

Category 1: Change is necessary

Programmatic support:



There are three awards available for this brief*:

- Marketing Trust award of £2,000
- Natracare award of £2000
- RSA Events staff choice award of £500

What does it mean to design for regeneration? Urbanist and systems thinker Sarah Ichioka describes the changes in mindset and practice that can help us shift from sustainable design to a truly radical regenerative approach – one where everything we do creates net-positive impacts for people, place and planet.

Transcript

We urgently need to find ways to design that achieve net-positive impacts.

But how are these changes ever going to happen?

First, we must recognise that change is necessary.

Second, we identify, debunk and reject the degenerative mindsets and paradigms that are harming us and other life on earth.

Cognitive neuroscience has shown that the best way to dislodge a story is not to argue against it but to shape a different, more persuasive story. So that means that step 3 is that we need to imagine, develop, celebrate and embrace the new or recovered mindsets that put care for life – all life - at the very centre of everything we do.

Step 4, we need to maximise our own personal agency, finding new purpose for our work and life in taking positive action to realise these mindsets.

And then, finally, we join together with others in diverse coalitions to build regenerative communities and systems that benefit the majority of life on earth, not just a tiny minority of one species.

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