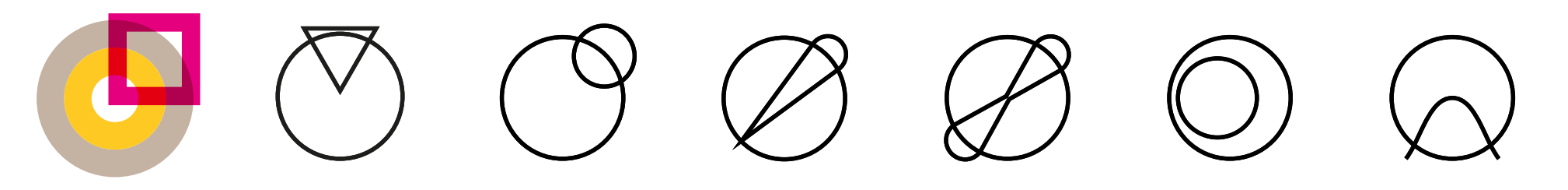
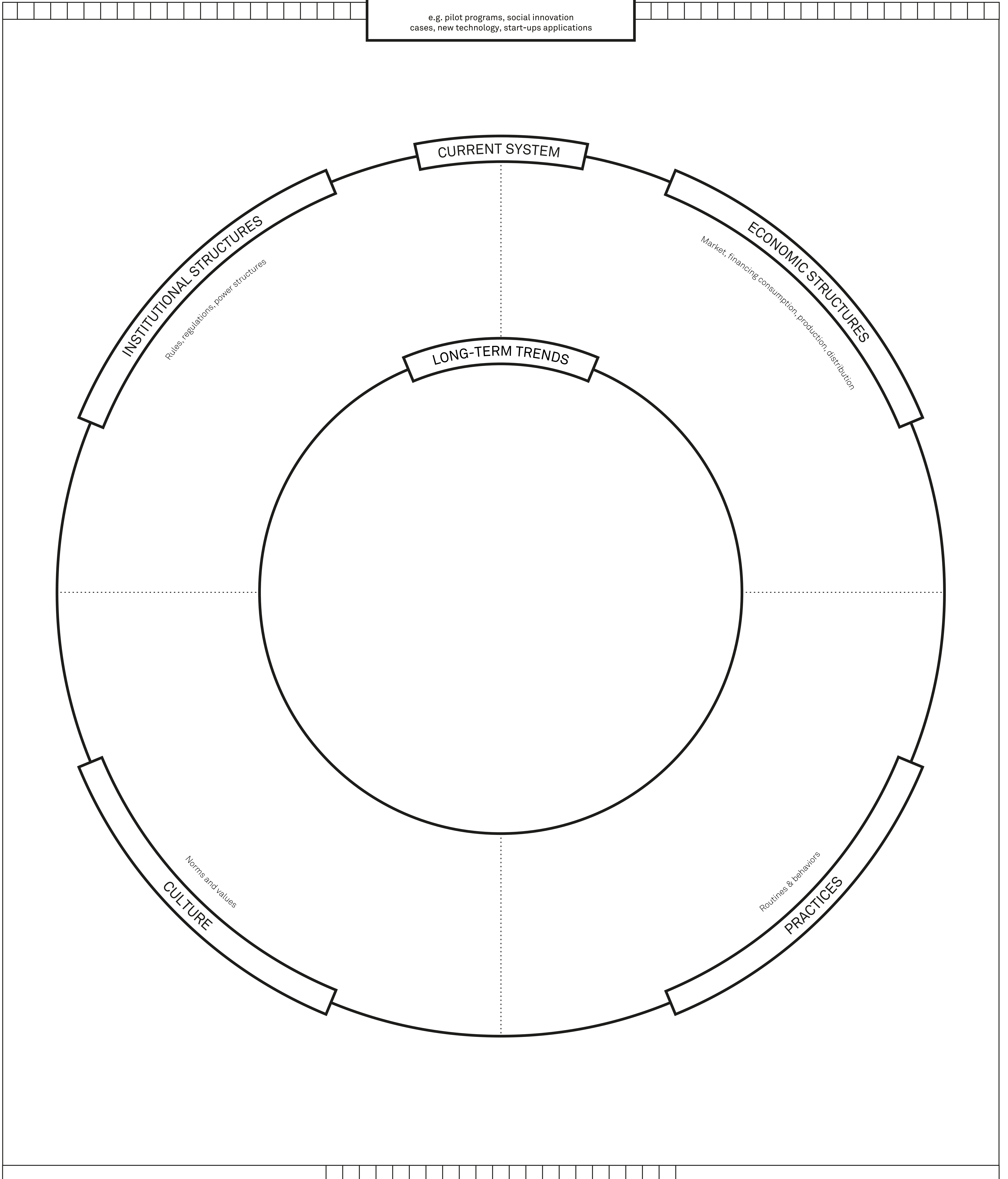


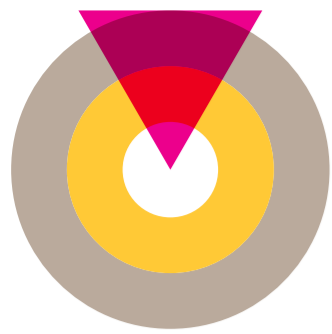
RICH CONTEXT

Framing the system



EMERGING NICHE INITIATIVES
e.g. pilot programs, social innovation cases, new technology, start-ups applications

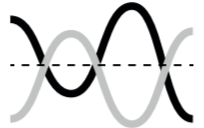
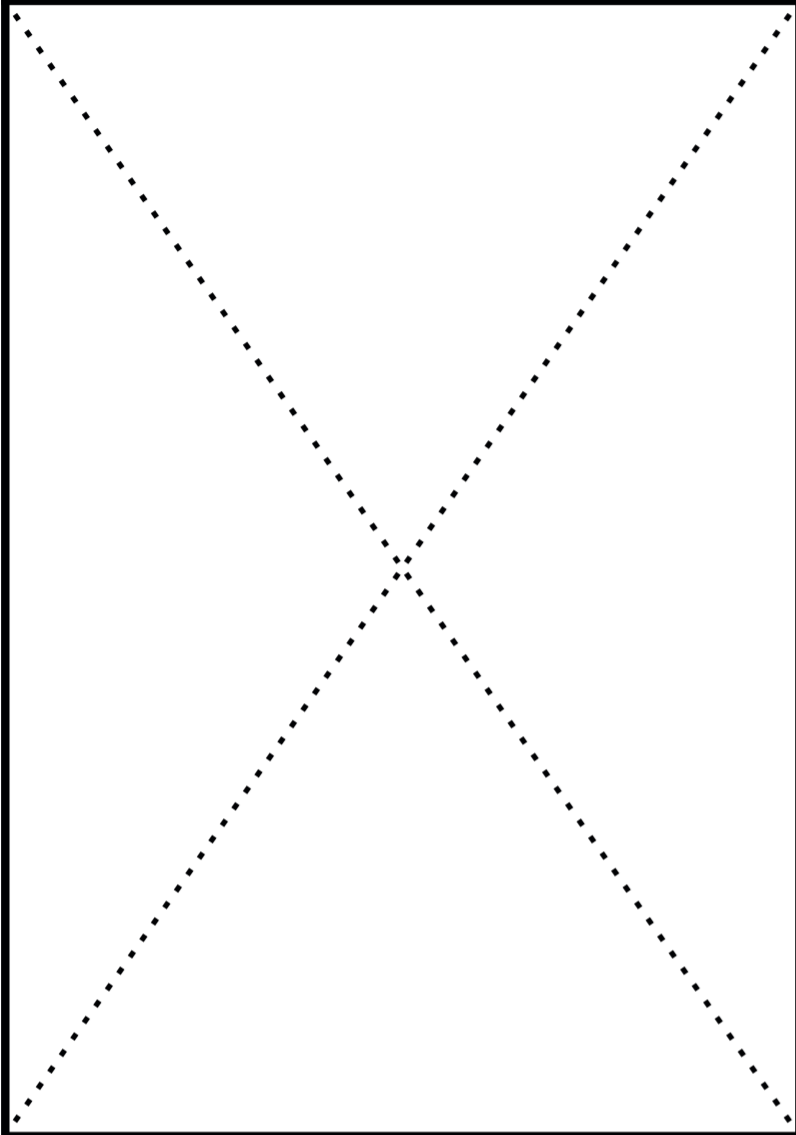
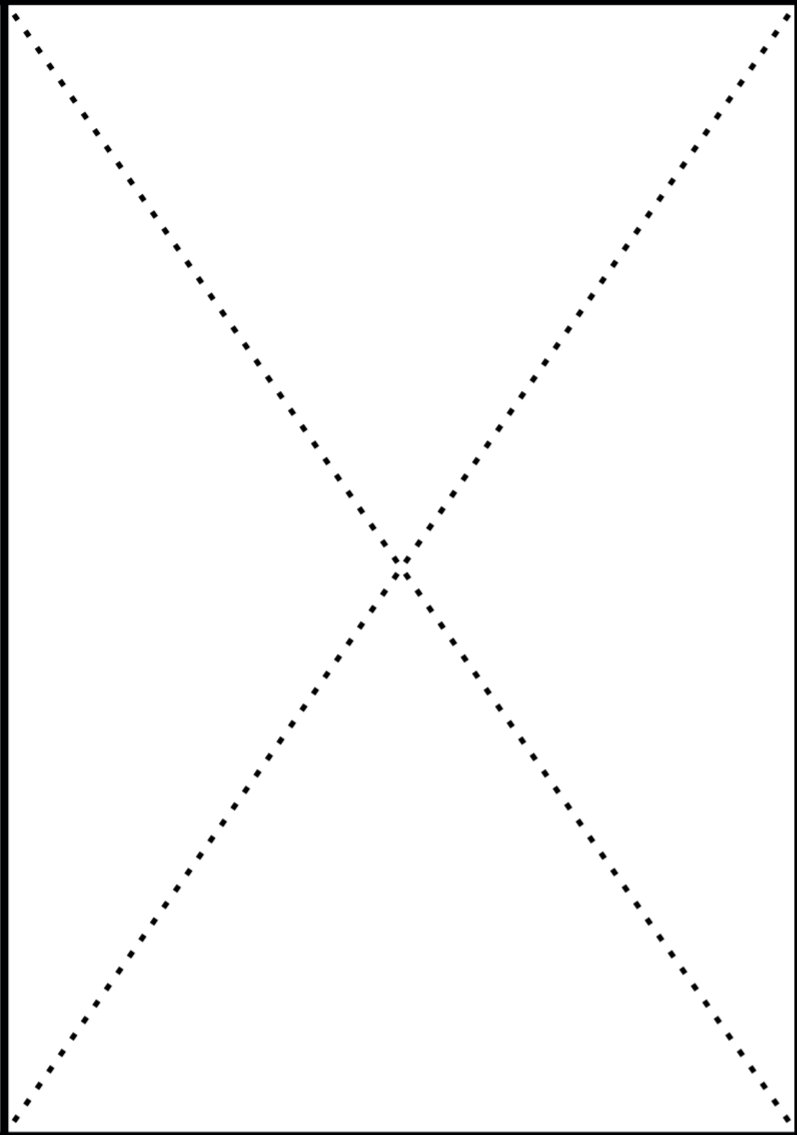




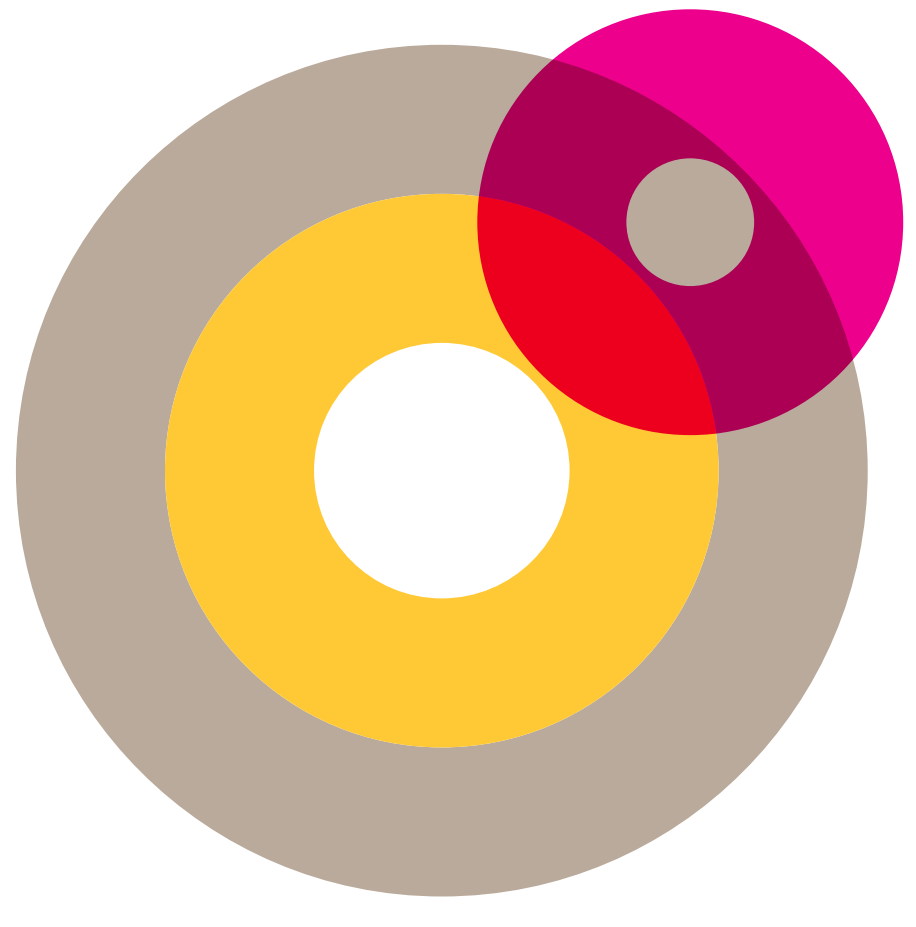


ACTANTS

Listening to the system

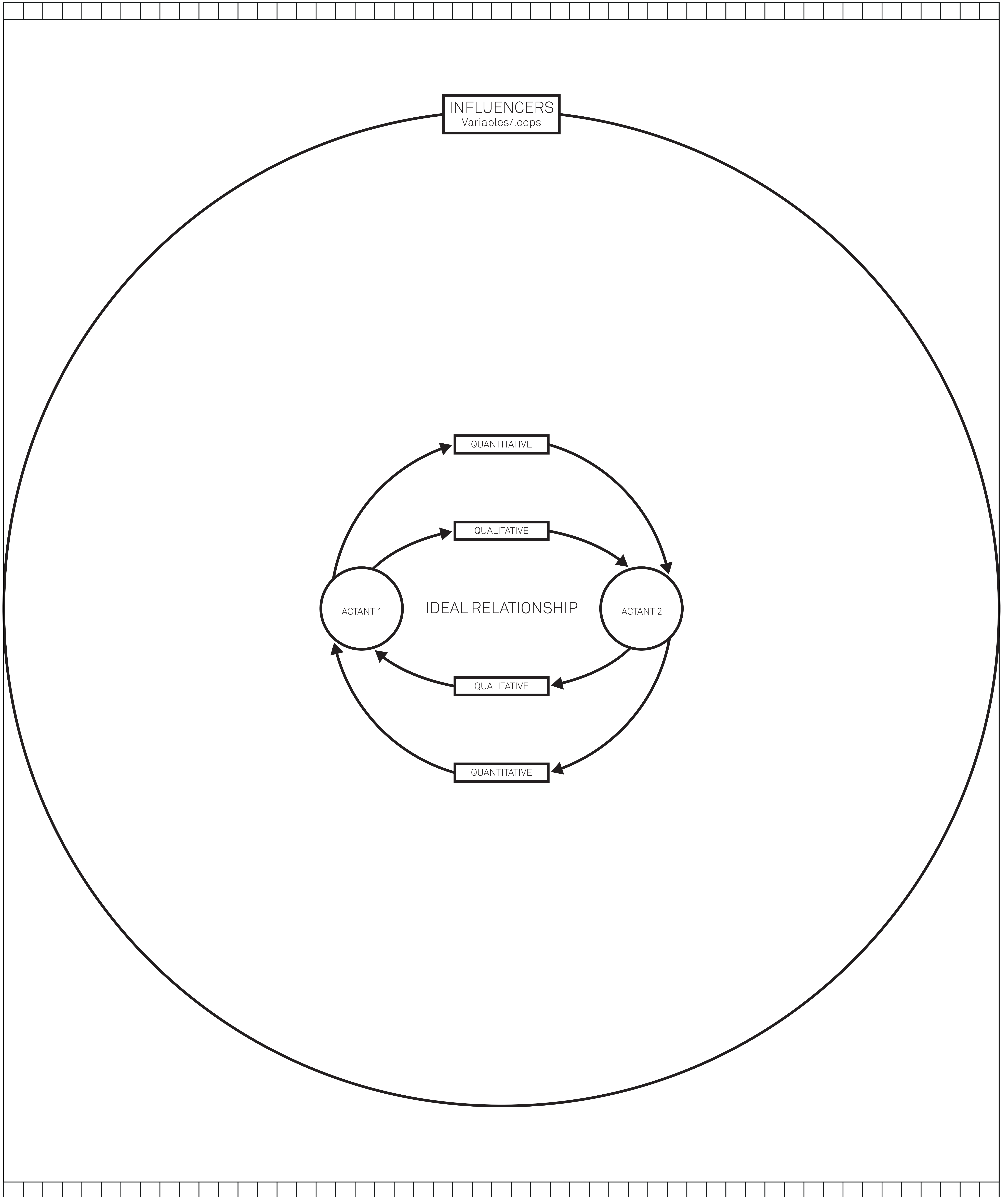
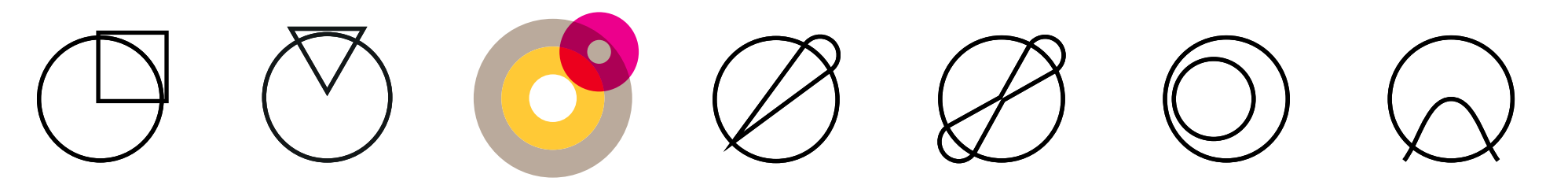


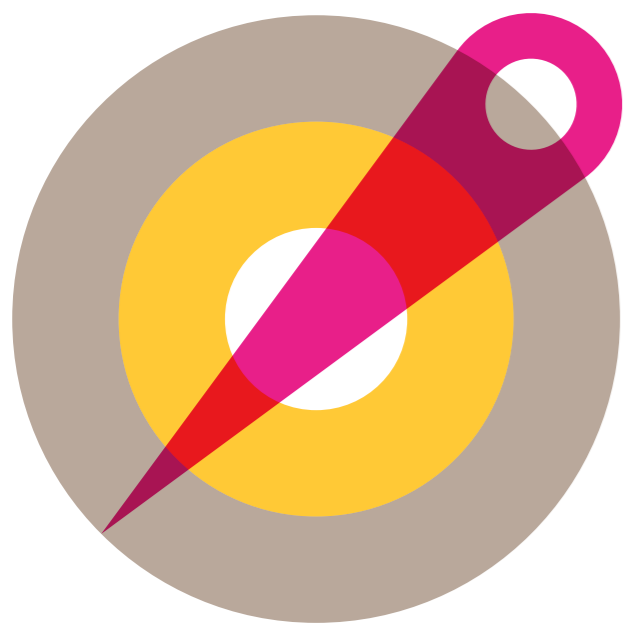
ACTANT 1	ACTANT 2	 <p>EXPERIENCE OVER TIME Draw the curves for both actants</p> <p>+</p> <p>—</p> <p style="text-align: right;">time →</p>
		 <p>What makes the experience change?</p>  <p>What explains the differences between the curves?</p>
<p>“PERSPECTIVE” on the issue</p>	<p>“PERSPECTIVE” on the issue</p>	



SYSTEM MAP

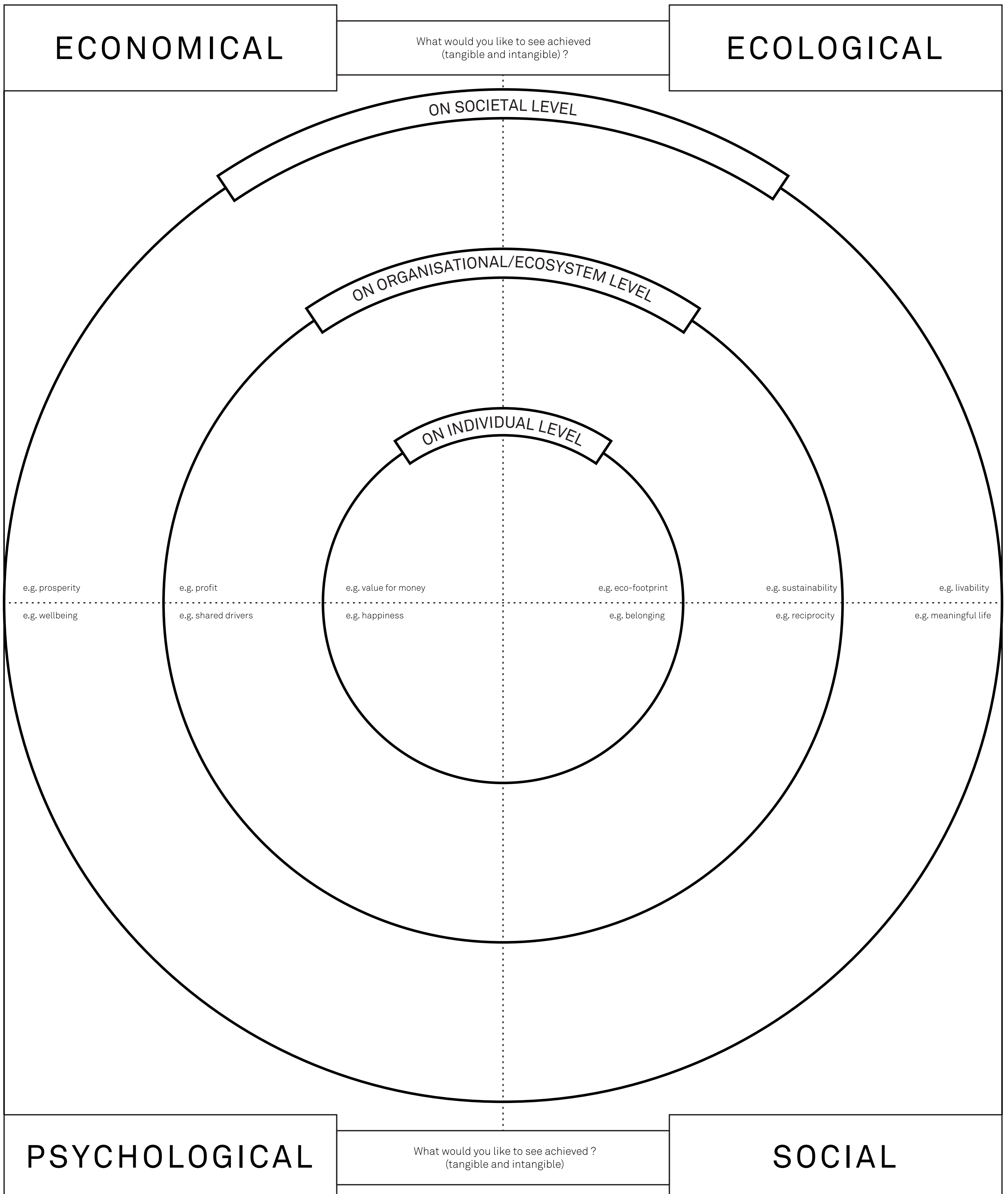
Understanding the system

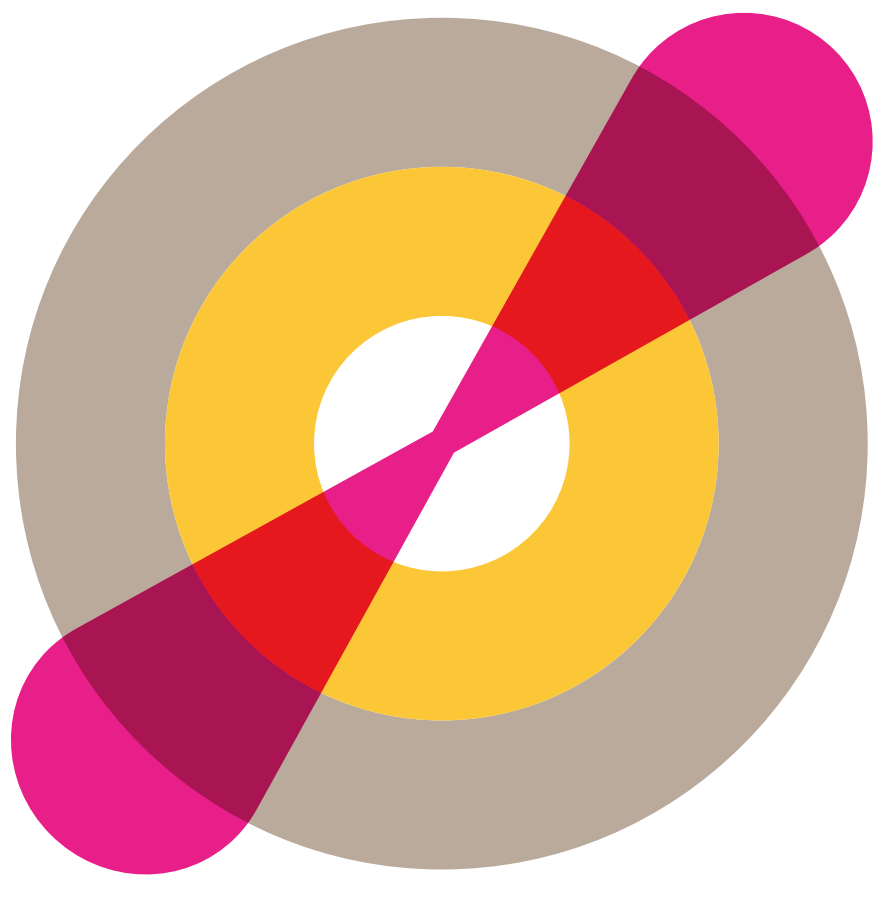




VALUE PROPOSITION

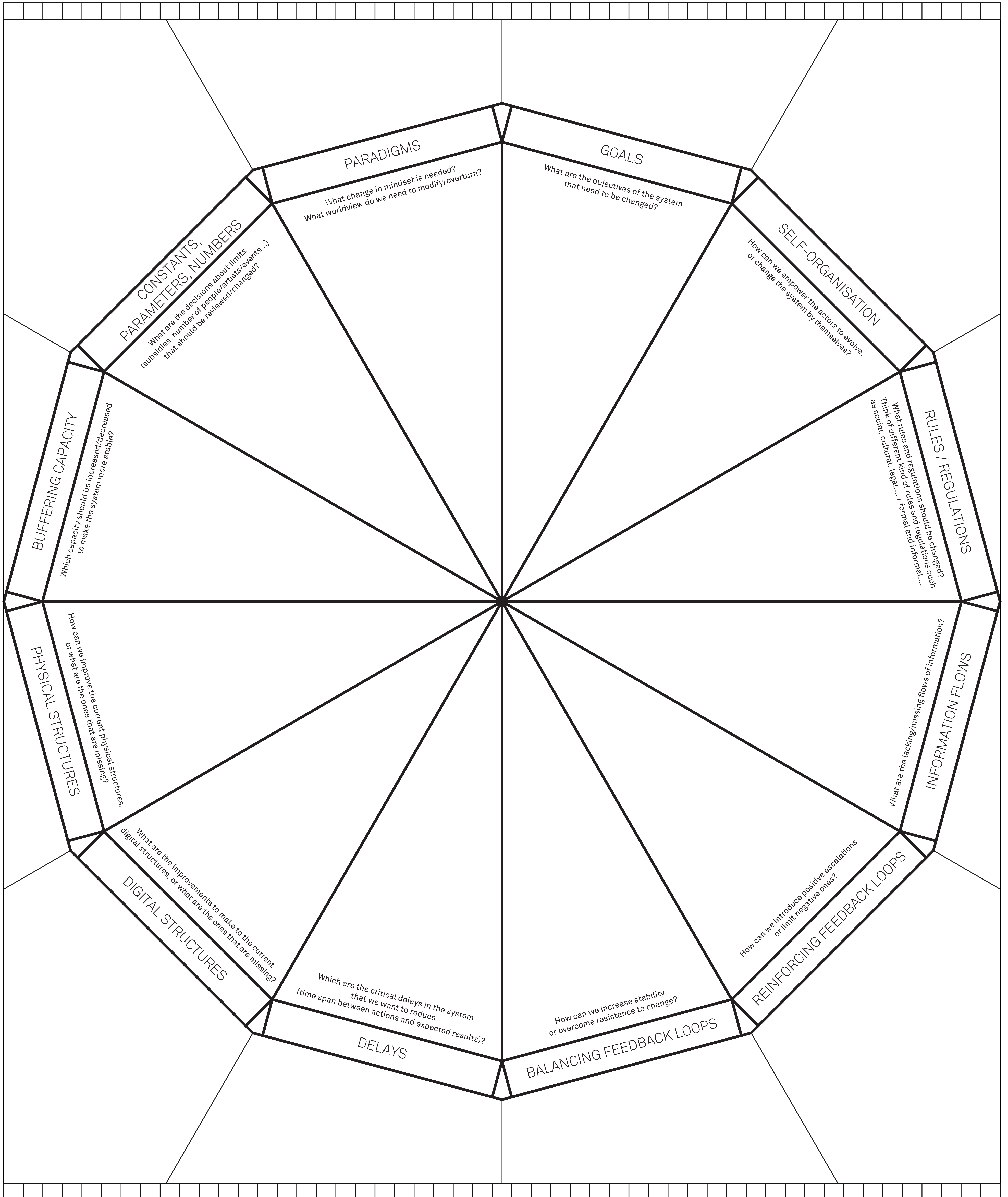
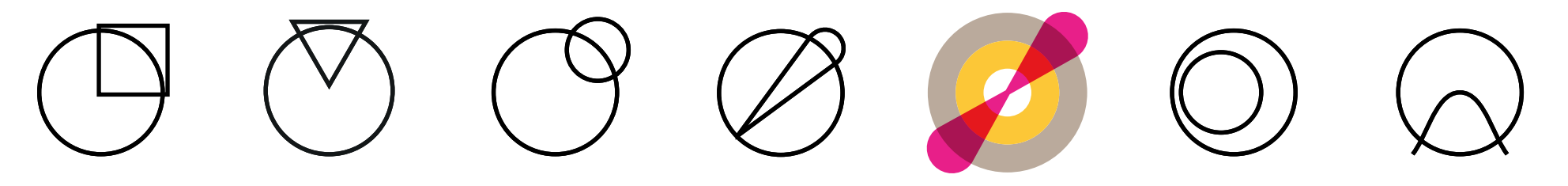
Defining the desired future





INTERVENTION STRATEGY

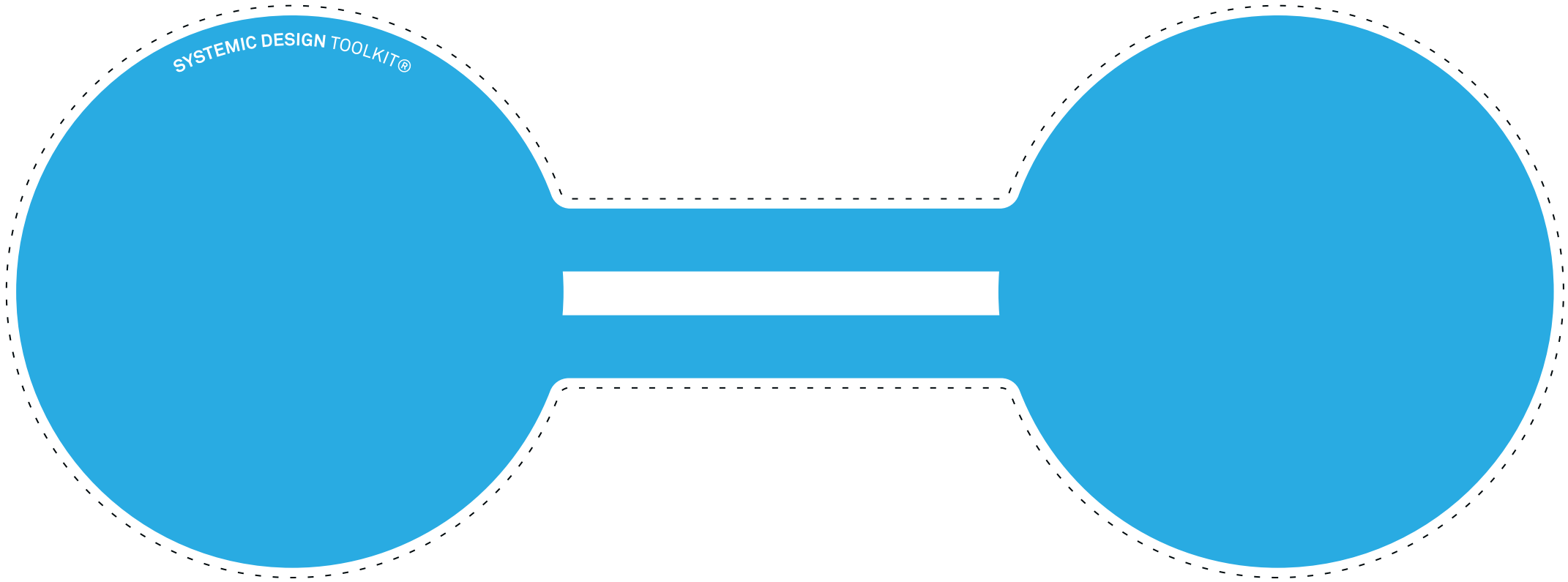
Exploring the space of possibilities





CONNECTOR

Designing the intervention model





ROADMAP FOR TRANSITION BY DESIGN

Fostering the transition

