

**SPACE  
DOCTORS**

**Creating Meaningful Futures**

**Once upon a time...**

**Stories are carriers of ideas.  
Of meaning.  
Of the call to action.**

B L A C K F I S H

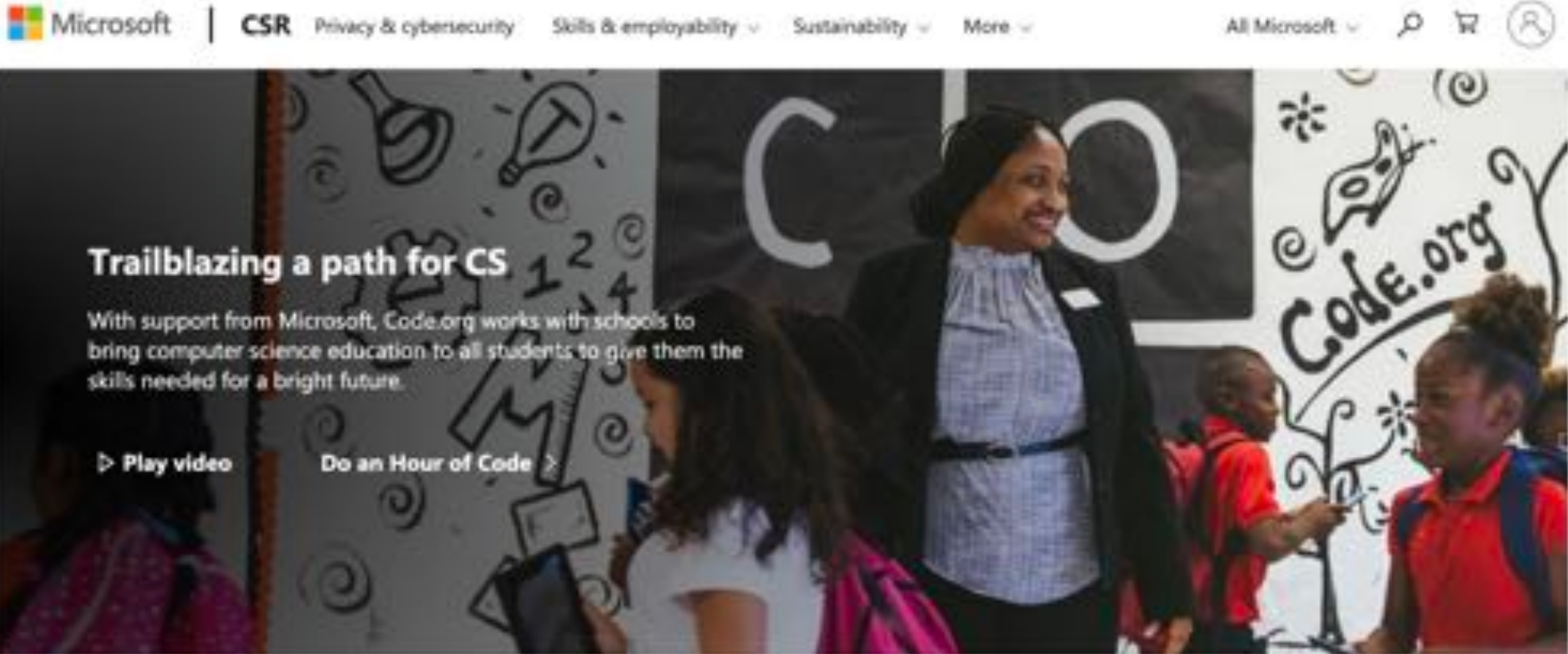


**Stories help us make sense of the world around us.**

# We use stories in our work....



# We use stories in our work....



The image shows a screenshot of a Microsoft website banner. At the top left is the Microsoft logo. To its right are navigation links: 'CSR', 'Privacy & cybersecurity', 'Skills & employability', 'Sustainability', and 'More'. On the far right of the top bar are icons for 'All Microsoft', a search icon, a shopping cart icon, and a user profile icon. The main banner features a photograph of a woman in a black blazer and light blue blouse smiling and talking to a group of children in a classroom. The children are wearing red shirts and backpacks. The background is a chalkboard with various hand-drawn icons like a lightbulb, a gear, and the Code.org logo. Overlaid on the left side of the banner is the text 'Trailblazing a path for CS' in a bold, white font. Below this is a paragraph: 'With support from Microsoft, Code.org works with schools to bring computer science education to all students to give them the skills needed for a bright future.' At the bottom left of the banner are two buttons: 'Play video' with a play icon and 'Do an Hour of Code' with a right-pointing arrow.

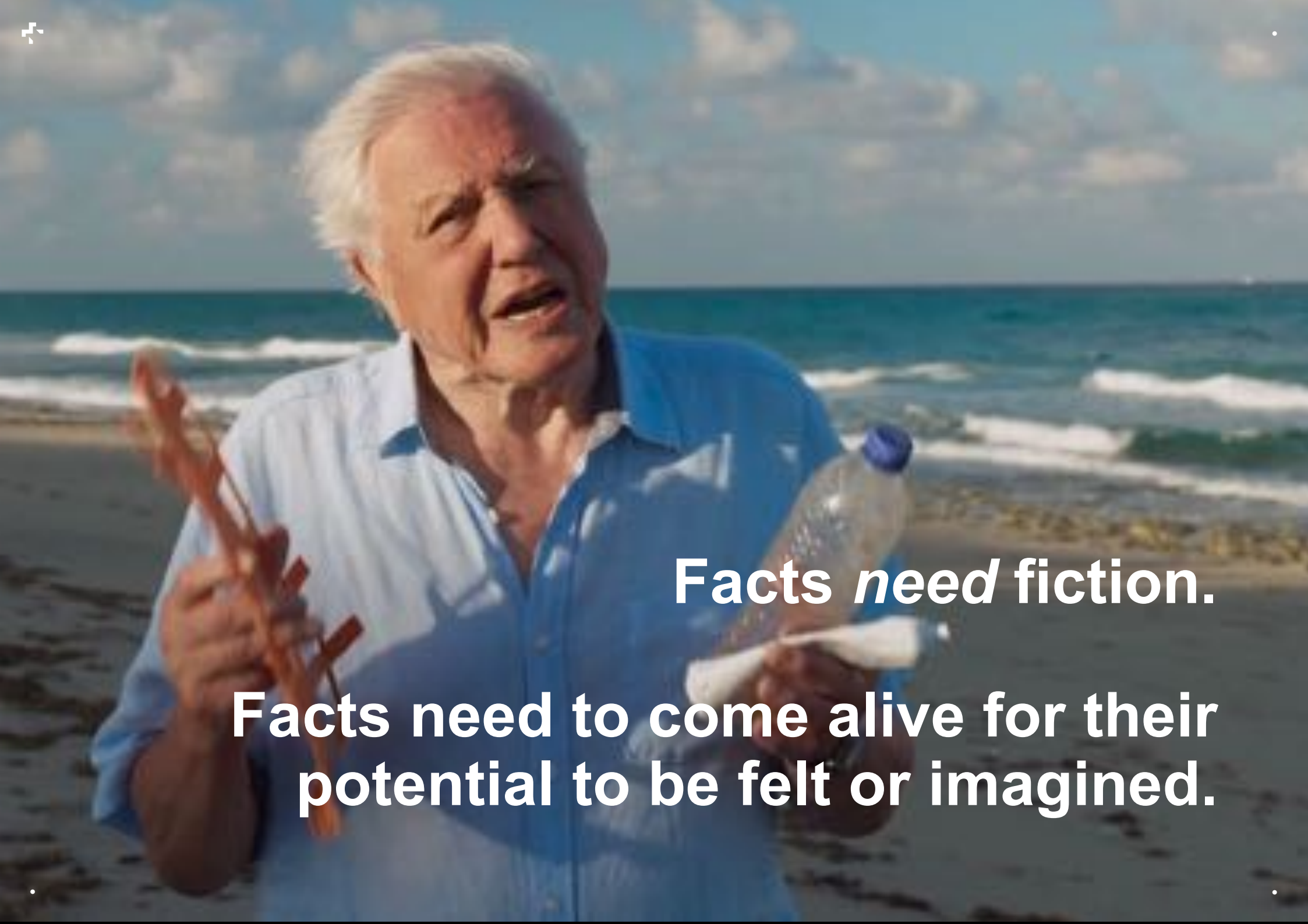
Microsoft | CSR Privacy & cybersecurity Skills & employability Sustainability More All Microsoft

## Trailblazing a path for CS

With support from Microsoft, Code.org works with schools to bring computer science education to all students to give them the skills needed for a bright future.

▶ Play video Do an Hour of Code >






**Facts *need* fiction.**

**Facts need to come alive for their potential to be felt or imagined.**

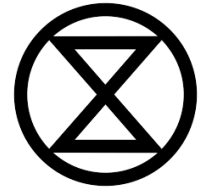




**The stories that we  
are told are shaping  
our view of the  
world, changing  
what we think, what  
we feel, and what  
we do.**

**Right now!**





**Sacramental protest**

**Extinction Rebellion  
Red Brigade**



# A letter to the future

Ok is the first Icelandic glacier to lose its status as a glacier.

In the next 200 years all our glaciers are expected to follow the same path.

This monument is to acknowledge that we know  
what is happening and what needs to be done.

Only you know if we did it.

Ágúst 2019

415ppm CO<sub>2</sub>

***“Change is coming,  
whether you like it or  
not.”***

**Greta Thunberg**





# Why the Guardian is changing the language it uses about the environment

From now, house style guide recommends terms such as 'climate crisis' and 'global heating'

**FROM**



**Climate Change**

**Global Warming**

**Saving the Planet**

**TO**

**Climate Crisis/  
Emergency**

**Global Heating**

**Facing Extinction**



✦  
**We are asking :**

***Do the stories we are hearing  
encourage us to change faster than  
ever before – to feel, act,  
relate differently?***

***Do they call us forward to a better,  
more positive way of living?***



**We don't  
think so.**

**We must**

**Retell  
Reframe  
Reimagine**



“  
***Any large-scale human cooperation  
- whether a modern state,  
a medieval church, an ancient city  
or an archaic tribe –  
is rooted in common myths that  
only exist in people’s collective  
imagination.***  
”

—  
**Yuval Noah Harari, Historian, philosopher,  
author of ‘Sapiens, A Brief History of Humankind**

***So what's getting  
in the way?***



**Distance**  
**Doom**  
**Dissonance**  
**Denial**  
**Identity**

**Distance**

**Doom**

**Dissonance**

**Denial**

**Identity**

**Social**

**Supportive**

**Simple**

**Signal**

**Stories**

*Credit: Per Espen Stoknes*





**FROM**  
ABSTRACT  
TECHNICAL  
REMOTE  
GLOBAL  
DISTANT

**TO**

REAL  
PRACTICAL  
LOCAL  
PERSONAL  
SOCIAL



**There are multiple stories  
that we are starting to tell to  
ignite action and activate  
behaviour change...**

# Stories of Human Relationships and Resourcefulness

***“We can be whatever we  
have the courage to see”***

Alexandria Ocasio-Cortez, A Message from the Future







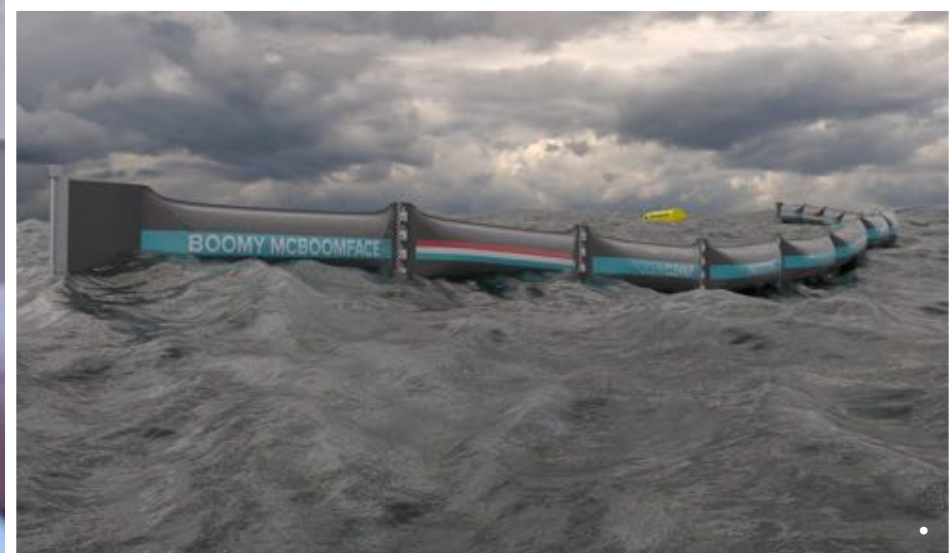
# The story of moving from activism to listening...

Anuna de Wever's Instagram page – Belgian youth activist



**...Or a story of Radical  
Reinvention through technology  
or pioneering, visionary  
leadership.**







TESLA

MODEL S MODEL 3 MODEL X MODEL Y CYBERTRUCK ROADSTER ENERGY

Solar Roof

Powerwall Solarglass Roof Commercial Utilities

Power your Home with Beautiful Solar

A screenshot of the Tesla website's Solar Roof section. The top navigation bar includes the Tesla logo and links to Model S, Model 3, Model X, Model Y, Cybertruck, Roadster, and Energy. The main content area features a large image of a house with a solar roof and a red Tesla Model 3 parked in the driveway. The text "Solar Roof" is overlaid on the image, and a navigation menu with links for "Powerwall", "Solarglass Roof", "Commercial", and "Utilities" is visible in the top right. Below the image, the text "Power your Home with Beautiful Solar" is displayed.

**Two different stories of futures  
we could create.**

**They draw on different ideas.**

# Story 1

**Vs**

# Story 2

**Human Resourcefulness  
and Relationship**

**Love & Empathy**

**Hero is community  
and belonging**

**'Bottom up'**

**Evolution**

**Tech Visionary**

**Power & Mastery**

**Hero is genius and influence**

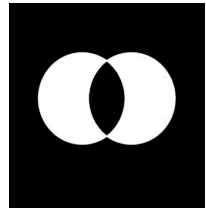
**'Top down'**

**Revolution**

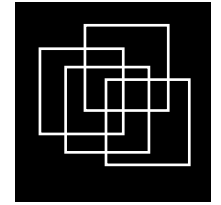


# MAPPING THE EMERGENT STORIES WHICH CAN TAKE US TOWARDS A ZERO CARBON FUTURE

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**Human Relationship**



**Radical Reframing**

Bottom Up

**Acknowledging inter-relationships between everything**

- Resourcefulness
- Local democracy & community
- The Commons, belonging
- Natural rhythms and Gaia
- Physical relationships

**Stories of Love and Empathy**

**Urgent direct action vs the systems of power**

- Mass organization, collective action and 'disobedience'
- Disruption, trusting our instincts
- People's assemblies

**Stories of Passion and Revolution**

Principles of Evolution



Principles of Revolution

**Faith in existing knowledge & structures**

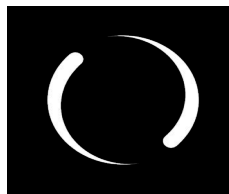
- Scientific progress
- Regenerative Economy, "Be Generous"
- The proper operation of the state

**Stories of Progress and Civilisation**

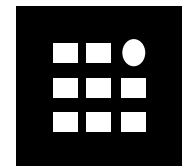
**Imposing a vision**

- Rule breaking,
- A new ideology
- Charismatic leadership : Musk, Ardern, Lucas

**Stories of Power and Mastery**



**Progress through Reason**



**Individualist Visionary**

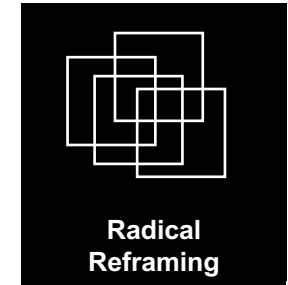
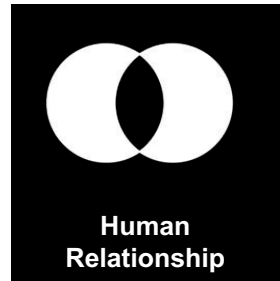
Top Down

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# MAPPING THE EMERGENT STORIES WHICH CAN TAKE US TOWARDS A ZERO CARBON FUTURE

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Bottom Up

- Acknowledging inter-relationships between everything
- Stories of Love and Empathy
- *Performative*
- *Optimising a broken system*
- *Inertia*
- *Efficiency, Too little, too late*

- Urgent direct action vs the systems of power
- Stories of Passion and Revolution
- *Reactive, not creative*
- *Overly-emotional*
- *Sacrifice, people get hurt, the mob*

Principles of Evolution

Principles of Revolution

- Faith in existing knowledge and structures
- Stories of Progress and Civilisation
- *Nativism*
- *Blinkers*
- *Helplessness*
- *Pace*

- Imposing a vision on everything
- Stories of Power and Mastery
- *Dictatorship. De-throning.*
- *The cult of the individual.*
- *Corruption,*
- *Rights removal*



Top Down

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# *A Human Resourcefulness Story*

ALL THE THINGS YOU  
NEED, RIGHT AROUND  
THE CORNER

You shouldn't have to go far to borrow what you need. Become a member today and join a local equipment lending library right in your neighbourhood.

Become a Member Today

## The Thingery





# *A Reasoned Progress Story*

## **I've seen the future and it's Norwich: the energy-saving, social housing revolution**



# A Visionary Leadership Story

## NEW GREEN RADICALS

THE BUSINESS LEADERS  
RESPONDING TO THE  
CLIMATE EMERGENCY

businessGreen  
in partnership with  
GREENHOUSE

## The Green Radicals

*“These green radicals are turning humankind’s greatest threat, into its greatest hope.*

*Let’s join them”.*

“  
**Our wildlife, soils, oceans, and the quality of the air that we breathe, are under threat. To do nothing, or not to do enough, is not an option.**

Juliet Davenport, CEO  
and Founder, Good Energy



#NewGreenRadicals





# THE GAME CHANGERS



*A Human Relationship/  
Radical Reframing Story*

## The Game Changers

The benefits of a plant-based diet for elite athletes.



“SOMEONE ASKED ME, HOW COULD YOU GET AS STRONG AS AN OX WITHOUT EATING ANY MEAT? AND MY ANSWER WAS, HAVE YOU EVER SEEN AN OX EATING MEAT?”  
- PATRIK BABOUMIAN



GO VEGAN

Kai Greene @KaiGreene  
I'm tellin' you bro #2020 gonna be diff ! 🥦💪 new plant based diet #GameOver

Kai Greene @KaiGreene  
Once I saw this I was like WTF !! @gcmovie this new Netflix doc is insane



GREGGS

Welcome  
fresh



**We can use the map  
to explore new  
ways to build more  
positive stories.**

**A way to increase  
collaboration and  
diversity of thought.  
Breed radical  
creativity.**

**By thinking about different possible futures, we can identify the one which we like the most.**

**Our preferable future.**

**And then we can start building it.**





**So what will be the stories that you will tell...?**

**At home, in your office, in your community groups?**

**What would they need to create?**

**Who would you ask to do it?**





**Build the Story.**

**Make something  
new.**

**Do something  
different.**

**Make it real.**

“ ***Stories ... protect us from chaos, and maybe that’s what we, unblinkered at the end of the 20th century, find ourselves craving.*** ”

—  
Bill Burford





**Stories can change the world..**

**Perhaps they can save the world too?**





## Acknowledgement:

**Group of people generating these ideas together as a collective commons to use across our work, with our own work groups, clients and organisations.**

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Julius Colwyn

Matthew De Abaitua

Louise Jolly

Nikou Nazaripour

Fiona McNae

**Thank you for reading!**