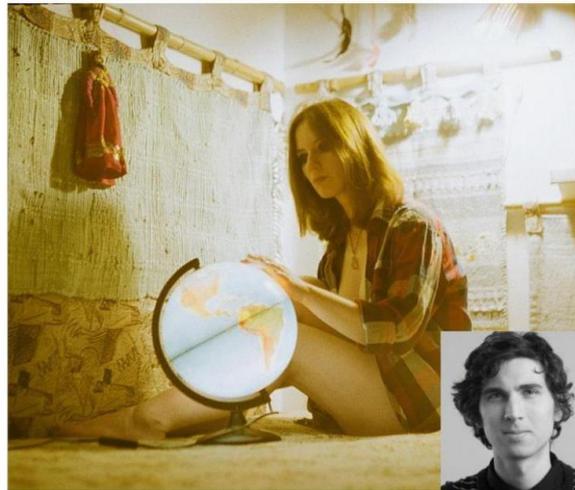
DESCRIPTION /

Daniel and Emil's book "The Listening Society" is a call to create a future society that listens to everyone and supports the development of welfare for everyone, including the emotional and psychological welfare. Looking at history, sociology, anthropology and science the book concludes that we must take on a perspective of development, to listen to the needs of more people and seek the personal and emotional development of all. A step towards this future society is the Nordic Ideology, a focus on co-development and developing people.

RELEVANCE /

As a social innovators it is difficult to see if your innovation is social, and if your social initiative is actually innovative, you are forced to take leaps of faith that your initiative is the one that will make a positive impact. Unless you have a solid frame for thinking about development. The hierarchy of social and psychological development presented by the metamodernists offer a framework, narrative and methods for thinking about what is a positive direction for societies and people.

SOURCE / <https://medium.com/the-also-tract-organization/the-listening-society-e0f0509824>



A TRIBE OF METAMODERN POLITICAL GAME CHANGERS

Metamodernists merge art, philosophy, technology and politics seeking fundamental change of society.

DESCRIPTION /

Daniel and Emil are working on three fronts to steer the development of people and society. 1) Develop the metamodern philosophy to provide people a shared compass a manifesto of political action. 2) Develop information architecture that supports the emergence of a new more developed layer of society. 3) Create the transnational, a yearly meeting for metamodernist to explore and set new direction of action.

They have sponsors and is gathering an increasingly large network behind their thoughts. In 2019 they will open a hub for metamodernism in Kiev.

RELEVANCE /

The metamodernists, members of the intellectual deep web, people inspired by integralism and evolutionary philosophies are gathering around creating new societal structures, cultures and mindsets. These agents of change seek to change society at its foundation – they will change how we govern, how we communicate, how we structure information, what art is and the rest of us might feel something has changed, but will not be aware of what.

SOURCE / Interview with Daniel and Emil



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THE REGION OF:

PARALLEL PERSPECTIVES

Global connectivity

Our new Multiverse

SHORT DESCRIPTION OF THE REGION

The global internet access has shaped our world and is constantly changing it. In this region, aspects such as change through big data or interconnectedness are highlighted.

The Interconnectedness has a huge impact on our everyday's choices. In the past, most of the people were not used to hearing opinions of people from other countries and cultures. That has changed, as we get to hear different positions and perspectives in almost because it offers us all a great potential to form our opinion through various cultural and social aspects.

We all get influenced by large organisations, companies etc. in our behaviour and actions. Though, the degree of influence is also determined by the psychological and social development of ourselves.



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