



JAKOB NORMAN-HANSEN
HEAD OF GLOBAL NETWORKS (JNH@BLOXHUB.ORG)





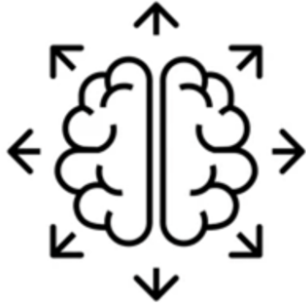
THE CHALLENGE

BUILDING AN ECOSYSTEM





**BRIDGING
URBAN CHALLENGES OF TODAY WITH
SOLUTIONS OF TOMORROW**



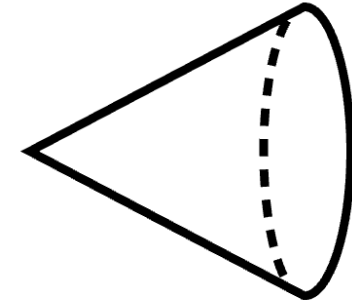
Encourage
Look Beyond

Encourage members to focus on tomorrow's opportunities based on challenges within the future domains of sustainable urbanization



Engage
Collaborate on futures

Engage members in multiple cross disciplinary activities focusing on what 'no single member can do alone', guided by the need to create positive systemic change



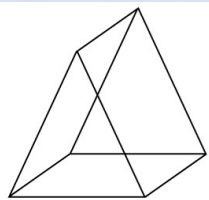
Enlarge
Empower the eco-system

Enlarge opportunities and ideas for members by reaching out, connecting to stakeholders in the ecosystem laying the scalable pathways for new markets.



Cities are **Systems**

Building for circularity, demographic change, and livability, infrastructure and mobility, zero waste, life-cycle assessment, business model innovation.



LENDAGER UP



Cities are **Nature**

Green cities, resilience, climate neutrality,
regenerative cities, multi-species
perspective, biodiversity as an asset.







Cities are **Communities**

Preconditions for health and livability, coliving, diversity, citizen inclusion models, human-centric urban development, designing for participation, and democracy.





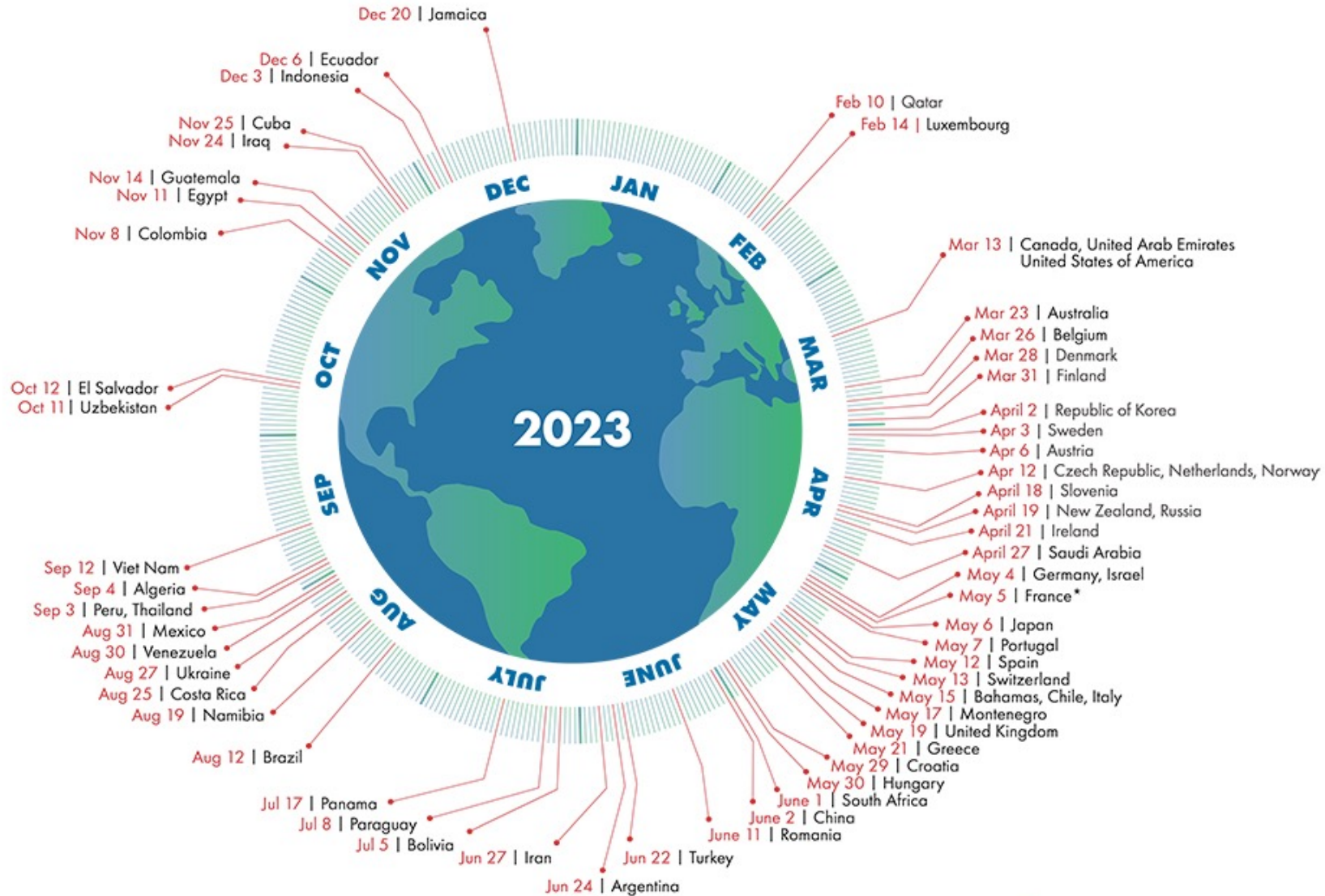


INNOVATION THROUGH PARTNERSHIPS



Country Overshoot Days 2023

When would Earth Overshoot Day land if the world's population lived like...



For a full list of countries, visit overshootday.org/country-overshoot-days.
*French Overshoot Day based on nowcasted data. See overshootday.org/france.

Source: National Footprint and Biocapacity Accounts, 2022 Edition
data.footprintnetwork.org



EARTH
OVERSHOOT
DAY



Global Footprint Network
Advancing the Science of Sustainability

DESIGNING THE IRRESISTIBLE CIRCULAR SOCIETY
DESIGNING THE IRRESISTIBLE CIRCULAR SOCIETY

DESIRE – some key facts

- 2-year project
- Funded by the European Union
- One of 6 New European Bauhaus Lighthouse Demonstrator projects
- BLOXHUB is coordinator
- Additional 23 partners (academia, companies, local governments, not-for-profit organisations, branch organisations)



IRRESISTIBLE?

: attractive, desirable, beautiful, affordable, accessible
Irresistible + transformation, circular, sustainable

desire an irresistible
circular society



DESIRE

DELIVER A NEW VISION FOR THE BUILT ENVIRONMENT

By designing products, services, experiences and systems to be irresistible, we aim for a future where sustainability in urban transformation becomes so attractive that it barely seems like a choice



OUR OBJECTIVES

1. **Create a learning environment** with identifiable values, principles and approaches and realize it in the spirit of the original Bauhaus school, to enable an emerging learning community for aesthetic, inclusive and sustainable urban transformation.
2. **Deliver a DESIRE lighthouse demonstrator** for local impact to manifest the NEB values through learnings from eight different territorial transformation sites covering multiple themes, geographies and scales.
3. **Build a scaling framework for new EU-wide value** through a co-created platform and digital infrastructures for long-term triple bottom line shared value creation, stakeholder involvement, and empowerment.



OUR APPROACHES AND METHODS

- Work **mission-oriented** and mobilise eco-systems and stakeholders across different sectors and levels of governance
- Learning-by-doing and learning-by-interaction mechanisms to **drive learning continuously**
- **Experiment** through co-creation and co-design processes tailored to the eight territorial sites
- Think and work in nested systems to **create regenerative capacity**



Creating
social and
inclusive
housing

Reconciling
cities with
nature

Transforming
through
symbiotic
relationships



Kalundborg

Herlev

Gadehavegaard



Riga

Amsterdam

Ljubljana

Milan

Turin

Desire Principles



Movement

We give agency to all actors

Imagine standing in a big choir listening to all the voices together, leaning into the collective movement of the group and then noticing your own voice. When all the voices come together you feel uplifted, like the voices are carrying you off the ground and giving you the courage to sing louder and more confidently. Imagine the breeze of a collective voice surrounding you, making you feel that this is the feeling of acting towards an irresistible circular motion. Alone, you are part of a movement.

- This is how we work with movement
- We empower everyone to feel that they can join the DESIRE process through the means and outcomes of our activities
 - We work with transparency and make visible all of the initiatives and bring about urban development
 - We work for a sense of collective responsibility by exploring and supporting collective management of shared urban assets



Examination questions
In order to transform this principle into a local context we must ask ourselves the following questions:

- How might we experiment with participatory processes, multi-level engagement and a transdisciplinary approach to create and empower agency?
- How might we support regulatory innovation that allows democratic participation?
- How might we emphasize the benefits that come with collective responsibility?



Biodiversity

We embrace a planetary perspective

Imagine, sitting in a courtroom, defending a tree in a rainforest about to be beheaded and thereby potentially disturbing a delicate balance that has been developed throughout the last 3.8 billion years. How would you favor the ruling? Imagine if we knew nature rights as we know human rights. Today, there are only human rights. What if we extended principles of justice, participation, involvement and inclusion so vital to our human race to all other species that work to keep us all in balance on a thriving planet? That is what embracing a planetary perspective entails.

- This is how we work with biodiversity
- We represent all human and non-human species when we make decisions that concern the place we live in
 - We use the means of art, architecture and design to ensure that spaces have an aesthetic quality that enables all species present to live and flourish
 - We ensure a holistic perspective, where the individual well-being can only be measured in relation to the collective well-being



Examination questions
In order to transform this principle into a local context we must ask ourselves the following questions:

- How might we experiment with participatory processes, multi-level engagement and a transdisciplinary approach in relation to biodiversity?
- How might we inspire awareness of interconnectedness to other beings?
- How might we integrate the perspectives of non-human species in our initiatives, activities, decisions etc.?

an irreplaceable
circular society

Slack



Belonging

We nurture a sense of belonging

Imagine the feeling of a parent's warm embrace. Imagine laying your head against their chest, following the movements of the deep and calming breathing as their chest rises and lowers. You feel the boundaries from where they end and you begin dissolving. You become one. You do not question your place

could run through
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and social
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and strong nar
to our surround



Aesthetics

We expand the concept of aesthetics

Imagine running your fingers down the wall of the building you live in. It is all warm from the sun. You feel its comforting embrace. Imagine wanting to hug the building, leaning into its soft curves and inviting colors. You feel drawn to it. Connected to it. You catch your own reflection in the window. Instead of seeing a body shape, you see curves of a mountain landscape you once drove through. You see fingerprints in the wood veins of the window frame. You suddenly hear the sounds of the forest your grandmother used to take you to as a child. You see yourself caressing the wood of the window frame and it makes you smile. You live in the materials of the building and they live within you. Imagine that this is what aesthetics is. It is a sensory experience that brings forth images, emotion and reflections of ourselves that we want to lean into.

- This is how we work with aesthetics
- We work with the disciplines of art, architecture and design through all phases of our work process
 - We integrate aesthetics in our processes and not just in the end products
 - We expand the value of aesthetics by including sensory and tactile experiences



Examination questions
In order to transform this principle into a local context we must ask ourselves the following questions:

- How might we experiment with participatory processes, multi-level engagement and a transdisciplinary approach in order to ensure that aesthetics are placed at the heart of our work?
- How might we make the value of the materials and processes we use visible?
- How might we make sensory and tactile experiences parameters for measuring impact?

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circular society



Circularity

We unleash a circular mindset

Imagine the feeling of meeting someone that you have an immediate connection with. You get the instant feeling of being interconnected and at the same time curious to get to know more about this person. Their story is like a kink road running through the landscape making turns and loops, and your road was

is longing for knowing their past, everything
come. Now that your roads have crossed, you
e while, why not leave a positive impact? Who
at a circular mindset feels like. It is not only
you are part of the story and wanting to contrib-

ssible for all local actors
rity and not just profit as a fundamental value
rd commit to challenge and break down our own

ik ourselves the

ulti-level engagement and a transdisciplinary
embrace circular solutions?
ons?

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circular society

WHAT WE WILL ACHIEVE

- **Principles** rooted in the DESIRE vision
- A DESIRE **tool kit**
- Tangible **transformations** at eight different sites
- A **Digital Learning Hub** that collect the learnings and results and make them available for further exploration
- A framework for **adaptation and scaling** EU-wide
- And thereby **help policymakers** make the right decisions, **companies** to engage and develop their businesses, **and citizens** to become engaged and empowered through a cross-disciplinary approach.



CONTACT US!



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