



# **NEW BEHAVIOURS OF DESIGN FOR SUSTAINABILITY**

**Nicholas B. Torretta**

PhD candidate, Umeå Institute of Design

# Life with the planet



# Life with the planet



Collaboration

**From collaborators  
to biggest predators**

**From collaborators  
to biggest predators**  
what goes around, comes around

**“our great  
cleverness has  
reached clear  
around the world to  
bite us in the ass”**

**(Grinspoon, 2016)**

**What do we want  
to send around?**

**the output**

**the output**

**the behaviour**

**the output**

**the behaviour**

**learning**

**“learning as social  
participation”**

(Wenger, 1999)

**EXAMPLES OF NEW  
BEHAVIOURS OF  
DESIGNING FOR  
SUSTAINABILITY**

**design = process**

**design = process**  
**situation > what if?**

**situation > what if?**

**situation** > **what if?**

community

place

practice

problem

**collaboration &  
learning**

**EXAMPLES OF NEW  
BEHAVIOURS OF  
DESIGNING FOR  
SUSTAINABILITY**

**EXAMPLES**

**DESIGN ACTIVISM**

**HUMBLE DESIGNING**

**RADICAL LISTENING**

**parts of the  
same pie**



**parts of the  
same pie**

similar ingredients



# parts of the same pie

similar ingredients  
different place

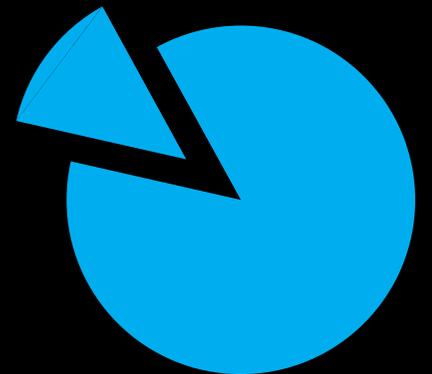


# parts of the same pie

similar ingredients  
different pla(t)ce  
different format

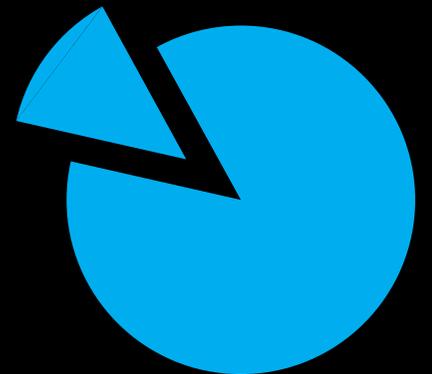


# share ingredients



# share ingredients

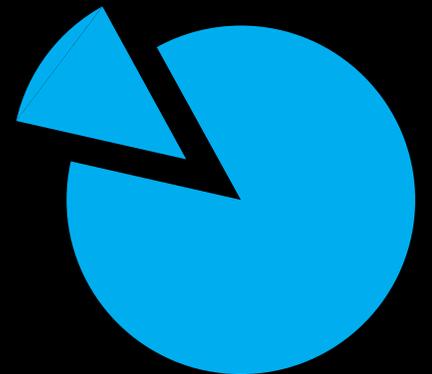
collaboration - together



# share ingredients

collaboration - together

“who am I to decide for you?”

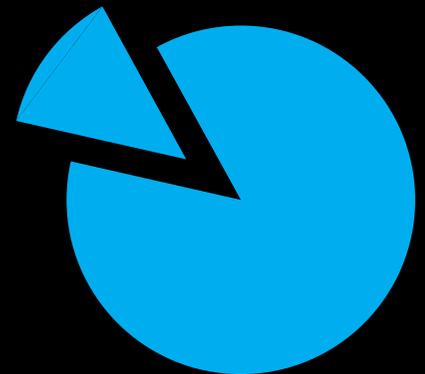


# share ingredients

collaboration - together

“who am I to decide for you?”

learning from each other



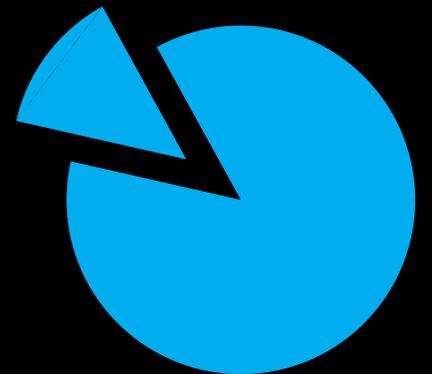
# share ingredients

collaboration - together

“who am I to decide for you?”

learning from each other

democratic - challenge power



# **DESIGN ACTIVISM**

**tired of  
waiting**

**decide  
to act**



**urban farming**



**urban farming**



**repair caffes**



**repair caffes**



**cleaning day**

# **DESIGN ACTIVISM**

# **DESIGN ACTIVISM**

taking power to do the change

# DESIGN ACTIVISM

taking power to do the change  
doing the change together

**DESIGN**

**ACTIVISM** visible provocative

taking **claiming** power to do the change

doing the change together

# HUMBLE DESIGNING

RI.  
SE

# HUMBLE DESIGNING

discomfort with  
nudging behaviour change

demanding others to  
change, and assuming  
we know how people  
should change

demanding others to  
change, and **assuming**  
**we know how** people  
should change

sustainining  
**authoritarianism**  
and **oppression**

**who are we to  
design for others?**

# who are we to design for others?

we **never know** the full picture, we  
have to **be open**

# who are we to design for others?

all stakeholders for  
more democratic processes



# HUMBLE DESIGNING

# **HUMBLE DESIGNING**

manage power relations

# **HUMBLE DESIGNING**

manage power relations

open for learning and change

# **RADICAL LISTENING**

([healthinharmony.org](http://healthinharmony.org))



“you are the guardians of this beautiful forest that is valuable for the whole world, what do you need as a thank you from the world to be able to preserve it?”

**400 hours listening**

# 400 hours listening

communities

# 400 hours listening

communities asked for  
healthcare  
organic farming





# **RADICAL LISTENING**

# **RADICAL LISTENING**

sharing privilege

# **RADICAL LISTENING**

sharing privilege

I can help, they know how

# **CHARACTERISTICS OF DESIGNING**

# CHARACTERISTICS OF DESIGNING

Distributing power balance  
by taking, managing or giving

# CHARACTERISTICS OF DESIGNING

Distributing power balance

Sharing privilege

# CHARACTERISTICS OF DESIGNING

Distributing power balance

Sharing privilege

Together through participation

# CHARACTERISTICS OF DESIGNING

Distributing power balance

Sharing privilege

Together

Openness to listen, learn & change

# CHARACTERISTICS OF DESIGNING

Distributing power balance

Sharing privilege

Together

Openness



# Thank you :)



## Design Behaviours for Sustainability

**Nicholas B. Torretta**

PhD candidate, Umeå Institute of Design