

FreeN

1. RESEARCH

In der anfänglichen Auseinandersetzung mit selbstgewählten Themengebieten untersuchte ich die Verwobenheit von Klimaschutz, Klimawandel und sozialen Bereichen. Dabei lernte ich schnell die Bedeutung des Sozialen in der Reaktion auf Klimawandelfolgen kennen. Es wird immer wichtiger lokal vernetzt zu sein, Versorgungsketten zu sichern und soziales Kapital zu besitzen. Auch soziale Ungerechtigkeit wird durch den Klimawandel nur bestärkt, sie sind beides Faktoren, die sich gegenseitig potenzieren und bedingen. Im Lernprozess wurde mir klar, dass ungenutztes oder nicht vorhandenes soziales Kapital bereits die Prävention und Mitigation des Klimawandels bremst. Daher wuchs die utopische Vorstellung, es mehr Leuten zu ermöglichen ihre nachhaltigen Businessideen unabhängig vom direkten sozialen Umfeld umzusetzen.

Jonas Köhler, 4. Semester,
Hey Greta! - Sommersemester 2020, Prof. Klaus Keller

1

In this context, it is relevant to examine the degree to which the apparent 'hybridization' of climate change when intersecting with 'the social' is effectively opening the field to new objects of enquiry.

Similar considerations apply to 'the social'. Various papers, most of them from the environmental sciences (R2010-4; R2011-3; R2012-12; R2013-4; R2016-10), tackle 'social' aspects of the issue only in terms of a broad - and usually quite superficial - critical review of the legal and institutional framework for the management of natural resources in the country.

2

This prompts further discussion of the relationship between theories of change and modes of governance, resulting in the proposition that policy as currently configured is incapable of moving beyond the ABC (this being an account of social change in which 'A' stands for attitude, 'B' for behaviour, and 'C' for choice).

Is the view that 'Individual behaviours are deeply embedded in social situations, institutional contexts and cultural norms' compatible with the preceding statement that individual behaviour is 'determined by many factors'?

Put very briefly, the value action gap refers to the problem that people who espouse green values do not always act in accordance with them (Blake, 1999).

In David Uzzell's words: 'Trying to persuade people to consume and waste less through behaviour change programmes will not address the larger and more significant problems concerning the ways under which people need or think they need to live and consume' (2008, page 4)

Instead, relevant societal innovation is that in which contemporary rules of the game are eroded; in which the status quo is called into question; and in which more sustainable regimes of technologies, routines, forms of know how, conventions, markets, and expectations take hold across all domains of daily life.

Arie Rip: 'Instead of the heroism of the policy actor vis-a-vis the system there is a variety of actors and roles, and a distributed coherence which is self-organized. Some actors may contribute more to the self-organization than others, but there is no general rule' (2006, page 87).

3

Not only is this likely to produce conflict, but the emergence of conflict will further discriminate against the weaker and more peaceable groups (Suliman, 1992).

Major technological or political changes in agriculture result typically in expropriation of tenants and landless poor. Attempts to offset these consequences through land reforms have had only limited impact (Moyo, 1994; Sobhan, 1993).

Justice lies in experience, not in transcendental rules. Equity and efficiency do not collide as contrasting goals. We cannot have efficiency in an inequitable society.

However, this perspective presupposes an alternative institutional structure, in which the experience of value creation can become possible again.

This structure must build on small, decentralized communities, in which the scope for judgment is reestablished. This would go against the broad trends of twentieth-century development, which have been in the direction of greater centralization and concentration and have also been accompanied by the transfer of all collective rights to the state. In the realm of economics, therefore, they have left an amoral universe, in which equity can only be an instrument for the achievement of some other goal, not a value in its own right.

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'social capital is made up of the norms and networks that enable people to act collectively'

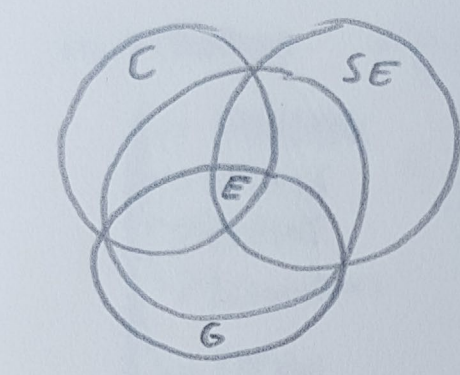
This interdependence between social capital and the state is particularly the case for resource-dependent communities in the developing world that already require dense social capital to manage resources effectively.

So when they are faced with significant changes in climate regimes and extremes in weather in the future, different societies will clearly adopt radically different strategies. Their ability to make a sustainable transition will, I argue, be determined in part by their networks and social capital. Different societies will therefore have different types of strategies available to them in the space.

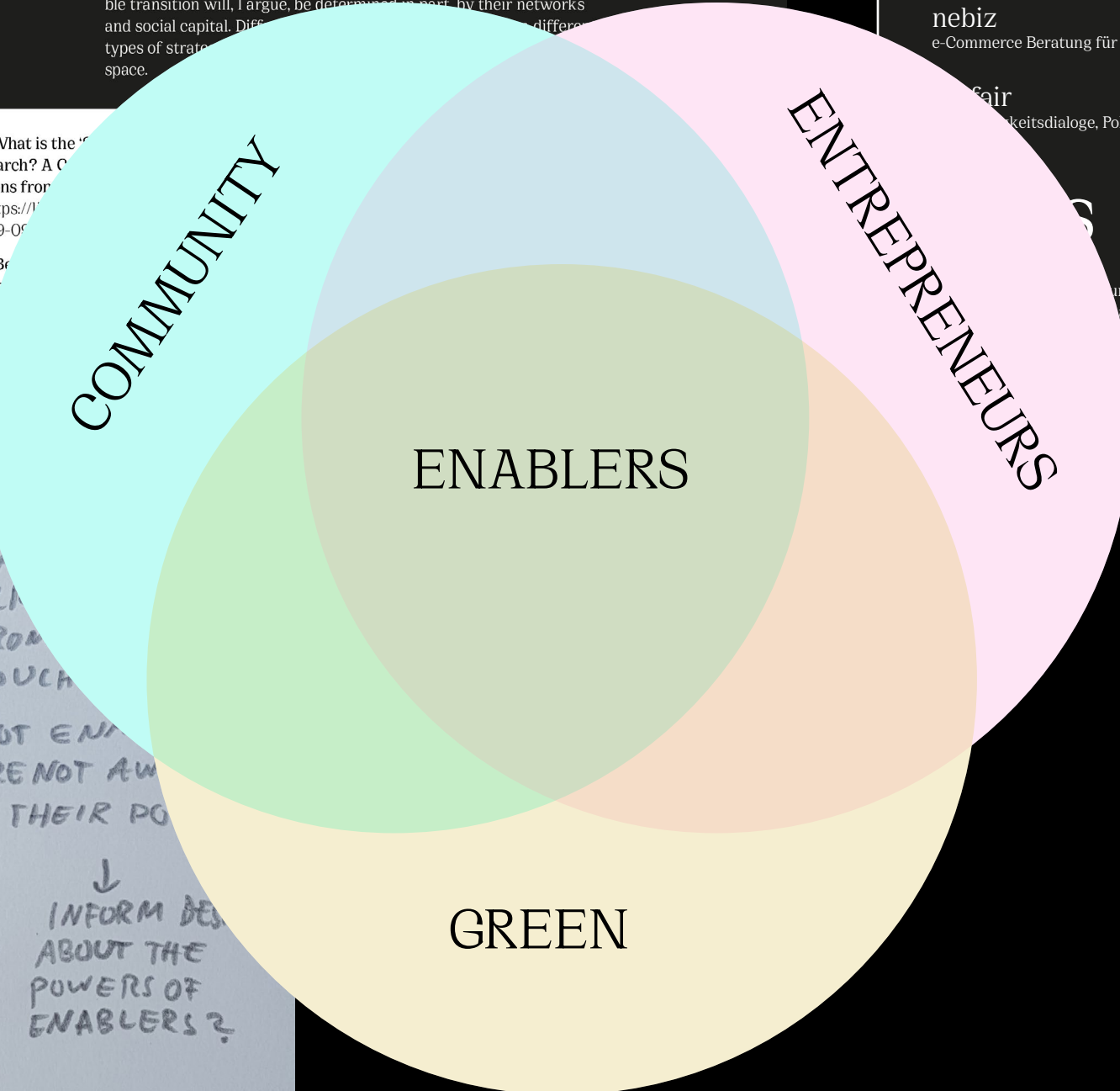
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SPREAD AVAILABLE INFORMATION AND RESEARCH IN AN INCLUSIVE AND WHOISTIC DESIGN APPROACH



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INFORM DES ABOUT THE POWERS OF ENABLERS?

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Heldenrat e. V.
ehrenamtliche Hilfe, allumfassende Beratung

Grüne Helden Award
Beratungsagentur, jährliche Auszeichnung, Publicity only, kaum Vernetzungsmöglichkeiten

SEND (Social Entrepreneurship Netzwerk Deutschland)
fast nur soziale Projekte, großes Netzwerk, ehrenamtliche Hilfe, sehr offen

Institut für Stiftungsberatung
Agentur, allumfassende Beratung, sehr starr, keine Vernetzung

Grüne Köpfe
Agentur, allumfassende Beratung, flexibel, keine Vernetzung

BearingPoint
Agentur, allumfassende Beratung, auch pro bono

UnternehmensGrün
Organisation, Mitgliedsfirmen betreiben Greenboxing statt -washing, Evaluation und Anpassung von Maßnahmen

dasselbe in grün
Interessensverband nachhaltiger Unternehmen

nebiz
e-Commerce Beratung für nachhaltige Unternehmen

fair
Arbeitsdialoge, Politik - Gesellschaft

und sozial als B...
working im Fa...
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umsetzung

Jonas Köhler, 2020/2021, Hey Green!

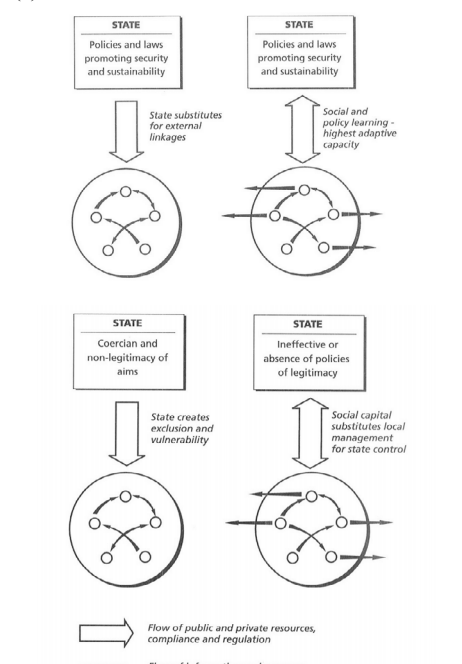
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How do we design to enable? building social capital for action against climate change - part I

With inefficient policies still in place and the obvious threat of climate change at an alarming speed still intact questions arise on how to change communities for the better. Although there is a noticeable rise in interest in slowing down climate change our consumerism seems to always come first. (3)
While from a scientific standpoint there is no clear cut line between policy makers and communities, the latter feel rather disconnected from people in power. The importance of efficient policies does not fully exclude us from the pool of stake holders in climate change. I want to explore how personal relationships can flourish and be used to enable environmentally aware parties to grow their communities (5).
The tools currently in place do not allow for or include closer inspection of complex interchangeable positions as shown by closer inspections on schemes like the ABC (Attitude, Behavior, Choice). (2)

Communities might be experienced in deploying but not aware of those mechanisms that help them reach out, talk to and in the end change the mindset of others and thus the current system in which they act.
For this task a grasp of the potential relationships of involved players needs to be understood. Different organigrams showcase these touching points during different activity levels of both the social capital and the state (4). No matter how dysfunt the state or the communities the underlying sentiment seems to be the connection and fragility of both defuncton and construction of change from within or from the outside of a society like ours.
Social leadership can be claimed by anyone, policies are both result and influence at any point of time.

Arie Rip: 'Instead of the heroism of the policy actor vis-a-vis the system there is a variety of actors and roles, and a distributed coherence which is self-organized. Some actors may contribute more to the self-organization than others, but there is no general rule' (2006, page 87). (2)
This leads me to the conclusion that if we want to empower change in these communities everyone who is capable of taking action in any kind of form needs a possibility for consultation with and information about experienced social change leaders. My proposal is to create guidance for those in perception of a disconnect and disempowerment in the political discourse. To invoke such incremental, self-propelling action it is necessary to gather more information on how to design a social capital-friendly environment in communities which were maybe even totally excluded from the democratic process of adaptation to climate change.
A guide on social capital may also touch on not only any setting which leads to climate change denial but also to states of exhaustion when faced with the overwhelming facts and challenges we will have to face in the coming years, decades and centuries. This does not exclude designers from the groups with great responsibility.



from (4) Social Capital, Collective Action, and Adaptation to Climate Change W. Neil Adger

2. IDEATION

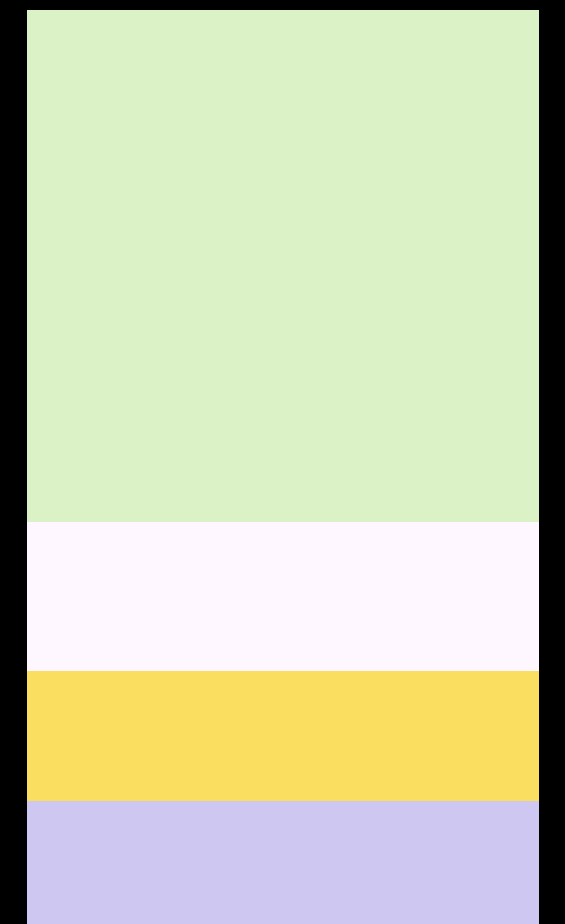
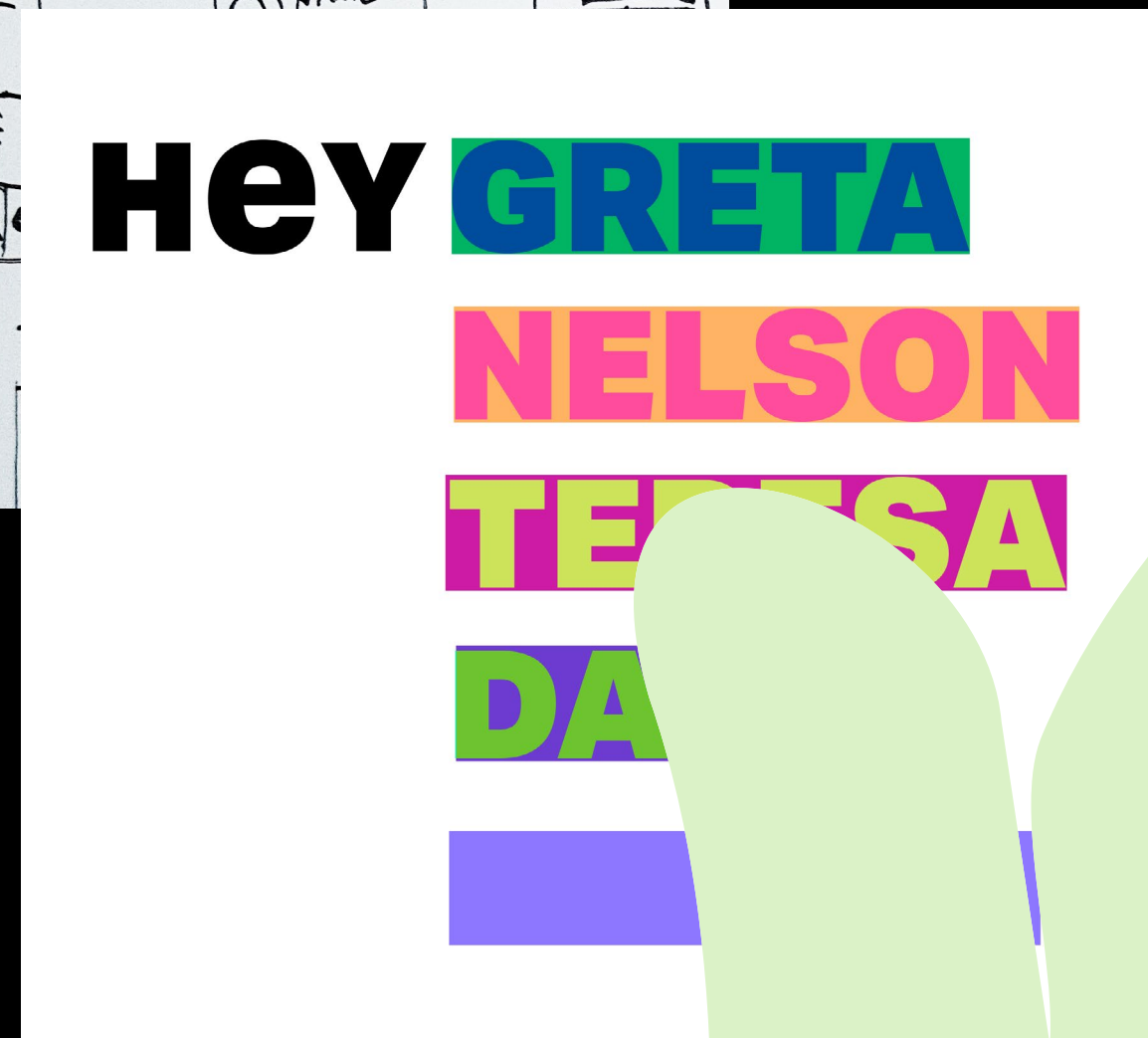
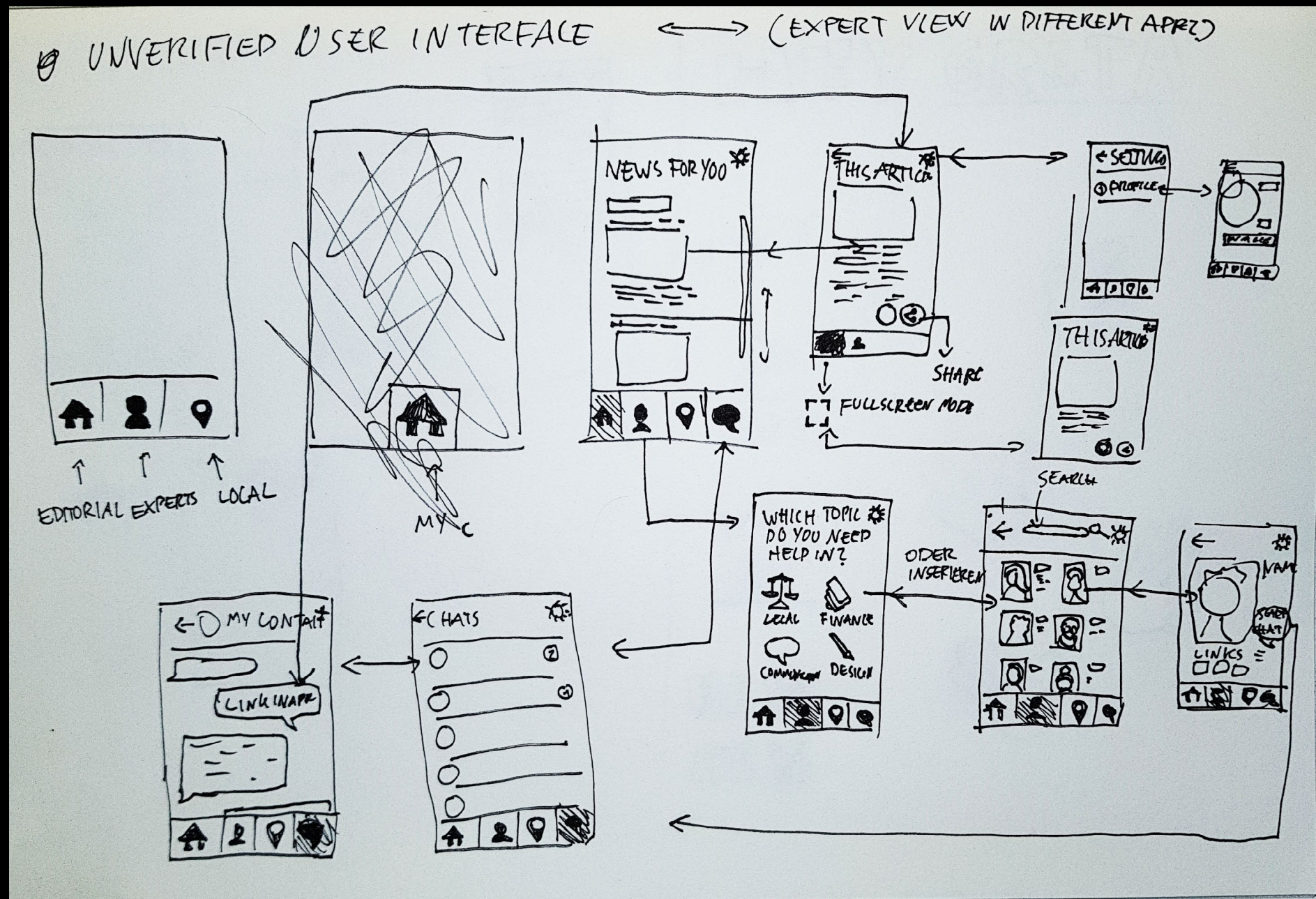
Dank sorgfältigen Besprechungen und fortwährender Recherche nahm die Idee immer mehr Gestalt an. So wollte ich durch ein ehrenamtliches Netzwerk, bereits erfahrene und engagierte Menschen mit nachhaltigen Geschäften, Firmen oder wissenschaftlicher Expertise zusammenbringen. Dabei orientierte ich mich stark an Verbindungen wie dem Social Entrepreneurship Netzwerk Deutschland, die zwar grüne Themengebiete abdecken, aber nicht in den Fokus rücken. Somit war die Utopie in meinem Kopf bereits gefestigt, dass sich erfolgreiche ExpertInnen zusammenschließen, um bei kleinen bis großen Problemen von möglichen GründerInnen beraten zu können. Die einzige Gegenleistung: ein weiteres Projekt auf den Weg zu bringen, ein weiteres Puzzleteil im Kampf gegen die Zeit in Position zu bringen.

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3. SKETCHING

In der zweiten Phase formulierte ich mögliche Bildsprachen und die Netzwerkstruktur sowie die Interfaces der finalen Anwendung. Um zu gewährleisten, dass ein möglichst selbstkontrollierendes Netzwerk entsteht, entschied ich mich dazu, einige Praxiserfahrungen anderer Betreiber zu nutzen - beispielhaft Wikipedia. Dort steigen Nutzer im Rang auf, je nach ihrer Aktivität und der Qualität ihrer Bearbeitungen, was wiederum von bereits erfahrenen Nutzern kontrolliert wird. Dadurch lassen sich erhebliche Personalkosten sparen und außerdem die Autonomie sowie der Zusammenhalt der Mitglieder stärken. Belohnt wird Engagement direkt von anderen Experten, das kann eine starke Verbindung und soziale Nebeneffekte mit sich bringen. Freen könnte somit auch hinter den Kulissen soziales Kapital stärken.

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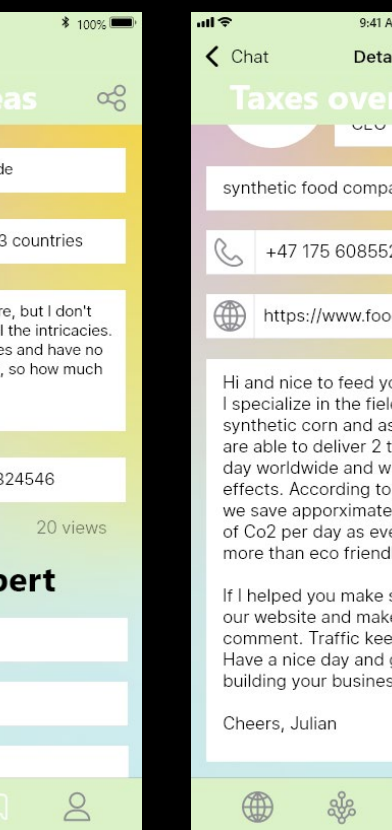
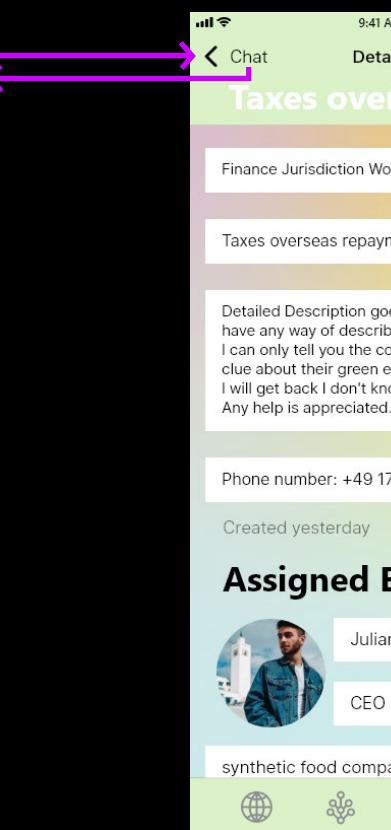
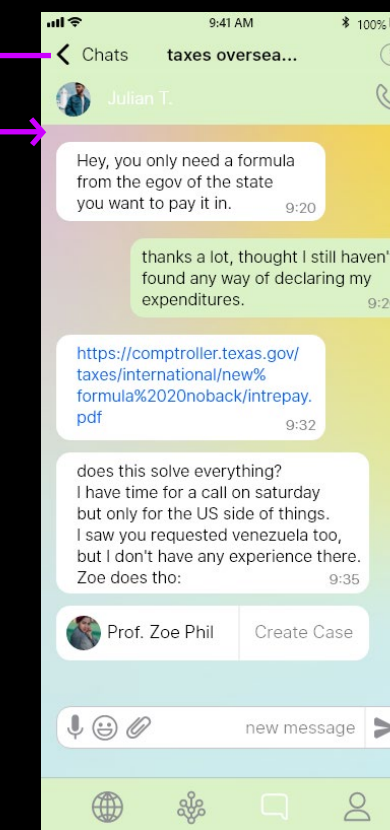
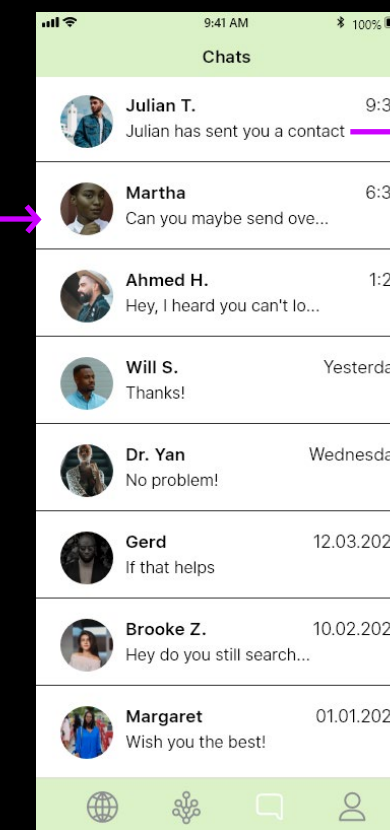
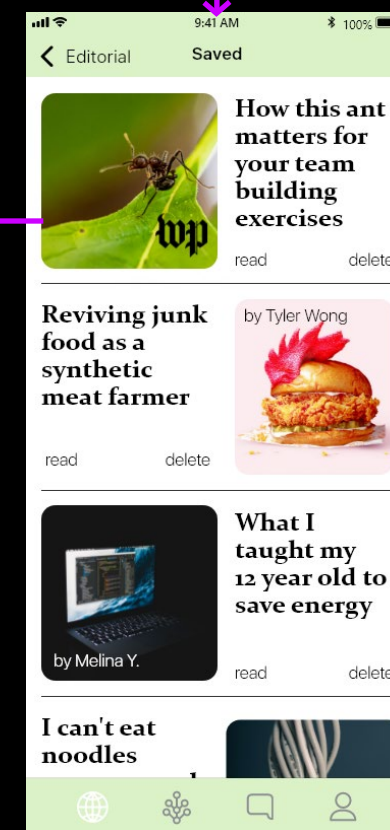
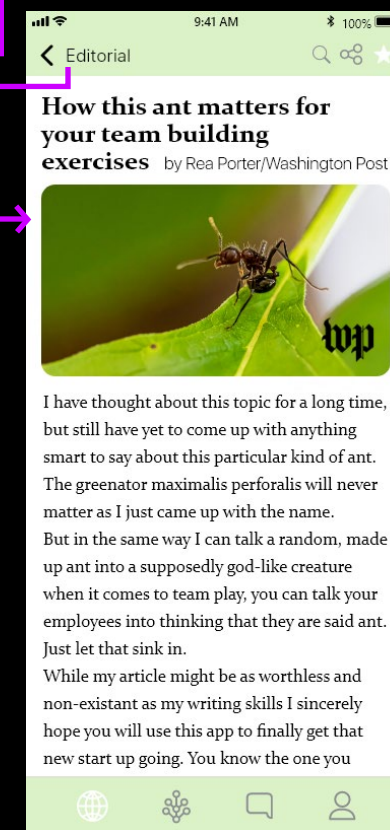
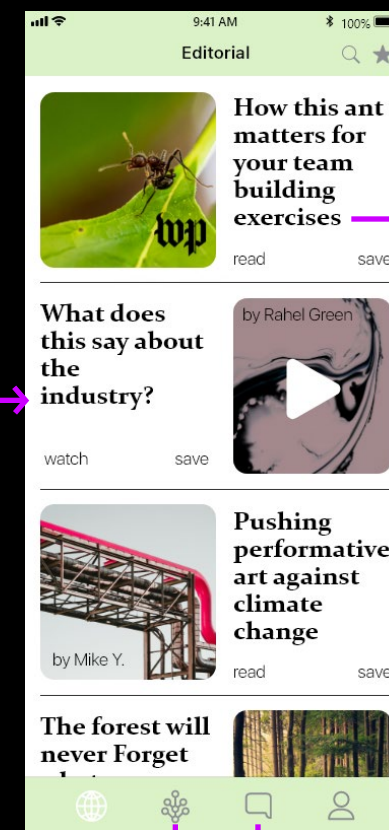
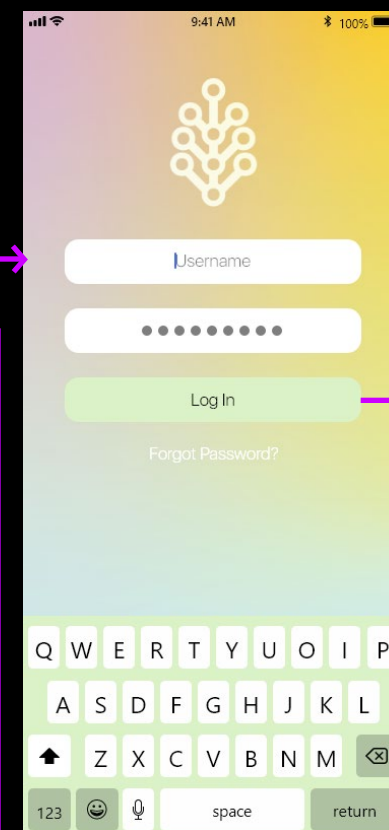
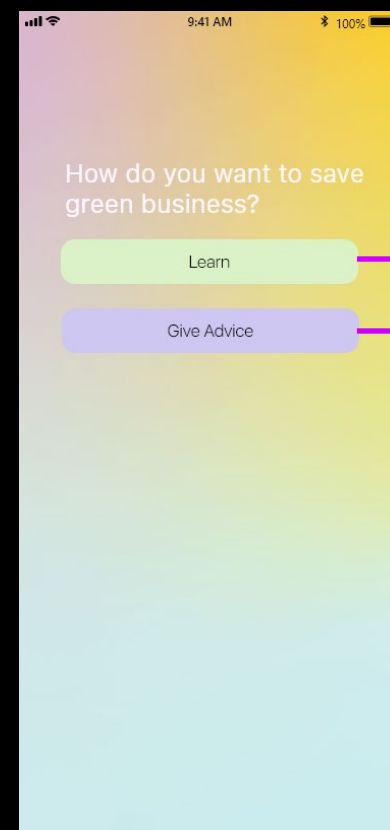
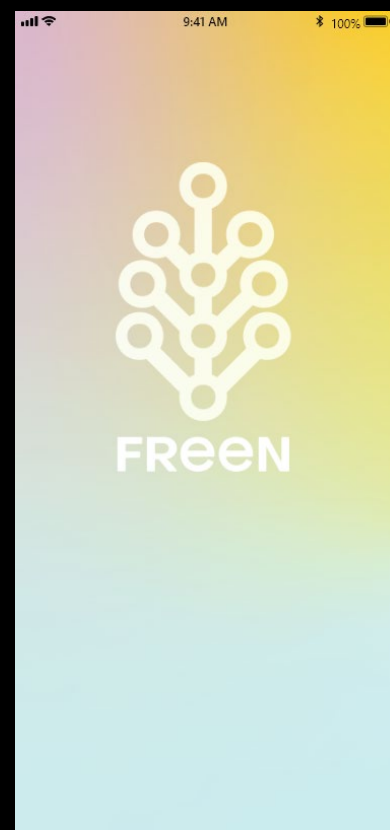
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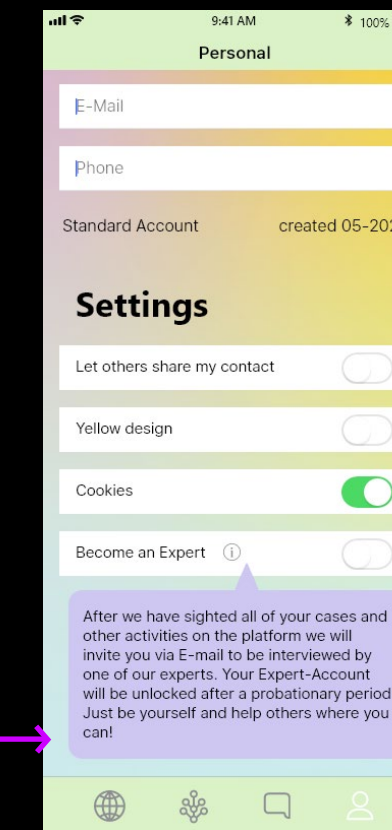
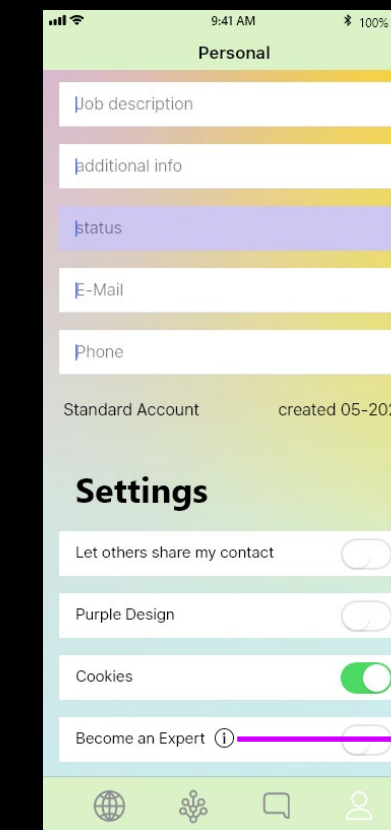
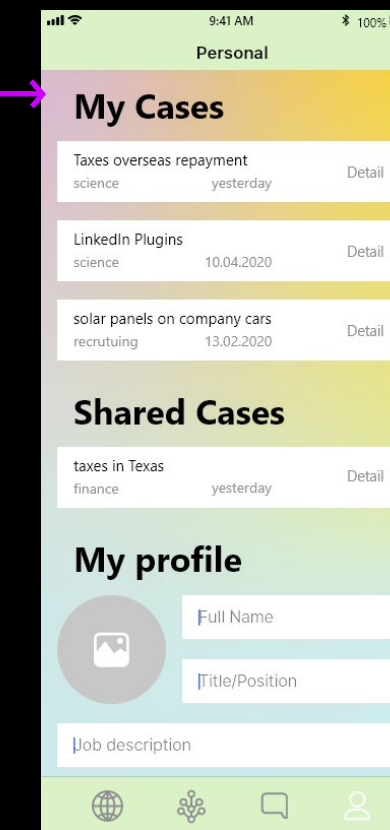
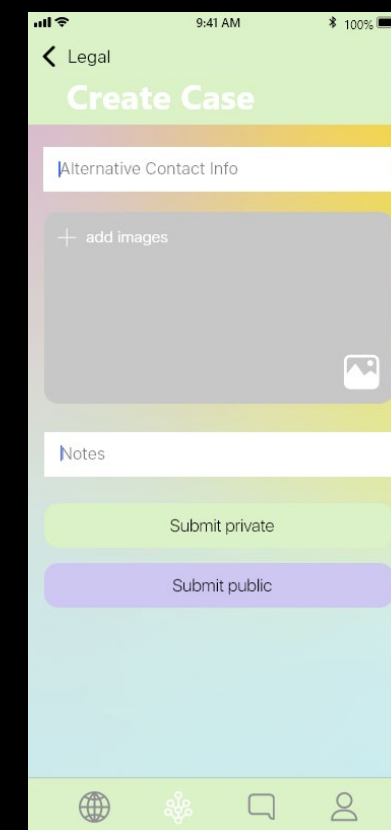
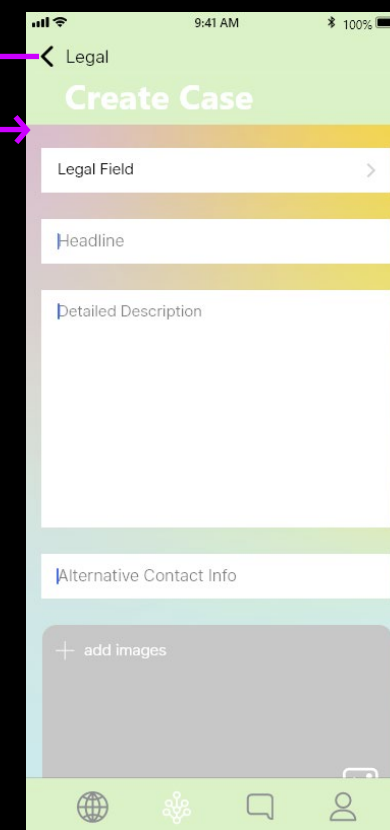
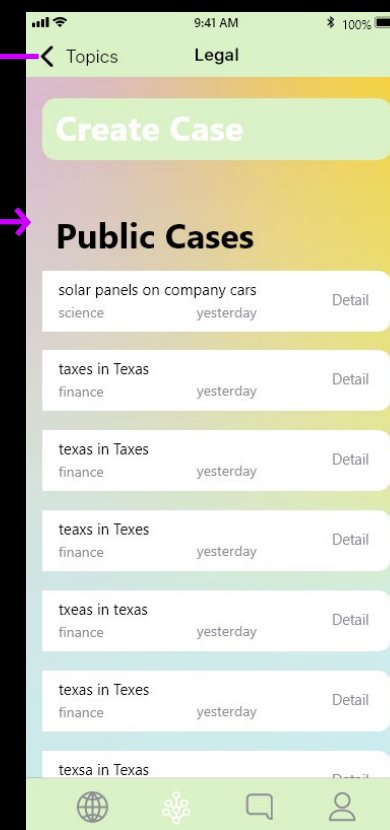
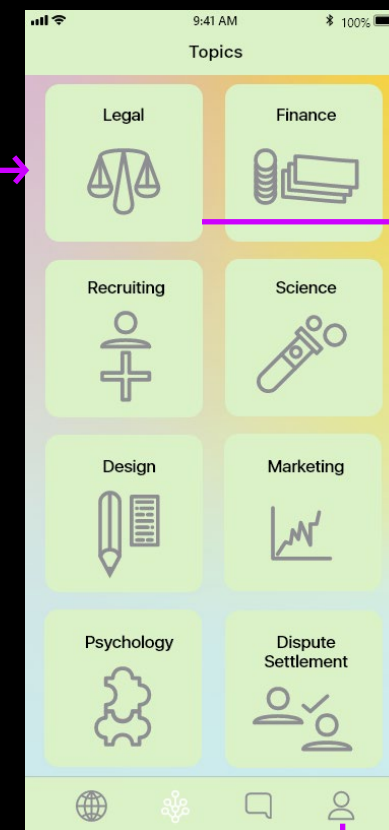
4. UI-DESIGN

Für das Screendesign hielt ich mich an einige gefestigte Konventionen des iOS-Betriebssystems und fügte mit einer sehr charakterstarken Farbkombination eine markante Individualität hinzu. Außerdem erstellte ich für das Hauptmenü sowohl eine normale Nutzer-Ansicht sowie eine Experten-Version der App.

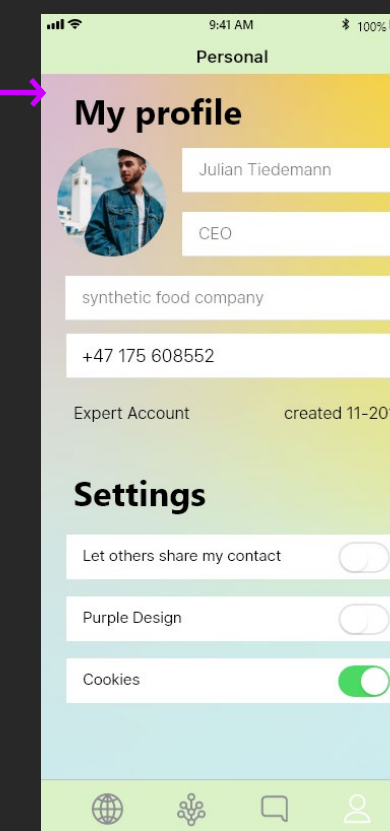
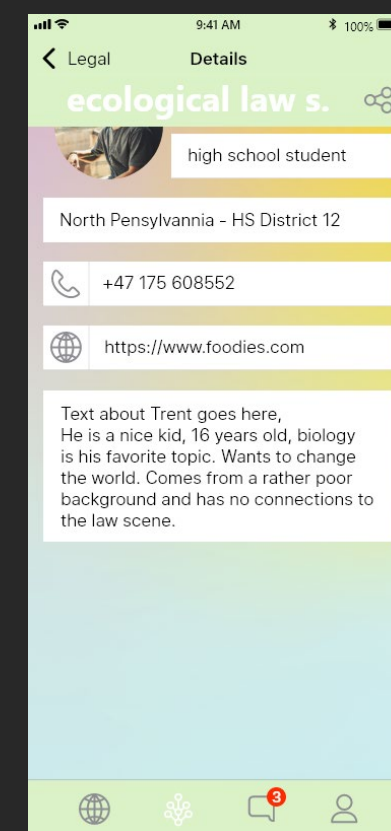
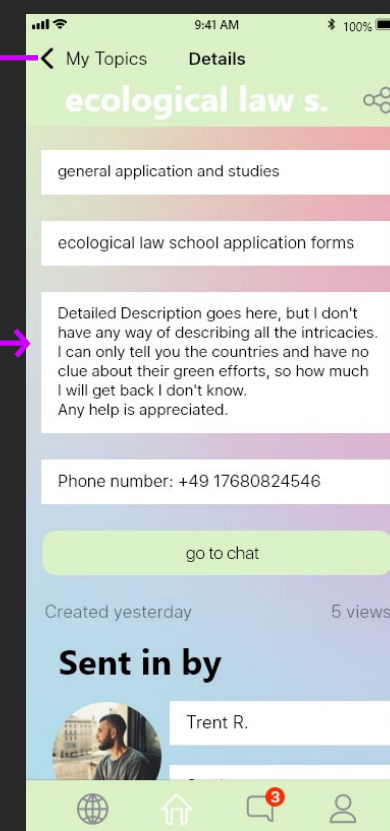
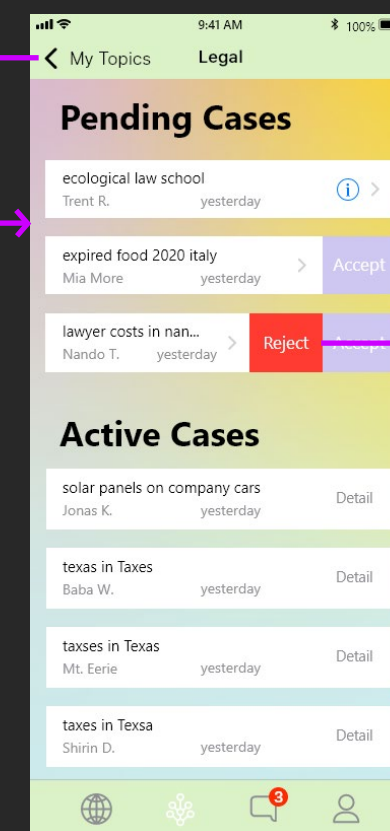
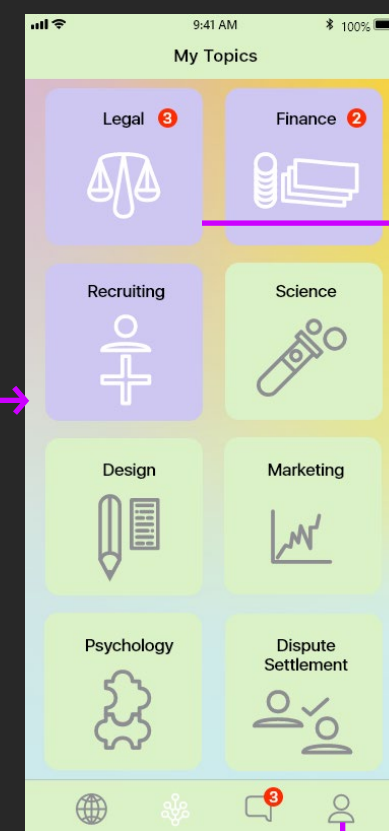
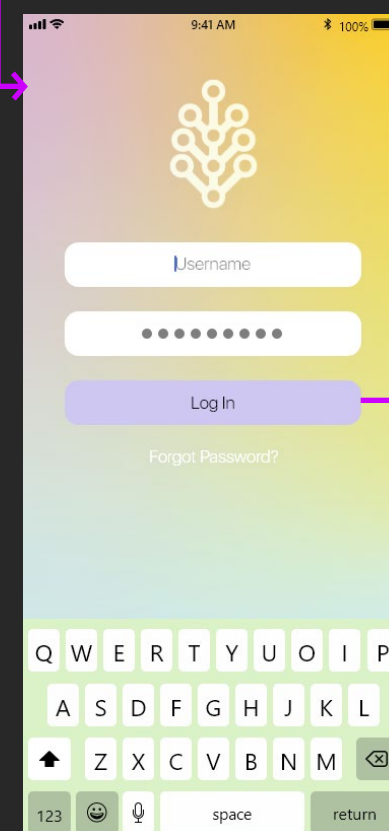
Im Showcase-Video werden die Zusammenhänge des Flowcharts vereinfacht und verdeutlicht.



USER VIEW



EXPERT VIEW



SHOWCASE

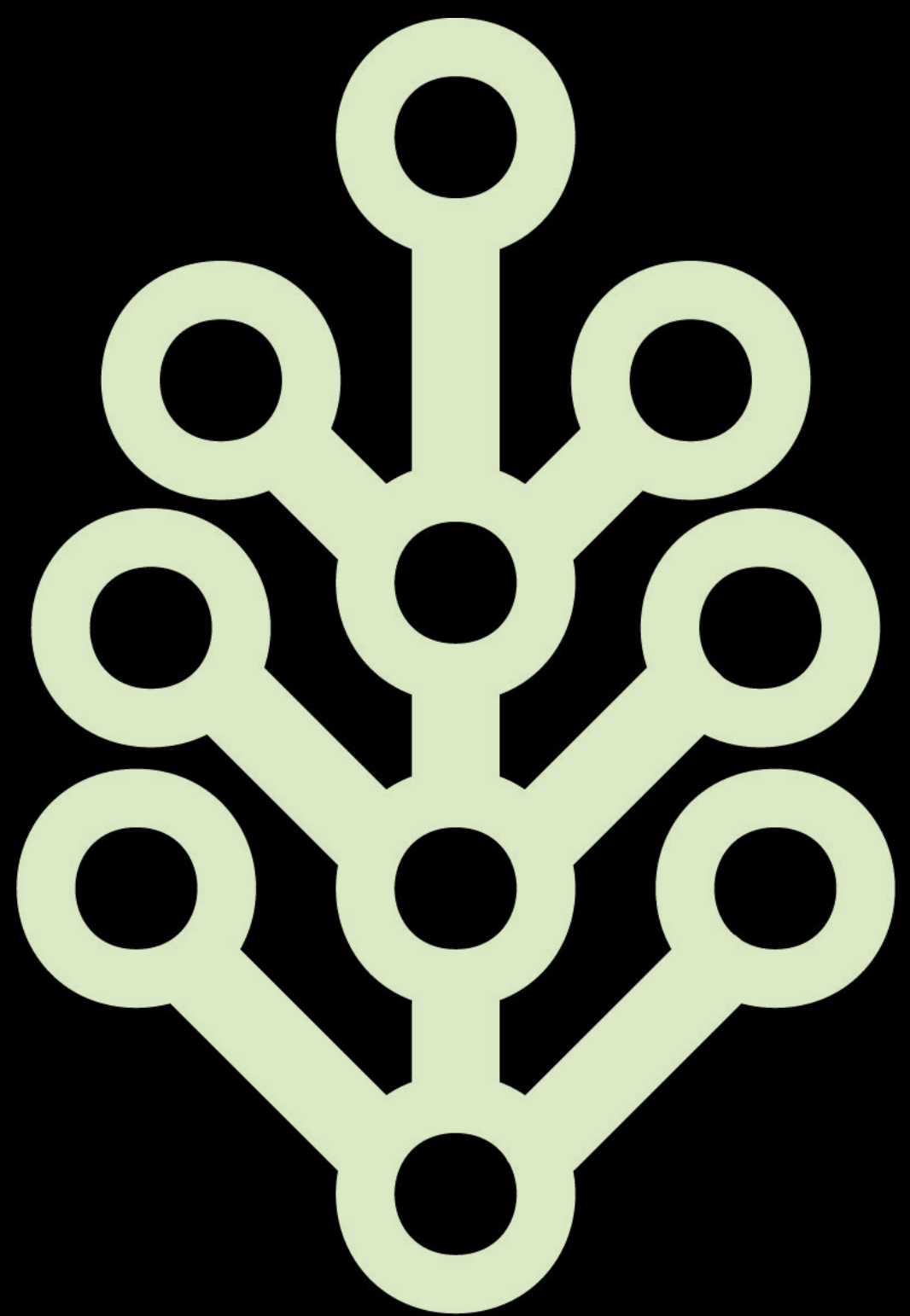
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Hey Greta! - Sommersemester 2020, Prof. Klaus Keller

5. CAMPAIGN

Das stark technologisierte Branding wird durch die nach Alleinstellung strebenden Farben durchbrochen. Selbst das Blatt in Netzwerkstruktur ist dabei nicht sicher vor handgeschriebener Werbung, die vorerst als infantil oder beiläufig abgetan werden kann, nur um mit Abstand und Reflektion ihre volle Wirkung zu entfalten. Hinter all dieser Unternehmensberatung, die business-to-business stattfindet, stecken engagierte ExpertInnen, die jedem Fall ihre Handschrift und Menschlichkeit aufdrücken.

Die Welt wird nicht durch die Technologie gerettet, höchstens über die Menschen die sie nutzen.

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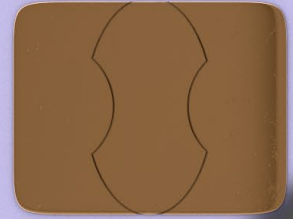
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NEED TO
CHANGE IT
ALL, BUT
DON'T KNOW
HOW?
WE GOT
FREE
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KNOW -
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NOT A BRAND
JUST TRYING ; -)
TO HELP



CAPITAL



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JSMITH

GOOD IDEAS

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VS
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