desire an irresistible
circular society

Desire Principles for Holistic Transformation

Deliverable 2.4

30.11.2024

COVER PAGE

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DESIRE Principles for holistic transformation - DELIVERABLE 2.4

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1. Introduction and approach

1.1. Introduction

The overall purpose of *D2.4 Desire Principles for Holistic Transformation* is to draft and finalise the Desire Toolbox[1] and Principles. This deliverable unfolds how the Desire Principles have been qualified and validated to support other actors in ongoing and future transformation processes and secure the Desire project's overall impact and legacy. Furthermore, this deliverable will elaborate on the connections between the Desire Manifesto, the Desire Principles (Movement, Aesthetics, Biodiversity, Circularity, and Belonging), and the Desire Toolbox as key project outputs. The process of co-creating, iterating, and connecting the key outputs is further described in *D2.1 Desire Manifesto*, *D2.2 Set of principles and transformation questions*, *D2.5 Desire Toolkit - first prototype version*, and *D2.3 Desire Toolkit.*

1.2. Overall approach

In the prior deliverables within *WP2 Co-design of principles and tools*, we have referred to the mission-driven innovation process in the context of the Desire project[2]. The model (Fig. 1) unfolds how the three decided DESIRE themes (*creating social and inclusive housing, transforming through 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 act on this.
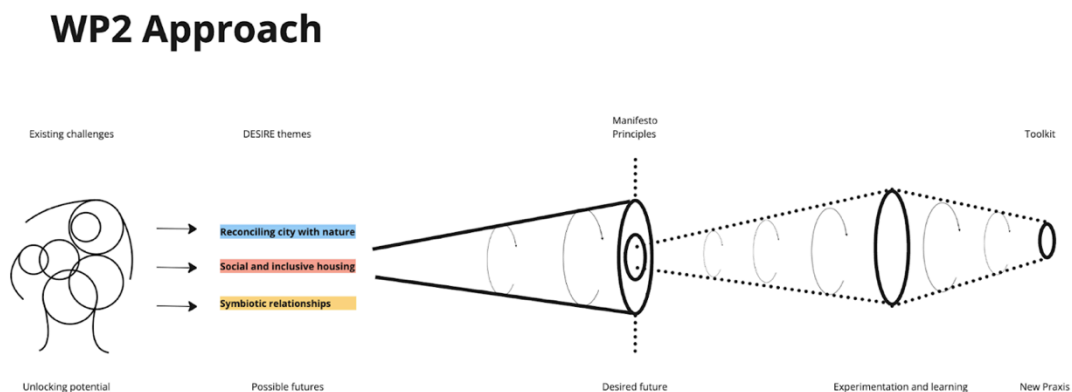

Fig. 1. Mission-driven innovation process in the context of the Desire project.

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[1] In *D2.5 Desire toolkit - first prototype version*, section 2.1 we elaborate on the decision of naming it Toolbox instead of Toolkit.
[2] See Description of Action, section 1.2

The manifesto and the principles present the direction and change needed. Together, they created the framework for experimenting at the local sites. These have been supported by various tools and approaches that the local site teams have found useful and have enabled their transformation processes. The insights from the place-based, locally run activities and experimentation have then constituted the foundation for the work on developing the content for the final toolbox. These insights were gathered across *WP2 – Co-design of principles and tools*, *WP3 – On-site demonstrations*, and *WP4 – Learning and evaluation*, and all contributed to the toolbox after being processed and translated into concrete pieces of advice, guiding questions, tools, and approaches that can enable replication of the Desire approach. The insights collectively provided input for this final qualification and validation of the Desire Principles.

2. Introduction to the Desire Principles

2.1. What is the connection between the Desire Manifesto, Principles, and Toolkit?

When designing an irresistible circular society, we need to turn our hopes into clear ambitions and establish concrete actions to achieve them. The Desire Principles serve as cornerstones to help guide and sustain our ambitions throughout our circular transformation processes.

As stated in prior WP 2 deliverables, we define the Manifesto, Principles, and Toolbox as the heart, brain, and hands of the Desire project.
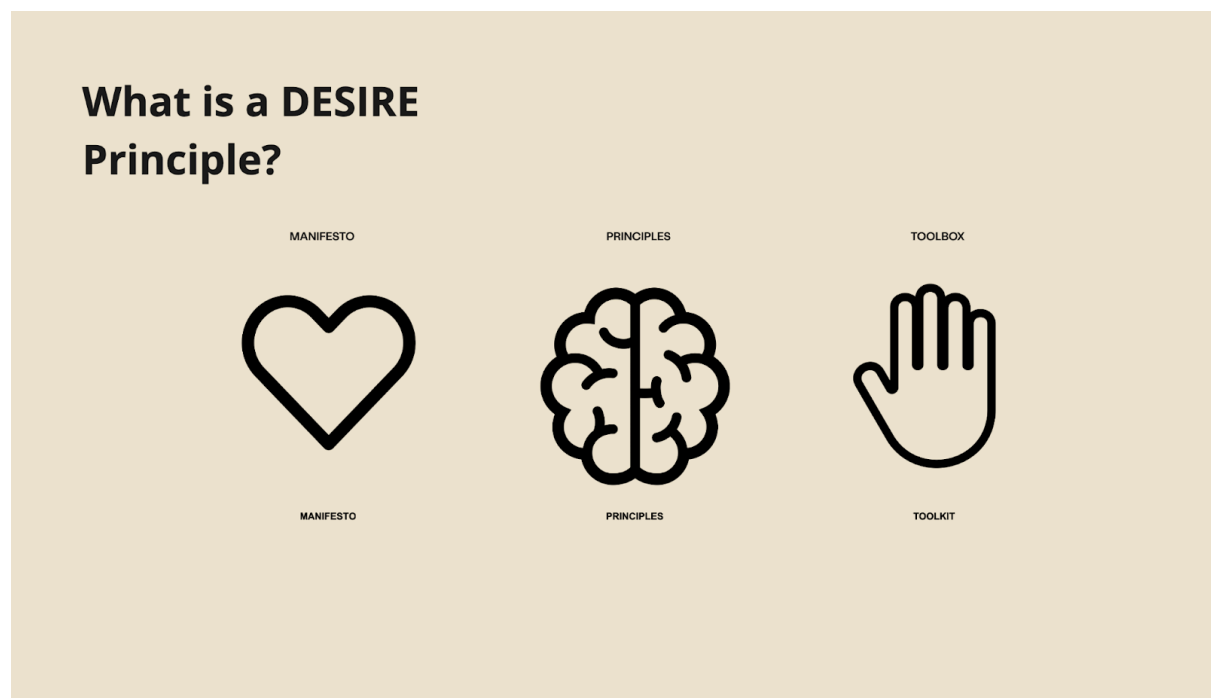

Fig. 2. The heart, brain, and hands of Desire.

The heart (Manifesto) defines the ambition and establishes a frame for the movement and community. The Manifesto supports the movement in keeping the right direction and maintaining high quality. The brain (Principles) concretises and operationalises the paths that must be explored to achieve the desired transformation. They make the Manifesto operational, and in this updated and final version, they help set a clear direction and define guidelines for how to do so in planning and executing a transformation process. They connect closely to the hands (the toolbox), which provides concrete tools and a transformation guide of themes, advice, and questions to help transform the principles into concrete and feasible practices for future application.

2.2. Purpose and structure of the Desire Principles

The long-term desired outcome of applying the Desire Principles is to create change at a systemic level. We have strived to achieve 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 help translate systemic and abstract challenges and ideas into inspiration and motivation for creating tangible steps, change of behaviour and mindset, and new solutions. Through design processes, tools, and prototypes, the Desire Principles can guide the Desire movement to navigate complexity in a hands-on, creative, and collaborative way.

We have worked with three overarching layers (engaging, experimental, and artisan approach) of the Desire Principles that support systemic change. Read more about these in our deliverable *D2.2 Set of principles and transformation questions*, section 2.4. These have helped inform the validation of the principles and the finalisation of the toolbox.
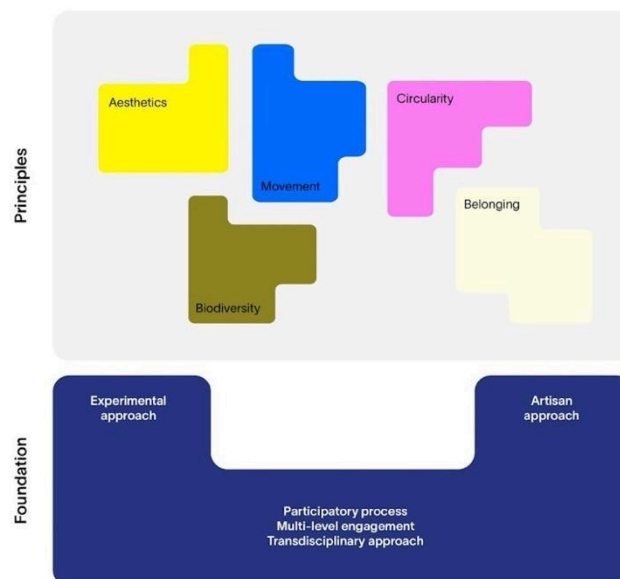

Fig. 3. The overarching approaches of the Desire Principles.

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The five Desire Principles (Movement, Aesthetics, Biodiversity, Circularity, and Belonging) represent the fundamental values for which we want to be held accountable as a movement. At the same time, they are to be considered agile and flexible entities that are open to local interpretation. Hence, they can be adjusted accordingly to the realities and context in which we operate. The principles' applicability highly depends on parameters such as geography, ownership, political commitment, finance, culture, etc. Therefore, they need to be supported by advice and reflection questions that connect the principles to a specific context. This is what we have further developed and unfolded in the toolbox.

According to the Desire local site teams, the Desire Principles act as a license to operate, meaning that they are a set of core values that you need/promise to commit to, which serves as a stamp of approval to provide legitimacy to work with the Desire approach in your transformation process. The five principles co-exist in a symbiosis as a DNA string. To raise the ambition in future Desire-inspired transformation processes, all principles must be addressed to achieve irresistibility fully. You commit to this in the manifesto, and this is crucial when striving for an irresistible future. It is possible to emphasise some principles, but all should somehow be addressed in a successful transformation process.

The Desire Principles are meant to evoke emotions and motivation in connection to the Desire Manifesto. They act as guiding points and strategies for the transformation processes where they are applied. They entail a set of dogmas or guiding points that outline the ambition of Desire and how we, as a movement, wish to work. Hence, each Desire Principle consists of five elements described below.

- **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.
- **Title:** A title that defines the essence of the principle.
- **Subheading:** A sentence that elaborates on the meaning of the title and captures how we work with the principle.
- **Storytelling:** The Desire Principles opens with sensory storytelling that is meant to evoke emotions that motivate and inspire the adoption of the principles.
- **Guiding points:** The Desire Principles are translated into three concrete bullets that act as active dogmas of how we wish to work with each principle.

3. Co-creation process and activities

This section entails a resumé of all the input collected through the co-creation process related to testing and validating the principles. We will briefly describe each of the main activities in the following.

3.1.   Site interviews

A crucial part of understanding how the principles have worked in practice and how the sites have understood and applied them involved conducting interviews with each site.
In the Desire project, each site was allowed to focus on and test one to three Desire principles to gain deep knowledge of the quality and impact of a specific principle.

The interviews were specifically focused on the sites' key learnings from experimenting with applying the Desire Principles and the tools and approaches that supported this work. Furthermore, DDC explored how these elements interconnect. Throughout May and June 2024, DDC conducted two-hour interviews with each site, focusing on their experiences with the principles and tools and general experiences (dos and don'ts) when working with core elements of the Desire approach. The interviews were guided by a template shared via a Miro board. The Miro board presented all materials and insights from the sites that they had shared in interviews and peer-to-peer sessions with other partners (mainly related to WP3 & WP4).
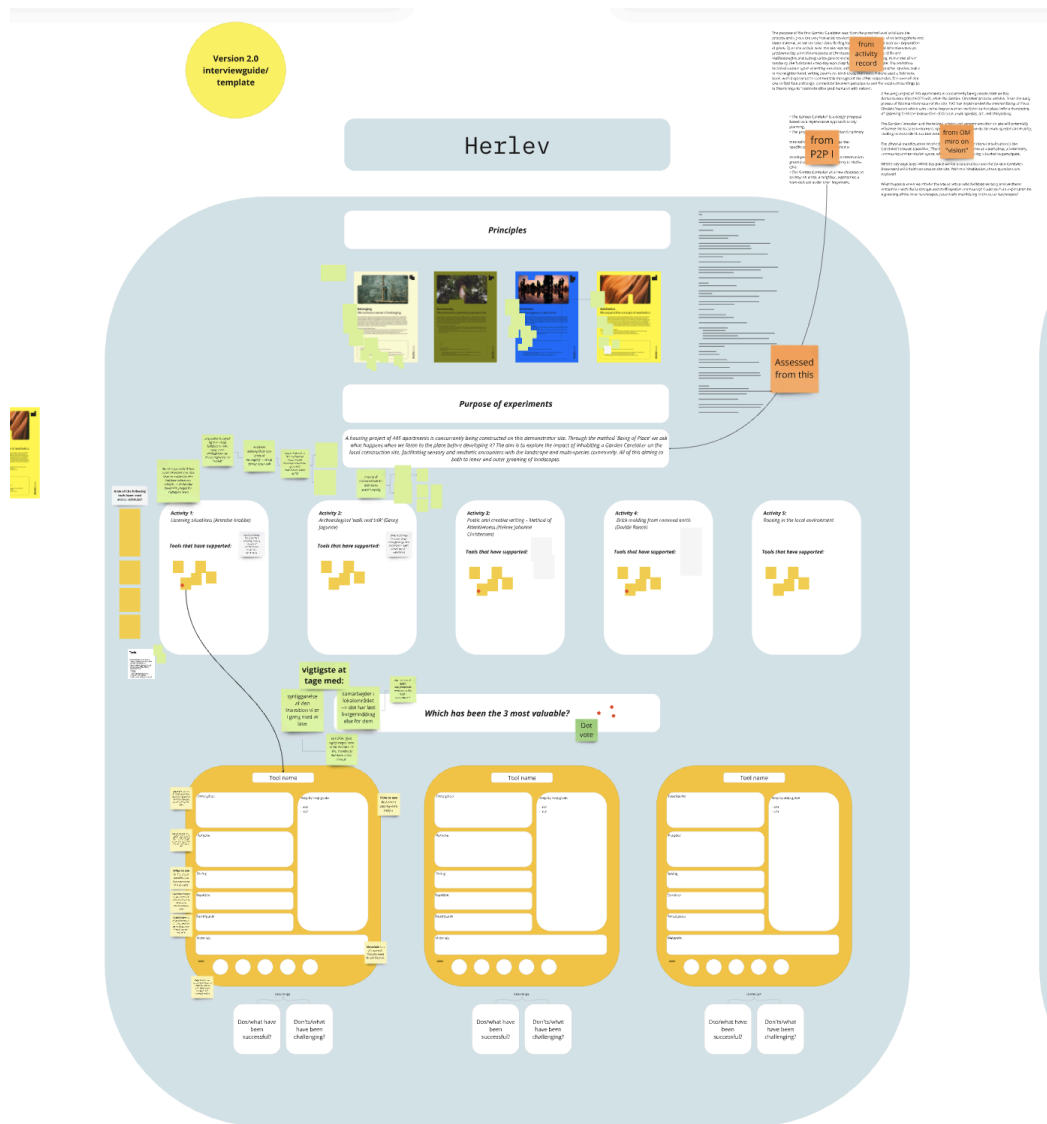

Fig. 4. Miro board of site-interview guide and templates

Fig. 5. Miro board overview of all site-interview guides and templates.

The interviews followed a three-step format but remained flexible to allow for a natural flow of conversation. The first part focused on the principles, examining how the sites have implemented them in practice and supported site activities, and vice versa. The second part aimed to validate our tool mapping. The final section allowed sites to elaborate on their most significant successes and lessons learned, helping to capture the best "tips and tricks" for inclusion in the final toolbox. This highlighted how the Desire Principles have supported the sites' work. A key insight was how the sites saw the principles as deeply interconnected. Some had changed or added an extra principle throughout their process. At the same time, many emphasised how they could have worked with all principles even if the focus had been on one or two principles to begin with, viewing the principles as a DNA string rather than separate modules.

3.2.   Workshop activities in the development of the toolbox

Throughout the development of the final Desire Toolbox (see *D2.3 – Desire Toolkit*), the Desire Principles have also been qualified. All activities have generated output that has informed the final qualification and validation of the Desire Principles. In the following, we will briefly go through the main activities conducted in developing the toolbox, which also supported the validation of the principles.

3.2.1.   Workshop: Co-creating input on how to anchor irresistibility

During the consortium meeting in Riga in October 2023, DDC facilitated 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).

One of the important roles of WP2 has been to establish and maintain a joint terminology within the consortium and to invite the partners to keep reflecting on the term *irresistibility*, how it functions and supports in many different contexts, and how this knowledge and experience eventually can be integrated into both the Desire Toolbox and the Desire Principles. For more details on the co-creation session on irresistibility, look at *D2.5 Desire Toolkit – first prototype version*. In the finalisation of the

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Desire Principles, we found the insights from this workshop valuable in further validating the role and impact of the principles. During the session, the principles were highlighted as crucial when raising the ambition of irresistibility while sustaining the more concrete and actionable level by representing five cornerstones of how we in the Desire movement view the concept of irresistibility.

3.2.2. Workshop: Co-creating the legacy - how to design irresistible circular societies - the Desire Toolbox

During the consortium meeting in Milan in April 2024, DDC hosted a co-creation workshop aimed at exploring what the Desire legacy should be as well as key questions relating to the toolbox.

The workshop provided a collaborative space for dialogue across the consortium, enabling us to crowdsource insights and experiences from all members, particularly the sites. Our ambition was to foster ownership amongst the sites and help them become ambassadors to carry on the Desire legacy beyond the project. The first exercise at the workshop initiated reflections on the role of the Desire Principles. The purpose was to gain insights into sites' experiences on having worked with and tested the principles and reflect on how the rest of the world could benefit from these learnings.

Exercise 1: What is DESIRE legacy?

Purpose: The focal point is the work of testing the principles, and the experiences they have gained, so the rest of the world can benefit from it.

Co-creating the legacy: What is the legacy?
- This is an experiment - what do we dream is the output?
- What would we like to take with us moving forward?
- What would we like to give to others?
- How is ownership distributed among the sites?
- How will learning - principles and tools - create values for "others"?

See more details on all workshop exercises in *D2.3 Desire toolkit*.

Insights

From this exercise, we learned that…
- The Desire Principles can act as guidelines for future projects
- The principles are being perceived as an important dialogue tool by developers, urban planners, architects, etc.
- The five principles give new ideas on how to negotiate a change to more circular strategies across a variety of practical site experiences
- The Desire Toolbox's relation to the Desire Principles is to put the principles into practice
- The principles act as inspiration for others working in green transition/urban development/multi-species
- The principles can act as a stepping stone for others
- The principles can be used for new projects and new themes/areas
- The principles help view new approaches to assuming public value and life around the buildings

3.3.   Final event – consortium meeting

During the final consortium meeting in September 2024, DDC facilitated a session for all the consortium partners; "Activating the irresistible circular movement". The purpose of the session was to revisit the irresistibility concept and the principles. Dialogues and feedback from the session have served as input for the final validation of the principles.

The session was 1 hour and consisted of the following:

Introduction (5 min): Two-step process. Validating the principles and discussing how we best scale the principles outside the consortium.

THE PRINCIPLES (30 min)

In the context of Designing the Irresistible Circular Society - and with an emphasis on Irresistibility

How does the description of the Desire Principle work (write the principle) _____

1. *Taking all of your collected experiences into account, does the text/description still work and make sense?*
   Why or why not?

2. *Anything you would edit, delete, or add?*
   Be as specific as possible

3. *Examination questions - do they make sense? Help in guiding how to apply the principles in practice?*
   Why or why not?

ACTIVATING THE MOVEMENT (20 min)

How to scale the principles outside the consortium?

Rounding off (5 min).

All comments, adjustments, and feedback from the session were gathered and digitalised. DDC has looked across all the input and incorporated the feedback into the final versions of the Desire Principles varying from thoughts on more overarching elements to text-specific adjustments.

For all input, see Appendix 1.

4. The Desire principles

4.1. Key adjustments of the final version

The final version of the Desire Principles has been adjusted according to the feedback and input from all the activities described in section 3. The first version of the Desire Principles, and how they were co-developed, is presented in *D2.2 Set of principles and transformation questions*.

For the final version of the Desire Principles, we have made several adjustments to the first version, based on key insights from continuous validation and qualification throughout the Desire project (cf. section 3). The focus in the final adjustments has focused on how to strengthen the articulation of our ambition and qualify the content of each principle as well as their connection to each other.

Key insights incorporated into the final version of the principles:
- The principles are a DNA string that serves as a "licence to operate"
  - This deeply integrated interpretation of the principles differs from the first version of the principles that relied on a more modular "mix and match" understanding of the principles.
- The principles are an operationalization of the manifest more so than a concrete guide
  - The toolbox serves as a concrete guide in the form of the Desire Transformation Guide. The principles stay at a more abstract level that serves to motivate and inspire to work with the Desire approach.
- The examination questions that were part of the first version of the Desire Principles have been removed in the final version of the principles
  - The transformation questions were intended as exploratory questions that could help guide the experimentation on the local sites when the project started. They are not concrete enough for external stakeholders to use. Now that the sites have conducted various activities guided by the principles throughout this two-year experiment, the examination questions have been transformed into all the concrete advice and considerations that the toolbox entails. They have moved from being part of "the brain" to being integrated into "the hands" of the project.
- Text-specific adjustments and final validation of the consortium
  - In the final version of the Desire Principles, text-specific adjustments have been made according to the final validation of the consortium. Smaller adjustments have also been made in the storytelling part of each principle, while some of the specific guiding points to each principle have been rewritten or replaced with new more fitting guiding points (according to input presented in Appendix 1). Not all input from the sites has been one-to-one incorporated into the final version of the principles as some of the input is reflected or incorporated into the tools and/or transformation theme guide.

4.2. The Desire Principles

The final edit of each Desire Principle is presented below. The final layout versions can be found in Appendix 2 and at the Digital Learning Hub through this link.

4.2.1.　Circularity

We unleash a circular mindset

Imagine the feeling of meeting someone that you have an immediate connection with. You get the instant feeling of being interconnected and at the same time curious to get to know more about this person. Their story is like a 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 to know 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 their story as they are part of yours, and together this stimulates positive change.

This is how we work with circularity

— We are aware that what we need to sow today will be harvested not by us, but by generations to come.

— We work to make circular processes visible and accessible for all local actors.

— We focus on identifying the remaining barriers to the implementation of circular solutions and collaborate broadly to solve these together.

4.2.2.　Belonging

We nurture a sense of place

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, emotionally, and socially allows you to just be. When the place invites you to shape it and gives you the courage to leave your mark. We are shaped by places as they are shaped by us. This makes us belong.

This is how we work with belonging

— We understand the power of mutual trust and embrace patience in transformation processes.

— We make our senses like hearing, tasting, and smelling just as important as rationality.

— We nurture strong connections to and care for; material and immaterial things as well as humans and non-humans.

4.2.3.　Biodiversity

We embrace a multispecies 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 favour the ruling? Imagine if we knew nature rights as we know human rights. Imagine if we valued and considered the perspectives of humans and non-humans equally. What if we extended principles of justice, participation, empathy, 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 multispecies perspective entails.

This is how we work with biodiversity

— We represent all human and non-human species when we make decisions in transformation processes.

— We use the means of art, architecture, and design to ensure that spaces have a quality and the prerequisites that enable all species present to live and flourish.

— We ensure a holistic perspective, where individual well-being can only be measured in relation to the collective well-being.

4.2.4.   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 emphasise transparent and democratic processes to make activities accessible for all actors.

— We secure awareness about all factors, structures, and actors crucial to creating impactful urban development.

— We cherish a sense of collective responsibility by exploring collaborative forms of governance that can support collective management of shared urban assets.

4.2.5.   Aesthetics

We expand the concept of beauty

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 colours. You feel drawn to it. Connected to it. You catch your 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 look up only to meet the eyes of your neighbour who reciprocates your smile. You both 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, emotions, and reflections of ourselves that we want to lean into together.

This is how we work with aesthetics

— We apply the disciplines of art, architecture, and design through all phases of our work process.

— We integrate the notion of aesthetics in our processes and not just in the end products.

— We expand the value of beauty by making sensory and tactile experiences community-based and inclusive.

5. The legacy

5.1. Desire Digital Learning Hub

The Desire Principles will remain an integrated part of and gateway to the Desire Toolbox together with the Desire Manifesto.

These will collectively be available on the Desire Digital Learning Hub, which constitutes the Desire outcome and makes the legacy operational, replicable, and scalable.

ANNEX

Appendix 1: Session at consortium meeting September 2024: "Activating the irresistible circular movement"

Principle	**Aesthetics**
Taking all of your collected experience into account, does the text/description still work and make sense? Why or why not?	It still partially makes sense, but we understood that it needed to be complemented, considering beauty and aesthetics in light of other dimensions beyond sensing and functionality. We took. Beauty needs to be interpreted in a broader perspective.
Anything you would edit, delete, or add? Be as specific as possible.	Based on our experience, we would suggest interpreting beauty with reference to: ● The relational dimension (with people, among people, with places: sense of community, sense of belonging etc.) ● The ethical dimension (equality, inclusion, accessibility etc.) ● The emotional dimension (the only one currently included in our initial definition)
Examination questions - do they make sense? Help in guiding how to apply the principles in practice? Why or why not?	They need to be complemented considering the previously mentioned dimensions.
How to scale the principles outside the consortium?	In the MIND demonstration, we developed the "beauty for all" model, namely an assessment framework for introducing beauty and inclusiveness as a key component in urban development and regeneration. The model should/could be publicized to sustain its uptake and experimentations in other contexts. This can be a legacy of the project.

Principle	**Movement** (Ana (CER), Jan Jacob, Torben, Aase
Taking all of your collected experience into account, does the text/description still work and make sense? Why or why not?	The text & title is good. Narratives that create emotions are good.

Anything you would edit, delete or add? Be as specific as possible.	They are intangible but they are bringing value for external stakeholders. "License to operate" - this is what the principles are. Not concrete enough - need to refer to specific sites & experiences that support/help others to take on the principles.
Examination questions - do they make sense? Help in guiding how to apply the principles in practice? Why or why not?	← this could be replaced by concrete examples, cases that would make the principles understandable for others. The issue is that you only understand the value that the principles create in back mind relate to concrete needs and forget the communication to specific stakeholder groups.
How to scale the principles outside the consortium?	Use principles for other EU projects → ECLI, Horizon public spaces calls. Put it into city urban planning and polities.

Principle	**Movement**
Taking all of your collected experience into account, does the text/description still work and make sense? Why or why not?	Does: ● Giving agency to all actors ● When voices come together you feel uplifted Doesn't: ● Leadership vs. collaborative responsibility - who are we? ● Movement still unclear, you can feel ● Path to free movement? It assumes it already exists ● It doesn't happen on itself → taking the lead pushing forward ● Collaborative responsibility - in practice? → way to complex
Anything you would edit, delete or add? Be as specific as possible.	Delete: App: need to have "leadership" having courage to push. Edit: in terms of the choir metaphor and a <u>conductor</u> - to align all voices into symphony.
Examination questions - do they make sense? Help in guiding how to apply the principles in practice? Why or why not?	● Questions one not for general public/too complicated? Do not resonate. ● Who is forget group? ● Collective responsibility for what? Planet, project, values? ● Have to create common culture ● Questions assume that we already have collective responsibility

How to scale the principles outside the consortium?	

Principle	**Biodiversity** - "protect what is true, if it's not, find paths to bring it back"
Taking all of your collected experience into account, does the text/description still work and make sense? Why or why not?	Protection is still important. e.g. in Riga, how can we protect the trees when we renovate. <= what works. Biodiversity is not just about the right thing to do, but it is also understanding that we are part of the same environment and working for biodiversity and for nature is good for EU too, for our everyday life too.
Anything you would edit, delete or add? Be as specific as possible.	Our principle talks about protection, but that's only one side of the coin. We should also emphasize restoration, bringing nature back. We ensure the balance by not destroying, but also by practically bringing nature back. The picture could be divided in two parts, one showing nature (protect) and one other could show a very urban environment without nature.
Examination questions - do they make sense? Help in guiding how to apply the principles in practice? Why or why not?	Language should be simplified precise. + easy language → what are participatory processes…etc.? The questions ask too many things in one. E.g. identify why biodiversity is important could be 1 question. Maybe we could change the subtitle of the principle by talking about balance, as all of us, nature and us, people as part of nature, are in need to maintain balance. Q 2+3 - good but could be simplified.
How to scale the principles outside the consortium?	Leading for example ● The story of Cascina Falchera the research they made to understand how to bring nature back.

Principle	**Belonging**
Taking all of your collected experience into account, does the text/description still work and make sense? Why or why not?	We learned in 2 years that the sense of belonging is a fata morgana if there's no trust. Old description doesn't fit anymore, because "it's all about trust you stupid".

Anything you would edit, delete or add? Be as specific as possible.	[sense of belonging being heard, being co-designer, co-owner. Then you belong to - example - the system]
Examination questions - do they make sense? Help in guiding how to apply the principles in practice? Why or why not?	Yes, those questions matter. Also because it tolerates failures, and it creates a space of learning and experiment and of course ownership.
How to scale the principles outside the consortium?	Aesthetics belonging circularity biodiversity movement → ownership In chaos we trust each other. Patience/trust - important for the 5 principles.

Principle	**Circularity**
Taking all of your collected experience into account, does the text/description still work and make sense? Why or why not?	The prose text to the principle is too long and windy and the key principle and its relation to circulation is tricky to figure out - could we not simply say what se mean: i.e. "we should design with care for future generators, always in a way that allows us to leave a possible impact". We like: ● Make circularity visible and accessible for all actors (spot on!)
Anything you would edit, delete or add? Be as specific as possible.	Edits: ● We fight for developing a collective narrative about circularity as a value driver in our projects. ● We work to identify the remaining barriers to implementation of circular-solutions and collaborate broadly to solve these together.
Examination questions - do they make sense? Help in guiding how to apply the principles in practice? Why or why not?	What does it mean to connect nature and technology in relation to circularity?
How to scale the principles outside the consortium?	Circularity - Establish built environment Risk sharing fund - to de-risk decision-making on implementation of circular solutions on individual projects.

	- Are the ways to accelerate upgrading "norm-laget" for high impact/high risk circular solution such as concrete and steel → make an irresistible "norm-grundlag".
	Beyond (all the rest)
	- Quality impact measures for social sustainability to use "s" in ESG requirements as driving for change. And develop new answers for how building design and deliver social value - eg. community spaces.
	- Utilize the physical projects and outputs as tactile demonstrates allowing interested partners to high the wheels - and allow access to the people who did this - we must be desire ambassadors.
	- Explicate how principles drive tangible value for key gatekeepers in ways that make sense to them and their decision partners.

Principle	**Belonging**
Taking all of your collected experience into account, does the text/description still work and make sense? Why or why not?	Belonging as a principle makes sense. It is one of the easiest to work with. The "default" into family relations should be replaced with a narrative about place. Belonging should be obvious but we constantly need reminding of its value in collective belonging versus individual or project integrity/identity/drive.
Anything you would edit, delete or add? Be as specific as possible.	Strengthen the idea that belonging is relational. Say more about the nature of belonging to specific place(s). Fostering a sense of belonging raises a field of caring; we (humans) only work on change if we care. Caring and connection sustains motivation for change. Nurtures sustainable outcomes which are considered over the time needed.
Examination questions - do they make sense? Help in guiding how to apply the principles in practice? Why or why not?	First we need to understand a place - past, present, future potential - FIRST. Did we learn enough about what kind of participatory process nurtures or engenders belonging? Not sure we did. A paradox - many of us exploring "belonging" did not belong to the places we looked on. Did we do well at professionally working with belonging those circumstances?
How to scale the principles outside the consortium?	Scaling is a business-as-usual strategy. Scale-liking is what life does. Without understanding the biocultural uniqueness of each place, we cannot consider scale.

	Sense of belonging at an "appropriate scale" (EU) needs to be examined. Belonging is a multi gating strategy against polarization; but it is a double-edged sword which is also excluding. Did we examine the "right" scale of belonging? Belonging has a relationship to democracy and inclusivity. Did we examine this? If not, how? Belonging goes at the speed of trust.

Appendix 2: The Final 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 get 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 to know 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 their story as they are part of yours, and together this stimulates positive change.

This is how we work with circularity

— We are aware that what we need to sow today will be harvested not by us, but by generations to come.
— We work to make circular processes visible and accessible for all local actors.
— We focus on identifying the remaining barriers to the implementation of circular solutions and collaborate broadly to solve these together.

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Belonging
We nurture a sense of place

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, emotionally, and socially allows you to just be. When the place invites you to shape it and gives you the courage to leave your mark. We are shaped by places as they are shaped by us. This makes us belong.

→

This is how we work with belonging

— We understand the power of mutual trust and embrace patience in transformation processes.
— We make our senses like hearing, tasting, and smelling just as important as rationality.
— We nurture strong connections to and care for; material and immaterial things as well as humans and non-humans.

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Biodiversity
We embrace a multispecies 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 favour the ruling? Imagine if we knew nature rights as we know human rights. Imagine if we valued and considered the perspectives of humans and non-humans equally. What if we extended principles of justice, participation, empathy, 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 multispecies perspective entails.

This is how we work with biodiversity

— We represent all human and non-human species when we make decisions in transformation processes.
— We use the means of art, architecture, and design to ensure that spaces have a quality and the prerequisites that enable all species present to live and flourish.
— We ensure a holistic perspective, where individual well-being can only be measured in relation to the collective well-being.

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 emphasise transparent and democratic processes to make activities accessible for all actors.
— We secure awareness about all factors, structures, and actors crucial to creating impactful urban development.
— We cherish a sense of collective responsibility by exploring collaborative forms of governance that can support collective management of shared urban assets.

Aesthetics
We expand the concept of beauty

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 colours. You feel drawn to it. Connected to it. You catch your 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 look up only to meet the eyes of your neighbour who reciprocates your smile. You both 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, emotions, and reflections of ourselves that we want to lean into together.

This is how we work with aesthetics

— We apply the disciplines of art, architecture, and design through all phases of our work process.
— We integrate the notion of aesthetics in our processes and not just in the end products.
— We expand the value of beauty by making sensory and tactile experiences community-based and inclusive.

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