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# SENSE

Simple Joys



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# INSIGHT

# 01



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one

# INSIGHT\_ONE

HEADER:

THE PATH TO SOCIAL ACTION

## BE DIRECT

Pioneers need to be sensitive to the different awareness levels of the receiver, when considering the appropriate course of action.

## BE EMOTIONAL

The pioneers are the conductor of the orchestra.



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# INSIGHT\_ONE



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## QUESTION 01:

How do we engage  
people who are not  
passionate?

## QUESTION 03:

How do you bridge  
the gaps between  
different social  
issues?

## QUESTION 05:

How do you support  
the desire,  
knowledge, ability  
and reinforcement to  
change when  
awareness exists?

## QUESTION 02:

What are the steps  
from awareness to  
action?

## QUESTION 04:

What makes a  
powerful "social  
cause"?



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one

## INSIGHT ONE DESCRIPTION

When driving the path to social action it is important to be aware of what drives change.

You need to take into consideration the different levels of engagement existing in society. You both need to engage the “Enthusiastic Environmentalist” and the “Conservative Consumer”. Pioneers both need to address the environmentalist group who subscribe to a ‘zero waste’-and ‘recycling everything’-lifestyle and the Conservatives who do not see climate change as an issue.

Using storytelling is a powerful tool when speaking to the audience cause it speaks to everyone but in different ways.

It is crucial to identify the stakeholders and how they will support the effectiveness of the change. Pioneers also needs to be sensitive to the receivers’ different level of awareness and apply different levels of actions towards these.



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## IMPLICATIONS FOR THE PIONEERS

### CHALLENGES:

- + Identifying the relevant stakeholders
- + Making the change stick
- + Changing habits

### SKILLS:

- + Storytelling
- + Change management (example. ADKAR)
- + Find the trigger that makes the issue “real”

### POTENTIAL:

- + Large impact
- + Driving change that last
- + Ripple effect

Credit: <https://www.onegreenplanet.org>

### STORYTELLING/ FICTION AS AN APPROACH TO ADDRESS SOCIAL ISSUES

**Stories on how problems could potentially be solved in order to save the ocean.**

#### DESCRIPTION /

People tend to believe in stories. If you hear a story of something that was achieved, it feels a lot more realistic as it provides a vision of what could become reality, even if it is only fictional. Our approach puts together environmental, legal, political, social, and economical dimensions. We then thought about how these could be combined to provide a compelling story. We started writing a fictional story on how we could solve the problem of ocean plastic. The story has to be creative and compelling. You have to take the readers by the hand and guide them through this imaginary world. We believe that this could motivate readers to go out there and make a change.

#### RELEVANCE /

It sometimes seems as though the greatest innovators and entrepreneurs watch a lot of science fiction, like self-driving cars that are now slowly becoming reality. It seems as though this inspires people to change. It motivates them to take their inspirations and to turn them into reality to create something new. This was also our inspiration, at least in some parts. To create awareness around a topic, people must be touched and motivated to go out and be active. Storytelling, as a source for inspiration, we think, can be an engine in people's minds to bring about change.

SOURCE / Interview with Neelke Doorn, January 2019



### Do radical thinkers need to be extremist? When you are trying to change the world don't lose perspective.

#### DESCRIPTION /

It's hard to become Zero Waste and it's very important to keep things in perspective and not become too fundamentalist about it, because "anything that makes us feel too uncomfortable, is too radical and therefore does not make sense."  
"It does not make sense when you start hurting yourself and are not feeling happy and at ease in the waste reduction process. The most important part is feeling happy in the process."

#### RELEVANCE /

Reducing your waste doesn't have to be an extreme thing. It's not about a number. It's not about the trash jar you keep trying not to fill in, it's about creating something, living more consciously, changing your habits and promote social change. The most important thing is developing awareness on the waste reduction topic.

SOURCE / [Ava Mikkelsen](#)



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**Attention! New legislation needed.**  
Reducing food waste one law at a time.

DESCRIPTION /

Reducing food waste from retailers and food manufacturers is currently being discussed by the EU member states. Addressing this issue is important, but many feel more needs to be done, "there has to be serious changes in the European Law/Legislation in order to reduce the food waste." Even in terms of "donations, we have to be more flexible, the tracing of food has to be maintained, and the food safety too of course, but without being so dramatic. The Law has to meet the new trends and not be stuck in the past, otherwise we will never go forward."

RELEVANCE /

According to the United Nations Food and Agriculture Organisation (FAO), one third of all food produced globally is wasted every year. Public discussions about food waste are growing around the world. The European Parliament backed a law urging member states to reduce food waste by 50% by 2030. France became the first country in the world to ban supermarkets from throwing away or destroying unsold food, forcing them to donate it. Food waste is not only unethical in a world where hunger continues to rise but also environmentally leaves a destructive path.

SOURCE / [Susanne Fritzel Project Manager at BioCivica](#)



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**From linear to circular economy.**  
How can we bend the culture into a circle?

DESCRIPTION /

Globally, societies are becoming more aware of the pressing need to lower carbon emissions and one of the main discussions revolves around waste reduction. "In fact, waste should not even exist, should it? For me the model that makes sense is the circular economy model. The waste from one company would be a resource for others" reducing the consumption of raw materials and waste generation.

RELEVANCE /

The linear make-use-dispose model on which we built our society needs to be transformed into a more circular model. The UN Sustainable Development Goals and the Paris Climate Agreement, are an opportunity to internally shift the way we produce, consume and safeguard life on the planet. To achieve this model, smart circular economy concept has to be present in product development, production processes, use and re-use systems right from the beginning, using products and resources in the best way possible across the entire value chain.

SOURCE / [Ara Birkbak](#)



# INSIGHT

# 02



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two

# INSIGHT\_TWO

HEADER:

COMPILING SOCIAL ISSUES

## BE DIRECT

By integrating several problem areas, one can create a fertile ground for making the solutions innovative and long lasting.

## BE EMOTIONAL

The pioneer is the integrator that sees opportunities rather than challenges.





# INSIGHT\_TWO

## QUESTION 01:

When focusing on damage control how do you also drive behaviour change?

## QUESTION 03:

What is good practice when compiling issues?

## QUESTION 05:

What is a motivational level of integration of issues and what is a hindering level?

## QUESTION 02:

How could the “jam-approach” be transferred in how we could see waste as a resource?

## QUESTION 04:

How do you incorporate social issues not connected to direct resource waste?



## INSIGHT TWO DESCRIPTION

When designing holistic solutions, integrating different levels of social issues and looking at them in a cluster, will have a greater probability to create long-term and innovative solutions in the end.

It is a balance of the amount of issues that can be helpful to compile and at what level would be hindering and confusing the pioneers.

By incorporating more aspects of the problem the pioneers can look at it from more perspectives and hence approach it more thoroughly - trying to solve a problem from one angle limits the depth of the solution since the problem often requires a more nuanced approach.

A critical success factor is to involve different kinds of perspectives to combine different fields of competences.



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## IMPLICATIONS FOR THE PIONEERS

### CHALLENGES:

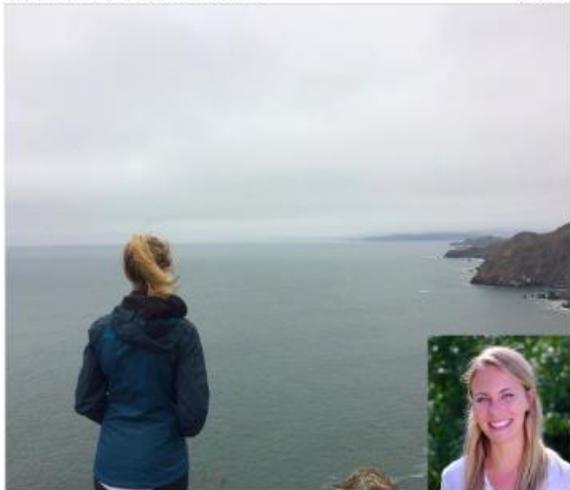
- + The balance of not compiling too many issues
- + Involving the right stakeholders with mandate/competence
- +

### SKILLS:

- + Problem solving
- + Change management
- + Co-creation

### POTENTIAL:

- + Opening up possibilities otherwise missed
- +
- +



### SAVING OCEANS IS NOT ONLY ABOUT CLEANING It involves understanding that it's everybody's business.

## DESCRIPTION /

There is going to be more and more plastic in the ocean in the future. The population of the world is constantly growing, the demand for plastic is growing, too. Just cleaning up beaches and the ocean itself doesn't stop the cycle. The cause comes from the inland, we all have to implement recycling processes and we need to take them seriously. Education plays a fundamental role in that matter, especially in the lowest social strata and third world countries. Additionally, we need to take care that we reach not only the people that are already interested in protecting the ocean. It needs to be interesting to everyone. This is the fundamental challenge that we are facing.

## RELEVANCE /

We can educate people, but involving people means involving everybody, not only the people that are already interested in protecting the ocean. It has to be a social change, there has to be a major shift. We have to change how we live with the resources that we have on the planet and that addresses basically every part of our lives. People should take a step back to approach the waste problem. We don't have to be better, richer, more successful – we can live in harmony with each other and nature. We believe that this will bring us more joy than the pursuit of infinite growth.

SOURCE / Interview with Nicole Petruski, January 2018



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### Surplus? For poor! How to use exceeding fruit /1

## DESCRIPTION /

Some years ago the volunteers at NONSOLOPANE, an Onlus placed in Varese, began to receive a big amount of fruit exceeding from markets, shops and supermarkets. They soon realized that it would have been impossible to donate it to the poor families they assisted together with long life shelf food, before it went to waste since it was already at the end of its life. They had then the idea to use it to produce jams and give them to the families together with other products. Nicoletta was involved in this project from the very beginning, to run a food lab that was settled thanks to the help of many people, companies and local authorities.

## RELEVANCE /

There is a deep meaning in this jam production: first of all it's a way to avoid waste. Fruit would be lost, because in the association only few people work in packaging food boxes and they have no possibility to distribute fruit in small time. But, second, who receive boxes with jam is aware that it's a jam though for them, it's a gift in the gift. People understand they are not alone, they can hope.

SOURCE / Nicoletta Santambrogio



REGION / Waste

POLIMI



### Cutting fruit to find themselves Meeting others let us understand who we are

DESCRIPTION /

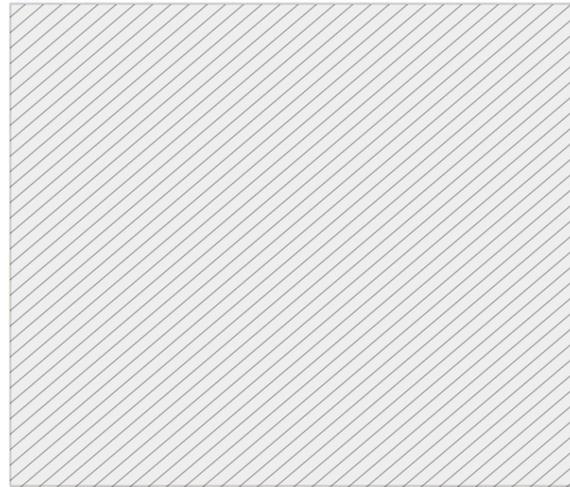
Simple activities, like washing, peeling and cutting fruit, mixing the pulp let people to spend time together, to talk about themselves and to understand who we are, why we are different and how is wonderful to be different and to have different ideas. Now Nicoletta is not a volunteer but an employ; she spends every morning in the lab, to produce jam and to meet persons.

RELEVANCE /

To change the world we have to be aware of ourselves, of what we want, of which choices let us be happy and of what is humanity.

SOURCE / [Nicoletta Salsalini](#)

POLITICAL



### 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>

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INSIGHT

03



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three

# INSIGHT\_THREE

## HEADER:

### NORMALISING BETTER BEHAVIOURS

#### BE DIRECT

Changing the waste system is about making small changes which together can create better solutions.

#### BE EMOTIONAL

Pragmatic beats perfect and in order to lead the change we have to start small.





# INSIGHT\_THREE

## QUESTION 01:

How do you change behaviours on a structural level?

## QUESTION 03:

How could you make it easier for normalising better behaviours, break it down to concrete things?

## QUESTION 05:

How do you change habits?

## QUESTION 02:

How could you possibly challenge the norms further?

## QUESTION 04:

How could you educate for better behaviour and see opportunity in wasted resources?



## INSIGHT THREE DESCRIPTION

We move from only trying to minimize negative impact on our planet into actively generating positive impact. When focusing on waste and frugality small changes in our everyday life will lead to creating better solutions together.

By focusing on a pragmatic manner and creating change in small steps, we will at the same time create a mindset positive towards change. This will lead to a more holistic approach when creating solutions that requires change in our behaviours.

The key is in the action and not stagnating and staying in the planning stage, where you try to create the perfect solution on paper, and then taking it to execution. Rather adapt to the learn by doing approach and focus on the practical action of changing as you go and not only talking about change.



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## IMPLICATIONS FOR THE PIONEERS

### CHALLENGES:

- + Mindset and shift in behaviour
- + Habits are hard to change
- + Change happening too slow

### SKILLS:

- + Education
- + “Fail fast, iterative approach, learn by doing”

### POTENTIAL:

- + Changing the educational system and moving from the leftovers from the Industrial Revolution and not agile processes.
- + Normalising better behaviours



### Waste as resource

#### Rethinking waste for a sustainable future

## DESCRIPTION /

Rethinking waste begins with its name, "we should not even use that name, I only use it for people to understand it, it's a word that should not even exist, we should acknowledge it as a resource". The goods of today should be seen as the resources of tomorrow.

## RELEVANCE /

Waste has a big impact on the planet, not only as an environmental problem, but also as an economic loss; unused waste represents losses to the global economy. How can we change our production and consumption habits so as to produce less and waste less, while using all waste as a resource? It is time for a new approach, one that encourages people to rethink waste. The zero waste mindset regards waste not as a problem but as a potential resource, and drives people towards the goal of a more sustainable society.

SOURCE / Ana Mihaias & European Environment Agency [www.eea.europa.eu/en](https://www.eea.europa.eu/en)



### Old disposal habits die hard

#### The challenge of changing human behaviour

## DESCRIPTION /

What does it take for recycling and disposal habits to become part of our everyday life? How long does it take "to have a real change in the behaviour of people. Because one thing is to do something once today, and tomorrow we forget it, the other is to do it on a daily basis. This is the greatest challenge."  
"Even in terms of waste separation, it was supposed that nowadays it would be something ordinary/acquired. But it isn't. What's missing?"

## RELEVANCE /

Humans are creatures of habits. And recycling is one of the easiest and most accessible ways to make a noticeable impact on the environment. What is the missing link? Why is this taking so long for recycling to become a daily habit? How can we make recycling become a second nature to the new generations? It's time for societies to build a multifaceted pedagogical approach, to instill a lifelong habit of creating sustainability.

SOURCE / Susana Freitas Project Manager at Embucha.



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REGION / Waste

SIC



### "Package-free shopping was too complicated and time-consuming"

#### The balance of efforts and gains

##### DESCRIPTION /

"I had already incorporated some environment-friendly habits in my everyday life and I wanted to go one step further and try package-free shopping. I tried it for a while and it was possible - you can buy fruits, vegetables, spices, coffee and some other products in Riga Central market and some other places, but I realized that it was very time-consuming and I had to visit several shops and markets all over Riga if I wanted to buy everything package-free. Then the idea was born to create a shop completely package-free where you would be able to buy these products all at one place."

##### RELEVANCE /

It is important to make nature and environment-friendly lifestyle accessible and comparatively easy for ordinary people. Only by doing so we can achieve the goal - more people who change their habits towards less use of plastic and less waste.

SOURCE / Marija Solosenko/ founder of no-waste/no-package shop Burka

REGION / Waste

POLIMI



### Giving time not to fill the life but to find the sense of life Solidarity as a result of education

##### DESCRIPTION /

"Nonsologane" Onlus started its activities 20 years ago and now can count on the collaboration of: one hundred volunteers, thirty persons at Jam lab and ten refugees. Really everything started a lot of years ago: Nicoletta thinks that she assimilated the idea to share her time and her resources with others as a part of the education she received by parents and in her life she could test that all this fills her life (and she is not alone! She has 5 sons!).

##### RELEVANCE /

Opening ourselves to others and embracing diversity are results of an education to freedom.

SOURCE / Nicoletta Semerario



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THE REGION OF:

# POSSIBILITY OF WASTE AND FRUGALITY

## A: REGION AMBASSADOR

Neele Petzold is promoting the idea of storytelling as a tool for creating change. With a focus on the polluted ocean Neele's team tells a much bigger story of what challenges are future existence but also provides a path forward for social change.

## B: CASE EXAMPLE

Nicoletta's jam business incorporates many social issues into the making of jam. A very simple product creates a business working on making challenges and also creates a powerful story. While the scan cards are not very powerful, the story of the jam is super powerful.

## C: FUTURE PRACTICE

Storytelling is the overarching skill of this region. Most of the interviewees are very aware of the overarching issues in society and they use their project to tell a story about it.

## SHORT DESCRIPTION OF THE REGION

One man's trash is another man's treasure, the saying goes. We increasingly see the realisation of the saying as waste is being redefined as a valuable resource and cheap cardboard innovations solve challenges for billions.

On Airbnb, vacant time in our homes is being redefined as room for explorers, Adidas recycles plastic bottles as textiles for new sneakers, and cheap cardboard solutions are replacing advanced medical devices in rural India. Yesterday, resources were extracted to create a product that ends its days as waste.

In Tomorrow's Land, the linear extraction economy withers and an innovative network of resource reuse and refinement emerges. Indigenous people and organisations find ways to expand the traditional possibility of products, resources, services and waste by redefining their application.

In Tomorrow's Land, resource scarcity is seen as a possibility for finding cheap alternatives and resource abundance is redefined as a possibility for sustainable redistribution. In Tomorrow's Land, social innovators find treasures where others find trash

