

COVER PAGE

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1. Introduction and Approach

1.1 Introduction

This document is **Deliverable 2.5 ‘Desire Toolkit – first prototype version’** of DESIRE – Designing the Irresistible Circular Society, one of six New European Bauhaus (NEB) Lighthouse Demonstrator projects, funded within the Horizon Europe program. It forms a result of task 2.3



where the overall purpose is to draft and finalise the DESIRE Toolkit and Principles. The present deliverable accounts for how we see the toolkit in the context of DESIRE and how we can create a structure and content that is also relevant to a broad range of actors beyond the project. Further, how it relates to the principles, our first thoughts on how to best structure the toolkit, and how we have been gathering input from the consortium partners, in particular the site and expert organisations, on how to define both a tool and the toolkit. The result is this first prototype of the DESIRE toolkit to support the application of the DESIRE Principles in the demonstration activities (WP3) that will be finalised throughout the rest of T2.3 and presented in D2.3.

Hence, the purpose of T2.3 is to collect insights on which tools and approaches have been used across the project, and how they have worked or could be further adjusted and adapted to create the best possible impact. This will be the main focus of the work moving forward, greatly supported by WP3 and WP4, as well as conceptualising the toolkit for other actors to adopt and replicate with the aim of scaling the DESIRE movement.

The forthcoming activities of WP2 have been aligned with those of WP3 and WP4 in order to extract as many learnings and insights in the interactions with the sites as possible. The input for the continuous development and finalisation of the toolkit will draw on the learning and evaluation framework (WP4 – D4.1) and learnings and practical experiences from the experimentations on sites (WP3). We will also explore how to best integrate and make it accessible for a broad range of actors on DESIRE's Digital Learning Hub together with WP5 (Communication & Engagement) and related to T5.1. Furthermore, we will explore how to best communicate the resource the toolkit constitutes and the value it can contribute with, which will connect to activities on WP5 but also tap into WP6 (Exploitation) and in particular T6.2 ('Scale up: establishing, engaging, and expanding partnerships') and T6.3 ('Scale out: nurturing and expanding the ecosystem').

1.2 Overall approach

In the prior WP2 deliverables (D2.1 and D2.2), we have referred to the mission-driven innovation process in the context of the DESIRE project. The model (Fig. 1) unfolds how the three decided DESIRE themes (*social housing, symbiotic relationships, and reconciling cities with nature*) frame our possible future and offer direction to the work of identifying and concretizing our desired futures - and how to take action on this.



WP2 Approach

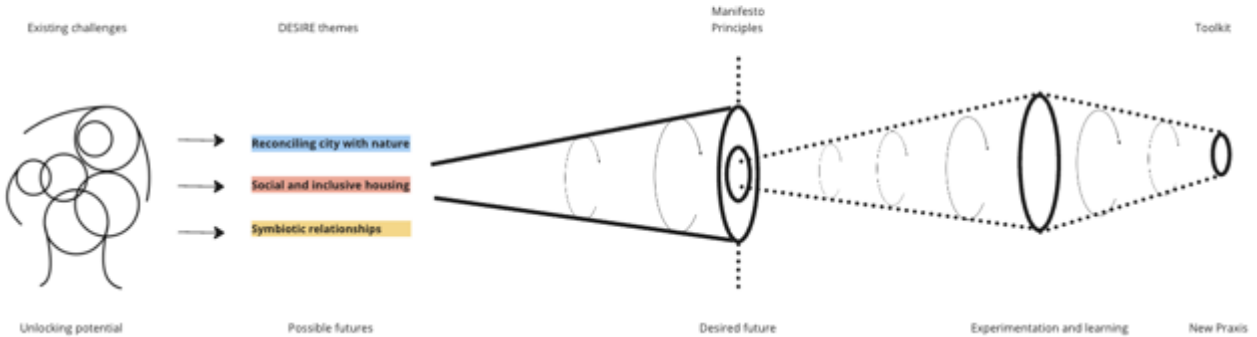


Fig. 1. Mission-driven innovation process in the context of the DESIRE project.

The Manifesto and the Principles present the wanted direction and change needed. Together, they create the framework for experimenting at a local site level. In order to do so, we need a selection of tools and approaches to make the transformation possible.

The focus of the DESIRE project is to experiment, test, and learn which of these tools and approaches are useful and create actual value and impact when applying the principles. The aim is to identify and curate accurately the right selection of tools and approaches for replication and scaling. Thus, it is also to identify actions that can support the implementation of the principles in other contexts and sites outside the DESIRE consortium. The DESIRE demonstration sites will probably also experiment with approaches, tools, and initiatives that prove to be less effective. These are just as important learnings for the process going forward in order to establish a new praxis for others to obtain and further experiment with. All these learnings will constitute the foundation for the final DESIRE Toolkit.



2. Introduction to the DESIRE Toolkit - first prototype version

2.1 What is the toolkit in the context of DESIRE Manifesto and Principles?

To design an irresistible circular society, we need to turn our hopes into clear ambitions and establish concrete actions to reach them. The DESIRE tools are aimed to support this process.

As stated in Deliverables 2.1 and 2.2 we define the Manifesto, Principles, and Toolkit as the heart, brain, and hands of the project.

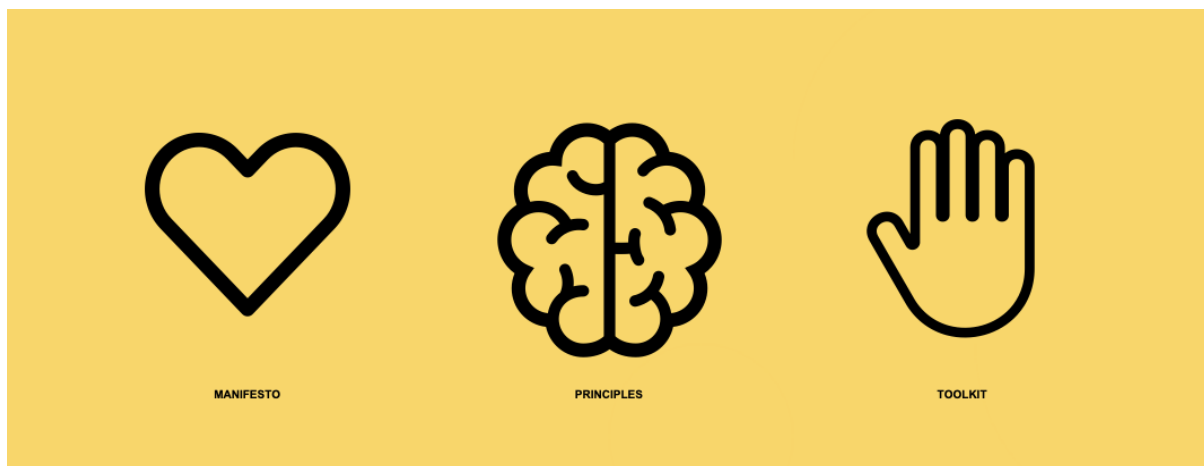


Fig. 2. The heart, brain, and hands of DESIRE.

The heart (Manifesto) is what defines ambition and dreams and sets the frame for the movement and community in the future we wish for - and desire. The Manifesto supports the movement in keeping the right direction and maintaining high quality. 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 local sites able to transform the principle into concrete and feasible practices for on-site application. Finally, the hands (Toolkit) are what collect and formalise the learnings achieved throughout the project to make them available and scalable. The toolkit is a replicable set of models, tools, methods, and guidelines that can support new members of the movement to embark on a transformation process themselves.



Before entering further descriptions and reflections on the ‘DESIRE Toolkit - first prototype version’, it has been decided by WP2 in agreement with WP1, WP3, and WP4 to alter the terminology from creating a *toolkit* to creating a *toolbox* as a result of the initial learnings from the experiments and activities on the sites.

A toolkit can be defined as “when we put tools together to form a process or a collection of tools to attack a specific need or problem, we call them toolkits¹” or “refer to a set of tools or resources designed to perform a specific task or achieve a particular purpose²”. Thus, a toolkit is characterised as a “specific” process, a certain recipe toward one particular purpose, whereas a toolbox is in fact a “box” containing a wide range of tools that can be combined in various ways to fit various purposes and expected outcomes.

Our hypothesis is that recipes (or processes) of how to apply the principles can be addressed in many different ways, to why it is inappropriate to design a specific “one way only” process.

Finally, it is important to stress that we are referring to tools in *three different contexts* in the DESIRE project. *Context one* relates to internal project methods and tools for co-creation workshops facilitated by WP2 and WP3. It is most likely that some of these tools will be included in the DESIRE Toolbox as they turn out to be valuable for reasons such e.g. strengthening belonging or growing movement. *Second context* relates to tools supporting the on-site experimentation, testing, and implementation of the DESIRE Principles - activity-based tools. And the *third context* relates to the learning tools developed by WP4 for the sites to monitor and assess their experimentations. These *third context* tools could represent a so-called meta-layer in the DESIRE Toolbox that support “a site” in monitoring, self-assess and reflect on what they do, activity specific as well as across activities and in between activities with the aim of drawing knowledge and learnings.

2.1.1 What characterises a great toolbox?

We have conducted a co-creation exercise among WP leads and experts that have resulted in input on what characterises a great toolbox, and what to strive for in developing the final DESIRE Toolbox. The main takeaways are:

¹ DDC.dk <https://ddc.dk/tools-and-methods/>

² ChatGPT



- Adaptable, inspirational, and open-access tools should be searchable, instructional, question-driven, and preferably divided into meaningful categories or topics related to each tool's purpose.
- Applicability is crucial, and tools must be fit for purpose, clearly relevant to the context, and capable of facilitating better decisions and influencing impact.
- Clearly define the target audience, offering additional content, reflections, and examples beyond mere templates.
- Clarity, accessibility to examples, content clarity, and tool design are essential factors.
- The tools should complement each other, ensuring effective navigation towards the desired goals.
- Simplify complexity, use non-academic language, employ visual elements, and provide easy-to-print templates and video guidelines.
- Acknowledge that there's no perfect tool; they should support and guide the process without controlling or restricting it. Feel free to hack them for specificity.
- Design tools serve two purposes: either opening possibilities for exploration or closing down options to facilitate decision-making.
- Emphasise the importance of tools being fit for their intended purpose.

In the process of developing and finalising the DESIRE Toolbox, we intend to consider this input as a design brief. Moving forward we are also exploring how to deliver the DESIRE Toolbox within the context of the DESIRE project, e.g. as a downloadable PDF, integrated into the existing DESIRE website that offers the possibility of simple interactive navigation, or as part of the future DESIRE Digital Learning Hub that offers a range of ways to create interactive navigation and functionalities. In addition, we are exploring other platforms to disseminate the DESIRE Toolbox to reach an even larger audience, faster, and to ensure a longer lifespan.

2.2 Purpose of the DESIRE Toolbox

The overall purpose of the DESIRE Toolbox is to offer a set of tools and methods that assist in the operationalisation of the DESIRE Principles targeting the audience (listed below) that is keen to join the DESIRE movement presented in the DESIRE Manifesto.



We define the audience as *actors that can play a role in the transformation of places*, e.g. regional authorities, municipalities, contractors, designers, architects, and/or artists.

The first phase of the DESIRE project was, as mentioned, focused on co-creating the Manifesto and the Principles that need to be applied to design irresistible circular societies. In the work with operationalising the Principles, the learnings so far provide us with a set of insights and reflections for the development of the toolbox:

1. **Make the principle(-s) fit for a specific site.** As such a principle is just a word and a description that unfolds the understanding of that particular principle. This calls for a set of questions that can assist in how to transform the principle into “HOWs” - research questions - perhaps even “How might we’s”. The hypothesis is that a principle’s applicability highly depends on a set of parameters such as geography, ownership, political commitment, finance, culture, etc., why initial questions need to be answered and reflected upon before defining activities and identifying tools and methods.
2. **Is the five DESIRE Principles a DNA string?** Or is it possible to create an impact by selecting less than all five principles? Will experiences from the testing of the principles suggest a priority, levels, timing or even reframing of the current principles? In the DESIRE project, we have allowed for the sites to test a selected number of principles to provide in-depth knowledge and learnings.
3. **How to best anchor the terminology and the understanding of the term irresistibility?** Should the DESIRE Manifesto act as some sort of “entrance pass” to the toolbox? By entrance pass, we mean that the manifesto should be the first thing people meet when entering the toolbox. This will work as a first gate and introduction to the DESIRE terminology and onboarding into the values of the DESIRE movement in terms of e.g. commitment, process, and business models.
4. **How to best address the audience?** And how to reach and engage them? Who are our primary target groups and stakeholders? Does the Toolbox, the tools, and the possible navigation need to consider that the audience can be a variation of regional authorities, municipalities, contractors, designers, architects, and/or artists? We will further explore



how to best address the users of the DESIRE Toolbox and how we establish ownership of the tools and approaches (together with the joint vision) to create a broad ecosystem of DESIRE ambassadors.

2.3 The structure of the DESIRE Toolbox

As briefly described in section 2.1, a toolbox is in fact a “box” containing a wide range of tools that can be combined in various ways to fit various purposes and expected outcomes.

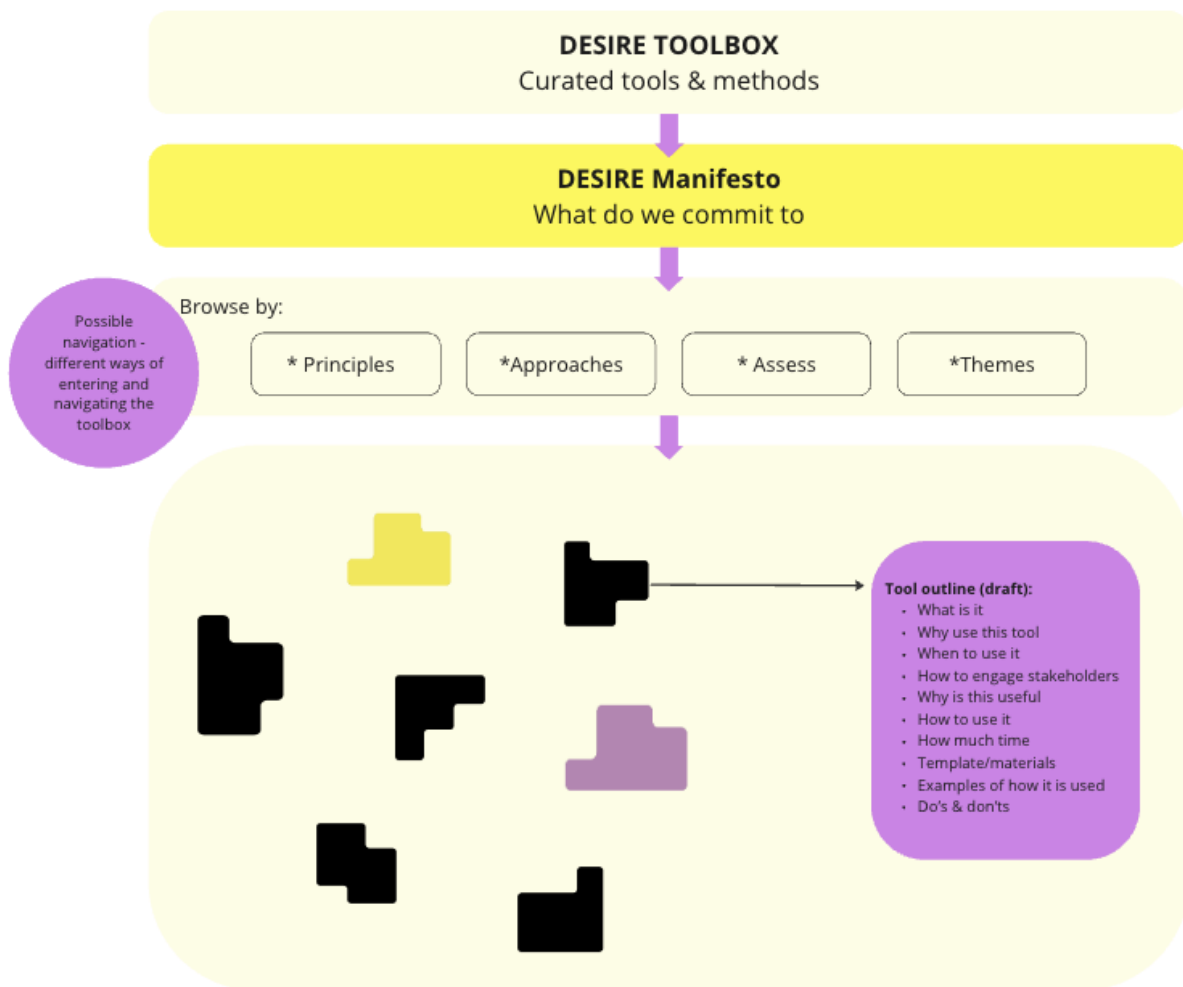


Fig. 3: Illustration of initial thoughts on the DESIRE Toolbox navigation and building blocks.

The DESIRE Toolbox contains several tools. The tools can be used separately but should always be chosen and combined according to a planned process or purpose. A tool can be a method, a guideline, a checklist, or a template.



At this moment in the DESIRE project, it is considered premature to conclude how to best structure the DESIRE Toolbox and conclude the building blocks making up the final toolbox including tools and navigation (categories, filters alike), as the sites are still in the process of experimenting and testing.

Our hypothesis is that users of this toolbox and DESIRE movement members and stakeholders need multiple possibilities of ways to navigate/guide their process, e.g. browse by category. A category works as a filter to help navigation, useability, and accessibility, thus function as “tags”. Each tool will most likely have more tags, meaning end up as results despite the category.

Ideas for navigation categories at this point:

- **Principles** - tools that can assist you in how to:
 - unleash a circular mindset (Circularity)
 - nurture a sense of belonging (Belonging)
 - embrace a planetary perspective (Biodiversity)
 - give agency to all actors (Movement)
 - expand the concept of aesthetics (Aesthetics)

Principles seems like an obvious category as the purpose of the DESIRE Toolbox is to support sites and stakeholder in how to apply the principles in practice with the aim of designing an irresistible circular society (as stated in the manifesto). But how to best describe the principle in terms of a filter that makes sense to users is to be further explored in the next phase.

- **Assess** - tools that can assist you in how to:
 - identify key stakeholders, collaborate, convene interests, and develop shared visions (Embrace challenges)
 - strengthen actors and communities, exploit existing capacities, recognize and harness local leaders (Empower choices)
 - track changes, use evidence to support transformation, leverage on lessons learned to build legacy (Enable change)



The “Assess” category especially relates to the learning tools developed by WP4 that support sites and stakeholders on how to monitor and assess output and outcome - ideally to drive change.

- **Approaches** - tools that can assist you in how to:
 - experiment and explore untried territories and do business as unusual (tools for pre-to-typing, prototyping, micro experiments, performances, etc.)
 - apply an artisan approach to making the preferred future tangible and empowering imagination
 - apply a trans-disciplinary approach to incorporate needed skills and perspectives
 - utilise the power of co-creation (Participatory approach)
 - create multi-level engagement

The “Approaches” category relates to the foundation elements of both how DESIRE operates and the NEB values. We are considering whether these approaches should act as navigation in the DESIRE Toolbox or if all curated tools in the DESIRE Toolbox have the foundation in their DNA.

- **Themes** - tools that can assist you in how to:
 - create social and inclusive housing: Addresses the need for inclusive processes in the circular transformation of social housing.
 - transform through symbiotic relationships: Focuses on how to optimise the use of materials flow when rethinking urban landscapes in cities.
 - reconcile cities with nature: Is about designing livable habitats and functional ecosystems from a multispecies perspective while rebalancing ‘land use’ to accommodate resource generation and biodiversity.

The “Theme” category relates to the three themes we initially defined as contexts for the experimentation of the principles on sites. These themes could also act as a filter in the DESIRE Toolbox. However, we are also considering whether the themes instead should act as cases - examples to support the tools rather than a way to enter the toolbox.



3. Co-creation process and activities (related to the toolbox)

3.1 Resumé of the input collected through the co-creation process

The purpose of this section is to give an understanding of how the process of co-creating and developing the 'DESIRE Toolbox - first prototype version' has been conducted within the DESIRE consortium. As stated in the proposal, the DESIRE project is a design-driven, co-creative experimentation and process.

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 among 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. In addition, this will ensure inclusion across age, social status, and sectors in developing the DESIRE Toolbox.

To create a toolbox that truly adds value and can generate impact beyond the DESIRE project, with the potential for replication outside the DESIRE consortium, it is essential to comprehend and understand the elements that contribute to a high-quality toolbox.

Thus, this section is intended to outline the process that has been leading up to the first prototype version of the DESIRE Toolbox. Including the co-creation activities that have been conducted and the input that has been harvested and processed to feed into this deliverable, and ideally the co-designed DESIRE Toolbox and verification of the DESIRE Principles. In addition, we have had several bilateral meetings with the DESIRE partners to consolidate and validate the tentative content of the toolbox. They are not documented in this report.

3.1.1 Mapping existing tools

Before experimenting with the DESIRE Principles on the sites, a range of existing tools related to each of the principles have been identified in order to offer support to the sites.



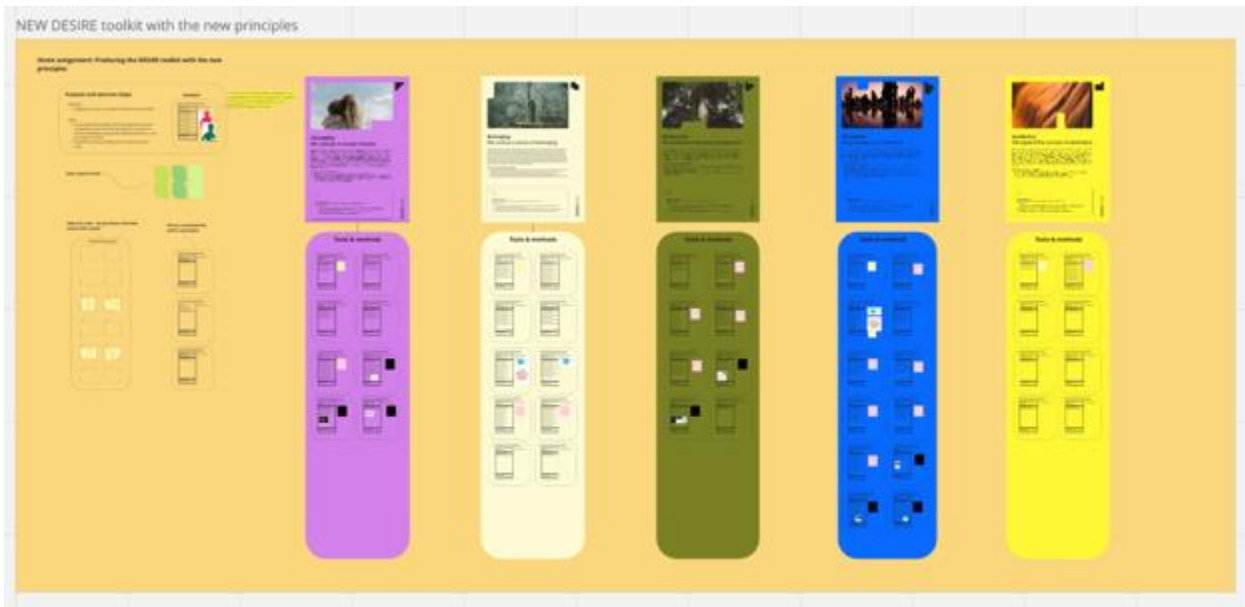


Image 1: Screenshot of [miro board](#) containing the harvesting of existing tools connected to principles.

WP2, WP3, and expert organisations (Really Regenerative Centre, GXN, and Dark Matter Lab) were asked to map existing tools in relation to the principles in a miro board. It was not the intention to conduct comprehensive research of tools to map all possible tools, but merely to collect those top-of-the-mind to ensure existing tools that could support the application of the co-created principles.

The sites were not required to use the identified tools, but they served as an inspiration and an overview of what types of support could be requested from the different experts and WPs. In addition, the aim was to research to what extent we were able to identify tools that could serve the application of the principles in the context of DESIRE, or to what extent we had to develop new tools or redesign existing ones.

What did we learn?

The selection of tools was difficult for the sites to do based on the principles only. The individual sites had to work in depth with principles in their context and based on this decide which activities they needed to carry out. This then pointed them towards the right selection of tools and methods. Also, several sites already had a clear idea of some of the activities they needed to do and had therefore already considered suitable tools and approaches for these. The exercise, however,



contributed to maturing the partner's mindsets towards connecting principles with local activities and tools.

3.1.2 Co-creating and identifying the right portfolio of tools to support site activities

During the 2nd consortium meeting in Amsterdam in May 2023 (M8), we conducted a co-creation workshop to support the sites in challenging their vision, ensuring alignment with the DESIRE manifesto, and identifying tools to support the experimentation phases.

The success criteria of the co-creation workshop were: all sites have chosen principles they would like to test and experiment with, drafted a test strategy, and identified what kind of tools they would need. As WP2 we have harvested insights on the types of activities and tools the sites have in mind for testing and experimenting. Below is an overview of the sessions and exercises.

Co-creation workshop session 1:

Vision exercise: What's new? What impact can/will the principles and tools have on your site?

Steps:

- Each person read the old vision for the site and what principles they have chosen.
- Next, Imagine that you are sitting at a dinner party in 10 years and are asked to tell the story of how your site became such a DESIRE success.
 - Silent brainstorm: What do you dream of? (Vision cards) 5 min
Guiding questions: 1. How did you experiment? 2. How did you create engagement? 3. How did you integrate aesthetics? 4. What were you most proud of? 5. What was hard? 6. What impact did the Desire Principles have on our site? 7. How can you see the DESIRE Principles come to life in your work on the site? 8. What is new in the way you are working desirable with your site? (See Appendix 1 for Site summary)
- New vision: Based on the collected future stories, do you want to redesign or adjust your original vision?
 - If not a New Vision - Ask why they don't need a new one.
 - Record your site's vision on your phone and upload it to your shared drive.



How did we experiment? - summary across all sites:

We implemented a diverse approach to experimentation, including workshops for citizen engagement models, bottom-up neighbourhood groups, and ongoing hands-on, sensorial design processes. We emphasised community involvement, inviting locals to contribute ideas and take a leading role in Open Design Groups. We experimented with various tools, and key stakeholders, and conducted interviews and workshops. We focused on empowerment, integrating art as a tool, creating physical spaces, and fostering real experiences. We engaged in practical workshops for nature interaction, community building, and circularity principles, facing challenges in discussing changes and emphasising the need for exploration and inclusivity.

How did we engage? - summary across all sites:

We engaged by ensuring information accessibility, initiating collaboration with local community groups, and fostering ownership and confidence among diverse participants. We invited key stakeholders to join the collaborative DESIRE path, emphasising purpose, and ownership in shaping future visions. We leveraged international best practices, involved various stakeholders in workshops, and enlisted kids as key ambassadors, influencing different layers of society. We enhanced engagement through diverse artistic practices, built relationships with local groups, and utilised various channels, including waterways and festivals, for historical and leisure connections.

What was hard? - summary across all sites:

It was hard to build trust, foster participation, and design citizen-city relations. We struggled with group dynamics, systemic change, and diverse expertise. It was difficult to influence and create mindset change, redirecting investments, and breaking the business-as-usual model. Further hurdles in early-stage engagement, avoiding predictability, and securing commitment within constraints. It was also hard to manage challenges in visibility, local participation, integrating scientific theory, funding, coordination, and engaging diverse stakeholders. Finally, it was hard to navigate resistance, convince traditional thinkers, and secure investor support.

See Annex 1 for the full transcript divided by sites.

Co-creation workshop session 2:

Mapping exercise/ Dialogue session: From vision to concrete actions.

Steps:



- Create the roadmap from the dream to concrete practice: Which concrete tools/ingredients do you need to achieve your dream?
- How do we ensure we keep doing something new? - What will be the new thing we are coming to do?
- How does the new vision match your activity plan and the tools you have selected to work with to unfold the principles?
- What concrete tools can you unfold and map out from your shared vision?
- Where do you see experimentation, engagement, and artisan practice in the way you unfold and work with the principles on your site? From this perspective is there anything missing?
- Are there any tools missing?
- What tools would you like to hear more about?

Revisit the toolkit and the test cards. Each site gets its own stickers with the site's name on and maps out what kind of tools they would like to hear more about.

- At the end of the work session: Map out your selected tools
- Get some guidance on how the sites can implement the tools in their activity.

Output: Insights and learnings regarding how experimentation, engagement, and aesthetics can be integrated on the sites, and which concrete tools have potential.

Sharing across all sites session 3:

Guiding questions:

- How did you experiment, engage, and include aesthetics? What was easy, hard, new?
- How did you work on incorporating experimentation, artisan approach, and participation in your activities/unfolding the principles?
- How can you see the DESIRE Principles come to life in your work on the site?
- What is new in the way you are working desirable with your site?



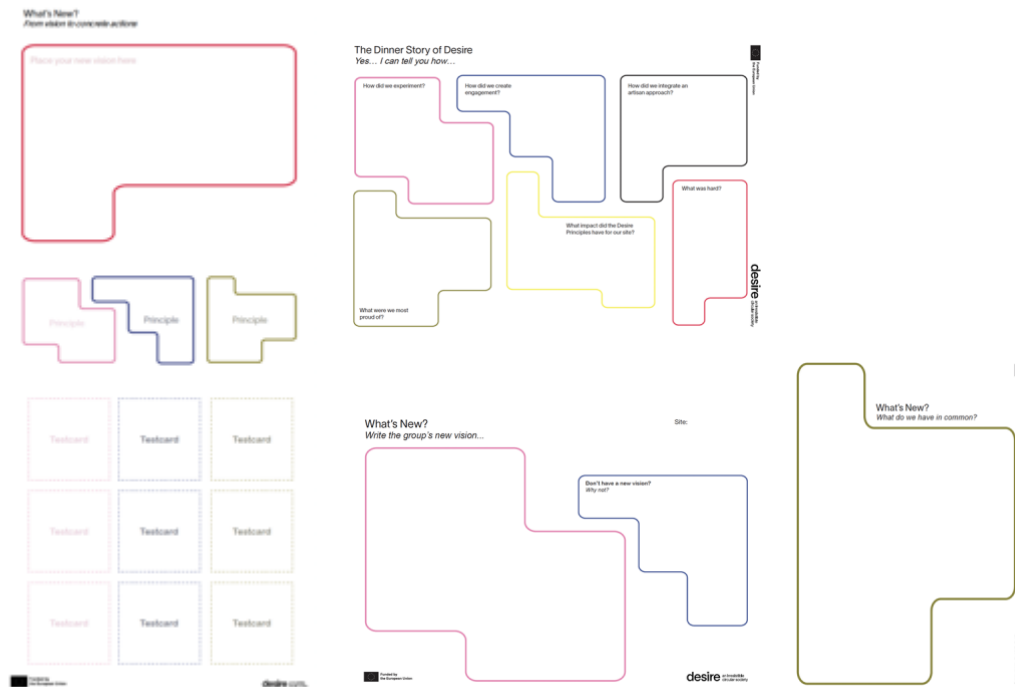


Image 2: Templates to support the sessions in Amsterdam.

What did we learn?

What we learned in Amsterdam was, amongst others, that some sites chose principles for experimentation that were related to activities they already had in mind before the DESIRE project. We believe this is understandable as the sites are asked to do and test many elements and layers during a very short time span equalling the DESIRE project timeframe. Further, some of the DESIRE sites are far into their transformation process of the site, why the DESIRE testing and movement need to find the best suitable way to be added and integrated - but at the same time add new value and accelerate desired futures according to the NEB values. What we have also witnessed after the Amsterdam workshops is that some of the sites have added testing of more principles than first planned. They have developed new and DESIRE-specific activities, as they have discovered that the DESIRE project is an impactful platform to engage and commit needed stakeholders (e.g. policy and finance) in the transformation of their site.



3.1.3 Toolbox design brief input

During June we initiated a process to explore what we understand by a toolbox and what is considered a good toolbox. Many toolboxes already exist and this is why it is crucial and valuable to identify best practice toolboxes/-kits to inspire the development and design of the DESIRE Toolbox.

We have reached out to all WPs and experts to point to their favourite toolbox and in a few words explain what makes a good toolbox. The results of this harvesting exercise are summarised in section 2.1.1.

What did we learn?

We learned that great tools and toolboxes should be adaptable, applicable, and clearly defined for a specific audience. Furthermore, clarity, accessibility, complementarity, and a balance between exploration and decision-making are key considerations. And finally, the acknowledgment that tools are not perfect, but rather supportive and guiding, reinforces the importance of tailoring them to their intended purpose.

3.1.4 Co-creating toolbox building blocks and tool outline

In September 2023 (M12) WP1, 2, 3, and 4 met face-to-face in Milan to develop a shared understanding of the building blocks that should be included in the DESIRE Toolbox and how tools should be designed and outlined. Furthermore, we aligned activities to ensure that activities of WP3 and WP4 will feed into the toolbox development.

What did we learn?

We learned that our understanding of the outline of tools is mutual and that it would make sense to change that what we deliver is a toolbox - not a toolkit - as we foresee that navigation has to be flexible to fit different contexts. We agreed that what will add to the uniqueness of the DESIRE Toolbox is in fact that tools include “lessons learned” and/or “do’s and don’ts”.

3.1.5 Co-creating input on how to anchor irresistibility in the Toolbox

During the partner consortium meeting in Riga in early October 2023 (M13), we conducted a co-creation workshop with the purpose of:

- revisiting the DESIRE ambition - the manifesto



- ensuring that we strive for, and keep striving for, irresistibility during the experiments on sites (and ideally - BEYOND).
- ensuring we connect the local and practical experiences and experiments with the overall ambitions of designing IRRESISTIBLE circular societies (avoiding becoming something detached from reality and practice).

We see it as an important role for WP2 to establish and maintain a joint terminology within the consortium and to invite the partners to keep reflecting on the term irresistibility, how it might look in many different contexts, and how this can be integrated into the DESIRE Toolbox. We prioritise this to ensure a clear link between the DESIRE Manifesto, Principles, and Toolbox (referred to as heart, brain, and hands).

We presented irresistibility as the differentiator, the guiding star, and the ambition of DESIRE. In addition to the DESIRE Manifesto, this is how we described “irresistibility” in the DESIRE proposal: *We aim for a future where sustainability becomes an obvious choice - a choice so attractive that it barely seems like a choice. Attractive, affordable, and accessible solutions to everyday issues that contribute to health and wellbeing for people and ecosystems at a global scale.*

Exercise 1: What is irresistible to you?

All partners noted their answers through a five-minute silent exercise, one-on-one.



Image 3: Consortium partner's responses.



Summary of the replies:

- Interesting aesthetics
- Sound of the sea
- Eternal, evolving, changing
- Provokes feelings/emotions/deeper thoughts
- Desire to be part of it
- Cultivated habit over time
- Mindset influencing actions
- Attractive and charming, inclusive
- Sharing different perspectives
- Aiming high with a sense of intrigue and desirability

To sum up, the collected answer could be something like this: Irresistibility means captivating aesthetics, eternal evolution, and profound emotional impact. It encompasses habitual and indispensable elements, offering unique perspectives, aiming high, and presenting a space or society that one eagerly embraces. It involves freedom to experiment, a mindset shaping actions, and an inclusive, charming allure that sparks joy and connection.

Full transcript of the post-its, see Annex 2.

Exercise 2: Exploring the concept of irresistibility - in the context of sites and the experiences so far

What are the strengths, weaknesses, opportunities, and threats in terms of irresistibility?

- What are the strengths of irresistibility?
 - Supporting questions: Why do we love it? How is this supporting us in striving for something we have not done before? How can it contribute to the feeling of being a movement?
- What are the weaknesses of irresistibility?
 - Supporting questions: Is it annoying? Misunderstood? Why? Is it a risk that it can make someone feel left out?
- What are the opportunities for irresistibility moving forward?
 - Supporting questions: How is it helping us in developing new solutions, collaborations, etc? Does it help us imagine a new future? How?
- What are the threats of irresistibility moving forward?



- Immediate energy and transformative resonance as drivers, emphasising attraction and energy exchange.
- Shifting narratives from "you can't" to "you want to," presenting positive future scenarios and making the planet (local) appealing and attractive.

Weaknesses: What are the weaknesses of irresistibility?

Supporting questions: Is it annoying? Misunderstood? Why? Is it a risk that it can make someone feel left out?

Summary across groups:

- The term "irresistible" lacks meaning for local stakeholders, remaining surface-level and challenging to grasp.
- The concept may not resonate with practical or lower socioeconomic groups, being perceived as an option rather than a common value. It's subjective and may face resistance in actual projects.
- Subjectivity, irrationality, and the potential for deception in the desire/irresistibility concept. Loss of control and the need for diverse engagement languages are highlighted.
- The word "resist" carries a negative connotation, making communication difficult. There's a risk of losing friction and harmony that may not always be beneficial in communication.

Opportunities: What are the opportunities of irresistibility moving forward?

Supporting questions: How is it helping us in developing new solutions, collaborations, etc.? Does it help us imagine a new future? How?

Summary across groups:

- Integrating irresistibility at both abstract and operational levels, breaking it down into accessible elements. Utilising tools like a walk app to capture irresistibility and exploring it as a realm of dreams.
- The non-universal nature of irresistibility encourages radical thinking and ideation. Temporality facilitates utopian thinking, and the concept has the potential to unite diverse stakeholders in collective change efforts. Building excitement through projects embodying irresistibility is an opportunity, with a call to include more focus on health and education.
- The current moment presents a suitable time for change, with irresistibility seen as an opportunity for personal and systemic learning. It provides a chance to see the world from different perspectives and rethink broken systems.



- The DESIRE concept embodies what is desired, merging aesthetics and ethics to create a system of values. Aesthetics influence what is considered "cool", and chosen limitations contribute to a dialogue. The time element, crossing generations, and education on irresistibility are identified as opportunities, making irresistibility an inevitable and evolving concept.

Threats: What are the threats of irresistibility moving forward?

Supporting questions: Do we risk painting an unrealistic picture we can't live up to? Can we create a joint understanding of irresistibility? And how?

Summary across groups:

- The potential loss of engagement due to an irresistible push and the risk of conflicting irresistibility.
- Alignment challenges with existing systems like the EU, potential cultural imperialism, and external threats from politics, economics, and health crises. The abstract nature of irresistibility may lead to fatigue and difficulties in contextualization.
- The influence of a purely money-driven society, the potential for deception, and the concept being perceived as "tricky."
- Irresistibility's limitations on free choices, concerns about elitism, the risk of imposition, and the relative nature of what is considered irresistible. The lack of adequate policy tools and issues related to privilege are also highlighted as threats.

Full transcript of the post-its, see Annex 3.

Exercise 3: Based on exploring the concept of irresistibility, what do we do to strive for irresistibility?

1. How might we understand (define) irresistibility as a concept?
 - Supporting questions: How do we perceive and understand irresistibility? What are the good examples of how we strive for, or even succeed, with irresistibility today?
2. How might we strive for irresistibility moving forward?
 - Supporting questions: Where do we see potential for "more" irresistibility in the future?

This group exercise was site specifically done with assistance from WP leads and experts.





Image 5: Output from how the sites aim to strive for irresistibility.

The Garden Caretaker, Herlev: Garden Caretakers stimulate transformative resonance through artistic and aesthetic experiences that transcend social, economic, and cultural backgrounds.

Wildemanbuurt, Amsterdam: The Amsterdam group has delivered their input written in Dutch. We will make sure to translate this to feed into the rest of the process.

Gadehavegaard, Høje-Taastrup: Users feel they want to go there, intuitiveness, tangibility, spontaneity, artists translate prototypes -> design the future, see representatives feel ownership (learning rooms), new culture - bodily and intellectual experiences.

BTC City, Ljubljana: Irresistibility is a journey, co-create what irresistibility means to the stakeholders -> broad definition & feeling, irresistibility - what does it contain for different stakeholder groups, make a positive change that can be transformative, irresistibility = dream, irresistibility needs to have a purpose - it cannot stand alone.

Cascina Falchera, Turin: Finding a common, shared vision for the different ongoing projects at Cascina Falchera - DESIRE can be the factor that changes the perspective of all the projects. Making Cascina Falchera a NEB lab for the whole city of Turin. Creating a sense of connection/feeling connected between all the people involved - maybe making more parties and festivals (joyful moments). Involving and convincing the local public transport company to provide some service to the area (and Casoina too).



Kalundborg Circular Campus, Kalundborg: To be irresistible we have to be indispensable. Be attractive. Unique and clear profile. The idea of irresistibility <- controversies -> The reality of irresistibility.

MIND, Milan: Securing inclusiveness in developing the vision and narrative for MIND by including a bunch of diverse groups of stakeholders. Turning voices and ideas from an inclusive visioning process into brief, guidelines, KPI, and tender requirements. Make it happen. Allowing ourselves to be playful and experimental on a smaller scale - to try truly new things, learn, and scale.

Ziepju, Riga: Could be a positive way to see the future. Pleasing ideas. Hope to achieve. Entity of social housing - selection criteria for inhabitants. Citizens at site courtyard -> tender process. Prove results and allow time to be spent.

What did we learn?

We learned that irresistibility is still considered the differentiator. Irresistibility has the power to engage citizens and stakeholders, however, we also must be aware not to use the term in an elitist way. We learned about the strengths, weaknesses, opportunities, and threats of irresistibility, as described above. Finally, we explored and ensured that all sites were working according to the DESIRE Manifesto, pushing limits, and testing new tools and methods.

4. The DESIRE Toolbox - first prototype version

4.1 DESIRE Toolbox prototype

In section 2.3 an illustration of the DESIRE Toolbox (fig. 3) was presented along with reflections on structure and navigation.

This section unfolds the outline of a tool in the DESIRE Toolbox. A toolbox is, as mentioned, in fact, a “box” containing a wide range of tools that can be combined in various ways to fit various purposes and expected outcomes. A Tool can be a visual asset, a template, a set of guidelines, an exercise, an approach, or a method that supports the implementation of the DESIRE Principles on the sites.

Excellent, existing toolboxes have been identified to serve as inspiration in the development of the DESIRE Toolbox (as described in section 2.1.1). Below is a summary of the input and characterizations:



- [The Hyper Island Toolbox](#): because it is very accessible and easy to use and adapt
- [The Digital Ethics Compass](#): because it is very pedagogical, question-driven, well-designed, and the most downloaded tool(-kit) on the DDC website.
- [DDC collection of tools and methods](#): because of simplicity, rather fewer than many to increase accessibility. Great and simple graphics.
- [Future maker's toolbox](#): because of the focus on futuring and because the instructions and use of examples are very helpful
- [GovTech Reusable Portfolio](#): because it has a very simple and pedagogical design and we are inspired by the outline of how to describe a tool and connect this description to a template.
- [The Co-creation navigator](#): because this navigator provides a set of tools that can be used and applied in various ways.

Based on inspiration from the above-mentioned tools and toolboxes a tool in the DESIRE toolbox could contain the following (outline):

1. Title: The name of the tool must indicate what the tool is about.
2. Tags: Words that are connected to the navigation and as such address the purpose and expected results.
3. What it is: A short description of what the tool is (guideline, exercise, method, process, template, etc.)
4. Why use this tool: A short description of what can be achieved when using the tool / or Why is it useful? How this particular tool can help you in achieving your goal.
5. When to use it: E.g. if it is beneficial at the beginning of a process.
6. How to engage stakeholders: A short description of who needs to be involved, who should attend – and why.
7. How to use it: A short step-by-step recipe.
8. How much time: How much time does one have to allocate to implement the tool?
9. Materials: List of materials that you need to use the tool.
10. Examples of how it is used (an example of someone who has filled out the template)
11. Do's and don'ts when using the tools – based on the site examples?



When we begin to describe all the tools tested by the sites and curate the final ones to go in the DESIRE Toolbox, we will validate to what extent the outline listed above is relevant and valuable. We will consider the fine balance between providing enough guidance and examples to make it understandable and at the same time keep it simple and not too text-heavy.

4.1.1 Examples of tools

Several tools are in the process of being tested at the sites to support experimenting with how to apply the DESIRE Principles.

The following tools are examples of tools we expect to be part of the final DESIRE Toolbox.

- **Ecosystem Mapping**

Source: <https://ddc.dk/tools/ecosystem-mapping/>

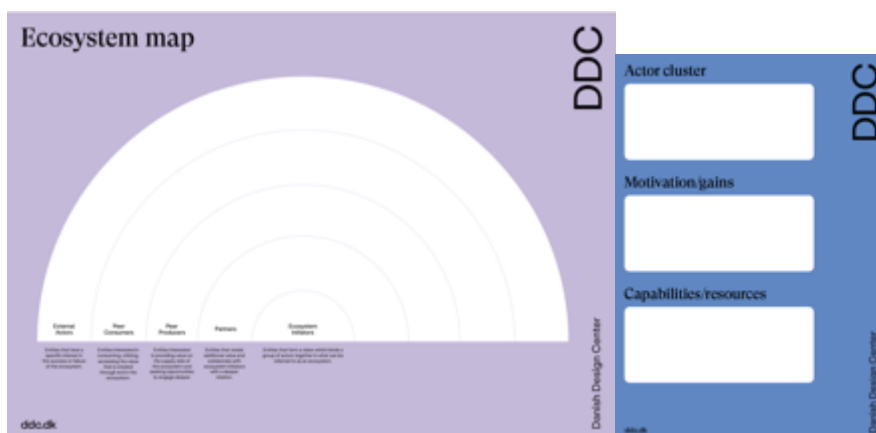


Image 6: Ecosystem mapping template

The purpose of this tool is to help get an overview of the actors and potential participants on your platform and how they relate to your future platform. This is crucial in a platform way of working in order to build (and mobilise) an ecosystem of both existing and new actors. Unlike traditional stakeholder mapping, this tool aims to look at the motivations, resources, and capabilities that will become valuable for the overall ecosystem.

- **Co-Design with Children** (tool in the making and name still to be decided)

Source: GXN (DESIRE expert)





Image 7: Co-designing and developing prototypes with 8th graders at Gadehavegaard (DK)

This tool has been developed specifically for the DESIRE project and is thus still under development. However, it is a process guide by GXN based on experiments at Gadehavegaard. The tool contains ethnographic material, and prototype workshops with 8th graders including 1) a principle programme - how to integrate into the procurement material 2) an inspirations catalogue 3) a process description - a handbook on how to do the co-creation.





Image 8: Translation of the 8th graders' prototypes at Gadehavegaard (DK) made by GXN.

The tool provides a great approach to engaging kids and young people in site development and visualisation of the future. What is unique about this tool is how the children's prototypes of desired places (related to parks) are quickly transformed into professional images made by architects. This is of course to capture the dreams and ideas of the children, but also to create a resource that translates their desired places to realistic scenarios of the near future.



- **Train the trainer**

Source: <https://ccn.waag.org/navigator/tool/train-the-trainer>

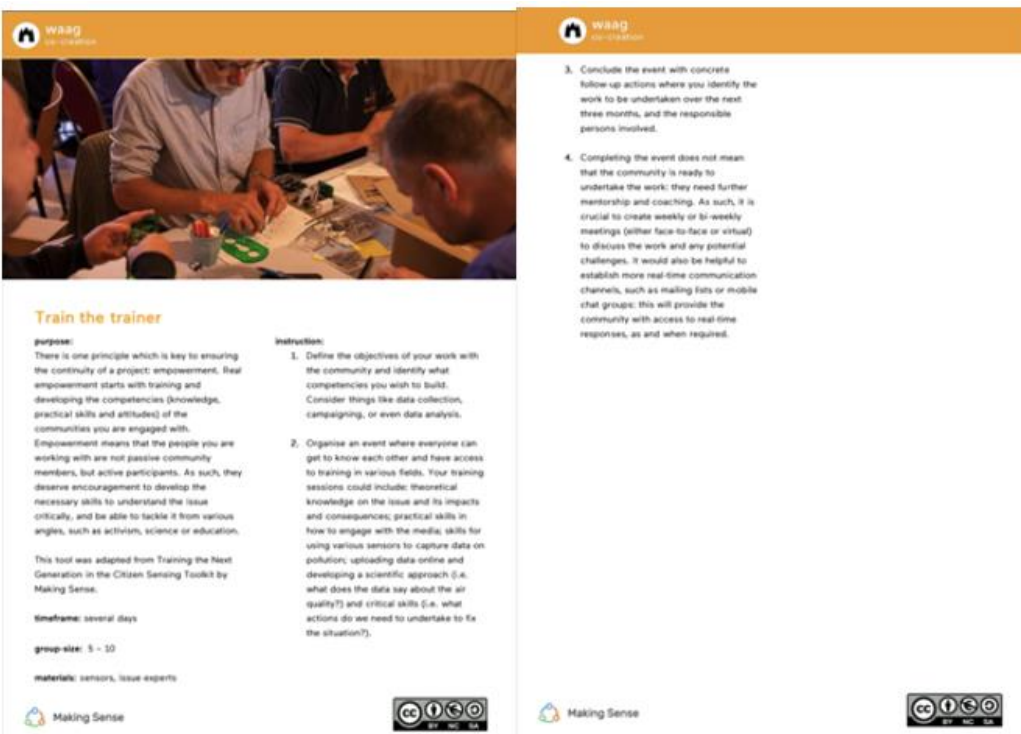


Image 9: Train the trainer guide.

When you work with communities it is important to also be aware of ensuring sustainability and legacy after the project period. Empowerment is key to ensuring the continuity of a project. It means that the people you are working with are not just passive actors but active participants. This requires the necessary skills and a focus on training and empowering the participants is crucial. As a result, this work will keep the legacy of the project alive, meaning it could potentially be scaled up in the future. The tool is adapted from Training the Next Generation in the Citizen Sensing Toolkit by Making Sense.

4.2 Moving on

Moving forward we are curious to explore to what extent the principles are to be considered a DNA-string in the scaling of DESIRE towards our preferred future of an irresistible circular society. Furthermore, we wish to explore what types of questions are valuable in the process of transforming the principles into research questions that address and consider site-specific contexts. Also, we are curious how to best anchor the terminology of irresistibility into the DESIRE



Toolbox.

Finally, we need to explore diversity. Diversity and inclusion are key values of New European Bauhaus, thus the DESIRE project. These values also need to be reflected upon and integrated into the toolbox to increase accessibility. Even if the DESIRE consortium is quite diverse in terms of geography and local challenges, the consortium itself is rather “white” and “well-educated”. For sure diversity is increased when it comes to how the sites engage with stakeholders, local communities and citizens. Important questions moving forward, how do we ensure that the DESIRE Toolbox is accessible to more people, including people with entirely different challenges that are represented in the consortium? How can we get to know our own bias and pay attention to blind angles?

5. Further process

5.1 Further co-creation, testing, and development of the toolbox

5.1.1 Actions toward the final DESIRE Toolbox

Moving forward, WP2 will engage in the site peer-to-peer learning sessions facilitated by WP4 to gain insights on the testing of tools at the local sites. We will also collect more in-depth knowledge on the use of tools across sites through the interviews conducted by WP3, where we will contribute to the questionnaire. Furthermore, we plan to conduct specific tool-related face-to-face interviews with the sites following their second iteration of experiments, and we need to harvest all the templates and playbooks used by the site organisations.

The tools related to monitoring, assessment, and learning (WP4) that are aimed towards facilitating the sites' activities, the implementation of the principles, and the reflection upon learnings and takeaways are also to be part of the DESIRE Toolbox. How these tools are to be integrated and structured is to be explored and decided in the coming months. In addition, we also need to understand how these tools are of value to the audience, and if anything needs to be designed.

During the consortium meeting in the spring of 2024 in Milan, WP2 plans to conduct a co-creation session to identify the tools being used at the sites, as well as map the dos and the don'ts to



uncover the hidden details and nuances, as this part of the tools is considered unique to the DESIRE Toolbox. We consider an open-ended format, storytelling, where sites are to explain to an outsider what they have done, what worked and what did not work.

Furthermore, we are also exploring the fitting format for the DESIRE Toolbox within the context of the DESIRE project, e.g. as a downloadable PDF, integrated into the existing DESIRE website, that offers the possibility of simple interactive navigation, and as part of the further developed DESIRE Digital Learning Hub (transformation of the website) that will collect the project's most valuable results and make them available for further exploitation.

Finally, we are going to identify platforms that could host and offer the DESIRE Toolbox as a resource. The integration of the toolbox on different platforms, e.g. websites of selected consortium partners, will increase the scalability and use of the resource. From past project experiences, we know that there is a risk that tools and knowledge placed only on a project-related website or platform will end up being outdated and forgotten when the project period ends. We aim to identify platforms with allocated resources to maintain, update, and keep the toolbox relevant, and who can help make sure it reaches our target audience.

5.1.2 Test focus

When we have identified the tools to go in the toolbox, we plan to validate selected, drafted tools with some sites to receive feedback. This will secure the best foundation for the finalisation of all the tools and the exploitation of the toolbox as a whole. Furthermore, we will secure validation of the toolbox as a whole with selected project partners (WPs, experts, and sites). We will focus on the combination and selection of tools and approaches, including necessary support like guidelines and cases, the structure, navigation, and accessibility in relation to the identified audience and target users.

ANNEX 1

DESIRE: What's the dream?



This appendix contains a summary of the responses across all 8 sites from the co-creation workshop at the 2nd consortium meeting in Amsterdam in May 2023 (M8). The purpose of “What’s the dream - exercise” was to explore how we imagine DESIRE was a success and created change and impact.

Exercise: Imagine that you are sitting at a dinner party in 10 years and are asked to tell the story of how your site became such a DESIRE success.

Amsterdam

How did we experiment?

- Ontwerp workshop for new citizen engagement models.
- Utilised bottom-up neighbourhood groups for self-organisation and design processes.
- Developed a neighbourhood movement with DESIRE groups owning each issue.
- Emphasised hands-on and sensorial experiences in the design process.
- Ongoing experimentation with and without community involvement.
- Invited local people to contribute ideas and topics.
- Created ODGs with locals in a leading role.

How did we engage?

- Made information comprehensible and accessible to all.
- Started the engagement process with local community groups and key figures.
- Encouraged ownership and confidence development among diverse participants.

What was hard?

- Trust, participation, and designing citizen-city relations.
- Addressing group dynamics and systemic change.
- Understanding everyone's expertise and leveraging diverse strengths.
- Redesigning relationships for belonging and engagement.
- Engaging traditional organisations.

BTC

How did we experiment?

- Experimented with various tools and key stakeholders.
- Conducted interviews and workshops.
- Aimed to build an experimental site for urban development.

How did we engage?



- Invited key stakeholders to join the DESIRE path collaboratively.
- Identified purpose for diverse stakeholders.
- Emphasised ownership and sought input on future visions.
- Sought international best practices.
- Involved business partners, local communities, Gen Z, and start-ups in workshops.

What was hard?

- Struggled to initiate the movement.
- Faced difficulties in attendance, mindset change, redirecting investments, and breaking the business-as-usual model.

Gadehavegaard

How did we experiment?

- Empowered residents by emphasising their voice, significance, pride, and stories of belonging.
- Insisted on staying true to the input of young individuals and translating it before involving experts.

How did we engage?

- Enlisted kids as key ambassadors for a future vision.
- Created 'rings in the water' through kids influencing parents, neighbours, and schools.
- Utilised the younger generation as ambassadors, promoting nature and circularity.
- Raised awareness about the importance of nature.

What was hard?

- Encountered difficulties in various aspects.
- Faced resistance from adults who found the premise strange and were unwilling to pay.
- Struggled to avoid predictability and create commitment within time and budget constraints.

Herlev

How did we experiment?

- Embraced art as a tool for caring, engagement, and development.
- Conducted diverse workshops, including poetry writing and bodily interaction.
- Took action, physically creating spaces and inviting people in, fostering real experiences.
- Integrated locals, focusing on behaviour change and making the project attractive.

How did we engage?



- Utilised various artistic practices such as painting, singing, and planting.
- Build relationships and trust with local groups, opening up spaces for citizen events.
- Invited people to explore the area through different practices, inspiring new perspectives.
- Enhanced engagement through communication, visibility, networking, and sensory experiences.

What was hard?

- Faced difficulties in early-stage engagement and introducing something new.
- Struggled with perceptions of elitarianism, but achieved success through investor support and EU taxonomy qualification.
- Encountered challenges in visibility, local participation, and getting locals on board.

Kalundborg

How did we experiment?

- Invited locals to school for hands-on teaching and design workshops.
- Conducted citizen festivals, stakeholder meetings, and 1:1 experiments.
- Facilitated short-term interactions, events across sectors, and process-driven decision-making.
- Challenged citizens' perspectives to widen views without making immediate decisions.
- Explored new ways of collaboration across different sectors.

How did we engage?

- Implemented a public program where everyone is considered an expert.
- Engaged through design workshops, citizen festivals, and stakeholder meetings, emphasising dialogue and shared tasks.

What was hard?

- Integrated scientific theory with local reality.
- Ensured broad stakeholder involvement and secure participation.
- Managed time constraints for exploration and experimentation.
- Worked across diverse sectors, understanding various perspectives and languages.
- Established a new school with its own identity and purpose.
- Encouraged voluntary work with limited budget impact.
- Initiated a shared vision for the project.

MIND



How did we experiment?

- Collaborated with the community on Minders, involving local residents and the city.
- Implemented a clear communication strategy with storytelling.
- Raised awareness through events for the Milan area.
- Transitioned from municipality silos to a transparent economic platform.
- Built small communities with waste materials, fostering the 'minders' project.
- Encouraged sharing good stories to bring people together.

How did we engage?

- Organised events, introduced new products/services, and created spaces for idea development.
- Utilised waterways and festivals as historical connectors, linking with the past and future leisure use.
- Programmed development with shared goals and monitored success criteria.
- Employed water and railways as metaphors for connecting inside and outside areas.

What was hard?

- Faced challenges in funding, coordination, timing, involving artists, engaging non-residents in MIND, convincing traditional thinkers, and finding time.

Riga

How did we experiment?

- Conducted workshops for engagement.
- Build community by addressing specific needs and involving new focus groups.
- Implemented new procurements and organised events to reach new apartment residents.
- Visited daycare centres and engaged with mentally disabled individuals and children from low-income families.
- Focused on groups not heard before, applying circularity principles in community building.

How did we engage?

- Listened to each group, found their interests, and explained new approaches.
- Utilised urban gardens as a hands-on approach for engagement and integration.
- Created attractive opportunities for sharing opinions and conducted workshops for citizens and stakeholders.

What was hard?

- Faced difficulty in discussing "changes" and emphasising that change has occurred.
- Encountered challenges in the implementation of a hard-to-change project on multiple levels.



- Struggled with increasing people, energy, and budget for long-lasting interest in building/enhancing local communities.

Cascina Falchera

How did we experiment?

- Faced difficulty in discussing "changes" and emphasising that change has occurred.
- Conducted practical workshops for engaging with nature.
- Created a community space through planned activities.
- Explored outdoor activities and communication with different species.
- Involved people from the neighbourhood.
- Established living labs using technology, in groups without a leader.

How did we engage?

- Welcomed everyone on the site and co-projected activities with local stakeholders.
- Ensured a fun and inclusive approach through schools, youth organisations, and finding the right tone for each stakeholder.

What was hard?

- Faced challenges in planning for and involving diverse groups.
- Navigated bureaucratic hurdles and sought permissions.
- Struggled with securing additional funding and avoiding short-term thinking.
- Sought funding for renewal and emission reduction initiatives.



ANNEX 2

What is irresistibility to you?

This appendix contains a transcript of the responses of all the partner representatives to the question: What is irresistibility to you? The exercise was conducted at the 3rd consortium meeting in Riga, early October 2023 (M13).

The list is a transcript of all the partner representative's replies to the question.

<p>Something with interesting aesthetics</p> <p>The sound of the sea</p> <p>Eternal, evolving, changing,</p> <p>Provokes feelings/emotions/deeper thoughts</p> <p>Something you want to be part of when I receive/meet a non-articulated service/product/interaction when needed,</p> <p>A habit you cultivated for time and how you can't imagine life without it</p> <p>A mindset that influences our actions and ways of being and doing</p> <p>Attractive and charming because it includes classes, genders, and planet</p>	<p>Sharing different point of views of the same place,</p> <p>Aiming high</p> <p>Micro - wow experience, a multi-faceted shimmer - never the same after exiting</p> <p>Attracting/innovating / super amazing</p> <p>It is a space (society) that you would never say no to be part of</p> <p>Showing new ways (paths) you will want to go</p> <p>A sense so wanted - so intriguing - so desirable that I simply have to be part of it</p> <p>Choices made by my heart</p>	<p>Freedom to experiment - exploration, connection opportunities and help people experience distance as an illusion</p> <p>The choice made by heart loss of control</p> <p>Inclusiveness (e.g. including the word "others", who might be different from me but entails a lot to discover)</p> <p>The lovely easy way</p> <p>A voice</p> <p>Well-being</p> <p>True local qualities, natural (don't have to force me to it), memorable experience that evoke feelings of joy and connection.</p>
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ANNEX 3

Exploring the concept of irresistibility - in the context of sites and the experiences so far

This appendix contains a transcript of the responses across all 8 sites from the co-creation workshop in Riga in October 2023. The purpose of “Exploring the concept of irresistibility - exercise” was to discuss and explore the strengths, weaknesses, opportunities, and threats of irresistibility as a terminology and concept.

Strengths:

- Group 1: A collective common vision. A continuous moving towards. The meaning of irresistibility is different for different people. Irresistibility is a vehicle.
- Group 2: Irresistible and desirability is a good way to appeal to the hedonistic and imaginative side of all of us as a driver for change. The value lies in the translation. A common direction that pushes us to think/do/be “different”. Creative and shared vision that (maybe) is direct change. You can feel “gedrager” - you as a person / you in this movement. Irresistibility can help to form another strength in you. Open ended therefore potentially inclusive. Applicable for lots of different situations. Emphasis on shared value creation across all stakeholders -> if someone loses out it is not irresistible.
- Group 3: Immediate energy driver. Attractive. Transformative resonance. Energy exchange
- Group 4: Turning narratives from “you can’t” to “you want to”. Presenting a positive future scenario. We are to plant the seeds today that are to be harvested in generations to come. To change what we desire. Attractive, magnetic, tempting. Make the planet (local) sexy (again).

Weaknesses:

- Group 1: As a site, we don’t introduce the word irresistible as it has no meaning for local stakeholders. Stays as a surface, a shimmer. Irresistible is a container that is difficult to grasp.
- Group 2: That the concept does not hit the ground and thus does not make sense to people. How to be inclusive for the low SES and practical educated? Nice if you are well educated and have a good income. It’s not a common value, it’s more an option. Hard to drive through in actual projects if too slippery. A subjective term - defined/perceived



depending in own conceptions -> can also be a strength. If we would “spread the word” there might be counter-forces who wanting to overrule - so: how to deal with that?

- Group 3: Subjective. ‘Not rational. Not everything that sparkles is gold. Loss of control. Need of developing multiple languages for engaging as many people as possible (can turn into an opportunity). Desire / irresistibility can deceive.
- Group 4: “Resist” is a part of the world - it contains “a negative”. It’s difficult to communicate. Be aware that we should not lose friction -> from communication / POV friction works - we should not “sell harmony.

Opportunities:

- Group 1: Integration of abstract level and operational level. Breaking down the concept of irresistibility into accessible parts/elements. Walk-app to capture irresistibility. Irresistible process and/or irresistible goal. Irresistibility is a realm of dreams.
- Group 2: Not universal -> pushes you to think radical and beyond. Temporality can enable utopian thinking, ideation, and playfulness. The concept has the potential of uniting diverse stakeholders in the collective change process. The togetherness or the feeling of togetherness will definitely help. “I know it when I see it” - an opportunity to build excitement through projects embodying and giving form to irresistibility. Include more health and education.
- Group 3: Now is the right moment for change. Irresistibility as an opportunity to learn something about yourself and/or the system. See the world in another perspective. To rethink broken systems.
- Group 4: Our DESIRE is what we desire. Aesthetics + ethics equals a system of values. The aesthetics change what is “cool” - it’s own ethics. Chosen limitations. Time: Benefits are not instant -> it crosses generations. The word is an opportunity for dialogue = different understanding. Education on irresistibility. The irresistibility becomes inevitable.

Threats:

- Group 1: Irresistible push -> engagement loss. The risk of multi irresistibility to one irresistibility for all.
- Group 2: The EU system is not aligned with this - where is the tick box in Brussels? Cultural imperialism. Politics: Trump, Putin. Economics: Depression. Health: Pandemic(-s). Staying in the abstract will quickly lead to fatigue with concepts. Irresistibility is fluffy - so to make sense it needs to be contextualised. Impossible to give a general definition of the



concept -> dialogue going in many directions. To force a fixed definition - embrace plurality.

- Group 3: Purely money-driven society. Can mislead you. Can be “tricky”.
- Group 4: It limits free choices (acceptance). We (DESIRE project) are part of an elite. Something irresistible until it doesn't become inevitably imposed. It's relative - a big corporation thinks that much profit is irresistible. Manipulation. Not being supported by adequate policy tools. Privilege -> who can not choose to do things (e.g. it is a privilege to choose not to fly).

