

COVER PAGE

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DESIRE PRINCIPLES - DELIVERABLE 2.2

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1. Introduction & approach

1.1 Introduction

The focus of T2.2 has been to further develop, iterate and validate the DESIRE Principles and transform them into applicable and meaningful approaches to transformation. This with the purpose of discussing possible translations of the principles into the local sites' context and connecting to T3.1 (Customizing territorial sites with DESIRE principles [M6-14]) in order for the sites to eventually adopt and test and identify potential iterations. This work will together with the future work in WP3 lead to the final DESIRE Toolkit and set of Principles (D2.3 and D2.4).

The present deliverable will account for how the set of principles and transformation questions have been prepared through a co-creation process with the partners in the project and present the result of this process.

Deliverable 2.2 is closely connected with Deliverable 2.1 DESIRE Manifesto which explains the references back to this report.

1.2 Overall approach

Working towards systemic change requires different mindsets, methodologies and toolkits than we have typically worked with in a context of the built environment. We need to move from a linear way of thinking to a circular way of thinking and from an one-eyed cost perspective to a holistic total value perspective to foster an irresistible sustainable urban development. We have therefore worked on outlining how it would be possible to move from complex systemic problems to clear missions, shaped and supported by our DESIRE Manifesto, Principles and Tools to help develop a new praxis. The process is of course not entirely linear but can yet be conceived in the phases illustrated below (fig. 1).

DESIRE is built upon a mission-oriented innovation process, which unfolds a potential based on existing challenges, letting challenges and opportunities steer the work. The three decided DESIRE themes frame our possible future and give direction to work with identifying and concretizing our desired futures - and how to take action on this. Verbalizing shifts in purpose, power, resources and relationships is crucial for understanding why change is needed. This is what the Manifesto and Principles presents. They are the starting point for experimenting and learning at a local (micro) level, which will allow us to iterate and improve the content with the purpose of eventually creating and establishing a new praxis for others to obtain (and further experiment with).



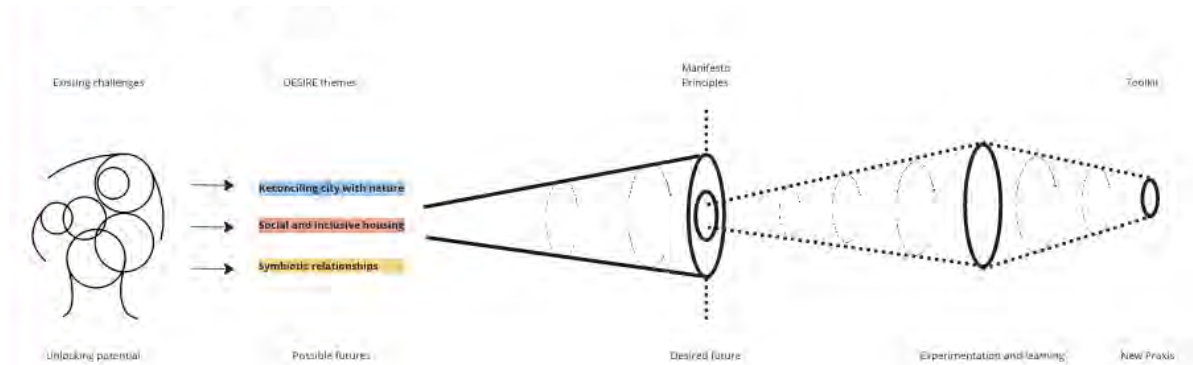


Fig. 1. Mission-driven innovation process in the context of the DESIRE project.

2. Introduction to the DESIRE Principles

2.1 What are the DESIRE Principles in the context of The DESIRE Manifesto?

In order to design an irresistible circular society we need to turn our hopes into clear ambitions and set out coherent pathways to reach them.

From a mission-oriented innovation perspective, the DESIRE Manifesto is a declaration of intentions, motives, or views to create a shared direction. It will be used to mobilize an ecosystem and set a direction by acting as an agreement between people, helping create a shared language, binding stakeholders together, and strengthening their commitment. In continuation, the collection of principles can be used as practical enablers to create actions and desired behaviors and build the capacity to act on the Manifesto. The DESIRE Principles can be defined as propositions or core values. Furthermore, the individual principles can be understood as a kind of rule or an idea that guides one's behavior or belief. With this, the Principles are a foundation for a chain of reasoning.

2.2 Purpose of the DESIRE Principles and the transformation questions

As stated in Deliverable 2.1 we define the Manifesto, Principles and Toolkit as the heart, brain and hands of the project.



Fig. 2. The heart, brain and hands of DESIRE.

The heart (Manifesto) is what defines ambition and sets the frame for the movement and community. The brain (Principles) is what concretizes and operationalizes the paths that must be explored to achieve the desired transformation. They make the Manifesto operational and help define questions, approaches, and methodologies to make the local sites able to transform them into concrete and feasible practices for on-site application. And finally, the hands (Toolkit) are what collects and formalizes the learnings achieved throughout the project. It is a replicable set of models, tools, methods, and guidelines that can help our ecosystem and other members of the movement to embark on this transformation process themselves.

We have co-created five crucial principles, an approach to working with the principles and a desired long term outcome of working with the DESIRE Principles. The Principles will act as guiding points and strategies for the demonstration phase on the eighth local pilot sites in the DESIRE project. The Principles are hence meant to evoke motivation and adoption of the principles at the local demonstration sites throughout the test phase.

In relation to the principles and as a way to operationalize them, transformation questions have been developed. Hence, they are a part of the principles and consist of examination questions, process and guidelines for transforming the DESIRE Principle into on-site demonstration activities.

With the five DESIRE Principles and the embedded transformations questions we wish to motivate transformational actions where we actively respond to the urgency to redesign the human impact on earth and to being healing, restorative and regenerative. They enable us to create a framework for striving at securing that our initiatives and actions will benefit all. They include the questions we must ask ourselves and the boxes we must tick off in order to make our movement towards a circular transition irresistible.

2.3 The structure of and approach to the DESIRE Principles

The five DESIRE Principles represent the fundamental values we want to be held accountable for and at the same time they are to be considered as agile and flexible entities

that are open to local interpretations and can be adjusted accordingly to the realities we enter.

This entails a modular understanding of the principles that ensures the opportunity to explore the transformation potentials that different combinations of the principles enable. The principles are to be thought of as building blocks that lay the foundation of our work. The blocks can be mixed and matched, where different combinations will lay ground for different experiments.

2.3.1 The elements in a DESIRE Principle

Each DESIRE Principle consists of five elements shown in the model below.

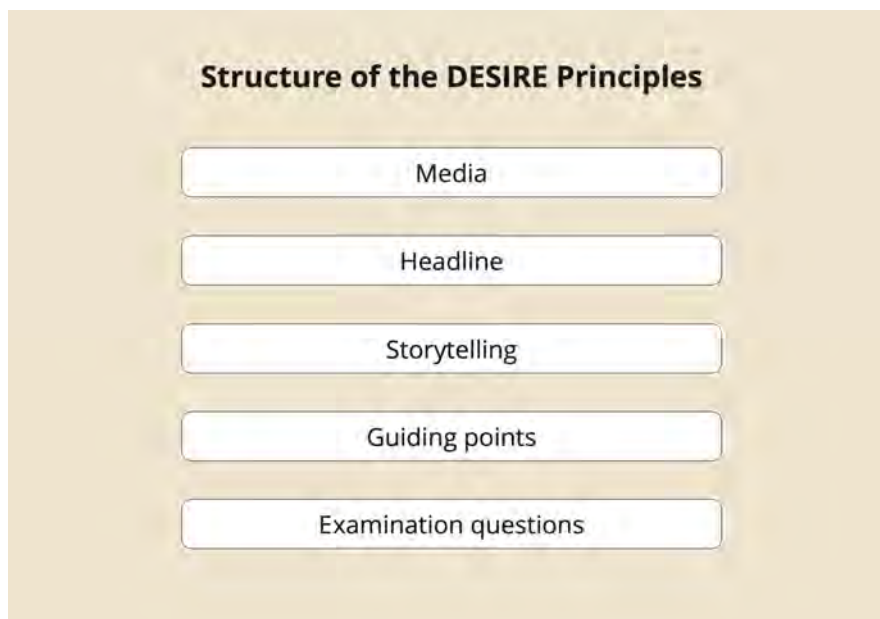


Fig. 3. Structure of the DESIRE Principles.

- **Media:** To each DESIRE Principle there is an image attached to evoke a sensory connection to the principle. The images merely act as examples of a media format that speaks to our senses. This part of the principle is interchangeable and can be shown through sound, video, images or other formats that remain open to interpretation.
- **Headline:** A title that defines the essence of the principle.
- **Storytelling:** The DESIRE Principles opens with sensory storytelling that are meant to evoke motivation and adoption of the Principles.
- **Guiding points:** The DESIRE Principles are crystallized into three concrete bullets that act as active pledges held to each principle.
- **Examination questions:** The DESIRE Principles include key questions to support the transformation from principle to approach

2.4 Overarching layers

The long term desired outcome of applying the DESIRE Principles is to create change at a systemic level. We strive for achieving this by developing and testing scalable solutions at a local, micro level at our demonstration sites to influence the macro level. On a micro-level the Principles will guide towards a translation of systemic and abstract challenges and ideas into tangible steps, behavior and solutions. Through design processes, tools and prototypes, they will help the DESIRE consortium and relevant stakeholders to navigate complexity in a hands-on, creative and collaborative way. Furthermore, this can be the first step towards contributing to and developing a regenerative society where the overall purpose is always giving back more to the planet than we take. There are three layers overarching all of the DESIRE Principles that ensure an engaging, experimental and artisan approach that works towards systemic change, which is unfolded in the following.



Fig. 4. The overarching approaches of the DESIRE Principles.

2.4.1 An engaging approach – compliance with the NEB Compass

Our approach to activating the DESIRE Principles adheres to the NEB working principles:

“A NEB project should embrace three working principles: participatory process, multi-level engagement and a transdisciplinary approach. These principles describe the process

through which a project should operate and work to achieve the highest level of ambition in the three values.”

For us this means that we have an approach to working with the DESIRE Principles, where we make sure that:

- our activities etc. are locally relevant
- emergent ideas are developed collaboratively
- information is equally exchanged
- all locally present species have an opportunity to either participate or be considered
- the transitions we strive towards are irresistible by being just, understandable and beneficial for all

2.4.2 Experimentation as an overarching principle

We build ‘sandboxes’ for experimenting:

Imagine sitting in a sandbox. You feel the softness of the sand as you pour it into your hands and make it slip through your fingers. The box is a clearly marked room for playing. Everyone can enter the box and play. There are different tools to shape, build and try out different ideas. When an idea emerges there is not far from thought to action. Someone next to you hands you a tool and asks if you want to try it out? You have not tried it before, but you feel a motivation to further explore your idea. You look up and grab the tool. You feel safe now that you know you have the support of someone else. You trust that you will land softly if you fall. You feel encouraged to pursue your idea together. Who knows, maybe you will build the most interesting sandcastle so far. Otherwise, you learned how to use a new tool and perhaps got a new friend.

Though we adhere to the NEB working principles, our approach will be unique as we insist on having an experimental approach in order to investigate how our actions will be beneficial for all. We create ‘sandboxes’ and use experiments - which can be in the shape of e.g., preto-types, prototypes or micro experiments like workshops, performances etc. to navigate unknown territory, make difficult choices, fail and learn from our experiences. By experimenting we create safe environments that mitigate risk and enable mutual trust and understanding.

2.4.3 Bringing the artisan to the roundtable

We also insist on including an art, design and/or architecture perspective already in the early phases of a project in order to make participation and engagement irresistible by:

- ensuring a focus on aesthetics and livability
- challenging status quo in regards to what is irresistible through visualization and tangibility
- provoking new perspectives to make the circular society the preferred society
- mitigating risk
- co-creating a framework for efficiently integrating a wider set of parameters for measuring value and impact – moving from cost alone to also include social capital, happiness, biodiversity and agency



2.5 Co-creation process and activities

The purpose of this section is to give an understanding of how the process of co-creating and developing the principles have been conducted within the DESIRE consortium. As stated in the proposal, the DESIRE project's design-driven, co-creative experimentation and process is the fundamental objective. The overall goal of this process has been to build on the mobilization and establishment of involvement of all the partners done in relation to T2.1. Furthermore, to continue the processing and analysis of input from the prior co-creation activities starting at the Kick-off meeting in M2.

As mentioned in Deliverable 2.1 the co-creation approach is a central foundation in the DESIRE project. The purpose of this design-driven approach is to ensure involvement, transparency and ownership between all consortium partners in the project. The process has been designed to continuously ideate and then consolidate the input, experiences, and learnings, which also ensures that ideas, concepts and insights across many disciplines, industries and geographic locations are included in the work, which further will ensure inclusion across age, social status and sectors in developing the DESIRE Toolkit.

Throughout the phase of T2.2 (M5-M6), we have conducted a bottom-up co-creation process where all partners have been invited to give input, qualify and validate the joint set of principles and transformation questions. These activities have led to the adjustment of the DESIRE Manifesto and the formulation of the set of principles and transformation questions presented in this deliverable.

The following is a description of the main activities that have been carried out in T2.2 (M3-M6) which have led to the co-creation and development of the principles and transformation questions (see the DESIRE Principles section 3). To consolidate and validate the output from main activities DDC has had several bilateral meetings with the DESIRE partners.

1. December 1st 2022, The Kick-Off meeting and co-creation workshop (WP2, task 2.1):

The focus of the 3rd day of the Kick-Off Meeting in Copenhagen was the DESIRE Principles and how these are connected to the DESIRE Manifesto and how they should be implemented at the demonstrator sites. The purpose of this workshop was to begin the co-creation process for developing the DESIRE Principles and establish a shared and mutual understanding of what a DESIRE Principle is and what it should entail in relation to the three identified DESIRE themes, Reconciling cities with nature, Creating social and inclusive housing, Transforming through symbiotic relationships. In order to map out synergies between the three DESIRE themes the partners were introduced to three transitions, which were used as enablers to identify potential principles in the local context of the eighth sites (See Annex 1).

2. January 31st 2023, The Principle iteration was shared with all consortium partners



Following the Kick-off meeting and the work co-developed on the DESIRE Manifesto, DDC clustered and conducted an analysis of the output in order to create the first draft of the DESIRE Principles. This draft was together with the introduction to the structure of the Principles shared with all consortium partners prior to the Online DESIRE Principle workshop (see Annex 2)

3. February 9th 2023, Online DESIRE Principle workshop

The purpose of this workshop is to further develop, consolidate, and validate the draft of principles presented and shared with all partners prior to the online workshop. Furthermore, DDC introduced a test card format for the demonstrator sites and a tool board for the coordinating and facilitating organizations, and the experts (See Annex 3). The purpose of the tool board was to visualize and begin the process of co-creating the DESIRE Toolkit in order to get an overview over tools and competencies needed in order to work with and implement the DESIRE Principles on the sites. At the end of the workshop DDC introduced a home assignment for both the demonstrator sites and the WP leaders and the experts.

4. February 20th 2023, Deadline for home assignment for sites and experts and following processing of input:

Following the Online DESIRE Principle workshop and the deadline on the home assignment, DDC looked across, analyzed and clustered the output, which contained comments and reflections on the concrete Principles and the guiding questions each site had developed for each Principle to transform the principles into the context of the sites. The work on the test boards was used to unfold, clarify and validate the further development of the DESIRE Principles and structure.

The output of the test cards was analyzed, clustered and integrated into version 2.0 of the Principles presented at the Online Validating the Principles Workshop on Feb. 23rd 2023. Furthermore, the work and input collected and conducted through the Toolbox Board home assignment will be included in the further co-creation process of the DESIRE Toolkit. This will start the outlining of the tools, methods, and competencies the partners and experts bring to the consortium and which can help support the local sites in addressing the principles.

5. February 23rd 2023, Online Validating the Principles workshop

The purpose of the Online Validating the Principles workshop was to deeper unfold, concretize and validate the principles. A new iteration of the Principles including a new improved structure were presented to the participating organizations, which included BLOXHUB, AAU, POLIMI, and GXN. (See Annex 4)

From the analysis of the work conducted at the Online Principle workshop, Feb. 9th 2023, DDC had unfolded the structure of the Principles to include three different layers consisting



of What (the concrete frame and practice of a principle), Approach, and the Outcome, which were presented at this validating workshop (fig. 5).



Fig. 5. New Principles structure after Online Principle workshop, Feb. 9th 2023.

This figure also illustrates how the DESIRE project aims to operate in the scale between Micro interventions referring to the on-site demonstrations, and a Macro level in order to create systemic change in the built environment. Furthermore this group of consortium partners used the workshop to investigate and clarify the synergies between the Manifesto 2.0 presented in D2.1 and the Principles introduced at the workshop, which has led to the version 3.0 of the Manifesto (see section 4).

6. March 3rd 2023: The Principle draft was shared with all consortium partners

Following the Validating Principles workshop, DDC clustered and conducted an analysis of the output to develop version 3.0 of the DESIRE Principles. In the process of completing the Principles and the HOW for D2.2 the iteration was shared with all consortium partners to collect the last input and reflections and validate both the new structure and concrete content of the Principles. After implementing the comments collected, the DESIRE principles are finalized and ready for testing and will afterwards be publicly accessible at the Digital Learning Hub (managed by WP5, lead: DAC).

Input from four partners, AAU, DanskeArk, DI, and RRC were received and integrated which resulted in the DESIRE Principles Version 3.0 (see section 3).

Below are the overviews illustrating the DESIRE Principle co-creation process presented to the entire consortium at the Next Step Partner meeting (Jan. 26th 2023), the Online Principle workshop (Feb. 9th 2023) and the Validating workshop (Feb. 23rd 2023).

Process

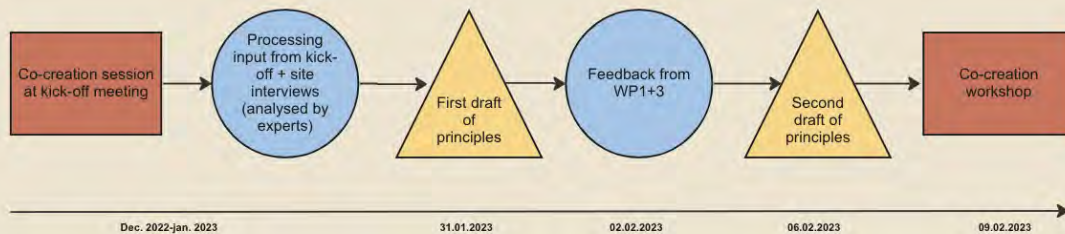


Fig. 6. DESIRE Principle co-creation process presented at the Next Step Partner meeting (Jan. 26th 2023)

Process - next steps

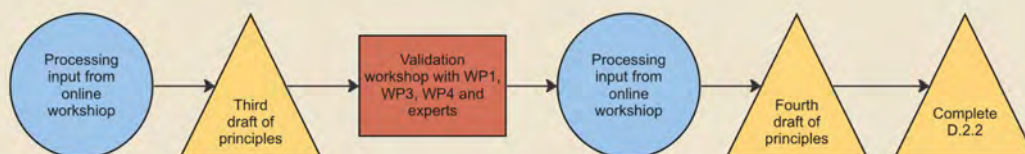


Fig. 7. DESIRE Principle co-creation process presented at the Online Principle workshop (Feb. 9th 2023) and the Validating workshop (Feb. 23rd 2023).

2.6 A resumé of the input collected through the co-creation process

This section presents examples of the analysis of the results from the co-creation activities in order to clarify the development process from Version 1.0 to Version 3.0 of the DESIRE Principles. The Version 1.0 of the Principles was presented to all partners at the co-creation workshop at the Kick-Off Meeting in Copenhagen (M2), and was used to kickstart the further

discussion and development of a shared understanding of the DESIRE project leading to the final Manifesto.

A concrete example of the analysis process between version 1.0 and 3.0 of the DESIRE Principles:

Activity/result	Example of output from partners	Clustering the signals
Kick-off input, Dec 1 2022	<ul style="list-style-type: none"> • Aesthetics: another way of seeing beauty. • We must do multispecies roundtables (artistic, art piece, establish voices) • What builds agency? The invisible visible? 	<p><i>Aesthetics as synthesis of connectedness and regeneration</i></p> <p><i>Build capacity and agency to understand systems</i></p> <p><i>Broadening up the spectrum of beauty (connectivity, habitability, regeneration)</i></p>
Principle 1.0	<p>We work to make aesthetics a paradigm</p> <p>We desire to make aesthetics a paradigm for planning the city of the future.</p> <p>We act by embracing the innovative and creative DNA of art, architecture and design to place aesthetics in the heart of urban development. We use the unique DNA to invoke critical thinking, secure empathy, democratize and greenify places.</p> <p>We must ask ourselves: Do we have the right constructive and relational canons that will help bring aesthetics, material and immaterial, to the center of urban transformation?</p>	
Online Principle workshop, Feb 9 2023	<p>"We work to make aesthetics a shared value"</p> <p>"We work to make sustainable choices the beautiful ones"</p> <p>"We act by placing aesthetics - DA of art, architecture and design in the heart of urban development. We use the unique DNA to invoke critical</p>	<p>Clustering:</p> <ul style="list-style-type: none"> • Beauty • Holistic • Senses • Ownership is essential • Diversity • Multidimensional • Flourish



	<p>thinking, secure empathy, democratize and greenify places.”</p> <p>We act by embracing the innovative and creative qualities of art, architecture and design to (place these new values in the heart of urban development.</p> <p>We use the unique qualities*) to evoke critical thinking, secure empathy, democratize.</p> <p>Results of these methods are the greenification of places,</p> <p>*do we need the brackets section because it's double.</p>	
Principle 2.0	<p>We expand the concept of aesthetics</p> <ul style="list-style-type: none"> • Making the sustainable choices the beautiful ones • We understand aesthetics as - experience, perception, and cognition through the senses • Placing the art, architecture and design at the heart of urban life • Expanding the set of parameters for measuring value • Aesthetics as the way of interacting with surroundings • Strengthening the spirit of the place through engagement • Embracing a wider understanding of beauty • Making aesthetics a shared value • Activating all senses • Running through the veins, not just on the cover • Not just a “nice to have” but a “need to have” storytelling 	
Online Validating	<ul style="list-style-type: none"> • What is sense of belonging? 	How to implement our senses in the DESIRE Principles.



workshop, Feb 23 2023	<p>Is it about feeling at home? - home, relationships, connectedness and how can aesthetics play a role in the imagination.</p> <ul style="list-style-type: none"> • Do you remember the smell of newly cut grass... • How might we challenge our bias /how might we create opportunities for dialogue 	<p>Focus more on the image we want to create in our heads while reading the principles.</p> <p>A more action-oriented take on the principles.</p>
Principle 3.0	<p><i>Aesthetics: We expand the concept of aesthetics</i></p> <p><i>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.</i></p> <ul style="list-style-type: none"> ❖ 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 <p><i>Examination questions</i></p> <p><i>In order to transform this principle into a local context we must ask ourselves the following questions:</i></p> <ul style="list-style-type: none"> → 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? 	



3. The DESIRE Principles and the transformation questions

3.1 Circularity: We unleash a circular mindset



Source: unsplash.com

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 getting to know more about this person. Their story is like a long road running through the landscape making turns and loops, and your road was just lucky enough to cross and merge with theirs. Imagine a longing for knowing their past, everything that has been, and the urge to become a part of what is to come. Now that your roads have crossed, you are already written into their story. Even if it is just for a little while, why not leave a positive impact? Who knows, maybe you will meet again. Imagine that this is what a circular mindset feels like. It is not only knowing the story of your surroundings. It is knowing that you are part of the story and wanting to contribute to a positive change.

- ❖ We work to make circular processes visible and accessible for all local actors
- ❖ We work to create a collective narrative about circularity and not just profit as a fundamental value
- ❖ We design to encourage circularity in everyday life and commit to challenge and break down our own biases in order to be humble to our surroundings

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 circularity?
- How might we connect technologies to nature in ways that immerse circular solutions?
- How might we create 'bottom-up' agency in circular transitions?

3.2 Belonging: We nurture a sense of belonging



Source: unsplash.com

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 raises and lowers. You feel the boundaries from where they end and you begin dissolving. You become one. You do not question your place in the world at this very moment. You feel like you could run through the forest at night, not scared of the dark, because you have a fundamental trust in your right to be in this place. Imagine that this is the feeling of belonging. It is when you feel that a place physically and socially allows you to just be and at the same time invites you to shape it and gives you the courage to leave your mark. We are shaped by places and they are also shaped by us, which is what makes us belong.

- ❖ We put life at the center of all our place-making activities and design places that prosper connection to both the material and immaterial things and the humans and non-humans that surround us
- ❖ We make our senses like hearing, tasting and smelling just as important as rationality
- ❖ We create opportunities for dialogue and cooperation through which beings can connect with each other

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 the concept of belonging?
- ➔ How might we co-create and practice shared values and strong narratives of belonging in the places we work?

- How might we evoke appreciation of and connection to our surroundings through sensory experiences?



3.3 Biodiversity: We embrace a planetary perspective



Source: unsplash.com

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.

- ❖ 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.?

3.4 Movement: We give agency to all actors



Source: unsplash.com

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 you are not alone. Imagine that this is the feeling of acting towards an irresistible circular society. You have a voice, but you are not alone, you are part of a movement.

- ❖ We empower everyone to feel that they can join the DESIRE movement by creating democratic access to the means and outcomes of our activities
- ❖ We work with transparency and make visible all of the invisible actors, factors and structures that affect and bring about urban development
- ❖ We work for a sense of collective responsibility by exploring collaborative forms of governance that can support 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 access to spaces?
- ➔ How might we emphasize the benefits that come with collective responsibility?

3.5 Aesthetics: We expand the concept of aesthetics



Source: unsplash.com

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.

- ❖ 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?

4. Manifesto 3.0

4.1 How has the process of co-creating the DESIRE principles affected the Manifesto 3.0

As stated in Deliverable 2.1, version 2.0 of the DESIRE Manifesto would maintain an openness for final adjustments. This was decided in order to secure the adoption of necessary insights from the co-creation process of the principles and the HOW/set of transformation questions in T2.2 to make sure that there is a coherent relevance between the Manifesto, the Principles, and the HOW/transformation questions which overall aims at supporting the transformation from principles to specific approaches at the local demonstration sites.

Besides the purpose of developing the Principles, the revisit and adjustment of the manifesto has also been a center of attention.

The development of the Principles pointed to the following adjustments of the Manifesto:

- even more emphasis on the movement
- adjustment of wording that makes it more approachable and visual
- adjustment of theme descriptions/wording to closer relate them to the final principles

This has been taken into consideration and integrated into the Manifesto in version 3.0 below.

DESIRE Manifesto 3.0

Our mutual global challenge is clear. We are exceeding the planetary boundaries and our planet is suffering. Social equality and equality between species are negatively affected. We are in need of radical change.

So, we act now by creating a movement that breaks with our traditional linear approach and traditional ways of thinking, collaborating and acting.

We stand shoulder to shoulder in an inclusive revolution that embraces, nurtures and experiments with the innovative and creative DNA of art, architecture and design to explore the irresistible circular society by:

Creating social and inclusive housing: We design communities around spaces involving everyone who uses, lives and will live there in the future to make sure everyone benefits from this transformation. We support a sense of belonging by evoking appreciation of and connection to the world around us through sensory experiences. We focus on transparency, trust and inclusiveness in order to create social sustainability. We empower people to take action in the circular transition by making it a natural part of our everyday life.

Reconciling cities with nature: We advocate a planetary perspective to ensure a sense of belonging for all beings. We act on behalf of all human and non-human species. We raise



ambition with a dedicated aim of giving back more than we take from the planet. We experiment and see present boundaries as creative constraints that catalyze future potential.

Transforming through symbiotic relationships: We work to develop a shared language and establish trust between all species so all can be engaged in solving problems at their core. We use aesthetics to evoke emotions that create synergies between beings. We work together across sectors, disciplines, backgrounds, cities, borders and generations, to create momentum for the irresistible, aesthetic, inclusive, and sustainable society we all long to be part of.

So, join us in carrying this movement forward by sharing know-how and new perspectives with impact-oriented optimism. Together we can unleash quality of life for people and the planet. Let this movement assure us that a collective and collaborative imagination can and will change the world to an irresistible circular society.

5. Further process

5.1 The further process regarding operationalization and demonstration of the DESIRE Principles and the HOW

Following the final operationalization of the DESIRE Principles and transformation questions, DDC will in close cooperation with WP3 (Lead: AAU) begin the work on transforming the principles and questions to concrete activities at the demonstration sites. The purpose of this process is to customize the prior conducted knowledge of the sites with the DESIRE principles as guidelines and challenges for the activities, which will lead to Deliverable 3.1.

As stated in the Grant Agreement this will involve working on Task 3.1 *Customizing territorial sites with DESIRE principles*. [M 6-14] Partners AAU (lead), DDC, Polimi, NXT, KHZ, Domea, Experts. This includes that all territorial sites are brought together with a set of experts and local representatives to discuss and further coordinate how the DESIRE Principles can be transformed into local activities. This work will be implemented in the co-creation process in order to develop the first prototype of the DESIRE Toolkit, which should make the required competencies visible and build capacity to help the sites with acting upon the DESIRE Principles.

5.2 Toolkit: Co-creation process

The co-creation method will continue to be a fundamental approach when further developing the DESIRE Toolkit. This will ensure the right conditions and prerequisite for developing the irresistible, circular societal change at the eight demonstration sites.

The DESIRE Toolkit shall consist of different models, tools, methods and guidelines to support the application of the DESIRE principles in the demonstration activities. With the co-creation activity *Online DESIRE Principle workshop*, Feb 9 2023, DDC began together



with all the consortium partners and experts the work on mapping and clustering all available models, tools, methods and competencies represented in the project.

In the further process of co-creating the first prototype of the DESIRE Toolkit, DDC will continue to develop, unfold and qualify a toolkit framework, which shall support the identification and experimentation of relevant tools and methods. This process will lead to finalizing the DESIRE Toolkit. In close collaboration with WP3 (Lead: AAU) and WP4 (Lead: POLIMI) a learning and evaluation framework will be applied to the on-site demonstrations in order to collect practical knowledge and insights, which will be integrated in the further work with co-developing the DESIRE Toolkit.

The concrete co-creation activities will consist of workshop formats at the partner meetings in M13 and M18 in order to collect and integrate practical experiences, insights and learnings from the on-site demonstrations to further unfold and strengthen the tools, methods, models and guidelines in the Toolkit.

Together with the DESIRE Manifesto and Principles, the Toolkit will be public and shared with a broader community via the Digital Learning Hub. The purpose of the approach is to operate on the internal project values, which include transparency, openness and continuing to have a learning by doing environment in order to increase relevance and importance for the ecosystem around the project.



Mapping, clustering and analysis of the input from the Kickoff meeting, co-creation workshop, day 3, Dec. 1st 2023

- Each group is focusing on one of the DESIRE themes
- Try to answer the following questions when developing your principles:
 - a. *What must we do?*
 - b. *How should we act on the principle?*
 - c. *Which actors are important to include?*



Creating social and inclusive housing:

- *We design for life*
- *Broadening up the spectrum of beauty (connectivity, habitability, regeneration)*
- *Build capacity and agency to understand systems*
- *Embrace nature as a stakeholder*
- *New ways of engaging*
- *Aesthetics as synthesis of connectedness and regeneration*
- *Sense of membership*

Reconciling cities with nature:

- *We are not stuck in traffic, we are traffic. (We recognize ourselves as active participant in the problems)*
- *Democratizing spaces*
- *Data or get the fuck out. We measure impact*
- *We get soil under our nails. We work, not just meetings*
- *Multi species roundtables*
- *Create trust (not control) by actions, goals, values and interventions*
- *Give more than we take*
- *We are transparent*

Transforming through symbiotic relationships:

- *Systemic approach to every new connection*
- *An action demands an exploration of how it affects the larger system*
- *Be brave to shift*
- *Engage citizens at all levels*
- *Be transparent*
- *From profit driven to purpose driven*
- *Create trust. Dare to let go*
- *Purpose-driven: Become the first climate neutral continent*
- *Focus on what is added*
- *Democratize the process*
- *Create an understandable language*

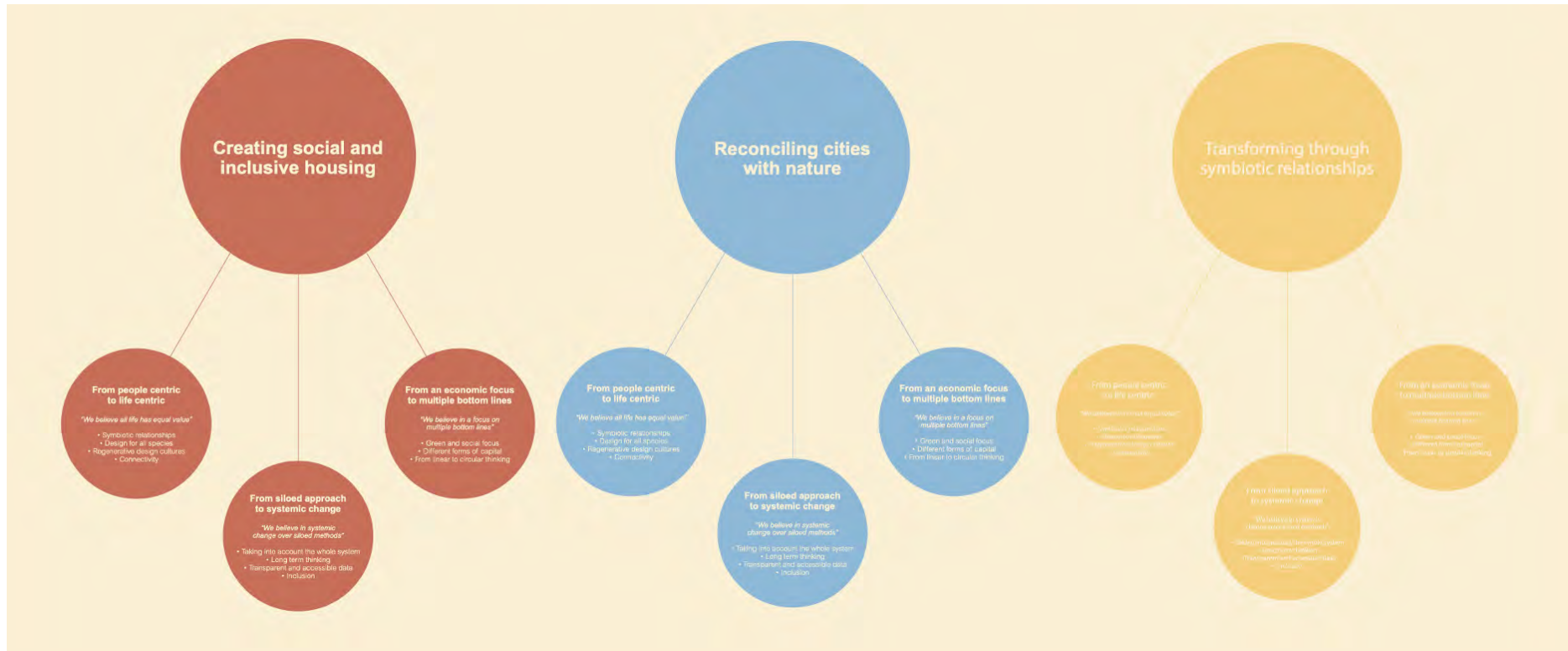


Draft/exemples

- ***Democracy***
- ***Engagement***
- ***Language
(wording)***
- ***Understandability***
- ***Transparency***
- ***Nature as an actor***
- ***Visualization***
- ***Visibility***
- ***Trust***
- ***Connectedness***
- ***Holistic***



The three DESIRE Transitions used at the Kick-off meeting, co-creation workshop, day 3, Dec. 1st 2023



ANNEX 2

Principle 1.0 and the structure presented to all partners before the Online Principle Workshop, Feb 9th 2023:

1.

We work to make circularity a cultural mindset

We desire to foster a culture of circularity. We act by building capacity for understanding circularity and by emphasizing with every activity that circularity can empower cities and their inhabitants.

We must ask ourselves: Do our actions have a regenerative aim and do we reduce our environmental footprint by reducing linear processes?

2.

We work for a multi-species perspective

We desire to embrace nature as a stakeholder. We act by inviting the species with silent voices for roundtable discussions and making urban biodiversity interventions that ensure collective well-being and a prospering planet.

We must ask ourselves: Is nature represented in our participatory framework and do our actions ensure habitability for all species?

3.

We work for systemic change

We desire to actively respond to the urgency to redesign the human impact on earth to being healing, restorative and regenerative. We act by challenging existing patterns. With a planetary perspective, we efficiently integrate a wider set of parameters for evaluating and measuring value – moving from cost alone to also include social capital, biodiversity and climate agency.

We must ask ourselves: Do our actions contribute to creating a beneficial system for all?

4.

We work to make aesthetics a paradigm

We desire to make aesthetics a paradigm for planning the city of the future. We act by embracing the innovative and creative DNA of art, architecture and design to place aesthetics in the heart of urban development. We use the unique DNA to invoke critical thinking, secure empathy, democratize and greenify places.

We must ask ourselves: Do we have the right constructive and relational canons that will help bring aesthetics, material and immaterial, to the center of urban transformation?



5.

We work for a sense of belonging

We desire to create a sense of belonging. We act by creating a shared language that makes our initiatives accessible and understandable for all. We strengthen the spirit of place and the dimension of proximity in order to make sure that spaces foster relations by offering opportunities for dialogue and cooperation. We create new narratives about what it means for people to live and flourish.

We must ask ourselves: Do our actions foster shared values and create synergies across social and cultural divides, disciplines and sectors?

6.

We work to create a culture of engagement

We desire to create a culture of engagement where emergent ideas are developed collaboratively and information is exchanged on an equal foot in order to equalize relations between actors. We act by defining shared goals, together with all stakeholders and co-create the process to reach our goals.

We must ask ourselves: Have we included all stakeholders within a participatory framework and does the initiative empower stakeholders to take ownership and agency?

7.

We work to enable courage to experiment

We desire to design a safe environment for experimentation so we can navigate in unknown territory, make tough choices, fail - and learn - from our experiences. We act by creating 'sandboxes' to conduct experiments in supportive environments. We dare to 'play out loud', getting soil under our nails and trust the creative process.

We must ask ourselves: Have we built a safe environment for conducting experiments and have we set up the right framework for learning?



Structure of the DESIRE Principles

Headline

Desired future

Action point

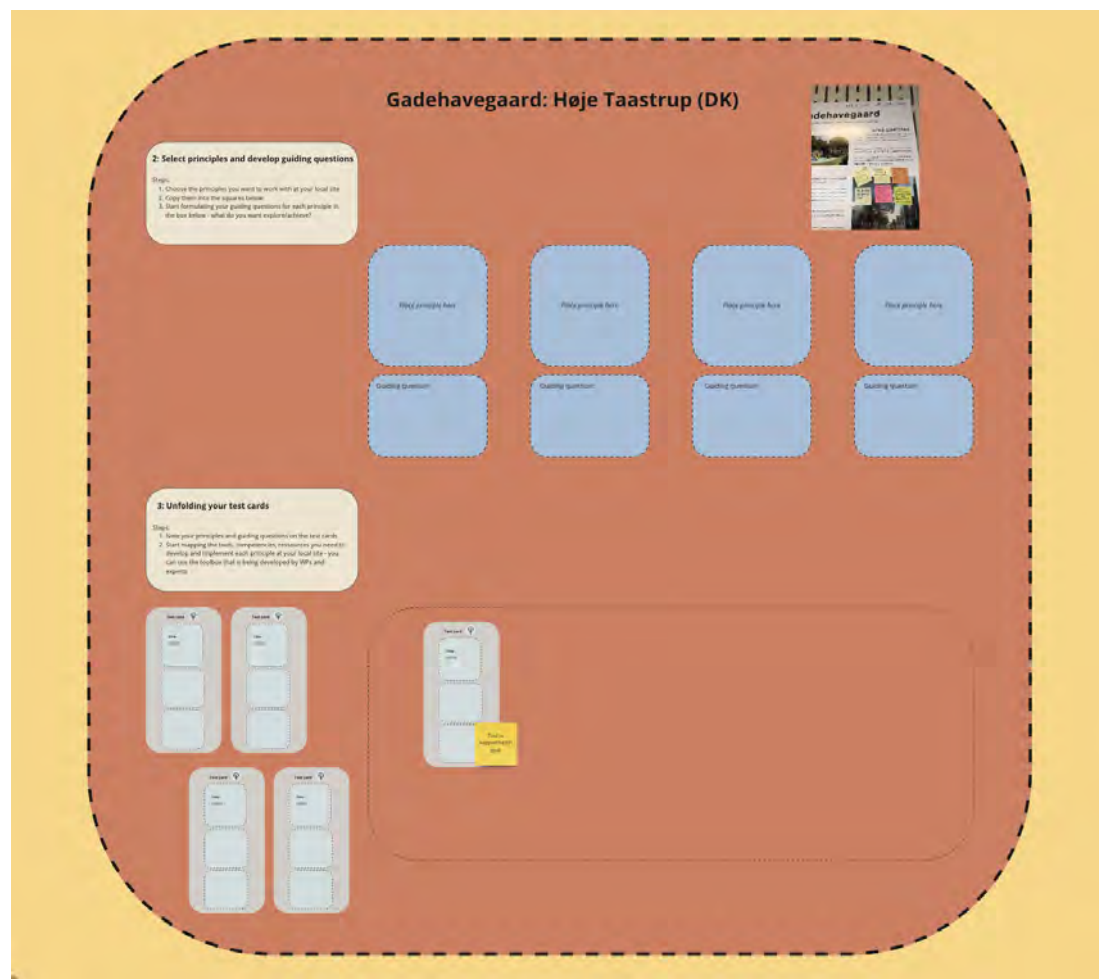
Reflection question



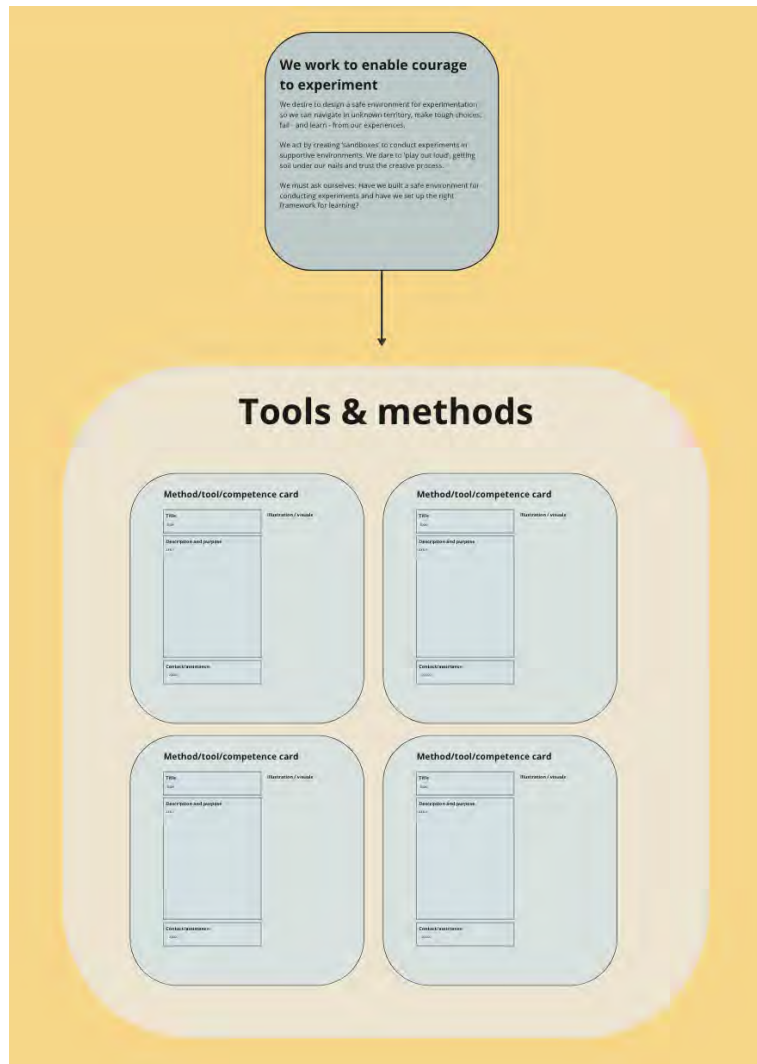
ANNEX 3

Test and Toolkit board, presented and introduced at the Online Principle Workshop, Feb 9th 2023

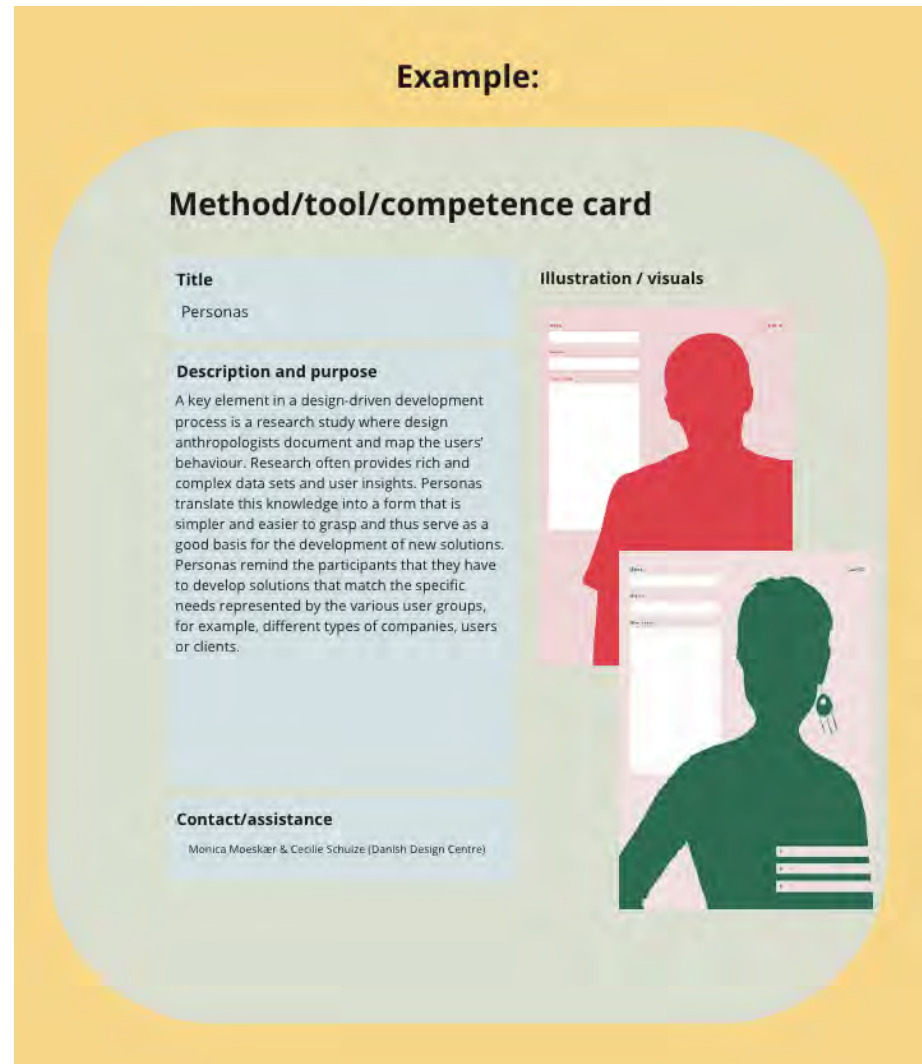
Test board



Tool board:

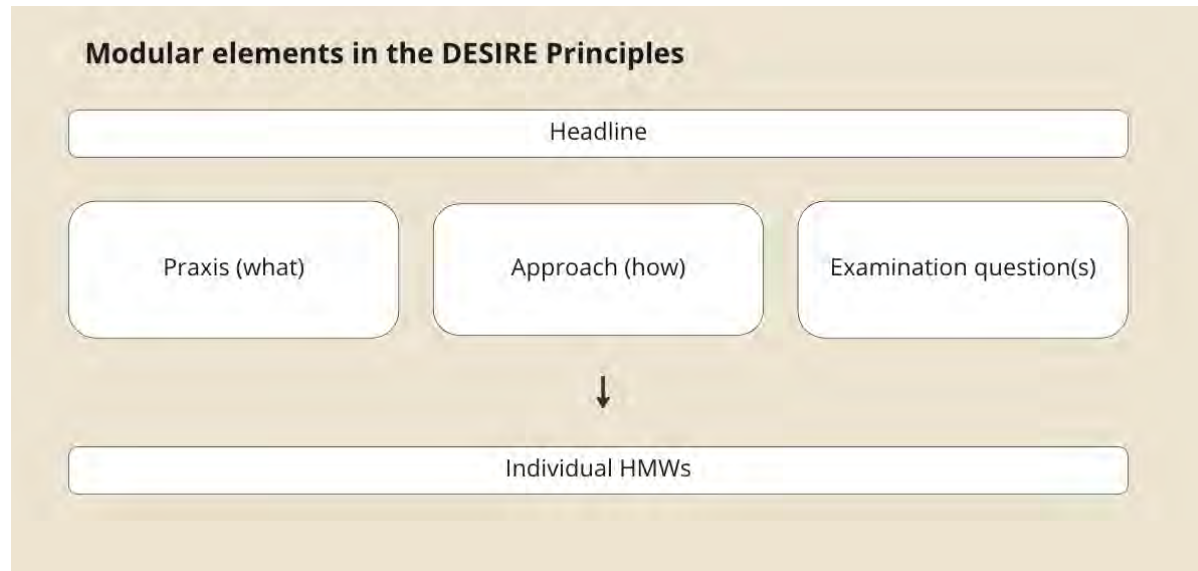


Example:



ANNEX 4

The Principle structure presented at at the Validating the Principles workshop, Feb. 23rd 2023:



The two Principle examples presented at the Validating the Principles workshop, Feb. 23th 2023:

We evoke a circular mindset

We practice circularity and raise awareness that a circular mindset empowers cities and their inhabitants. We don't just reduce, reuse and recycle. We work creatively and collaboratively with the circular transition. By embedding components such as beauty and empowerment deep within in the design process, we work to make circularity a cultural mindset. We explore the problem space and experiment with engaging approaches to increase viability, vitality and possibility of life.



The only transition is a just transition. Social capital and inclusion need to be deeply embedded in our endeavors to accelerate an irresistible transition to a circular society. We design circular solutions, not as something different and distant from the life we live now, but as a new normal that increases the well-being for people and the planet. We make the circular transition as inclusive and fair as possible to everyone concerned and affected.

Examination questions

- *How do we make a circular mindset tangible?*
- *How do we develop a community around circularity?*

We nurture a sense of belonging

We create a sense of belonging by using our senses in an empathetic way to evoke appreciation of and connection to the world around us.

We co-create a shared language about what it means for us to live and flourish.

We examine which narratives have a positive impact on relations, places and the planet.

We pay attention to the beauty in the details. We make the emotions evoked by our senses like hearing, tasting and smelling just as important as rationality.

We invite people into a co-creation process where accessibility and engagement are the keys to making our initiatives irresistible.

By creating opportunities for dialogue and cooperation we strengthen the sense of place and the dimension of locality.



We commit to challenge and break down our own bias in order to be humble to our surroundings. By understanding and sharing the emotion of others we design places that beings connect to and identify with, making the sense of belonging irresistible.

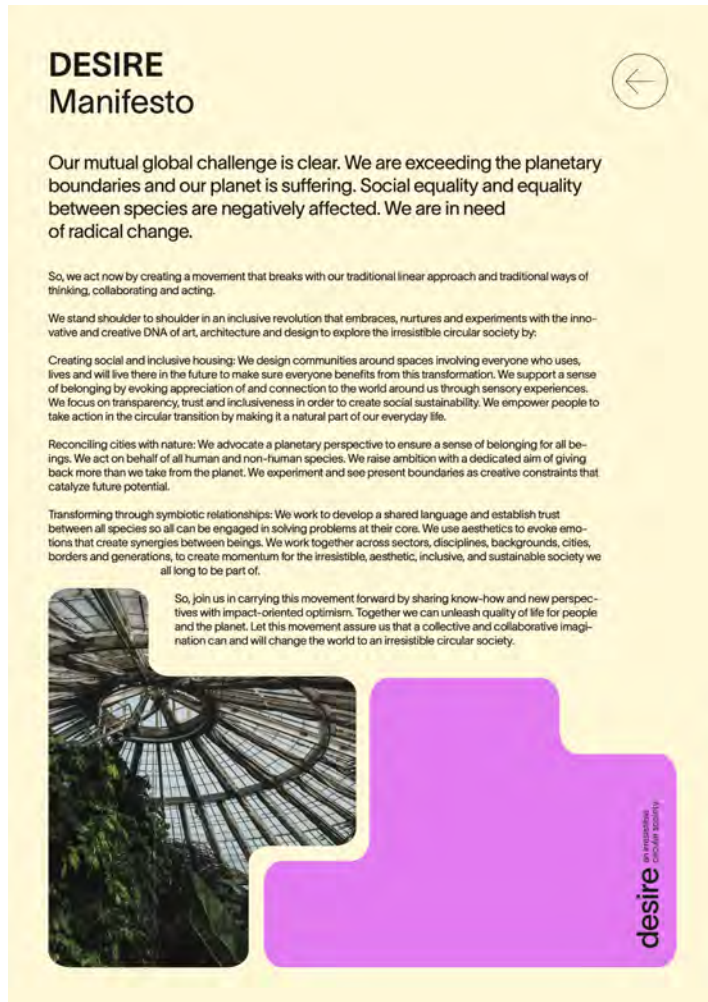
Examination questions

- *How do our actions foster shared values and create synergies across social and cultural divides, disciplines and sectors?*
- *How do we design our experiments so they foster an increased sense of belonging?*



ANNEX 5

The DESIRE Manifesto, version 3.0



ANNEX 6

The DESIRE Principles





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 getting to know more about this person. Their story is like a long road running through the landscape making turns and loops, and your road was just lucky enough to cross and merge with theirs. Imagine a longing for knowing their past, everything that has been, and the urge to become a part of what is to come. Now that your roads have crossed, you are already written into their story. Even if it is just for a little while, why not leave a positive impact? Who knows, maybe you will meet again. Imagine that this is what a circular mindset feels like. It is not only knowing the story of your surroundings. It is knowing that you are part of the story and wanting to contribute to a positive change.

This is how we work with circularity

- We work to make circular processes visible and accessible for all local actors
- We work to create a collective narrative about circularity and not just profit as a fundamental value
- We design to encourage circularity in everyday life and commit to challenge and break down our own biases in order to be humble to our surroundings



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 circularity?
- How might we connect technologies to nature in ways that immerse circular solutions?
- How might we create 'bottom-up' agency in circular transitions?



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 raises and lowers. You feel the boundaries from where they end and you begin dissolving. You become one. You do not question your place in the world at this very moment. You feel like you could run through the forest at night, not scared of the dark, because you have a fundamental trust in your right to be in this place. Imagine that this is the feeling of belonging. It is when you feel that a place physically and socially allows you to just be and at the same time invites you to shape it and gives you the courage to leave your mark. We are shaped by places and they are also shaped by us, which is what makes us belong.

This is how we work with belonging

- We put life at the center of all our place-making activities and design places that prosper connection to both the material and immaterial things and the humans and non-humans that surround us
- We make our senses like hearing, tasting and smelling just as important as rationality
- We create opportunities for dialogue and cooperation through which beings can connect with each other



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 the concept of belonging?
- How might we co-create and practice shared values and strong narratives of belonging in the places we work?
- How might we evoke appreciation of and connection to our surroundings through sensory experiences?



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.?



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 you are not alone. Imagine that this is the feeling of acting towards an irresistible circular society. You have a voice, but you are not 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 movement by creating democratic access to the means and outcomes of our activities
- We work with transparency and make visible all of the invisible actors, factors and structures that affect and bring about urban development
- We work for a sense of collective responsibility by exploring collaborative forms of governance that can support 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 access to spaces?
- How might we emphasize the benefits that come with collective responsibility?



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.

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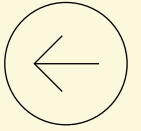


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DESIRE Manifesto



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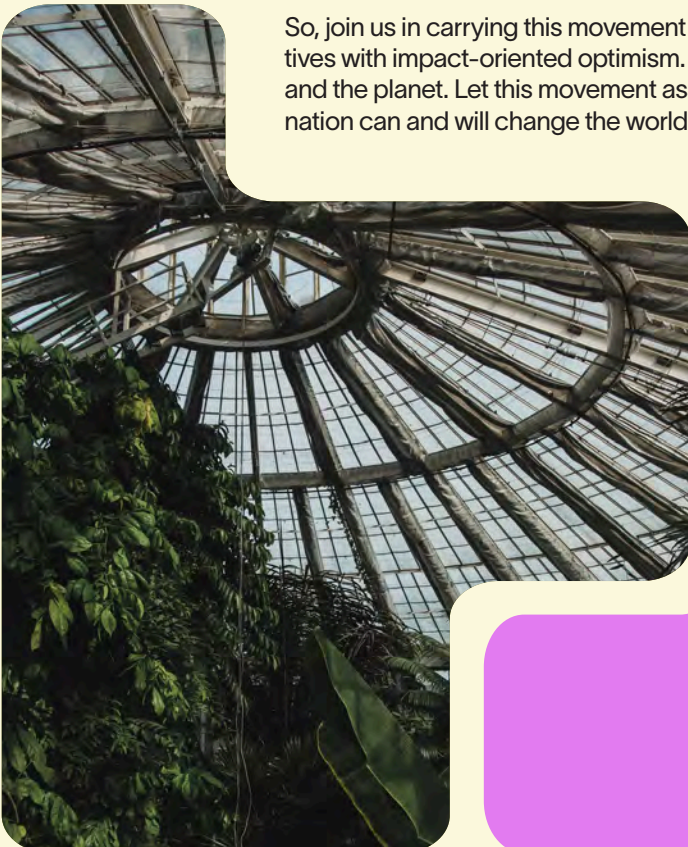
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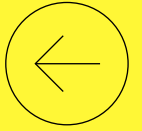
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Transforming through symbiotic relationships: We work to develop a shared language and establish trust between all species so all can be engaged in solving problems at their core. We use aesthetics to evoke emotions that create synergies between beings. We work together across sectors, disciplines, backgrounds, cities, borders and generations, to create momentum for the irresistible, aesthetic, inclusive, and sustainable society we all long to be part of.

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